

Last Generation of Private Car Owners Challenge

Turku is a city with 200,000 inhabitants in the west coast of Finland. Area is well known as a maritime and life science hub. Bioeconomy, cleantech and circular economy are seen as the key to sustainable growth, both economically and environmentally.

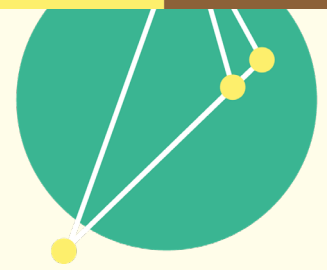
City of Turku is growing and the forecast for Turku's population in 2030 is 210 000. Turku is the sixth biggest city in Finland. Turku Region altogether with 11 municipalities has 342 000 inhabitants. There are four universities, 40 000 students and 22 000 companies in the region.

In addition, the City is selected to be one of the European Union mission cities, which **aim to work as examples of sustainability towards its peers**. The ambitious aim of Turku is to be carbon neutral by 2029, in time for the celebration of the city's 800th year. One of the largest obstacles to this aim is the predominance use of private cars as preferred mode of transport.

To tackle this Turku aims to increase the share of walking, cycling and public transportation into 66% by 2030. Currently the share is 55% and therefore a lot needs to be done to improve it.



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In order to facilitate (social) encounters and increase the livelihood of Turku, **a different use of public space and a mobility transition are needed**. This means stimulating sustainable and multi-modal forms of transport: walking, cycling, public transport and shared mobility and efficient incorporation of mobility in the available space. This should take into account the city's other ambitions, such as climate, urbanization, greenery, business climate and livability.

Not only does car traffic in particular need to be more sustainable, but most of all we need to find it a less prominent means of transportation. This requires something of our behavior. **Residents must be tempted to**



leave the car behind and choose more for walking, cycling, public transport and new forms of mobility within the city. This urgently needed also to improve the daily active mobility of our inhabitants as research shows that our lifestyle is not supporting health as it could be. In addition, there will be less room for parking at ground level, especially in the city center.

Specific test locations:

- City center
- Districts with car dominance to increase the temptation to leave the car behind or give up on a second car.
- Districts with limited mobility choices. The city is developing mobility nodes and are welcoming alternative mobility choices to the be offered.

Highly evaluated proposals will be taken into a further evaluation within the city of Turku and the prominent ones can be considered for piloting (depending on their budget needed).

