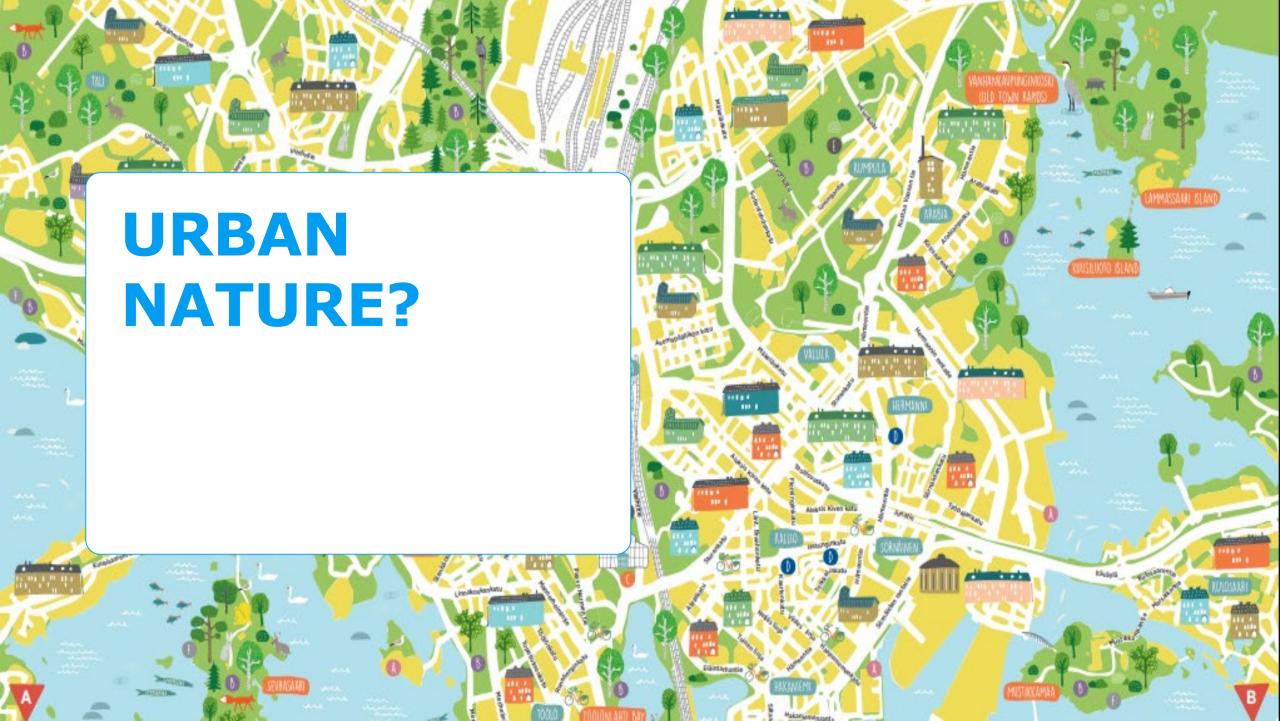


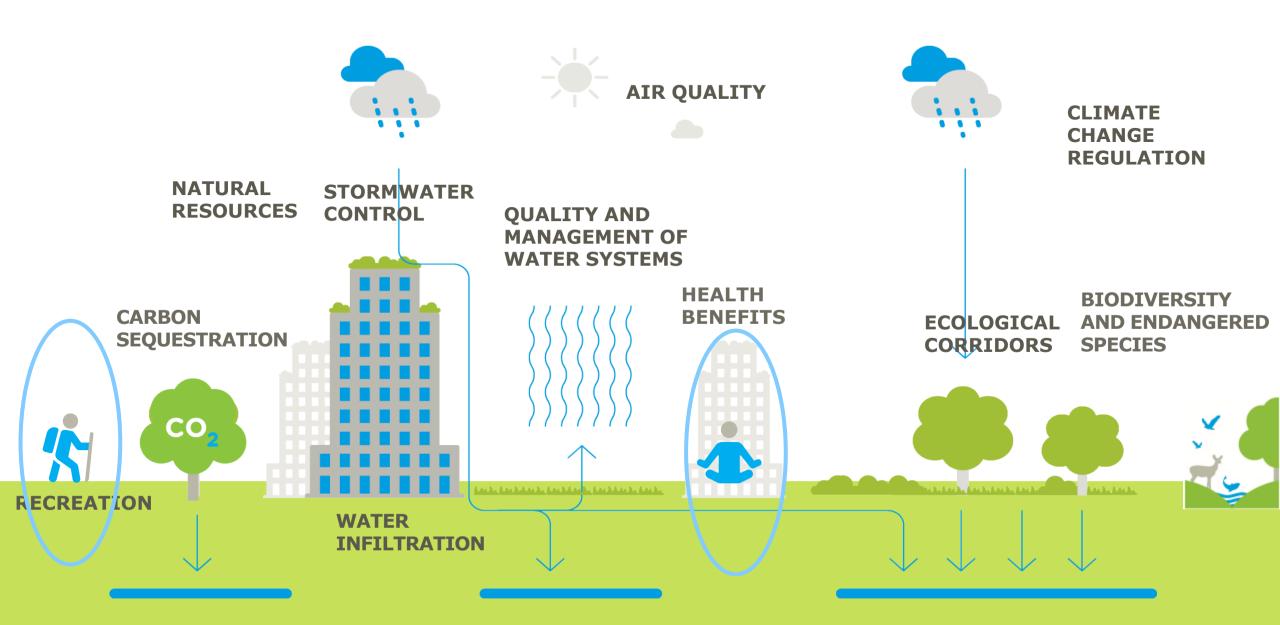
URBAN NATURE MERGING URBAN PLANNING WITH NATURE IN NORDICS

Kaisa Mustajärvi,

Regional service line leader, Ecological services, Nordics

Ramboll RAMBOLL







EXPERIENCE PROBE TO IDENTIFY USER PROFILES

- Experience walk and mobile map app results were used to form 3 user profiles
- For all the profiles we did:
 - **User cards** to describe the touching point with the user and ecosystem service eg. The benefits the recreation are provides and the users wishes, need and worries in relation to them
 - **Service paths**, where you describe the touching points of the users with the actual ecosystem services, focus on the spots that are of special interest





USER CARD: ACTIVE SPORTSTER

CORE FUNCTIONS & MOTIVATION

- Getting around the area, jogging, running and skiing
- Passing through the area as part of their daily mobility

NEEDS

- Paths through the area as
- Opening the scenery along the paths
- Updated knowledge about the conditions- and management (snow blowing, cleaning storm damages, skiing tracks etc.)

WISHES

- Better facilities for winter sports (incorporating different user needs)
- New sorts equipment
- Ice to skate, playingfield

WORRIES

- Interuption of routes due to road development
- Increased traffic noise
- Accessability (slopes, paving)

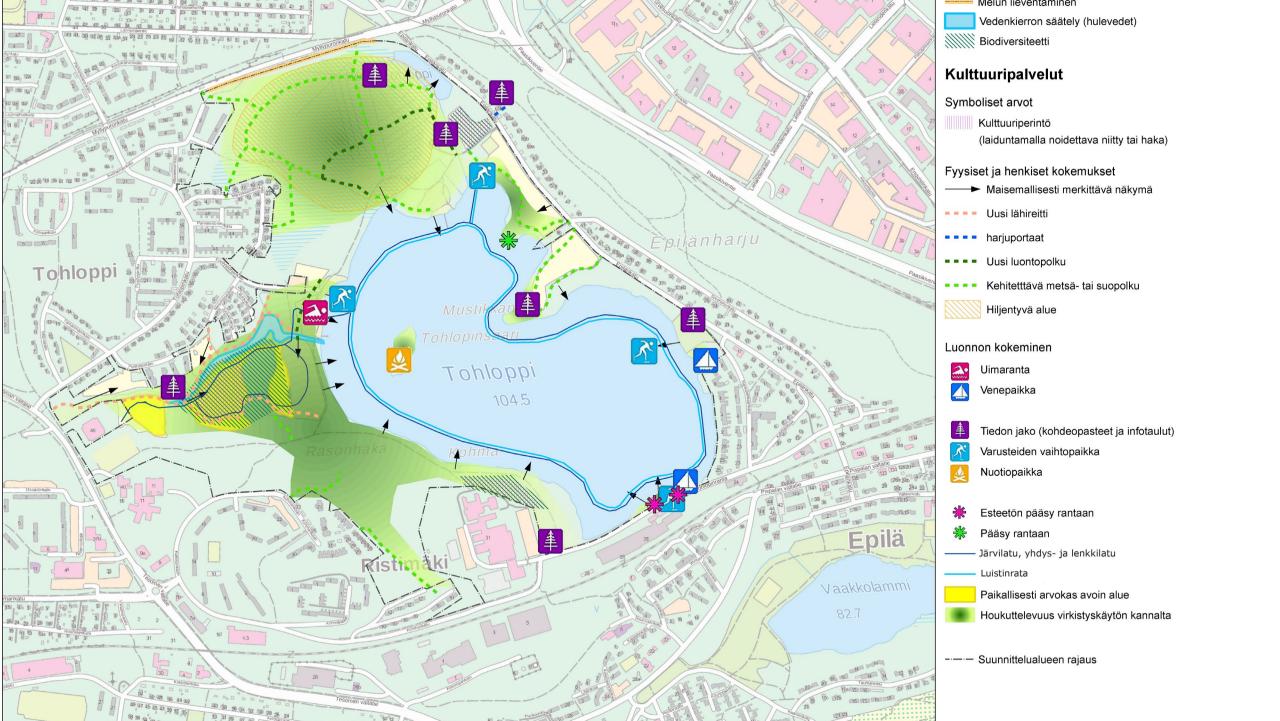


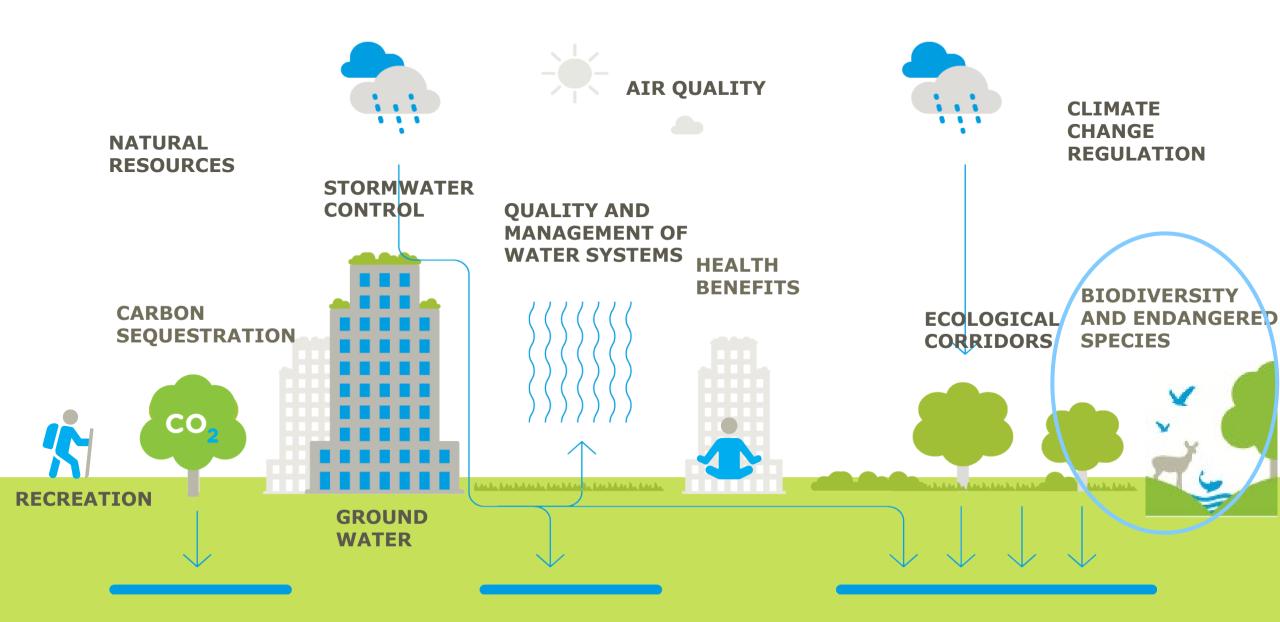
"Paths are calling me to run, although the paths are not that long. Let's preserve this forest for me to breath."



HIKERS SERVICE PATH

USERS ACTIVITY	Gathering	Nature observations	Hiking
NEEDS (Physical structures)	 Biotopes for berries, mushrooms Paths / routes 	 Land scape /scenery Diverse and healthy biotopes/habitats (vegetation, waters and animals) 	 Accessible but natural environment Landscape/ scenery
Critical factors of success	 walkability (bush raking) Environmental conditions that provide food berries, mushrooms etc. Environmental health (safety of the food) 	 Nature based solutions Accessable knowledge about biodiversity and values Healthy forest - management Noise control: barrier forests and noise barries 	 Stormdamage management Path management Preservation of landscape values
Actors & Responsabilties	 Forest Management Sports and recreation department Communications 	 Forest management Nature conservation department Stakeholder, NGO:s, eg. Bird Life 	 Forest management Sports and recreation department

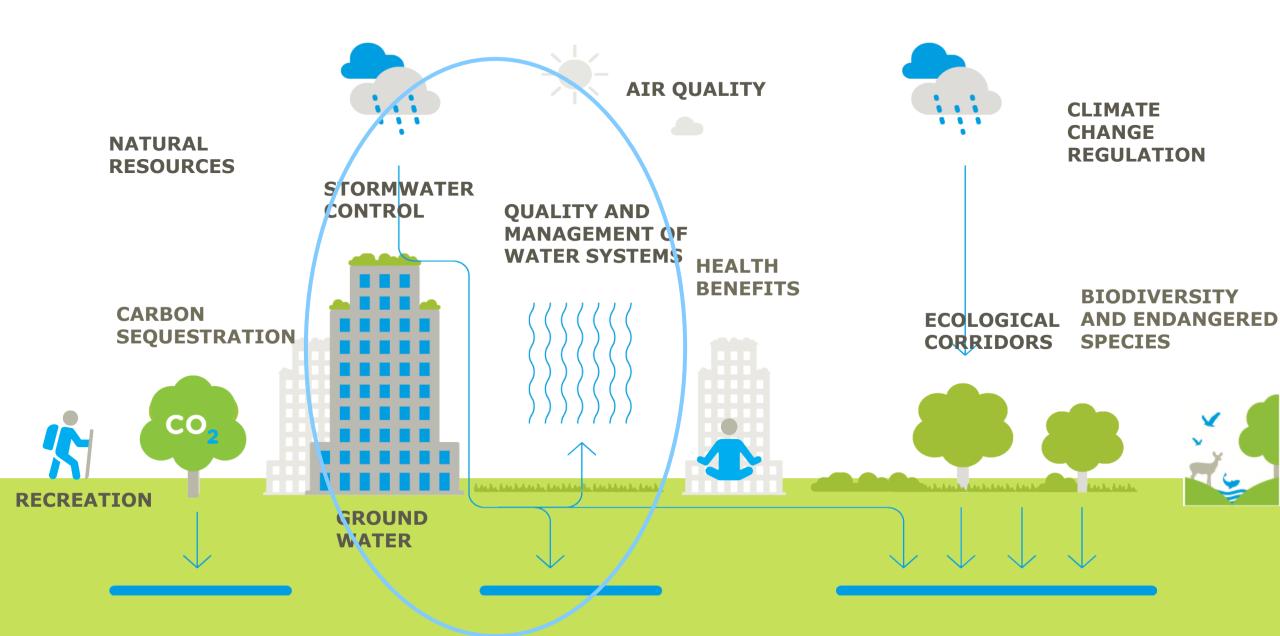




BREEAM (BUILDING RESEARCH ESTABLISHMENT'S ENVIRONMENTAL ASSESSMENT METHOD)







UNALAB - EU PROJECT TO PROMOTE THE USE OF URBAN NATURE BASED SOLUTIONS





Vuores

A construction phase green district in the middle of natural waterbodies. Vuores storm water management system is one of the largest in Nordic countries and the most and the world's northest system of this size.

Hiedanranta

A planning phase brownfield area that aims to be smart, sustainable and dense centre of Western Tampere where new ideas, pilots and urban culture flourish.

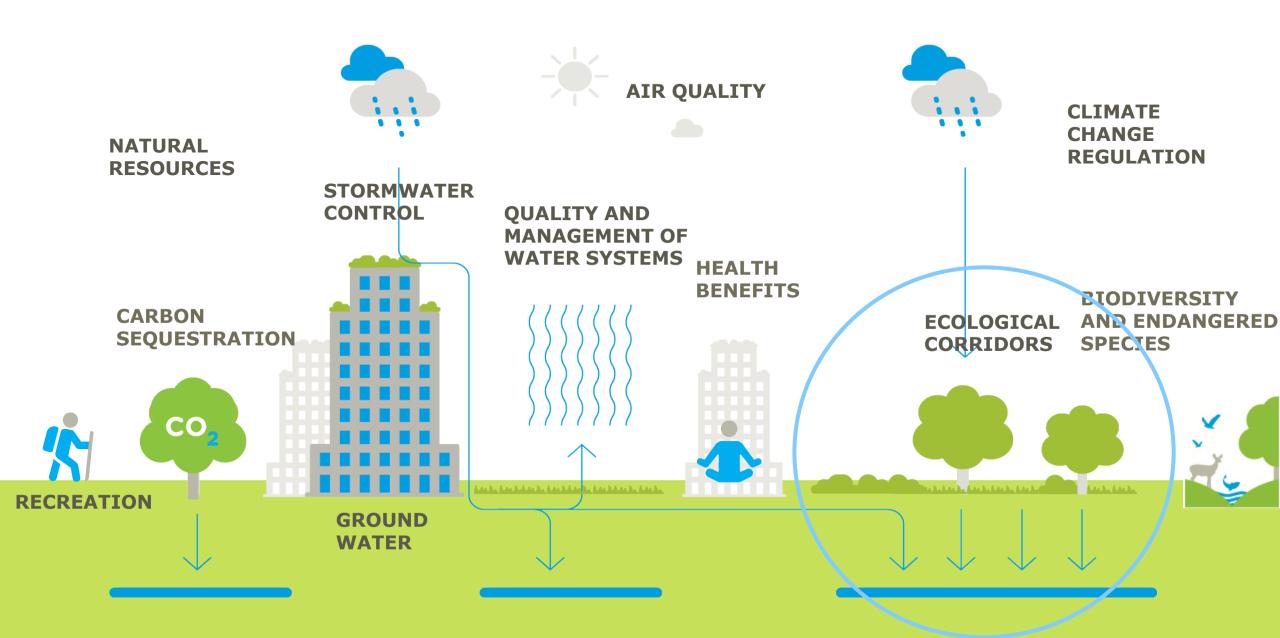
Series of Design Thinking workshops in both case areas Visioning - Ideating - Testing 6 workshops - 258 active participants







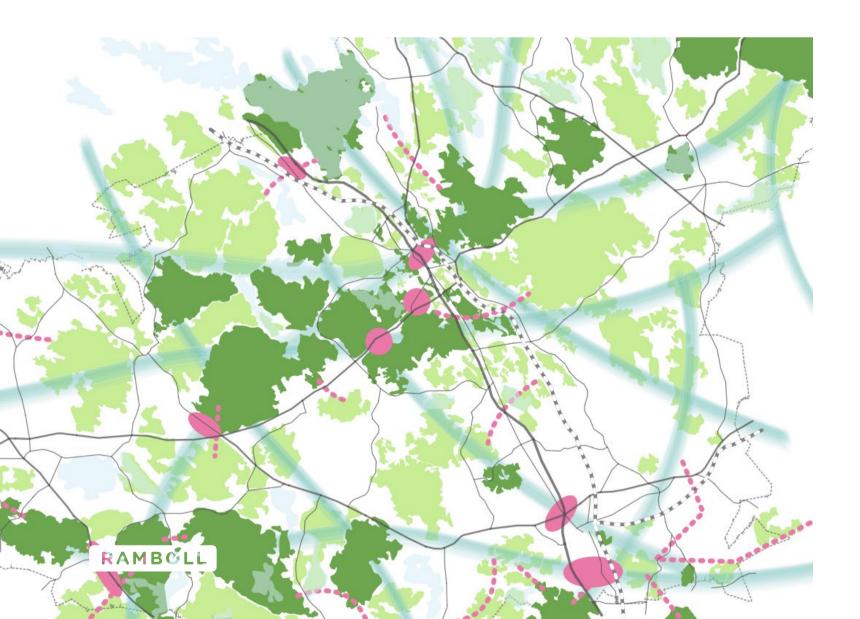


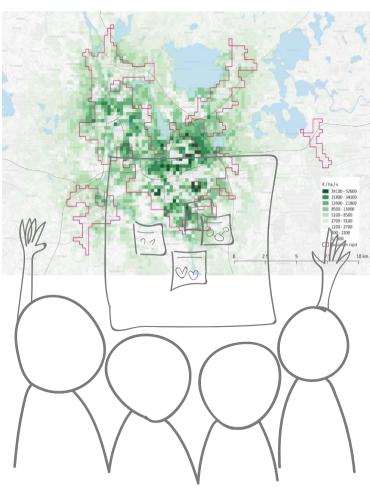


STRATEGIC PLAN TO PRESERVE THE POPULATION NETWORK OF SIBERIAN FLYING SQUIRREL

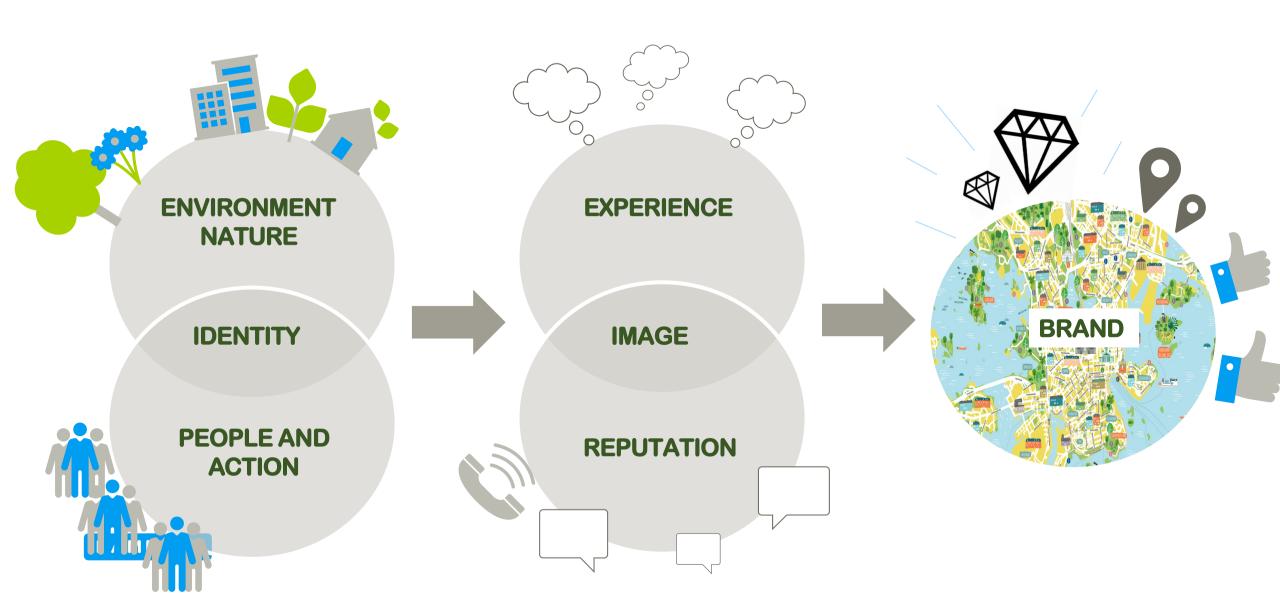


ECOLOGICAL NETWORK OF COUNTY TAVASTIA PROPER





URBAN NATURE IN REGIONAL BRANDING





THANK YOU!

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