

BSR-electric – Helsinki metropolitan region

Helsinki Region Environmental Services Authority (HSY)

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The Helsinki Metropolitan Region

- Over 1 million inhabitants
- 600 000 jobs
- 745 km²



Helsinki Region Environmental Services Authority HSY

- Largest environmental body in Finland
- Started on 1 January 2010
- Provides **waste and water management services** for more than one million residents of the Helsinki metropolitan area
- Produces **information on air quality, climate change and regional planning**
- Around 750 employees
- www.hsy.fi



Climate Info

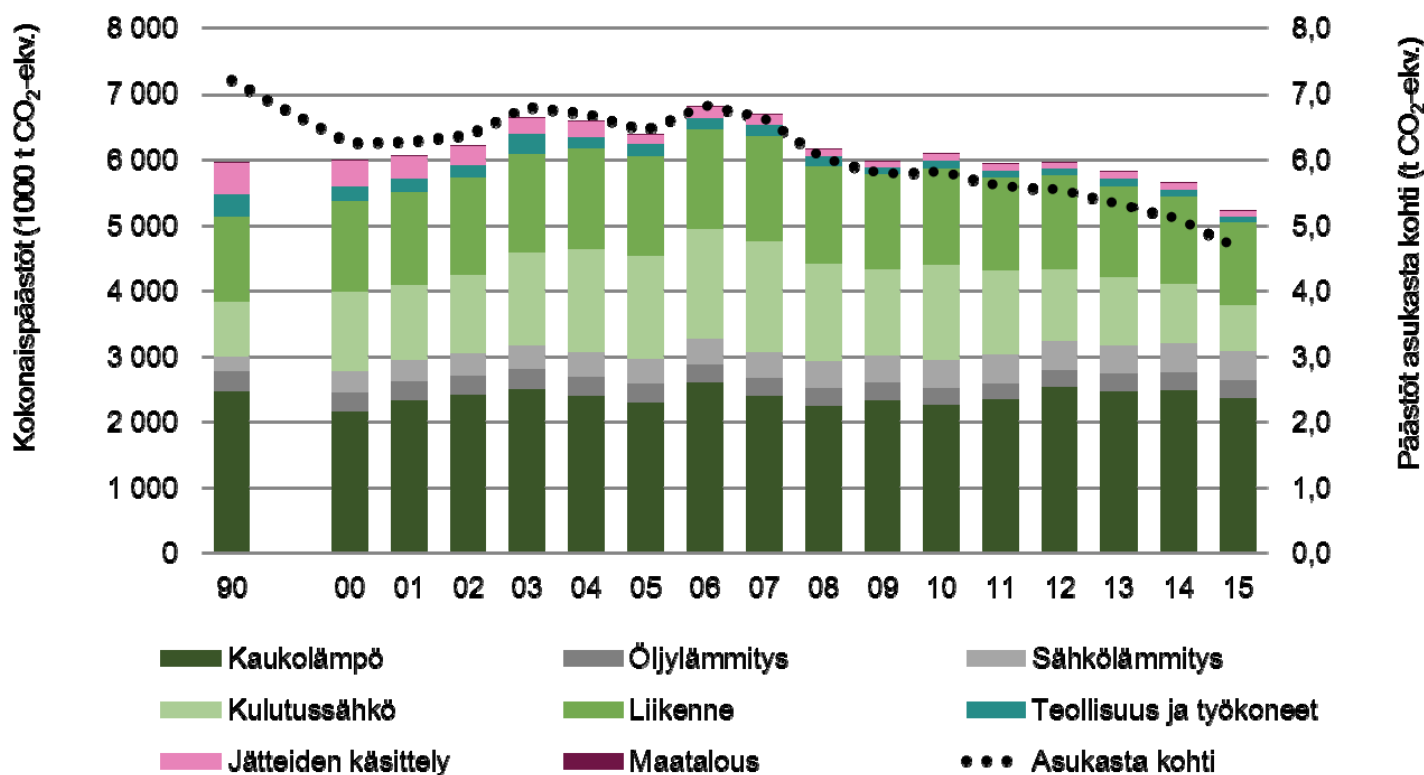
- Founded 2010 - Background: The Helsinki Region Climate Change Strategy 2008
- Develops, plans, produces and markets advisory services for citizens and SMEs to reduce their carbon footprint in capital city area
- Themes: Energy, Consumption, Food, Transport
- Events and exhibitions, campaigns (online and live)
- Networking and bringing together variety of players
- Experimentation
- Eco-compass for SMEs
- Other owners: Cities of Helsinki, Espoo, Vantaa, Kauniainen, Helsinki Energy and Helsinki Region Transport
- 4,5 employees, budget around 0,5 mln €

**Spark
interest and
inspire**

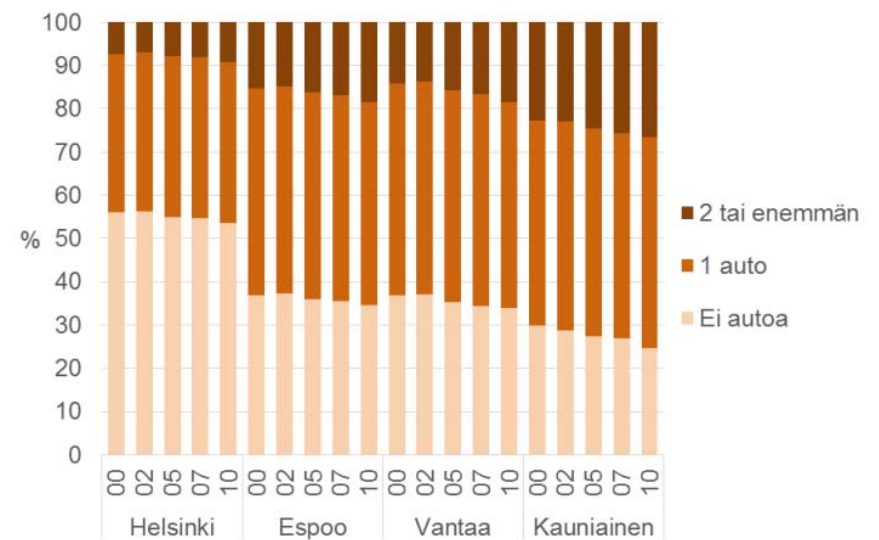
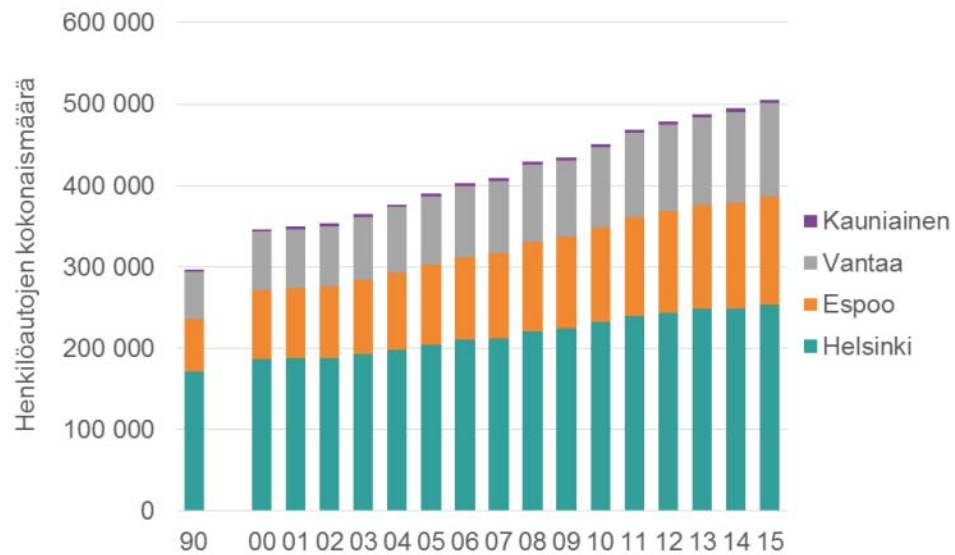
Encourage

**New ways
of doing
and thinking**

Greenhouse gas emissions in the Helsinki Metropolitan Area



Car ownership



Target group: families with 2 cars

- 500 000 families with 2 cars in Finland
- Majority live in the Helsinki metropolitan region
- Majority of the 2nd cars are more than 10 years old
- 2nd cars are mostly used during free time (hobbies etc.)
- Majority (about 40%) of all trips in Finland are for free time (about 30% for work, 30% for other trips like groceries, etc.)



Target

The objective is to:

- increase knowledge about e-biking
- ease the purchasing of a bike by sharing pricing information
- ease the decision to purchase an e-bike by organising events for citizens
- and eventually – inspire people to bike more

Campaign would target everyone, but especially those families who own two cars to inspire them to test e-bikes and eventually replace the 2nd car with an e-bike.

BSR Electric project work in the Helsinki metropolitan area will include planning, implementing and validating the results of the campaign.



How can family households be motivated to replace second cars with e-bikes?

- Environmental reasoning doesn't work
- People can be motivated with things that...
 - Improve their **health**
 - Help to **save money**
 - Are "**cool**"
 - Are **easy** to do
- Young people – Improve the image
- Adults – Focus on practicality
- Elderly people – Highlight the safety
- Focus on the **benefits of biking**
- Tackle the "problems" such as e-biking is not safe and un-cool, e-biking is not a proper exercise, charging the battery is difficult



Photo: Egomovement (CC BY-SA 4.0)



Photo: Nuppu Hepo-oja

Good news!

News 19.3.2018 14:27 | updated 19.3.2018 14:27

Transport Ministry proposes €400 e-bike subsidy

If approved, private buyers will be eligible for one subsidy payment annually, starting this summer.

[Recommend](#) Be the first of your friends to recommend this.



A cyclist using an e-bike in Helsinki on 13 March. Image: Antti Aimo-Koivisto / Lehtikuva

Finland's Ministry of Transport and Communications is proposing a subsidy of up to 400 euros annually for anyone who buys an electric bicycle.

An electric bicycle or e-bike has a built-in electric motor and rechargeable battery that helps with propulsion. They typically sell for 1400-3,000 euros in Finland, with some simpler models

- 1) Pilots and case studies in suburbs
- 2) E-bike advocating and marketing campaign

Pilots and case studies in suburbs

Choosing the suburbs

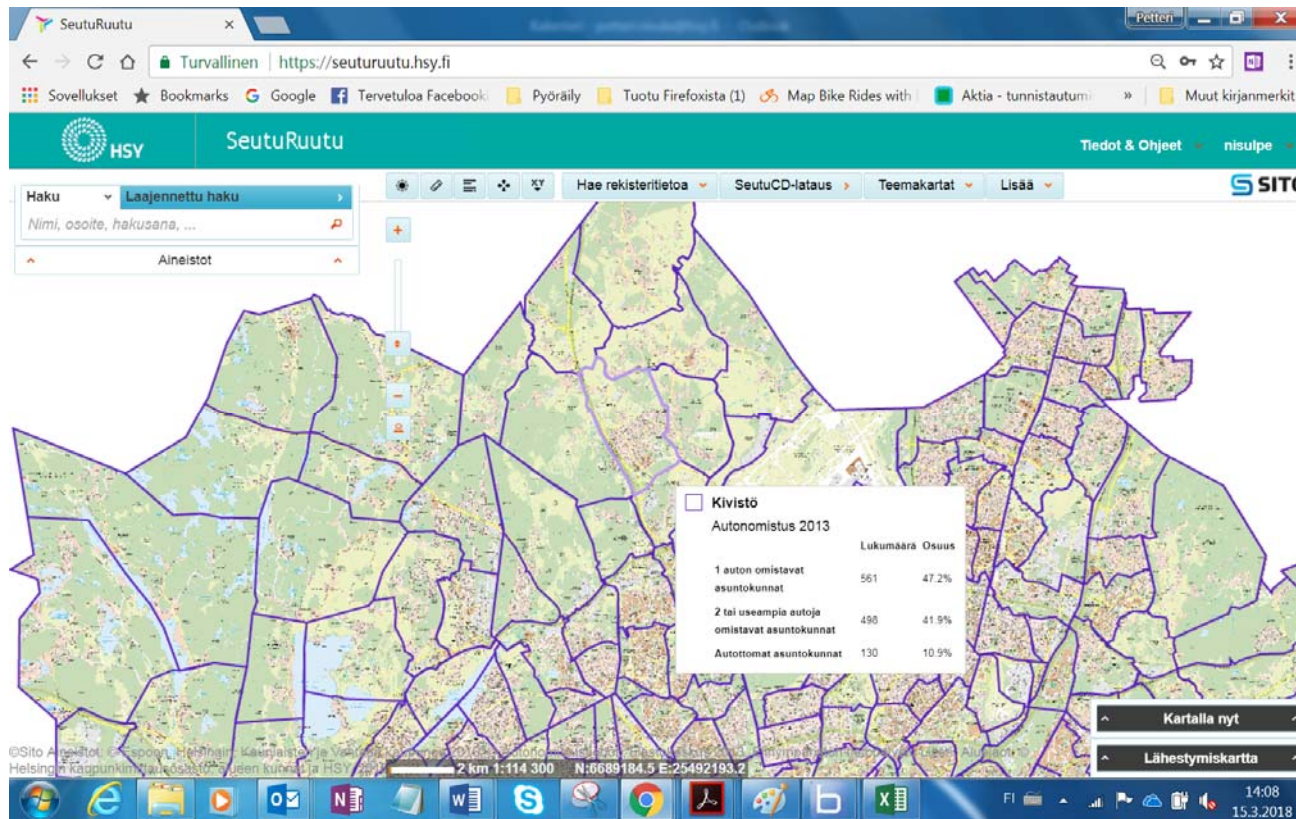
The goal is to choose a couple of neighbourhoods and one or two workplace areas.

Criteria for choosing could include

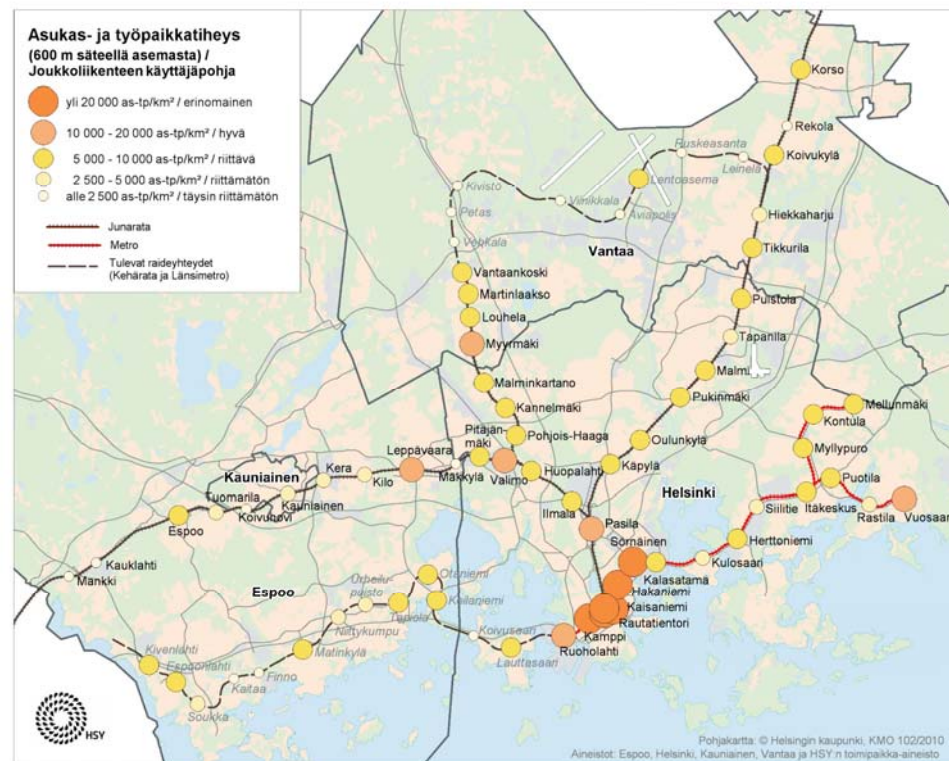
- car ownership rate
- previous studies and projects in the area
- rail traffic accessibility
- neighbourhood activity (very important)

Typically families with two (or more) cars in the Helsinki metropolitan region live in residential areas. In the Helsinki metropolitan region mainly residential areas also contain some amount of apartment buildings.

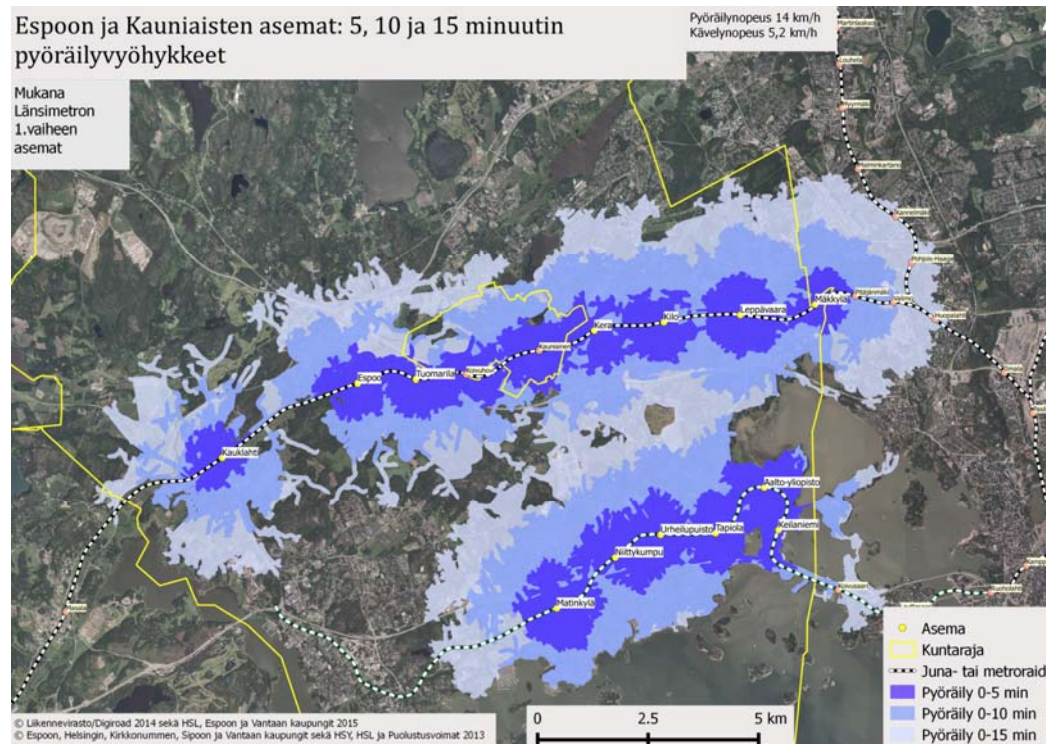
Car ownership



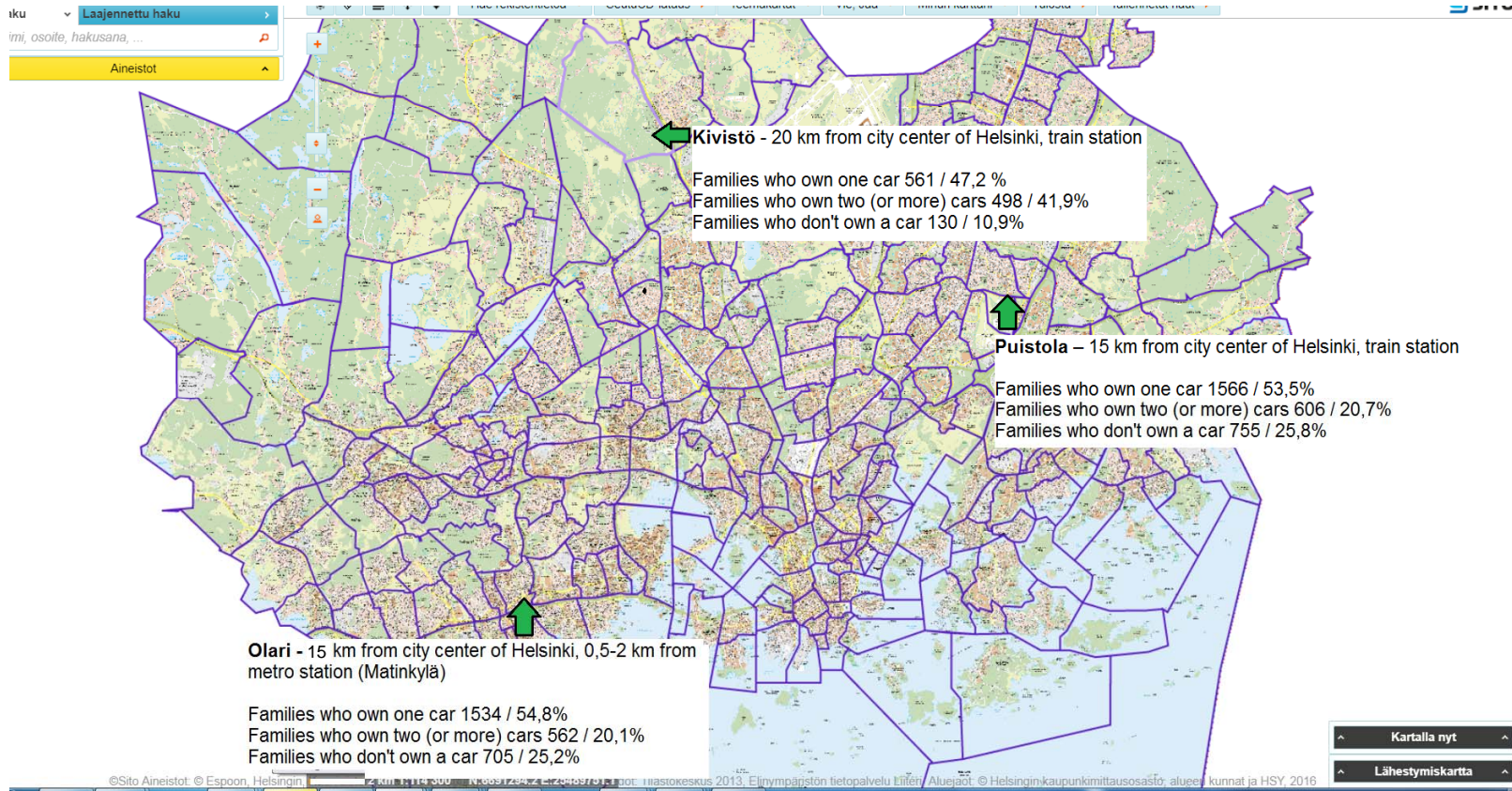
Population and workplace density for 600 meters from commuter stations



Railway Stations of Espoo and Kauniainen - cycling zones of 5, 10 and 15 minutes



Pilot suburbs for summer 2018



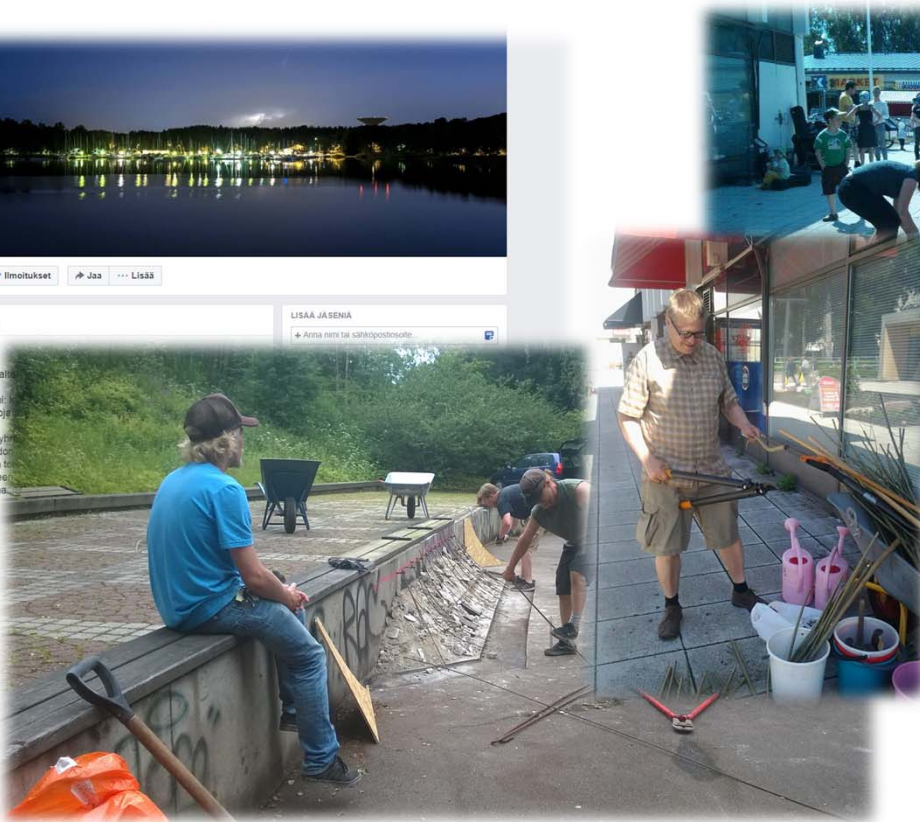
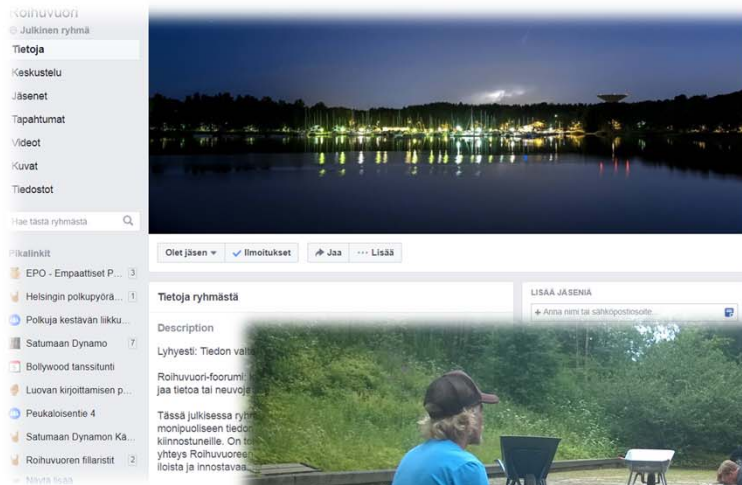
Pilots and case studies in suburbs

Collecting data and finding contact persons

- the possibility of using existing data?
- data could be collected for example by electronic questionnaire
- data that is needed consists of for example
 - types of transportation used by families
 - attitudes to e-bikes and things that could motivate them to change from car use to e-bike

It is important to find resident activists who are familiar with the networks and communication channels (local Facebook-groups etc.) in the area.

Pilots and case studies in suburbs



Pilots and case studies in suburbs

Enabling e-bike test opportunities

Studies show that one of the biggest reasons for weak image and low usage of e-bikes in Finland is lack of testing opportunities

Enabling E-bike test opportunities, for example

- test tracks at neighbourhood fest
- “cycling e-bike work buses” (adult e-bike version of a cycling school bus),
- family e-bike tours
- e-bike loaning possibility from local library

At least in one suburb, e-bike testing happenings and loaning opportunities could continue also in winter time.



Pilots and case studies in suburbs

Improving infrastructure for e-bike

- e-bike parking consultation and education for
 - local shops
 - shopping mall
 - Real Estate companies

E-bike parking improvements could also be done by commuter train and subway stations together with the Helsinki Regional Transport Authority.





E-bike advocating and marketing campaign

Two-step campaign:

- In stage 1
Search for families who want to try e-bike for substituting their second car for a month.
A campaign-specific search notice is shared in selected channels - and hopefully people will start sharing it also



E-bike advocating and marketing campaign

Two-step campaign:

- In stage 2

At the test months families are making movies where they tell how it went, how it felt and how do they intend to continue cycling. Social media visibility are purchased for the video



The content is developed together with the selected advertising agency



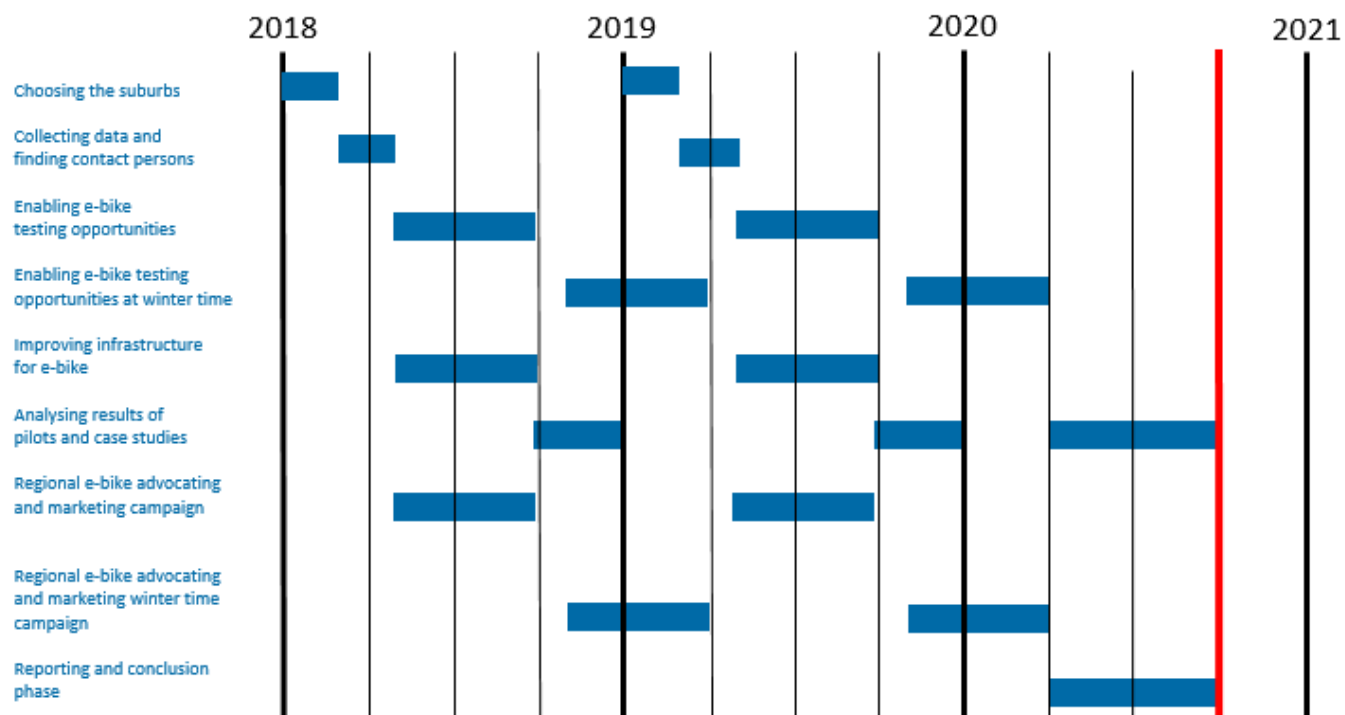
E-bike advocating and marketing campaign

- One emphasis of the campaign could be that e-bike might be one solution for biking in the challenging Nordic weather
- At the moment only 1/10 of cyclists continues biking during winter time in the Helsinki-Uusimaa region



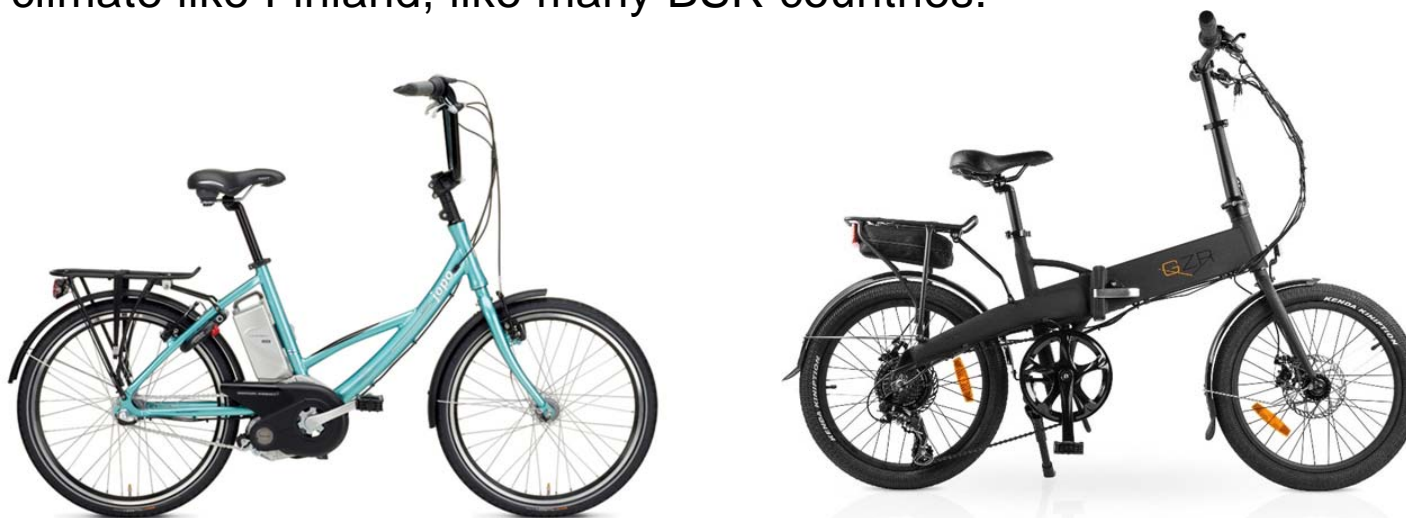
Timeline for BSR-Electric Helsinki Metropolitan Region

■ = Active project month



Transnational value

- Learn from other regions about successful ways to increase e-biking and polishing its image.
- Concept of a campaign increasing e-biking in a Northern climate, which is planned, tested and validated and has sufficient potential to be implemented elsewhere, too.
- Most of the parts are scalable for any region in the EU, winter biking ideas especially good for regions with climate like Finland, like many BSR countries.



Thank you - Kiitos!

