

Meet Forum Virium Helsinki



- A **non-profit innovation** company of the City of Helsinki, since 2005
- **Smart city**
- **Smart mobility**
- **Data & IoT**

- 30+ projects, 60 top experts, annual project funding of 6–10 M€

Helsinki shared mobility: Overview



What's shared mobility in Helsinki

- Car sharing
- Citybikes
- Scooters (=monopattini)
- Some smaller-scale cargobikes etc schemes, incl kick sled 😊
- No scooter sharing

Note:

- Under finnish legislation shared mobility is open market; Helsinki can't control, ie grant licenses for operation
- We must cooperate closely with government
- We must cooperate with the providers;
"we help you, you help us"

Car sharing

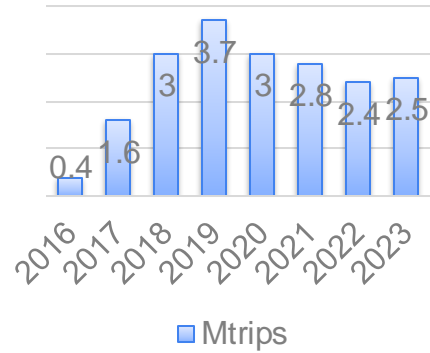


Four providers

- Omago, 24Go, Aimo Share, GoMore*
 - *Also peer2peer car sharing
 - 2021 study: 7% of Helsinki residents had used car sharing, 12% car rental
- Car pooling popular, but not professional
- Relatively small business, traditional rental still in major role
 - Example: “Van for 10€”



Citybikes



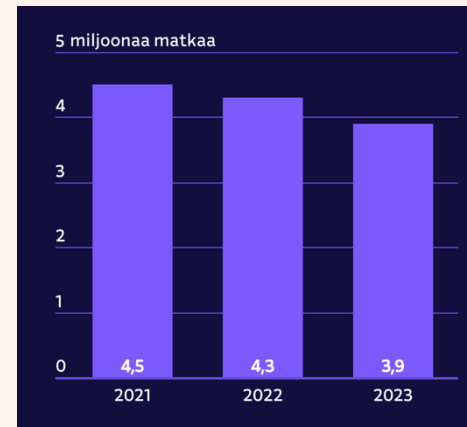
- Station based system (season Apr-Oct)
- Joint system with neighbouring city Espoo
- 4600 bicycles, 460 stations
- Pricing: Day 5€, Week 10€, Season 35€

- 2nd gen (1st was 2000-2010)
- Started in 2016 with 500 bicycles and 50 stations
- Was the most utilised system in the world 2018-2019
- New procurement 2025, negotiations with 11 municipalities to join

eScooters

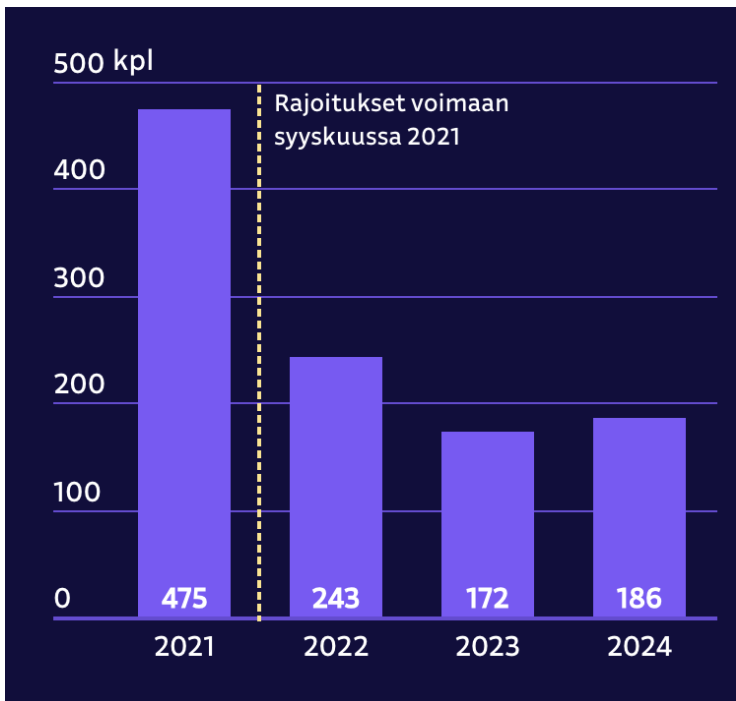


- Autumn 2024: 5 providers; *Bird, Bolt, Ryde, Tier, Voi*
- Started operation in 2019
- 2020-2023 more popular than citybikes



- Major concerns for safety, very accident prone compared to bikes (both collision with 3rd party, and individual falls)

Restrictions for eScooters



- Due to high number of accidents, restrictions were introduced after season 2021

- Current restrictions:
 - Speed limit max 20km/h, city centre some areas 10km/h
 - Weekday nights max 15km/h (00-05)
 - Out of service weekend nights (00-05)
 - Max 700 units per company in the restriction zone
 - Parking limitations



What next ?

We did

- first on-demand bus service
- half dozen AV bus pilots
- automated* on-demand ferry service
- Drone pilots & “Heavenly City Plan”
- Initial pilot on “Uber for boats”

- We don't know
- We don't do roadmaps



