



# INSIDE THE CITIES

## TAMPERE

### A HUMAN-CENTRED VISION FOR A WALKABLE AND INCLUSIVE CITY

**WeGenerate** is helping shape a more walkable, inclusive, and forward-looking Tampere. We spoke with **Ilmari Nurminen, Mayor of Tampere**, about how the project supports the city's long-term vision, from human-centred design and citizen participation to digital innovation and sustainable urban living.



Ilmari Nurminen, Mayor of Tampere

### A CITY DESIGNED FOR PEOPLE

Tampere's approach to urban development is rooted in a clear ambition: creating a city that is sustainable, easy to move in, and pleasant for everyday life. The WeGenerate project directly supports this vision by promoting walkability and human-centred design.

*"A walkable city is not only good for the environment, but also good for people and local businesses,"* Ilmari Nurminen explains. By prioritising pedestrian-friendly spaces, Tampere is working to reduce emissions, support public health, and create more vibrant neighbourhoods. These efforts reflect a broader goal to build a greener, more liveable city where daily life is both convenient and enjoyable.

### PUTTING RESIDENTS AT THE CENTRE

In Tampere, citizen participation is not an extra step. It is a fundamental principle. From children's art competitions to workshops involving elderly residents and digital twin sessions, WeGenerate has created multiple ways for people to actively shape their city.

*"When children, young people and older residents share their ideas, we understand the city better from different perspectives," Ilmari Nurminen notes. "This leads to better and more accepted decisions."*

By embracing co-creation, Tampere ensures that urban development reflects real community needs. This participatory approach improves outcomes and strengthens the connection between residents and their environment. It is also a model the city aims to expand in future policymaking.

## **INNOVATION WITH INCLUSION IN MIND**

As a city known for encouraging innovation, Tampere is exploring advanced tools such as digital twins and extended reality to improve urban planning. These technologies open new possibilities for visualising and designing public spaces.

However, innovation comes with responsibility.

*"New technology must be safe, transparent and accessible for everyone," Ilmari Nurminen emphasises. Ensuring inclusivity, privacy, and accessibility remains central to Tampere's approach. The focus is on making digital tools usable for all residents, not only for those already comfortable with technology.*

## **CONNECTING HEALTH, CLIMATE, AND COMMUNITY**

Walkability in Tampere is not treated as a standalone goal. It is part of a wider system that links public health, environmental sustainability, and social wellbeing.

*"When we make it easier to walk in a neighbourhood, we also support health, reduce emissions and bring people together," Ilmari Nurminen explains.*

Through planning, investments, and everyday decisions, the city works to make sustainable and healthy choices the easiest ones. In this way, walkability becomes a powerful way to build stronger, more connected communities.

## **A LASTING IMPACT BEYOND THE PROJECT**

Looking ahead, the WeGenerate project is expected to leave a lasting mark on Tampere. This applies both to physical improvements and to how the city approaches development.

*"It has helped us test new ideas, involve residents more, and think more clearly about a human-centred city," Ilmari Nurminen reflects.*

The experience gained through WeGenerate will reinforce Tampere's identity as a city that values participation, sustainability, and innovation. At the same time, it can inspire other cities across Finland and Europe to rethink how they design public spaces and engage their communities.

## **SHAPING THE CITIES OF TOMORROW**

From walkable neighbourhoods to inclusive innovation and participatory planning, Tampere shows how cities can evolve by putting people at the centre.

WeGenerate demonstrates that when sustainability, technology, and community come together, urban spaces can become not only more efficient, but also more human.