



Forerunning in KERA-area, Espoo

Antti Pirhonen 24 Jan. 2018

LOCATION
ESPOO
ESBO

TURUNVÄYLÄ
ABOLEDEN

KERA

KAUNIAINEN
GRANKULLA

KEHÄ RING II

LÄNSIVÄYLÄ
VÄSTERLEDEN

KEHÄ RING III

KEHÄ RING I

PORVOONVÄYLÄ
BORGALEDEN

LAHTISLEDEN

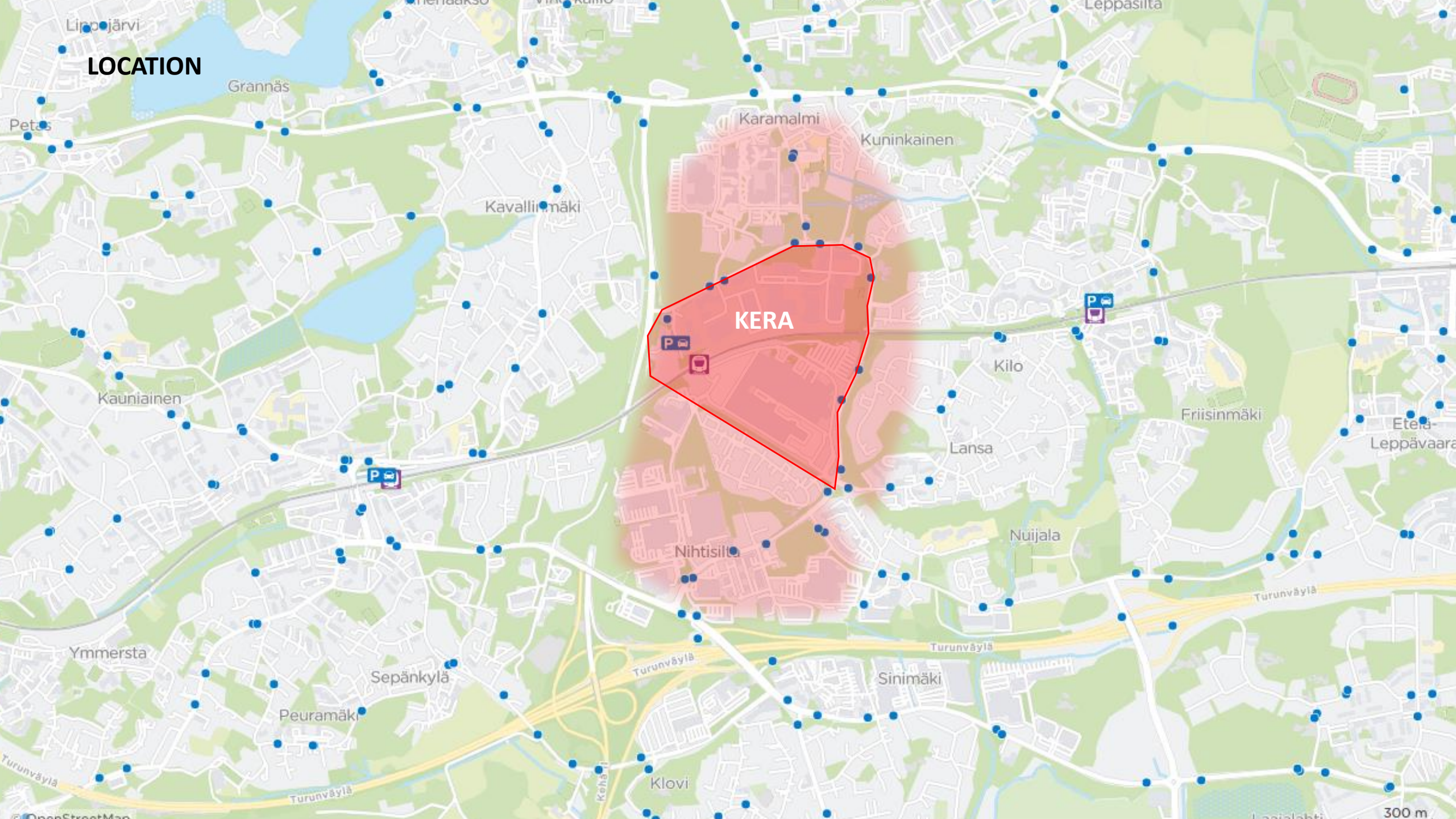
ITÄVÄYLÄ
ÖSTERLEDEN

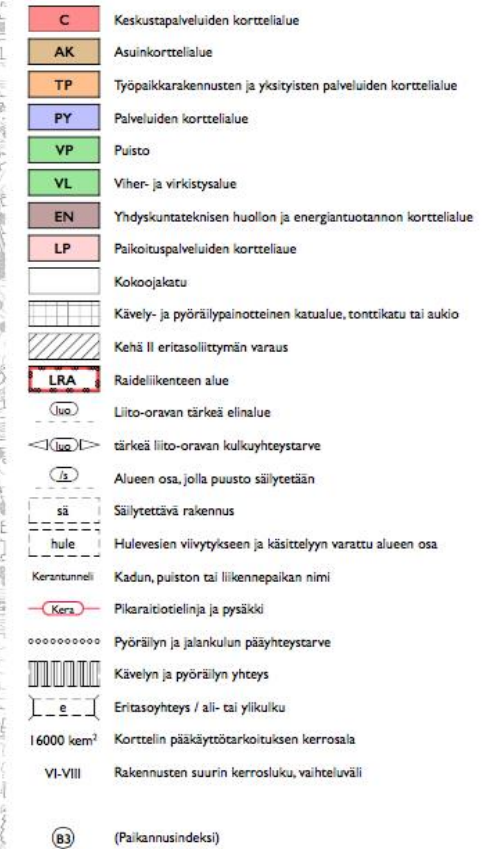
HELSINKI
HELSINGFORS

23 min

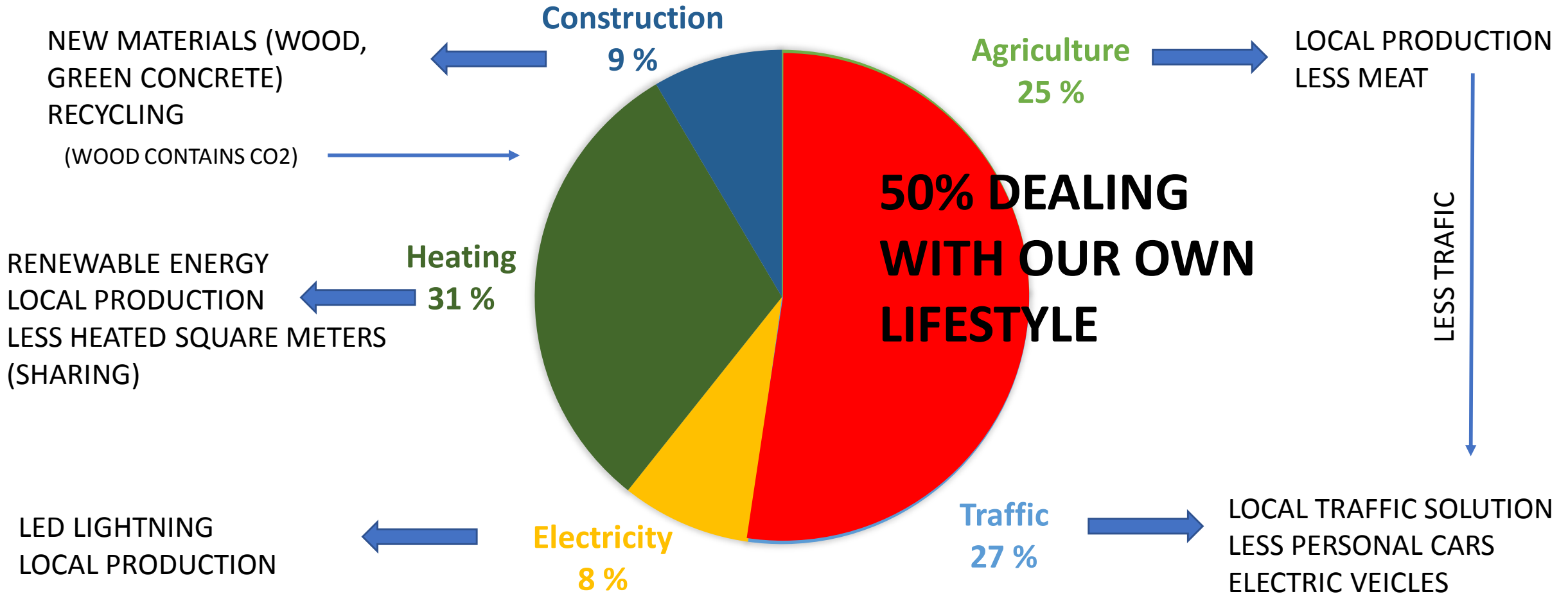


LOCATION





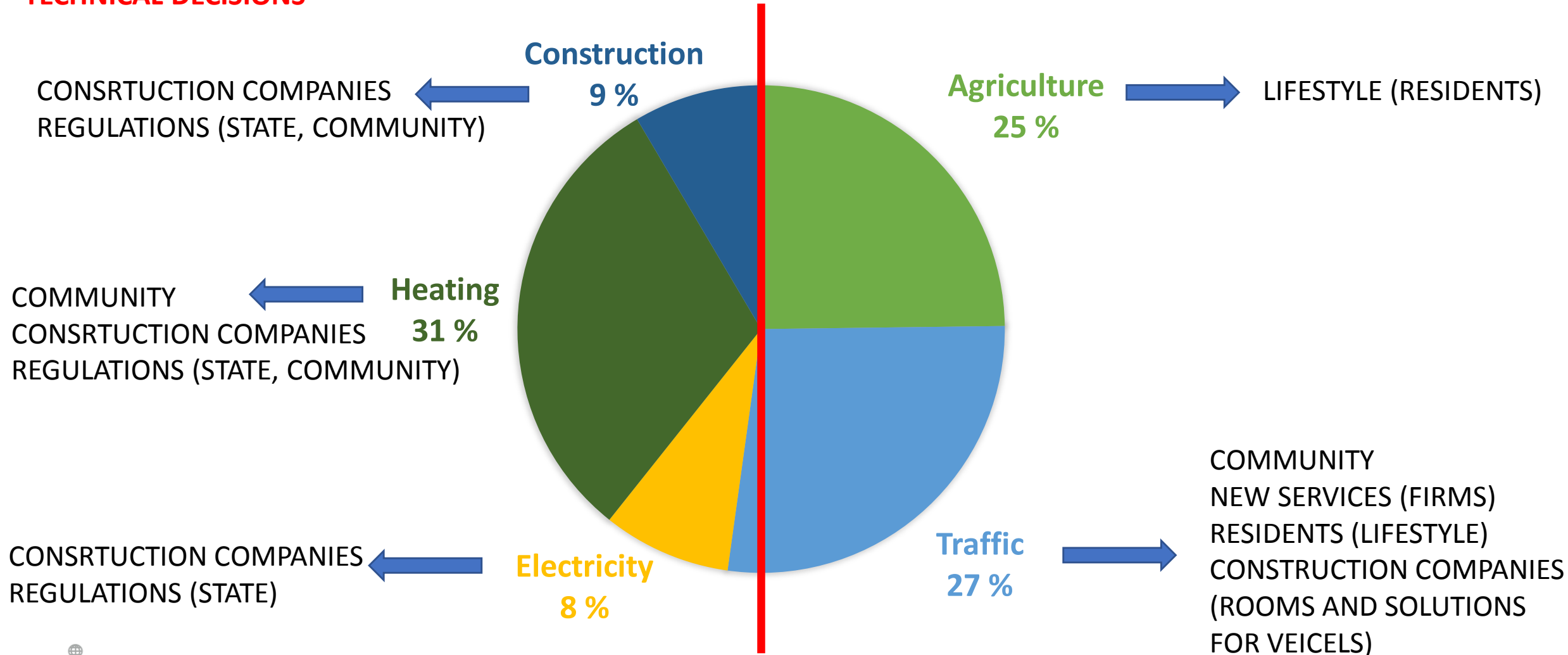
CO₂ EMISSIONS ON LAND USE AND CONSTRUCTION SECTOR



CO₂ EMISSIONS RESPONSIBILITIES

TECHNICAL DECISIONS

PERSONAL DECISIONS



KERA CO2 ZERO SOLUTIONS and indicators

CITY PLANNING

- WOODEN BLOCK OF FLATS
- WALKABILITY
- EASY REACHABILITY (SHOPS, STATION, STOPS...)
- SMART PARKING
- URBAN FARMING (DODO)

LOCAL HEATING SOLUTION

- GEOENERGY
- SOLAR ENERGY
- WASTE ENERGY USE

LOCAL ELECTRIC SOLUTION

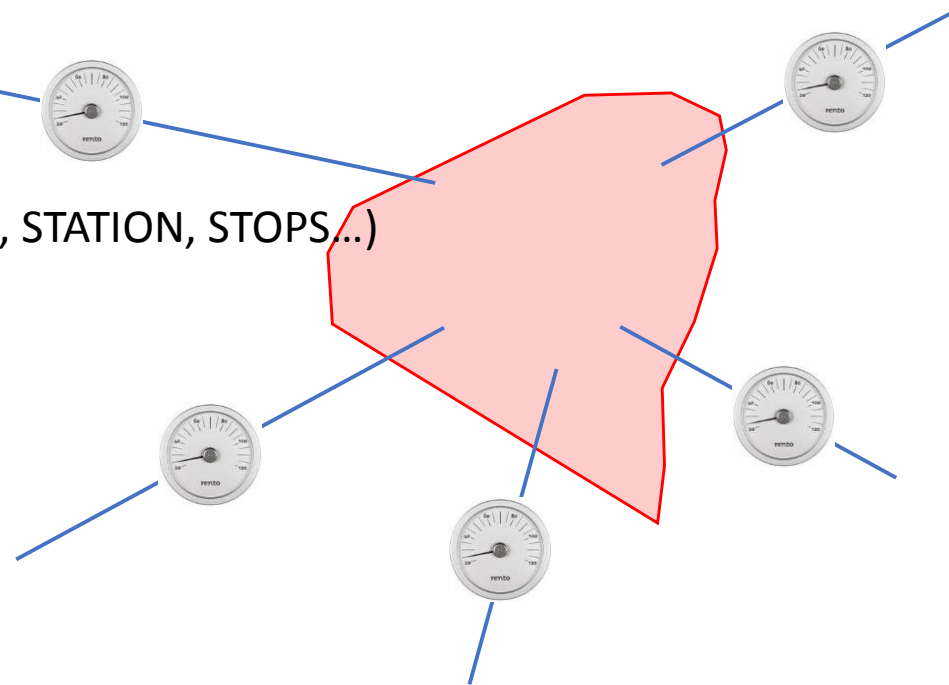
- A LOCAL SMART GRID
- ONE AREAL INTERFACE TO THE NATIONAL GRID

LOCAL ENERGY PRODUCTION

- GEOENERGY (HEAT)
- SOLAR ENERGY (HEAT, ELECTRICITY)
- NO MECHANICAL COOLING

LOCAL TRAFFIC SOLUTION

- PUBLIC TRANSPORT FIRST
- FAVOUR FOR WALKING AND SYCLING
- FAVOUR FOR CAR SHARING
- SEPARATED PARKING AND HOUSING



PLACE BRANDING & LIFESTYLE 50%

Strong brand based on real solutions and effects is important for those who:

- respect green principles (live like teach)
- like more natural lifestyle
- resist unnecessary consumption
- seek customary comfort but ecological lifestyle

Strong brand means limited customer segment but involved residents

Motivated residents will fulfill the hard target CO₂ zero.

Do we have this kind of clients? On Helsinki district YES!

PLACE MANAGEMENT - POWER OF A LOCAL SOLUTION

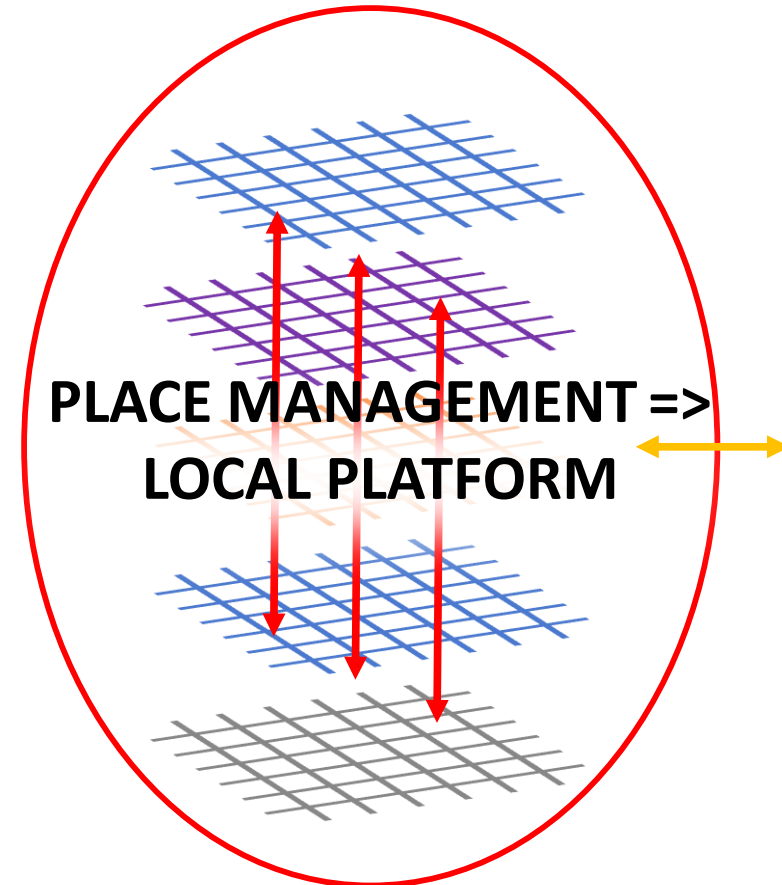
Resident as a user and produser

Home delivery

Local energy production and sharing

Parking, veicle sharing

Streets, routes, stops, nodes



Local residents net (buy and sell)

Electronic locks
Local delivery service

Solar energy, geoheat, local net, sells and buys . Residents & energy producers

Firms

Public transport, road network

Conclusions

1. Set ambitions but very clear targets
2. Understand the economical viability for all parties
3. Create relevant indicators for the implementing
4. Define and divide the responsibilities
5. Change the city planning process to place management process
6. Create a local service ecosystem
7. Remember the 50/50 rule: right decisions / right motivated inhabitants

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