TAMPERE METAVERSE

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City of Tampere

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The most attractive City in the happiest country in the World

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Tampere is a state of mind. It is something that resides within all of us and is deeply rooted in the ridges of the landscape. Here, by the banks of the Tammerkoski rapids, ideas have always been born. They have turned into lines of work – and even entire communities.

Whenever a set of machines has fallen silent, new thoughts have soon filled that space. Rolls of cloth have changed into lines of code and unforgettable experiences.

A promise of things to come has been planted into the rough brick walls, and the rows of windows rise ever higher. The city skyline may change, but you can always find that familiar feeling in Tampere.

This is home.

TAMPERE
a city for people, driven by data & AI

Tampere has been an **active smart city developer** since the late '90s.

Throughout these decades, our whole city has served as **a thriving living lab** and testbed for smart city innovation. This has supported the adoption of new solutions in close collaboration with local businesses, R&D partners, and end-users who are actively engaged in the process as co-creators.

Our systematic and strategic approach to smart city development has increased our understanding of the possibilities of new technologies. It has helped build up **valuable co-operation networks** and contributed to Tampere's reputation as a desired development partner.

We have understood that the **city must play a key role in digital transformation.** We must ensure that it serves residents and businesses alike, advances equality, and promotes ecological and social sustainability in the digital era.

Today, we **embrace the next generation of smart city development activities.** We harness data and AI as tools that help us improve the way we provide our urban services – tools that help us understand our residents' life events and better target our services to them when they are needed – tools to become a more human-centered society.

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Our Flagships of Transformation

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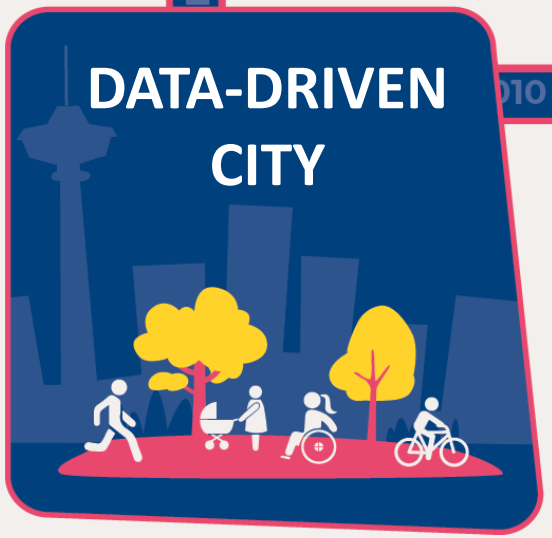
Sustainable City

Creating recipes for smart and sustainable urban development.

DATA-DRIVEN CITY



A City of Business Growth

Increasing the vitality of Tampere with proactive and targeted business services that utilize data, artificial intelligence and automation.

Safe Pedestrian City

Enhancing the walking experience of residents and visitors to move freely, inspiringly, smoothly and safely.

International and Inclusive City

Harnessing diversity, facilitating smooth customer centric cross-organizational collaboration, the use of smart virtual tools and effective data management ecosystems.

A City of Growth and Learning

In the growth and learning paths of children and young people, knowledge-based management turns knowledge into action.

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Shared growth and learning
Responsible data revolution
Collaboration beyond boarders
Smart solutions shaping a sustainable world
GLOBAL POSSIBILITES
Smart and sustainable cities
LOCAL POSSIBILITES
Resilience and sense of security
Improving the well-being and participation of people
Citywide innovation testing
Personalized experiences
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SMART as a strategy

[illegible] programmes as a manifestation of our smart and strategic approach.

2025
DATA-DRIVEN URBAN SERVICES

2030
CARBON-NEUTRAL CITY

Creating new solutions for a smart city together with residents, businesses and research institutes.

Promoting digitalization and digital transformation to benefit people and businesses

- produces services for smooth daily life
- increases wellbeing, sense of safety and security
- strengthens Tampere as an internationally attractive cluster of expertise
- helps us to become a carbon-neutral city by 2030

Leading the Data-Driven Transformation as a forerunner in smart city development.

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- Metaverse
  is the next phase of smart city development in Tampere
- A core element for **building a smart and sustainable future** for both residents and businesses alike.
- At the moment, consists of **five flagships of transformation.**
- Learning by doing from each other and with each other locally and globally.

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The Metaverse
(Public, Private, Personal, Centralized, Decentralized ...)
Object Digital Twins
(Public, industrial, personal, mobile, fixed assets)
Human Digital Twins
(Different perpectives and personas)
Residents Smart Applications
Smart Business Applications
City Management Smart Applications
Smart Applications Engine
Cognitive City Brain
Cognitive Digital Thread Engine
Legal & Ethics Framework Engine
(Data protection, ethics ...)
Public Infrastructure
(Under and over ground)
Intelligent Sensing Networks
(Raw data, contextualized data and knowledge)
Common Technology Infrastructure
(Dynamically updated and augmented)
Cognitive City

Tampere Metaverse Vision 2040 Technology Map

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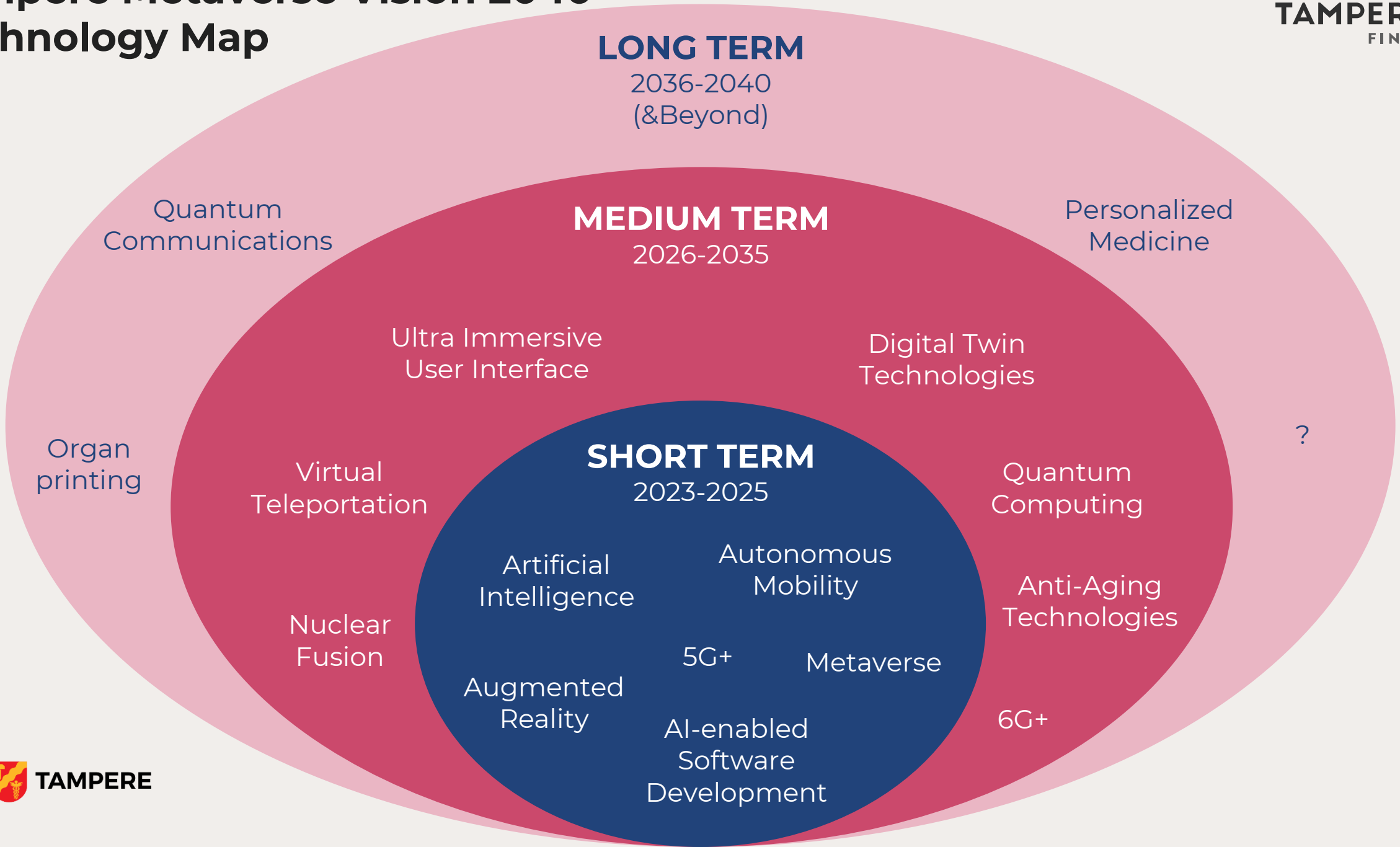

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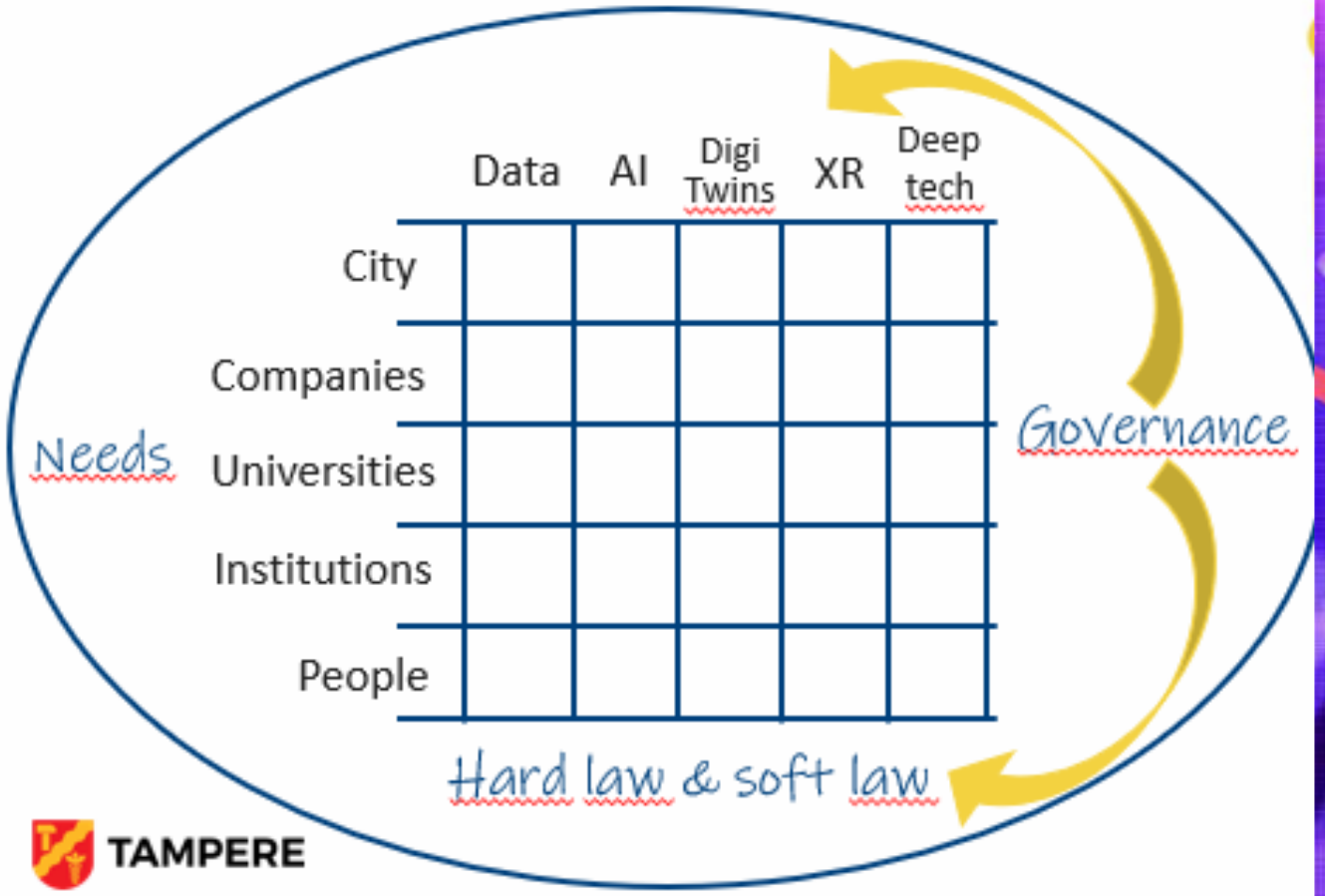
Co-Creating the Metaverse City of the Future



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Smart solutions,
sustainable future
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Thank you
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