

SMART URBAN SECURITY AND EVENT RESILIENCE

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SUOMEN ITÄMERI-INSTITUUTTI
THE BALTIC INSTITUTE OF FINLAND



Tampere University
Tampere University of Applied Sciences

BUSINESS
TAMPERE

INSTA

NOKIA



Muuttuva Sorin alue: SURE-hankkeen keskustelutilaisuus 9.12.2021 alueen asukkaille ja yrittäjille

- Maailma tänään
- Mikä SURE on
- Miksi SURE
- SURE resepti
- Mitä Tampereella on tehty

**SU
RE**

Maailma tänään

TAMPERE.
FINLAND

Voimakas
kaupunkikehitys

Poliittinen
epävakaas

Ilmaston
muutos

Pandemiat

ULKOISIA HAASTEITA

Matkailu & tapahtumat kaupungeissa

Turvallisuus-
toimijoiden
siiloutuminen

SISÄISIÄ HAASTEITA

Erilliset
turvallisuus-
järjestelmät

Äly-
teknologioiden
käyttämättö-
myys

Särkänniemi Amusement Park

School district

Central Square

Nokia Arena

Ratina

Tampere Hall

WHAT WE ARE DOING IN TAMPERE.

Contant
Safety

Dynamic
Safety

Exceptional
Security

SURE rakentaa turvallisuuden ja tunnelman saumatonta yhteispeliä kaupunkitapahtumissa.

Tapahtumakävijät ja asukkaat saavat kokea turvaa ja sujuvuutta, koska SURE auttaa viranomaisia ja tapahtumatuottajia suunnittelemaan, ennakoimaan ja testaamaan tapahtuman eri elementtejä sekä toimimaan sujuvasti tapahtuman aikana. Seuranta tapahtuu kaupungissa liikkuvia häiritsemättä sekä kaikkien yksityisyyden suojaa kunnioittaen.

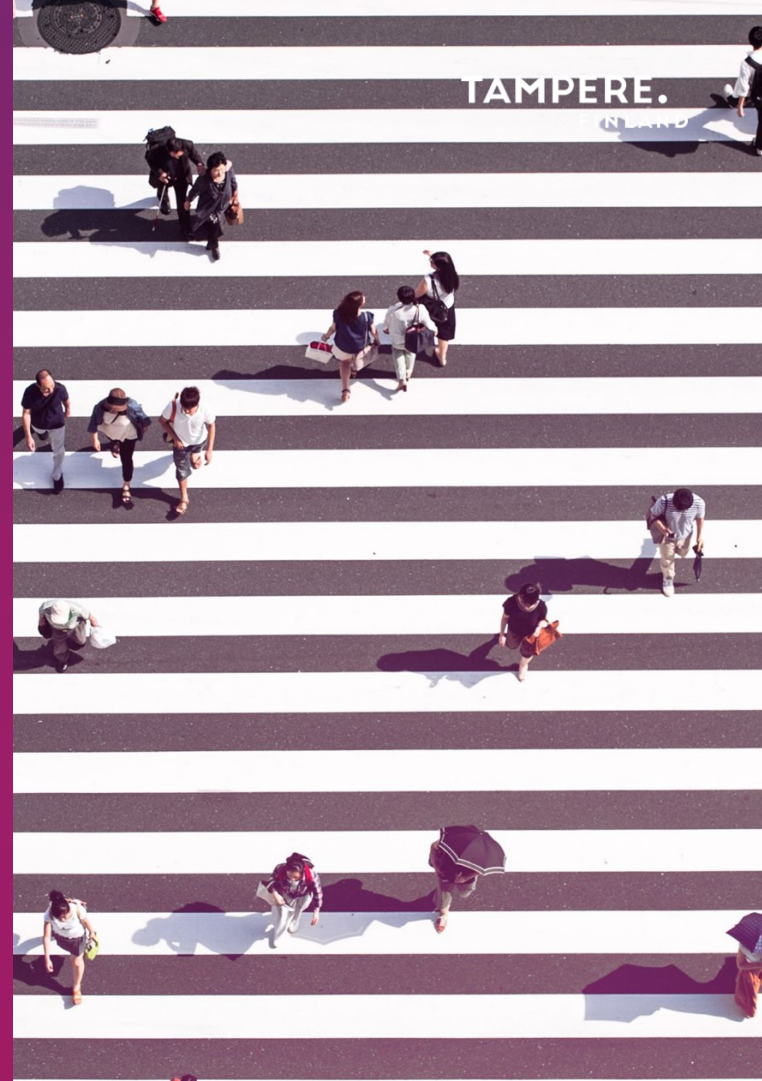
Älykäs arki- ja tapahtumaturvallisuus tehdään yhdessä.

Mikä SURE on?

TAMPERE.
FINLAND

- A joint situation room with real-time shared analytics and communication
- A proven concept for safer cities and urban events
- A multi-dimensional and agile way for cities to increase security during events
- Enables tailored security solutions for any city
- Builds sense of security and attractive city brand for resident and visitors
- Supports and guides event security actors and authorities in co-operation, decision making and operational performance
- Developed and run by the City of Tampere in collaboration with the Tampere Region Safety and Security Cluster in Finland, one of the world's safest countries.

Miksi SURE?



Why SURE?

Vähemmän rikollisuutta ja häiriötekijöitä

Decrease crime and incidents during events and everyday life through faster detection and intervention

Increase cross-sectoral preparedness to threats against event organizers, security actors and authorities

Improve resilience and capacity of your city

Why SURE?

2.

Parempi turvallisuuden tunne

Keep the balance between visible and undetectable security measures to enhance the event experience

Reduce and prevent incidents and accidents

Support safer and easier commuting and smoother people flows during events

Improve collaboration and communication between event organizers, authorities, private and public sector and the citizens

Why SURE?

Vetovoimaa ja yhteistyötä

3.

Enhance the reputation as a city of top-class, safe events

Grow the event industry in your city and gain new mega events

Bring in more visitors, event participants and business income

Build an attractive ecosystem of companies and professionals

Why SURE?

4.

Fiksumpi talous

Forget over-resourcing

Have the right people in the right place when needed

Deploy emergency services personnel in a more effective manner

Prepare security personnel better

Why SURE?

5.

Sosiaalisen pääoman tuotto

Gain long-term benefits measured by Social ROI.

(Measuring the social impact of security investments, describing the change and evaluating the results, quantifying the change and results for evaluation and future investment decisions.)

3.5 M € savings

SURE resepti

Four steps
to be SURE

Step 1. Baseline assessment and stakeholder needs analysis

To find the best possible SURE setup in your cities specific needs

Step 2. Solution architecture & technology

To design & tailor devices, platforms, technologies & smart solutions to each city's needs and existing infrastructure

Step 3. Simulations

To help identify risks well in advance to facilitate being in control, better information flow and timely reactive actions

Step 4. Deployment Support Services (DSS)

To ensure that customers get up and run rapidly and provide best practices towards a successful deployment

Mitä Tampe- reella on tehty?

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What's done in Tampere?

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FINLAND

Tapahuma- turvallisuuden alusta

Insta Blue Aware

Technological basis where all starts from. Created by Insta Advance.

Scene Analytics

AI tool by Nokia to detect anomalies in the crowds of people and to enable to prepare for security threats.

What's done in Tampere?

Dialogi & sujuva yhteistyö

Safety and security
dialogue with
authorities and event
organizers



What's done in Tampere?

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Ajattelutapa & äänensävy

Changing the mindset
& tone of voice to
safety & security, what
this means... ?

What's done in Tampere?

Simulaatio- harjoitukset

Concept of exercises



Gained results in Tampere

An aerial photograph of Tampere, Finland, taken at sunset. The city is illuminated by the warm orange and yellow light of the setting sun, which is visible on the horizon over the water. The city's architecture, including various residential and commercial buildings, is clearly visible. The water in the harbor reflects the sky's colors. The overall scene is a vibrant and scenic representation of the city.

“We strongly believe in people-centered solutions, ultimately applying insights from smart technologies in making the daily lives of citizens and visitors in Tampere safer and more secure.”

Teppo Rantanen, Executive Director, City of Tampere

**3.5 M €
savings**

THANK YOU!

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