

From a Reactive to a Proactive City on Citizens' Terms



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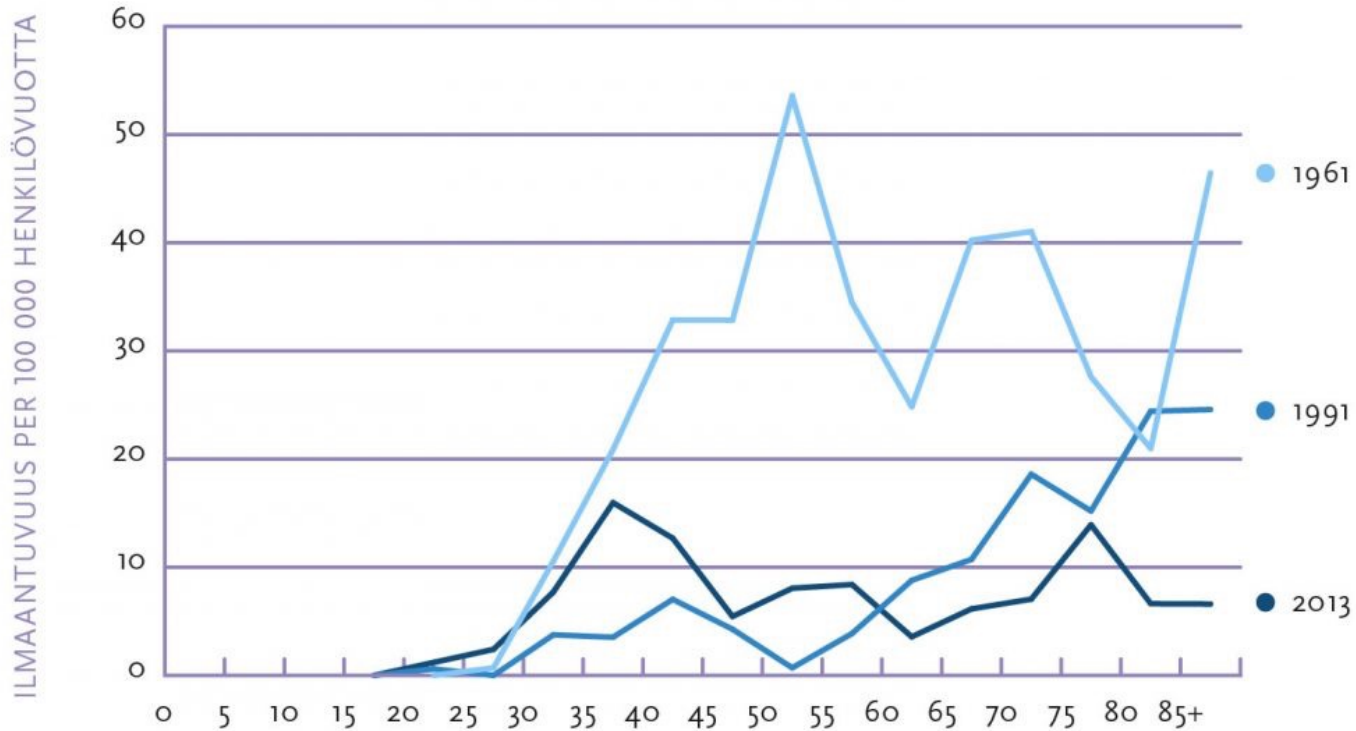
Helsinki

City of Helsinki – Finland's largest service organisation with 39 000 employees

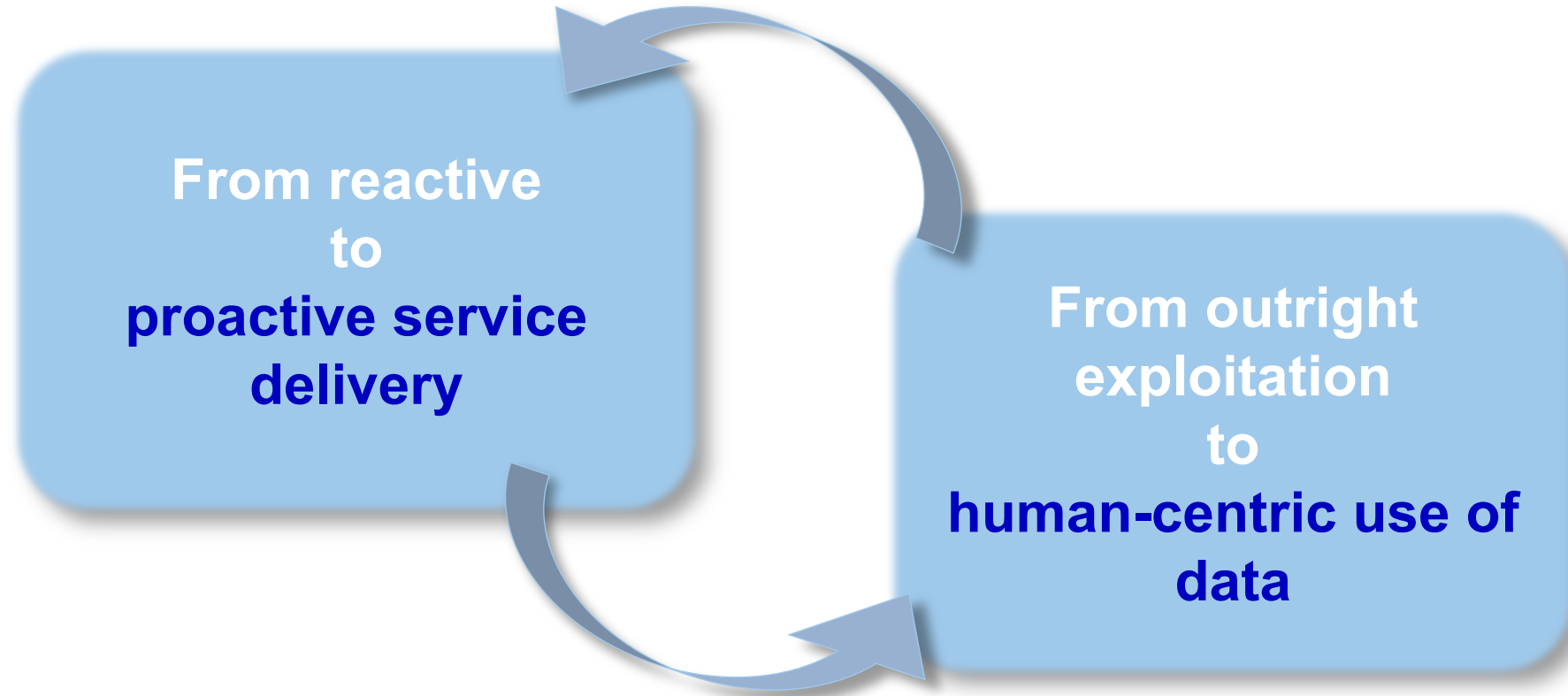
- Finnish law requires cities to provide 535 mandatory services*
- In addition, City of Helsinki provides 200-300 additional services

- **Healthcare**
- **Social services**
- **Education**
- **Infrastructure and land use**
- **Economic development**
- **Rule enforcement and inspections**

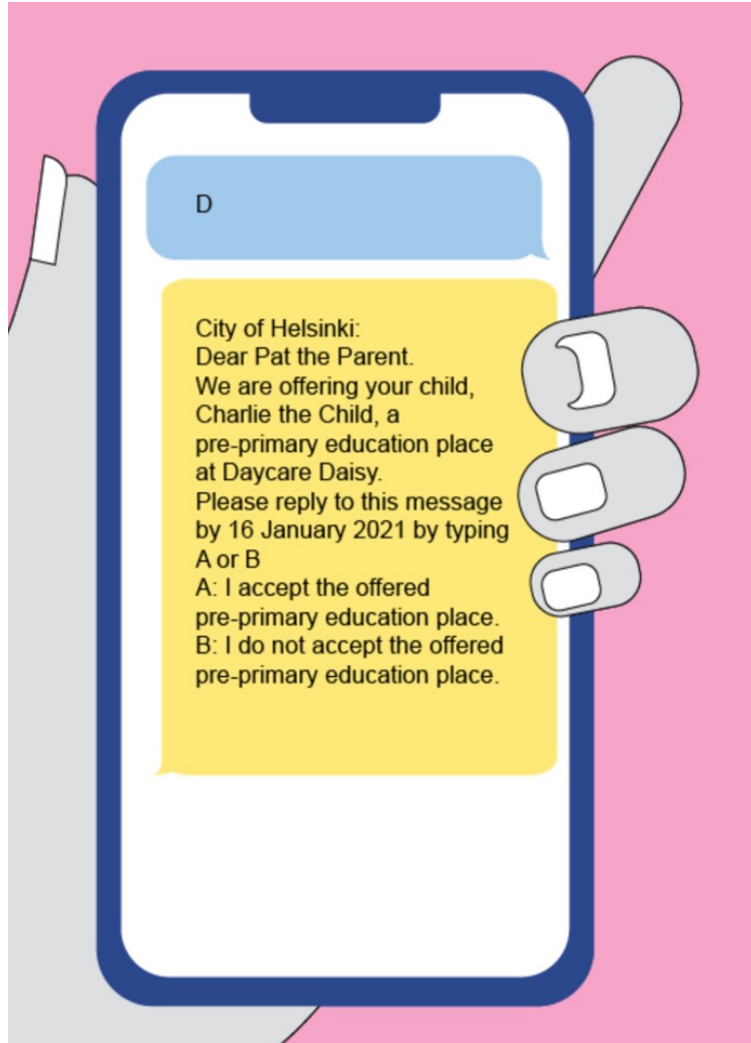
Cervical cancer screening for 30-65 year-old women in Finland avoids 250 deaths each year



Helsinki's ambitious vision addresses two interrelated paradigm shifts



Preschool placement for 6 year-olds with one SMS message in Helsinki



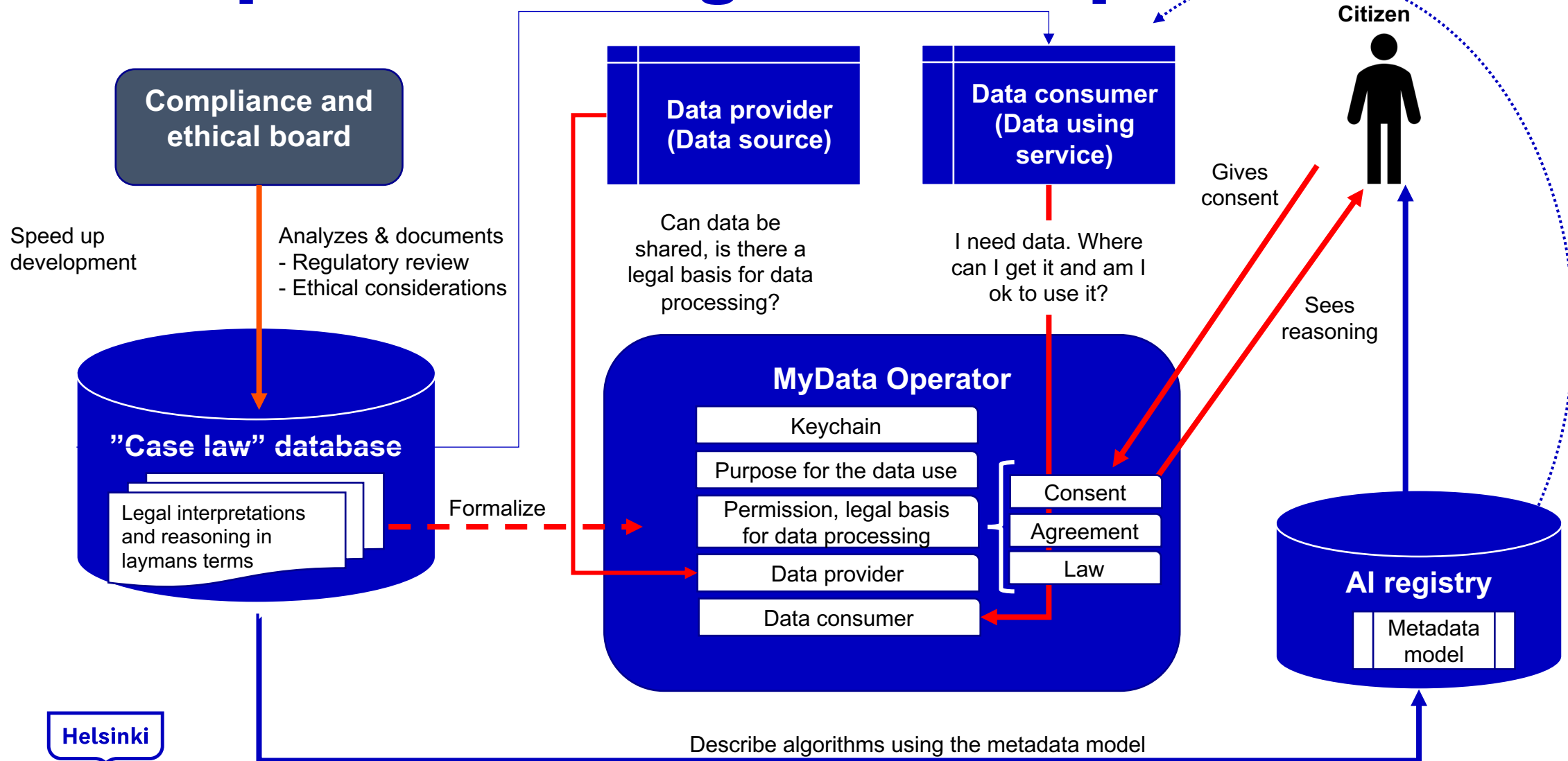
- Jan 2021 – scale up, all city regions
 - SMS sent to 5591 families
 - Response rate 93% (5201)
 - Acceptance rate 89% (4645)

- Jan 2022 via new Asti service
 - Email sent to 4 396 families
 - Response rate 95% (4185/4396)
 - Acceptance rate 89%
 - Satisfaction score 4,32/5 – “can it be this easy”?

Confirmation of the placement in 1 min
(Earlier, 2 months with paper and online forms)



Helsinki's approach to ethical and transparent management of personal data



Thank you

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