



VANTAA



216,973



Challenge

Vantaa is a growing and dynamic city near Helsinki. The preservation of its historical and cultural environment (including landscapes, archaeological sites, built and intangible heritage) is important to promote sustainable development, improve people's quality of life and reinforce social and cultural cohesion. Traditional urban cultural programmes from the 90s no longer fit, mostly due to the lack of residents' support, a narrow policy approach to cultural environment and lack of monitoring and evaluation.



Solution

The Cultural Environment Programme (Vantaan kulttuuriympäristölinjaukset), used an innovative methodology to co-design a holistic environmental urban programme addressing cultural heritage with more than 100 city officials and 3,000 residents. This ensured locals' ownership of the new programme and enhanced their commitment towards shared goals and actions. The cross-sectorial approach mainstreamed heritage and environment in different policy areas (education, culture, real estate, tourism, entrepreneurship), ensuring coordinated and more effective management of these resources.

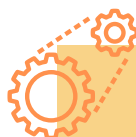
Cultural Environment Programme



Participatory, cross-sectorial preservation of cultural and natural heritage



Participatory Governance



How ?

- 1 In 2018, the deputy mayor's office identified city officials to develop the Cultural Environment Programme: municipal engineers, environmental urban planners, conservation experts, architects, archaeologists, representatives of museums, real estate and housing services, education, leisure and culture services, business services and tourism.
- 2 Selected city officials join a steering group and name 100 people from their staff to take part in cross-sectorial discussions to set the Cultural Environment Programme's goals and activities.
- 3 The municipality engages with residents (from students to seniors) to align understanding and expectations. The programme is developed taking into consideration stories, feelings and memories of local cultural environment collected through citizens-led projects and exhibitions, digital tools (social media campaigns, mobile apps and games), local newspaper and questionnaires.
- 4 At the end of the project in 2019, city officials and citizens met to jointly draft the Cultural Environment Programme for the period 2020-20024 including 53 actions endorsed by all stakeholders and the mayor's executive committee.
- 5 The municipality ensures human resources and funding for implementation. A cross-sectorial committee for cultural environment preservation supervises progresses monitoring and evaluation.

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Budget/Financing

€ 168,000

- The municipality covered 76% of the total costs (€168,000). Funding came from different sources, reflecting the cross-sectorial nature of the programme: Vantaa City Land Use (€50,000), Culture and Education services (€50,000), Vantaa City Museum (€28,000).
- The National Board of Antiquities contributed with the remaining 24% (€40,000).
- Vantaa City History Committee sponsored two mobile game productions granting an extra €48,000.

Management

- The municipality led the design and implementation process in close collaboration with city officials represented in a steering group.
- A full-time project coordinator was hired in charge of planning, budgeting, organising citizens' engagement activities and public events, monitoring and reporting under the supervision of the steering group. The project coordinator works with the project until February 2021.
- Vantaa-Seura is a local cultural association representing citizens' interests that played a key role in the organisation of engagement activities, including meetings with environment volunteers and training for local tour guides.
- Several local cultural associations partnered with the initiative, including 52 cooperatives representing different stakeholders active in the territory, from high-school students to university graduates or seniors' associations.

Transferability

- Make the cultural environment matter for citizens and stakeholders by sharing common values and understanding.
- Select a project coordinator able to engage with citizens and a variety of local stakeholders.
- Carefully plan your resources to fund awareness raising and citizens' engagement activities as well as regular monitoring of project progress.

Impact

- Improved co-design of public policy between local people and the local authority.
- Improved preservation and valorisation of urban cultural environment and natural resources.
- Reinforced citizens' awareness, engagement and participation in conservation and management of cultural and natural heritage.
- Improved data collection of stories and memories of local heritage.

Links

Cultural environment programme: <https://bit.ly/3e4aetp>

Mobile game: <https://play.x-routes.com/>

Brochure: <https://bit.ly/3e7vRj8>

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