

Unlocking ROI in Active Transportation



Kruunuvuorensilta

Crown Hill Bridge
Opened 18 April 2026



Finland is

The happiest country in the world

Land of the midnight sun

Cutting edge cycling cities

A place to get a great education

Home to the best chocolate in the world

Land of three million saunas

A country of 100,000 lakes

More saunas than cars

Finland is not

Russia or part of it

Too far from civilization

Too expensive

Always cold

The obligatory leader on a bike



The obligatory leader on a bike

President Stubb cycling to a conference on Russian sanctions in Helsinki

HELSINKI

A group of cyclists is riding on a paved path in Helsinki. In the foreground, a woman in a black top and brown skirt is riding a green bicycle. Next to her is a man in a green long-sleeved shirt and black pants, riding a silver bicycle. Further back, a man in a blue hoodie and black shorts is riding a black bicycle. To his right, a woman in a black top and blue pants is riding a black bicycle. In the background, several other cyclists are visible, some wearing helmets and jackets. The path is paved with cobblestones and leads towards a stone archway. The scene is brightly lit, suggesting a sunny day.

Photo: Martti Tulenheimo

A couple of years ago as part of a 30 day residency in Paris, Mikael Colville-Andersen had this to say,

“I’ve been saying for the last few years that there are only two cities to watch in the world regarding urbanism, two cities that are really taking a leadership role showing us the way forward. Right now it is Helsinki and it is here in Paris, not Copenhagen.”

Helsinki in 2023

#1 in the world for urban transportation

#2 is Amsterdam

Amid a transportation revolution accelerated by climate change and population growth, Helsinki is the city best prepared for the future of urban mobility, according to a new assessment.

Guillermo Molero, Bloomberg CityLab

In many places around the world...



“Paint is the lazy politician’s way of saying we don’t care.”

Morten Kabel

Fmr Deputy Mayor for the Environment, Copenhagen

“baana” The cycling superhighway



“baana”
The cycling superhighway



8.20 feet 13 12 feet

4 inches

Current mode share (All trips start and stop in Helsinki)

- Motor vehicles 20%
- Walking 34%
- Transit 36%
- Cycling 10%

Helsinki's vision: To be the most functional city in the world



Photos: Martti Tulenheimo

Bicycle Logistics: Reducing delivery van trips into the city centers

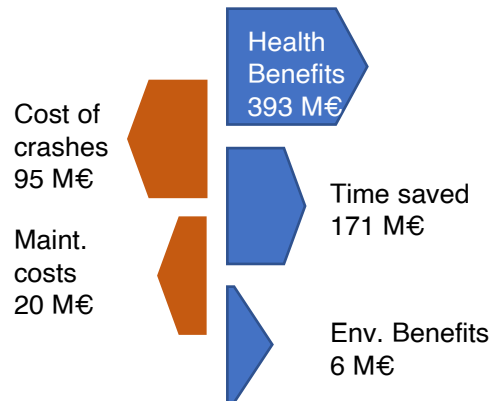


Investment

1 euro investment yields 8 euro return



Benefit/cost ratio = 7.8



Helsinki Bike Share

Daily users

10% of revenue

2M+ Euros

61K mbrs
(90%)

Annual
Members
(35€/yr)



2 M Euros

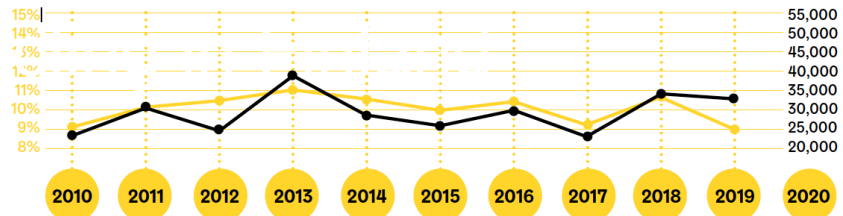


Top Secret

alepa
Sponsor

Helsinki

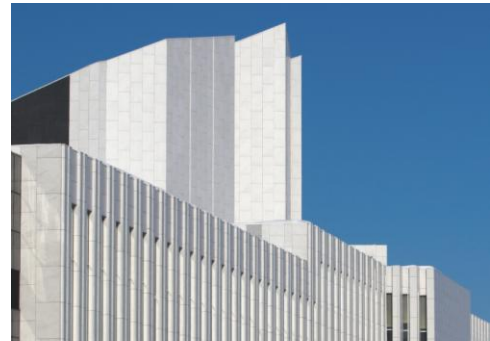
- The modal share of cycling (%)
- Cyclists crossing the inner city border per day

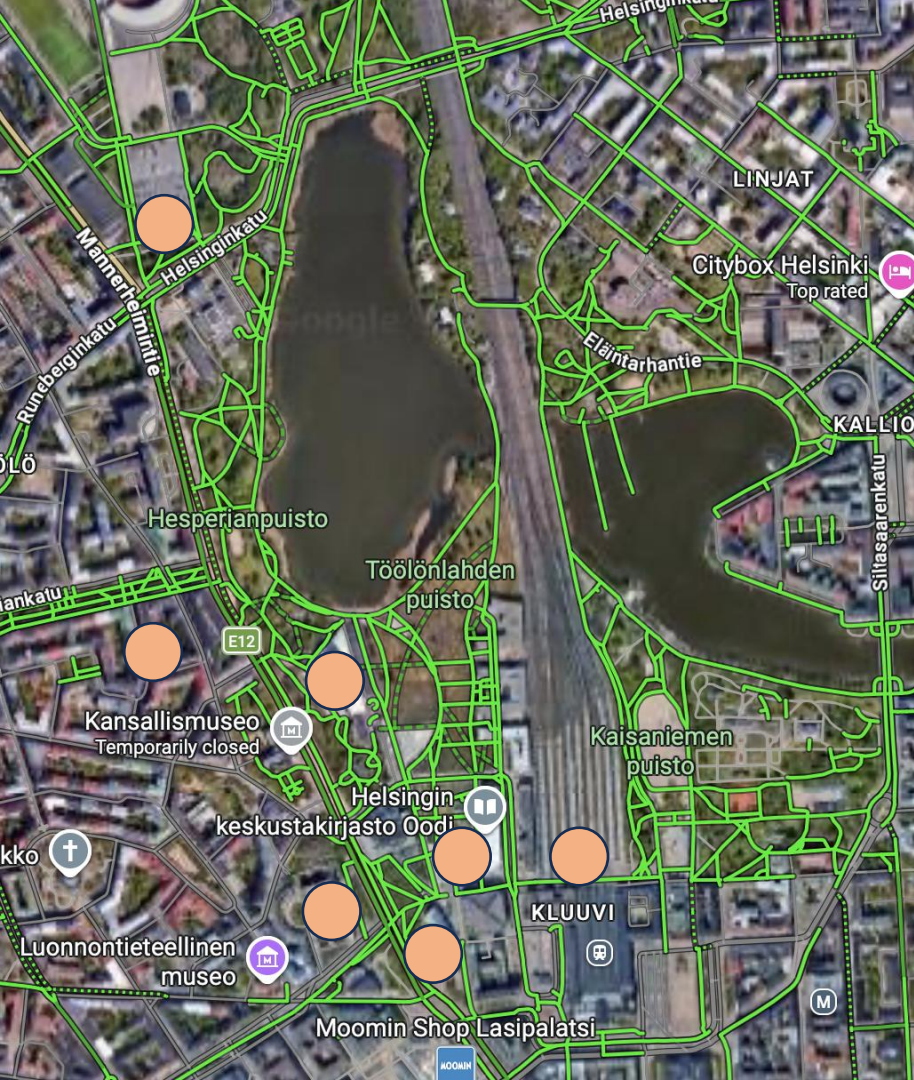


Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Political decisions				Target network for the inner city and design manual for bicycle traffic	Bicycle Highway Network	Bicycle Action Plan	Mobility Development Plan	cycling highways	City strategy	Mobility Programme	Carbon-neutral Helsinki	
Scope of the bicycle highway network												6 km
Target network in the inner city				4 km			15 km		29 km			
Cycling infrastructure budg	3.9 million (pedestrian and bicycle traffic)	3.9 million (pedestrian and bicycle traffic)	3.0 million	4.5 million	3.5 million	9.4 million	9.0 million	8.7 million	12.6 million	14.8 million	19.5 million	
Realisation	3.9 million (pedestrian and bicycle traffic)	3.9 million (pedestrian and bicycle traffic)	2.0 million	2.1 million	3.5 million	7.5 million	11.0 million	14.2 million	12.6 million			
City bikes							50 stations 500 bicycles	150 stations 1,500 bicycles		238 stations 2,380 bicycles		
Routes with intensified winter maintenance						2 routes 8.7 km	3 routes 30.1 km		5 routes 34.2 km			
Human resources				2	4							4-7
Resident satisfaction with Helsinki as a cycling city					83%		87%		89%			
Cycling brand							★					
Bicycle parking, new spots								864	640	758	1,200	1,500

Objective
137 km
Objective
131 km

Figure 1. The figures for bicycle traffic in Helsinki, its proportion of all modes of transport and the key promotion measures since 2010.





- Opera House
- National Museum
- Kiasma
- Oodi
- Music Hall
- Finlandia Hall
- Parliament House

HOULU



Cycling superhighways (baana)

More than 75 km of baana planned for construction by 2030

21 km already built

16 km being planned across 7 routes



Oulu snowhow: World winter cycling capital

- Cycling mode share:

Winter	Summer
12%	28%







The geeky slide



Snow removal is triggered by the first inch of snow

One snow removal machine per “baana”

Snow removal is seen as customer service. Contractors are rewarded for good results and penalized for bad. Reporting is by 180 reviewers.

Plow drivers are required to bike “their” route in winter conditions

TURKU



HEAT Guides in Turku 2013 and 2014



https://www.kkiohjelma.fi/filebank/1771-Heat_kayttajan_opas_2014_paiivitys.pdf

KKI - LIKESresearchcenter	
Network of Cycling Cities	
The Finnish Transport Agency	
WSP Finland	
WHO	

Source: WHO HEAT (health equity and assessment tool) for walking and cycling



EU Leader in MAAS

Figure 6: MaaS progress in key cities

		← Degree of MaaS Customer Experience Integration →				
Scheme and Location	Description	Ticketing	Payment	Pricing	Value-added mobility services	Non public transport modes included
Smile: Vienna, Austria	Door to door integrated transport planner, book ticket and pay	Integrated	Integrated	Not offered	Not offered	Integrated
Hannovermobi 1.2.0: Hannover, Germany	€10 subscription to a digital, one-stop mobility shop, with integrated mobile phone billings and discounted pricing	Integrated	Integrated	Integrated	Not offered	Integrated
Ubigo: Gothenburg, Sweden	Monthly subscription starting at €150 per month, delivered via an app, enabling access to a range of transport modes; single monthly invoice	Integrated	Integrated	Integrated	Not offered	Not offered
Whim: Helsinki, Finland	Subscription to public transport service model tailored to customer segments	Integrated	Integrated	Integrated	Not offered	Integrated
Föli: Turku, Finland	An app which allows customers to real-time plan, ticket and pay; customers can be invoiced, paying by debit/credit card or through mobile phone operator billing	Integrated	Integrated	Integrated	Integrated	Integrated
Emma Contracts: Montpellier, France	Single-key access to 30- or 365-day subscriptions to integrated transport packages	Integrated	Integrated	Integrated	Not offered	Not offered

Source: L.E.K. analysis; Department for Transport, 2015, Feasibility Study for "Mobility as a Service" concept in London

LAHTI



SMART IN THE CITY
THE BABLE PODCAST ▶

BBC 100 WOMEN 2023
ANNA HUTTUNEN



ANNA HUTTUNEN

NetZeroCities



Has led Lahti toward
carbon neutrality.

A model for the EU

Welcome to the the Cycling Urbanism Master Class. During your three days with us, you will hear from elected officials, researchers, designers, bike share staff and advocates. Helsinki has set its goal to become the most functional city in the world. All modes of transport will have their appropriate place in this eco-system. There will be a chance to tour the city by bike during each of the three days. In addition, there will be a chance for an optional Oulu (world winter cycling capital) visit prior to the work in Helsinki. We are working to add a day in Tallinn, Estonia as well for those interested.

Day 1

Welcome.
The most functional city.
Best practices in Helsinki cycling urbanism.
Return on cycling investment.
Bike tour.

Day 2

Approach to cycling from city officials.
Translating strategy to action.
Parking and other planning strategies.
Biking, transit, and walking.
Helsinki region bike share
Bike tour.

Day 3

Cycling advocacy in the Helsinki region.
Vapaus, the "company bike".
Bike tour, happy hour, and farewell



"Our visit to Helsinki showed us what we can do today and tomorrow to quickly improve the bike friendliness of Hungarian cities."

Miklós Berencsi – Active Living and Tourism

To register, simply send an email request to:

anthony@finnishcyclingembassy.org

The tuition for delegates is 1950 €*

Where would you like to travel?



Thank you

Contact Anthony Desnick

anthony@finnishcyclingembassy.org

Support



WINTER CYCLING FEDERATION

Urban Cycling Institute