



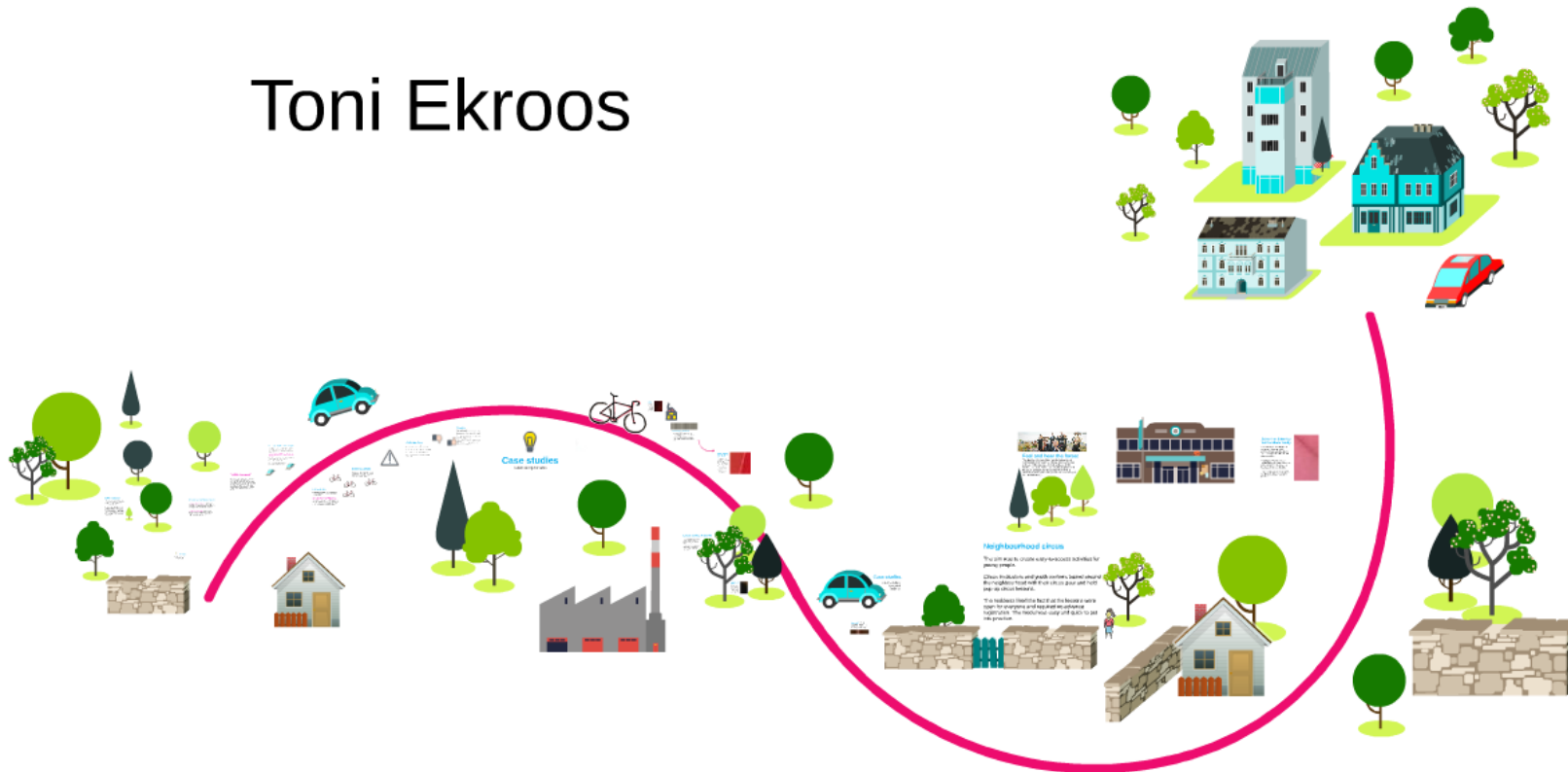
CITY OF  
TURKU

# Eviva

Toni Ekroos

Thank you!

toni.ekroos@turku.fi  
+358-44-9072947





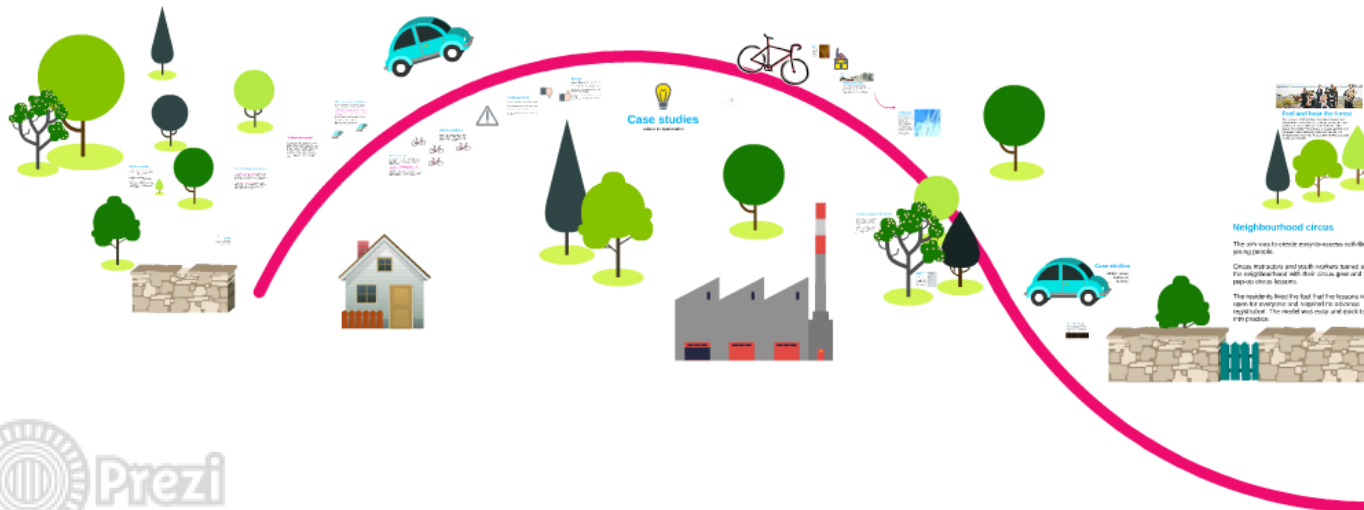
CITY OF  
TURKU

# Eviva

Toni Ekroos

Thank you!

toni.ekroos@turku.fi  
+358-44-9072947





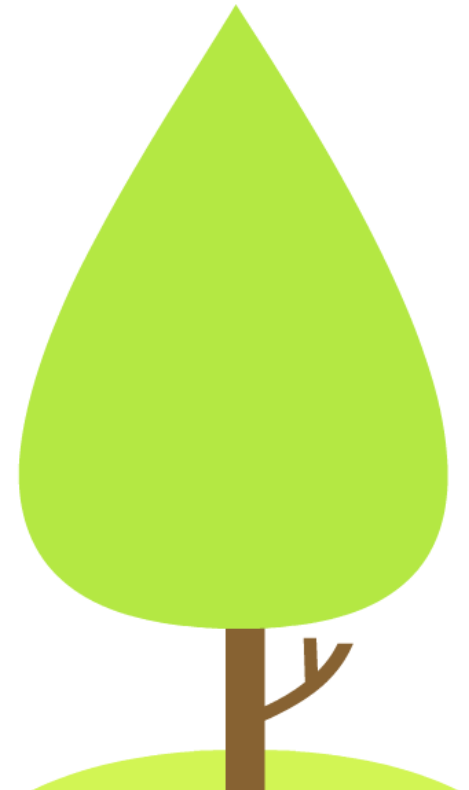
# Turku

Turku is the centre of Southeast Finland, located on the shore of the Archipelago Sea and on the estuary of the Aura River.

Population: 179,428 (in 2012)

# EVIVA in a nutshell

- EVIVA is a joint project of the City of Turku Recreation Division, the aim of which is to develop the leisure services for the residents in 2011–2015
- The Finnish acronym EVIVA stands for preventive work and active leisure time
- The aim is to encourage more and more residents in Turku to seek leisure activities and to promote participation among them, which will help reduce social and health-related problems



# Turku 2011- European Capital of Culture

Turku 2011 was more than a year. It was a process through which Turku emerged as a pioneer and a creative centre of the Baltic Sea region cooperation, a city that produces and mediates arts and science.”

The broad definition of culture: every day culture, science and research, physical exercise, culture of work and culinary art were also considered to be cultural activities, in addition to arts.

# *“Culture does good”*

became the motto of the Capital of Culture and a way to communicate about the Turku 2011 programme. The motto was connected to the main objectives of Turku 2011 by stating that culture does good for city residents, city communities, the vitality and competitiveness of the city, as well as the attractiveness and pleasantness of the city. The “Culture does good” motto was used to make the extensive positive impacts of cultural activities visible.

# EVIVA – project as part of Turku 2011 legacy

EVIVA-project 2011-2015 was set up and funded by city of Turku to continue the Turku 2011 legacy as well as to promote well-being, people's residential comfort and experience of community in Turku.

The aims was

- a) to offer new channels and possibilities to participate in recreational services
- b) Involve the citizens more on planning, designing and implementing those services

Special focus was on shrinking discrepancies and inequalities between different neighbourhoods and sosio-economic groups.

EVIVA followed the principles of Turku 2011

Broad definition of culture (=leisure time activities)

Culture does good and belongs to everyone



# EVIVA baseline study

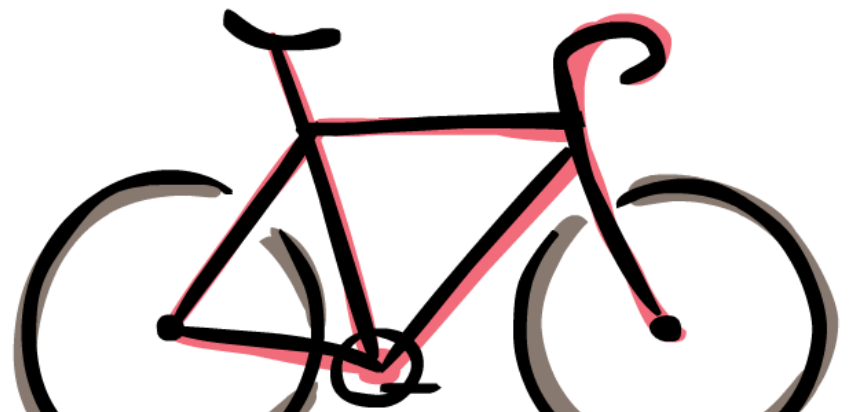
EVIVA conducted an extensive report and survey on the recreational involvement of residents in different parts of the city, the range of recreational services offered and needs for services

-> this unique baseline analysis provided a significant opportunity to develop and design area specific services

The results are now available in area level 9 service areas of the city and divided between the sosio-economic groups in order to analyse the inequalities in well-being between the different population groups and neighbourhoods.

# EVIVA activities

Based on the surveys and residents' need for services, EVIVA co-ordinated, financed and assisted the city and NGO's to custom-tailor improved recreational activities



# Challenges faced

- 1 How to contact target groups with special needs and "no-users"
- 2 How to involve the target groups in co-planning and co-designing
- 3 How to develop cooperation with third sector organisation.
- 4 How to set up an effective model for intersectoral administration and co-operation.

# Results

The process has led from projects and events to structural changes and changes in working methods

Cross-sectoral co-operation has increased significantly and new way of working through multisectoral and multiprofessional networks is taking hold.

Iterative co-designing and co-planning processes are starting to replace the traditional process of producing services.

The facilities have become multi-functional.

Co-operation between NGO's and municipal organisations has improved and increased

Lesson: Culture and leisure time activities won't be able to tackle the welfare issues if the basic needs are not met.





# Case studies

culture & regeneration



#### Art janitor

The artwork depicts an ancient and sacred site, a place of great significance. The artist has used natural pigments to create the painting, which is a testament to the skill and creativity of the community. The painting is a masterpiece of indigenous art, and it is a source of pride for the community.

# Art janitor

The residents planned and executed small-scale art projects with the artist. The art projects were inspired by the needs of local residents and the users of various facilities. Parks, day care centres and youth centres were among the facilities to receive a new look during the project.

# Pop-up bicycle

The aim was to make information on leisure activities in the city easily available for the residents, by promoting the leisure services on a bicycle.

The bicycle served as a mobile library, lending items to take home and various sports equipment to try on the spot.

The residents felt the pop-up bicycle to be a fun and approachable way of advertising the service.





# Pop-up space in Höveli

The aim was to make the shopping centre more comfortable and improve its utilisation rate, to offer meeting and activity space for the residents, and to attract new service providers to the area.

The role of the city was to enable the pop-up space by making it available to the residents and associations free of charge.

# Cultural exercise routes increased participation

Combining culture with exercise

The aim was to make the cultural environment of the neighbourhood better known among the residents and to promote local outdoor activities.

The route was created by collecting memories and stories of the neighbourhood from the local residents.

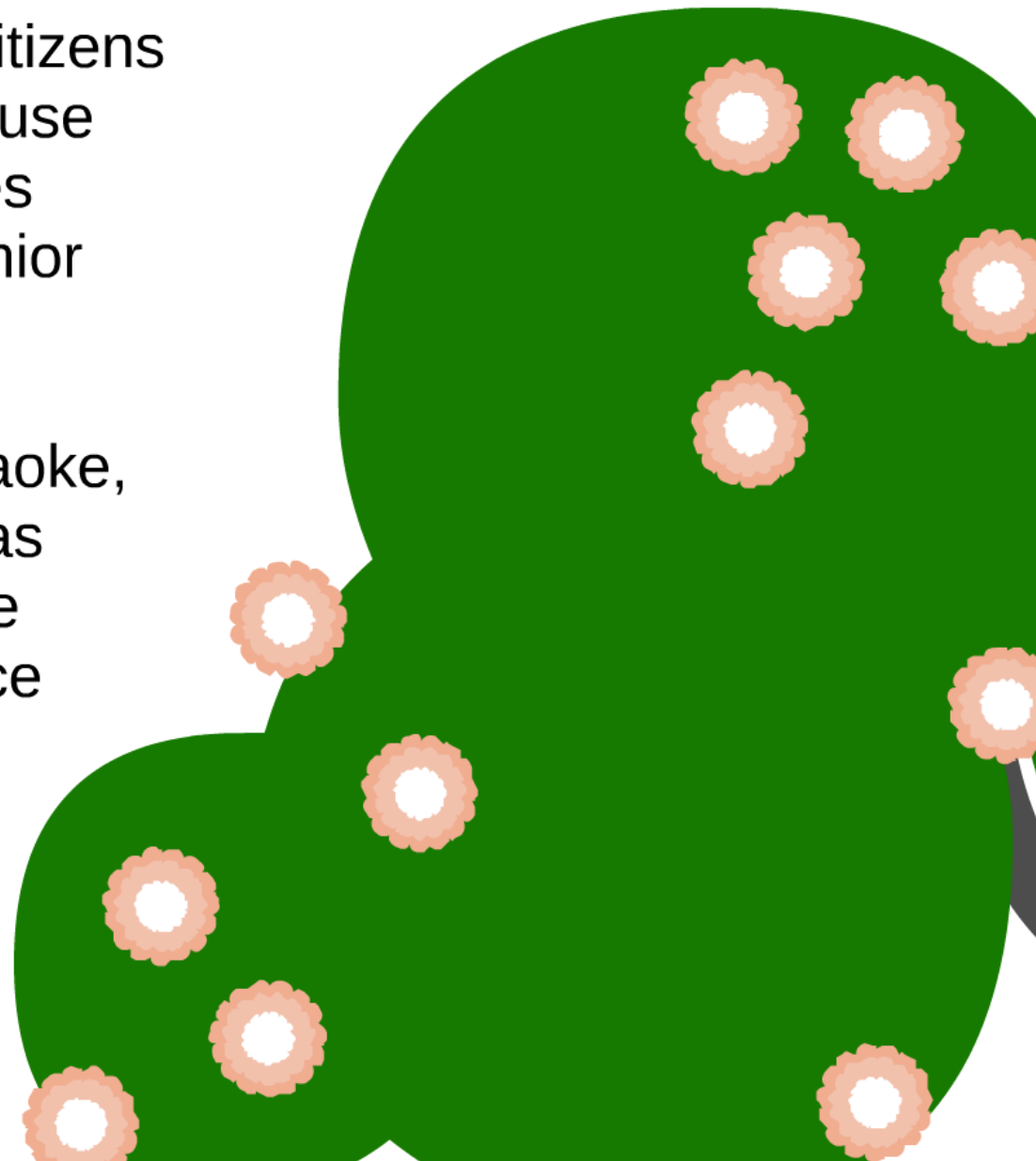
In general, the activities increased regional pride.



# Leisure services in later life

The aim was to activate senior citizens who live at home to leave the house and use the facilities and services offered by activity centres for senior citizens.

At first, the activities (music, karaoke, arts and crafts) were organised as outsourced services, but later the centres started to offer the service independently.



# Leisure instructor's reception

The objective was to offer personal, customised leisure tips and instructions.

The reception was open once per week at the health station. The residents could come on their own accord or with recommendation from a physician or a public health nurse.

After the visit, the instructor kept regular contacts with the resident.



# Case studies

children culture  
& physical  
activities



# Bass society



The aim was to teach life management skills and positive attitude to young people, using methods of street culture.

The young people created a hip hop musical based on the workshops led by professionals during the project. They could also visit a psychologist and receive working life guidance.

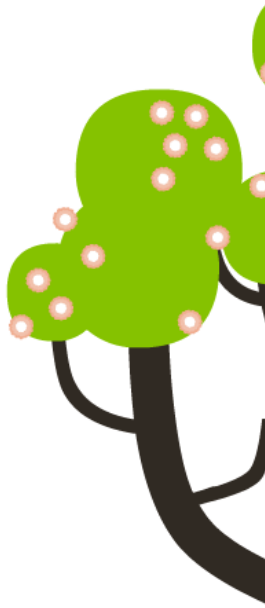


# Neighbourhood circus

The aim was to create easy-to-access activities for young people.

Circus instructors and youth workers toured around the neighbourhood with their circus gear and held pop-up circus lessons.

The residents liked the fact that the lessons were open for everyone and required no advance registration. The model was easy and quick to put into practice.

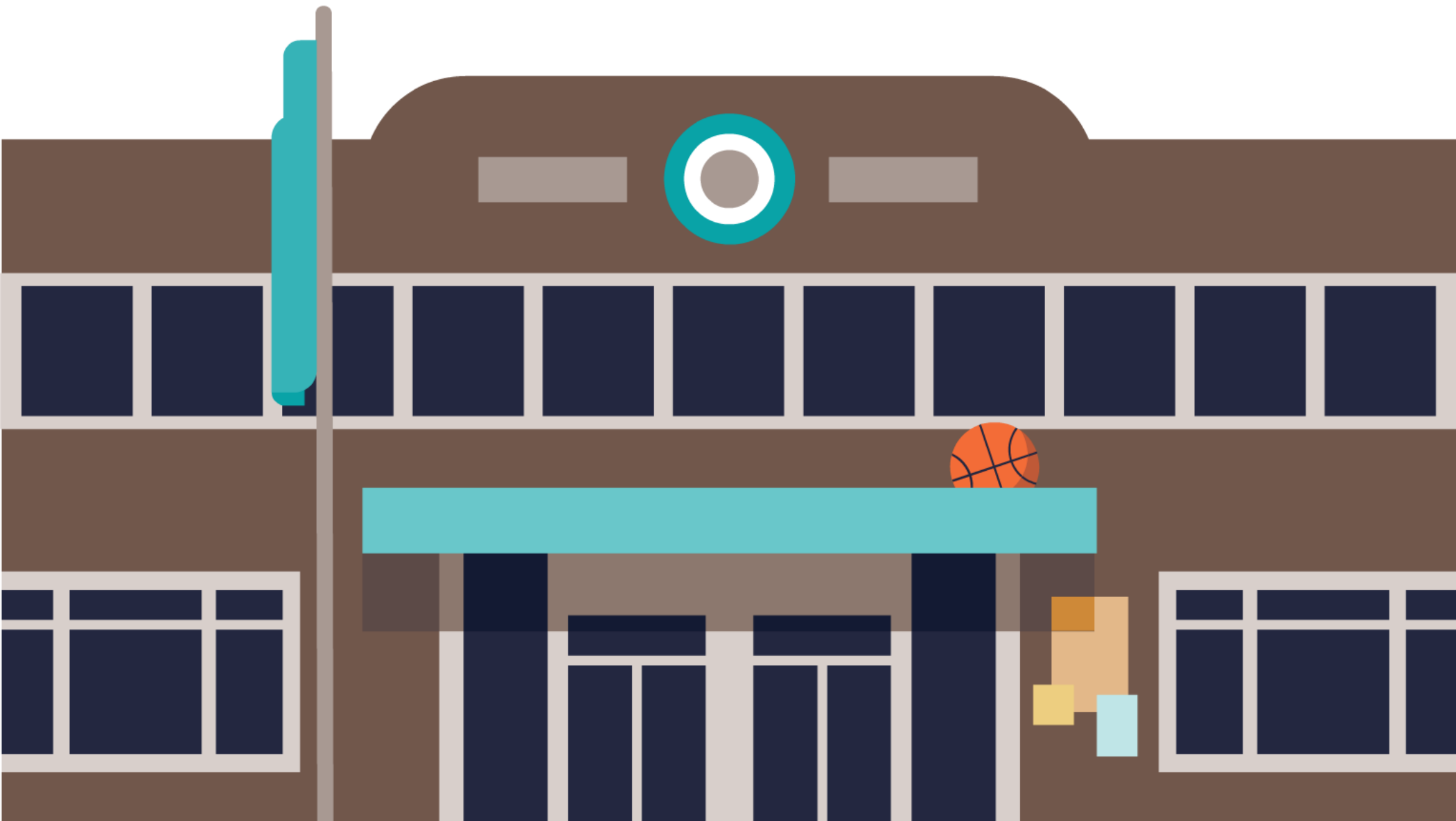






# Feel and hear the forest

The aim was to bring culture near the residents and complement it with exercise, while promoting the city's services. All the events were held outdoors, in the woods. The Turku Philharmonic Orchestra performed in the event, and participants could test their skills at physical exercise points. The programme was designed for the whole family.



# School on Saturday for the whole family

The aim was to use functional communication methods to promote leisure activities in the area among schoolchildren and their guardians.

The programme for the day featured presentations of services provided by the city, as well as by local associations and clubs.

The children and adults could try out different types of sports in practice.





# Thank you!

toni.ekroos@turku.fi

+358-44-9072947



# Thank you!

toni.ekroos@turku.fi

+358-44-9072947