

## **16.6.2016 Voittajan valinta - Tuomariston julkinen lausunto / Choice of winner - Public statement by the Jury**

### **CO-OP CITY WINS KERA CHALLENGE!**

**Kera Challenge jury has chosen Co-Op City as the winner of Kera Challenge. The winner was unveiled at Nordic Built Cities Benchmarking in Korjaamo, Helsinki on 16th of June, 2016.**

In the second phase of Kera Challenge, the four finalist teams received 300 000 NOK to develop their proposals further. The jury was amazed by the progress made by each team. Throughout the spring, the proposals became more concrete, more specific, and more distinguishable in their strongest aspects to create four distinctive solutions how to transform Kera from an industrial neighbourhood to an attractive 20-minute city.

The progress shown by all four teams made it hard for the jury to reach a final decision. Yet, in the end the jury's decision was unanimous and Co-Op City was chosen as the winner. Main reasons were the focus on realistic plans to implement solutions combining circular economy, communal living, and joint building ventures. Feedback from the jury to each team is provided below.

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#### **Co-Op City by BM-Architects, WSP, Designer Päivi Raivio and Settlementiasunnot Oy**

Co-op City proposed a great concept focusing especially on the social, human-scale aspect of city development - true to Nordic values and the competition criteria. The jury was especially fond of the realistic plans to implement solutions for circular economy, joint building ventures, co-creation, and communal living. According to the jury, Co-Op City's approach that used human-scale and implementable plans answered the competition criteria best. The jury sees a lot of export potential in the concept overall - a Nordic approach that could represent a new type of approach to city development around the world.

#### **Kera Era by Studio Puisto Architects and Hukkatila**

Kera Era's proposal was comprehensive and developed a lot during the competition. The jury especially liked how Kera Era proposed an operator with a concrete business model, with immediate development steps that could be taken right away before any development at the site even starts. The operator brings together vast amount of different stakeholders, and Kera Era team had an impressive network of collaborators already at this stage. This type of operator model could be implemented in many sites around the world, not just in Kera.

#### **Kera Lane by Ramboll, HAMK and Rudus**

Kera Lane had a unique approach in how to use all the building materials according to the principles of circular economy as well as how to concretely bring a forest-like atmosphere into the city. The jury was delighted to see detailed focus on great technological solutions and how to make these plans reality in the coming years. Even if Kera Lane was not chosen as the winner, the aspects of recycling materials and bringing forest into the city are concepts that should be considered in Kera and also elsewhere.

#### **Urban Incubator by LPR, GAIA and Elomatic**

Urban Incubator focused on the use of existing buildings in new ways to create a test-bed for a new type of corporate co-creation. According to the jury, this was the best aspect of the proposal in addition to the temporary use of the site to create new forms of economic activity already during the first phases of the development. These approaches certainly are exportable to different locations around the Nordic countries and further.

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Congratulations to Co-Op City! Now, all four finalist teams will have a chance to compete for additional Nordic prizes in [the Nordic Built Cities Challenge Awards](#) during the summer and fall. The Nordic winners will be announced in November 2016. The jury wishes good luck to all four teams, convinced that the winner of the Nordic competition will be chosen among the four finalists of Kera Challenge!

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### **3.2.2016 Tuomariston julkinen lausunto / Public statement by the Jury**

#### **PRESENTING THE FOUR FINALISTS OF THE KERA CHALLENGE**

**Kera Challenge Jury has selected the four finalists who will compete of becoming the winner of the Kera Challenge this spring and for additional Nordic prizes in the Nordic Built Cities Challenge Awards later this year.**

The jury consisting of eight experts has selected the four finalists teams of Kera Challenge. In this phase, the finalists will receive 300 000 NOK to further develop their ideas and compete for

becoming the winner of Kera Challenge. In addition, the finalists will have a chance to enrol to the Nordic Built Cities Challenge Awards to compete for additional Nordic prizes.

Kera Challenge was overall highly competitive. The quality of all 22 multidisciplinary teams with high level of expertise astonished the jury, making it hard to reach a decision between the teams. The teams had come up with very creative ideas and comprehensive plans how to combine circular economy solutions and turn Kera from an industrial neighbourhood to an attractive 20-minute city. Nevertheless, the jury reached an unanimous decision on the finalist teams. Here are the four finalists with remarks by the jury.

The four finalists are:

**Co-Op City by BM-Architects, WSP, Designer Päivi Raivio and Settlementiasunnot Oy**

*“Building of the urban areas of the future will start by building the public space, not buildings first. Public urban space acts as a catalyst for identity creation, new economic activity and social interaction and sharing. Central Park of Kera forms the green heart of the co-op city.”*

Circular economy concepts, joint building ventures, co-creation and communal living were the strengths of this extensive proposal. Especially the focus on circular economy and the diverse possibilities it offers was an important factor for the jury to select this proposal.

**Kera Era by Studio Puisto Architects and Hukkatila**

*“New Kera consists of three parallel scenarios that are derived from the challenges and potentials that cities offer in the Nordics. Described in a few words the scenarios are: ‘wellbeing’, ‘superlocal vs superglobal’ and ‘shared resources’. A neighborhood is defined by its inhabitants rather than by its build environment.”*

The jury was impressed by the overall quality of this proposal that answered the competition criteria very well. The team had used the backcasting method and focused on understanding the needs of the future residents in detail. Giving concrete examples of collaboration networks and identifying connections with on-going initiatives in Kera made this proposal even more convincing.

**Kera Lane by Ramboll, HAMK and Rudus**

*“Kera Lane integrates the challenges of temporary use and material recycling into a long term success story that gradually transforms Kera towards a unique and attracting neighborhood. The core of the Kera Lane is the Kera Passageway already from the beginning of this story.”*

This proposal lays out a plan how to use the existing buildings during different phases of the transformation of Kera. The jury was particularly fond of the thoroughness of the proposed recycling and circular economy concepts, as the absolute amount of the waste material in the area is so significant. The jury also valued the consideration of four seasons and what they mean for the needs of future residents.

### **Urban Incubator by LPR, GAIA and Elomatic**

*“A vibrant city could be the successful result of urban evolution, where an old industrial area is transformed into a hub of new business, culture and highly-valued housing. How can this development be catalyzed and accelerated? A concept for Urban Incubator is needed, which is indispensable element for developing Smart Cities.”*

This proposal was chosen because of its concrete idea for temporary use of existing buildings as an incubator for new business activity, for example local food production. The proposal anchors itself to the startup ecosystem of the Helsinki region with a possibility for larger development and great export potential particularly related to consumer cleantech.

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Congratulations to all four teams! More detailed feedback and guidance have been given to each team by the jury. During the spring, the finalist teams will further develop their proposals. The next time you will be able to see the teams is during the Final Pitching Event on 26th of April, 2016. The details of the event will be published on the [uusikera.fi](http://uusikera.fi) site shortly.

## 3.2.2016 Tuomariston palaute tiimeille / Jury's feedback to the finalists

### **Yleinen palaute kaikille finalistitiimeille / Feedback to all teams**

The jury wants to point out the following aspects that require additional attention to all teams:

- Make concrete calculations: What kind of volumes are needed to really support your proposal? How many people will live there in each point in time? What kind of services can actually survive? How many people can be expected to be drawn in Kera in addition to people who either live or work in the area? Keep in mind the scale of Kera and that the area is not in isolation of the rest of the Helsinki metropolitan region. Hence, all the surrounding neighbourhoods are also competing for time and money of Kera residents.
- Put together clear plans who will do what and what kind of actors and partners are needed to make the proposal really happen.
- Ensure genuine Nordic collaboration within your team. It is possible to add team members. Nordic collaboration must be significant, and all the members should participate actively in the second phase.

### **Tiimikohtainen palaute / Team specific feedback**

#### **Co-Op City by BM-Architects, WSP, Designer Päivi Raivio and Settlementiasunnot Oy**

The jury recommends focusing on the following points to further develop this proposal:

1. Actionable implementation strategies of circular economy concepts.
2. More focus on mobility and possible sharing economy concepts related to this. The team could consider even adding team members with this kind of expertise.

#### **Kera Era by Studio Puisto Architects and Hukkatila**

The jury recommends focusing on the following points to further develop this proposal:

1. Deepen the idea and collaboration what KäsityöKera could mean for the whole Kera area and the city of Espoo.
2. What will be the concrete plans and next steps for the process? How can the different partners of the collaboration network contribute in practice, not only in Kera, but also in other similar sites around the world to capture the export potential? What are the business models of mentioned labs, hack and incubators and how will these work in practice?

### **Kera Lane by Ramboll, HAMK and Rudus**

The jury recommends focusing on the following points to further develop this proposal:

1. Circular economy concepts and recycling of materials and resources: look into the numbers and make more in-depth plans who the ideas of the proposal can be done in practice.
2. Take the four season thinking further: which resources and technologies are required and what are the related costs?

### **Urban Incubator by LPR, GAIA and Elomatic**

The idea of using the existing halls as a testbed for consumer cleantech solution attracted the jury. However, the proposal was clearly less specific and thought-through than the other finalist proposals. Hence, there is a lot of work needed to get at par with the other finalists.

The jury recommends focusing on the following points to further develop this proposal:

1. How will the incubator start actually? Define clearly who does what and what kind of concrete partnerships can be identified and formed.
  2. Put together clear plans with adequate detail and a concrete schedule for the development process.
  3. Focus on consumer cleantech and export potential of the presented ideas.
- + Ensure that you have active team members from at least two Nordic countries as well as partners that have incubation expertise. Adding team members is permitted.