



URBACT METACITY
Study Visit to the city of Tampere and the “Imagine the Metaverse”
conference
10 – 13 June 2024

VISIT REPORT

The Study Visit to Tampere has been planned during the Preparatory Phase of the METACITY network, in order to allow partners to have a direct experience with the development and implementation of the “Tampere Metaverse 2040 strategy”, that has been considered as a benchmark for the future IAPs. Following preparation of the visit with the City of Tampere, it has been decided to make this study visit coincide with the organisation of the “Imagine the metaverse” conference in June.

The agenda and main highlights from the study visit, as well as final participants list, are presented below.

DAY 1 (Monday, 10 June 2024): Arrival and dinner

	Arrival of participants in Tampere, and accommodation in the chosen hotels
From 19:30 onwards	Social Dinner for those already in Tampere Restaurant Muusa https://olympiakortteli.fi/en/muusa/ Satakunnankatu 10 33100 TAMPERE



Network dinner upon arrival at Tampere, 10 June

DAY 2

(Tuesday, 11 APRIL 2024): Full day at “Imagine the Metaverse”

Venue: Tampere Exhibition and Sports Centre, Ilmailunkatu 20, 33900
(further info at: <https://www.imagine2024.fi/info/>)

Programme: full programme available at: www.imagine2024.fi/program/

Conference highlights of the day for the METACITY network:

09:30 – 10:00	Heikki Aura “Exploring European Opportunities in the Data Economy and Metaverse”
10:00 – 11:00	Panel Discussion “Building Resilient Cities – Crafting a Metaverse City”
14:00 – 16:00	“Smart Mobility Track: Autonomous, Remote Control and Digital Twins”



Day 2 of the Study Visit was a full day dedicated to attending the “Imagine the metaverse” conference, and following the several sessions dedicated to the development of new, digital and technology supported, urban development strategies. The most relevant sessions for the Metacity network are highlighted above.

From 17:00

Reception offered by the City of Tampere at the [Hatanpää Manor](#).



Metacity Network at the Welcome reception offered by the city of Tampere

DAY 3 (Wednesday, 12 APRIL 2024): Full day at “Imagine the Metaverse” + Digital Twin demonstration.

Conference highlights of the day:

09:00 – 09:30	Kati Tiainen “Imagining Smarter Learning in the Era of AI”
10:30 – 11:00	“Envisioning Cityverse – Embarking on Tampere's Metaverse Journey”
12:30 – 13:15	“KEYNOTE - Eve Weston How We Experience The Metaverse: A Tangible and Tactical Creative Framework”

The third day of the visit coincided with the second and final day of the conference. During the morning and early afternoon, all partners attended the conference and followed the most relevant sessions, in particular the ones highlighted above.



Metacity network partners during the “Imagine the Metaverse” conference

Then, the partners changed to the Scandia Hotel, where a workshop and demo session on Digital Twins was held by the Ad-Hoc expert Solve Fauskevag, as part of his engagement with the network. All the materials from the workshop are available at:

<https://public.3.basecamp.com/p/AvSAiaC1DxShEGE2RbcEyDrL/vault>

Digital Twin workshop and demo:**Venue:** [SCANDIC TAMPERE CITY HOTEL](#), HÄMEENKATU 1

15:30 – 17:00	<p>Metacity – Digital twin city workshop</p> <p>Sølve Fauskevåg (Augment City) – ad-hoc expert</p> <p>15:30 - Arrival Light refreshments available</p> <p>15:35 - Welcome and introvideo- Set the frame for demo session</p> <p>15:45 - Digital twin city technology: Common understanding of how this disruptive technology unlocks next generation city development, data requirements</p> <p>15:55 - Use cases: Examples from city development, mobility, citizen engagement, climate adaptation, net zero ++</p> <p>16:10 - Interactive session – Mentimeter: audience feedback: Where is highest potential for DTs? Themes, users, etc.</p> <p>16:15 - Short coffee break - Light refreshments available</p> <p>16:20 - Mentimeter feedback: Review results, quick round of reflections</p> <p>16:25 - More use cases or live demo (tbc): Examples from city development, mobility, citizen engagement, climate adaptation, net zero ++</p> <p>16:40 - Opportunity pitch - 15k gets you "this"</p> <p>16:50 - Next steps</p> <p>16:53 - Outro video:Fun and inspirational video to wrap it up</p> <p>16:55 - Session close, practicalities etc.</p> <p>17:00 - Demo session over</p>
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Workshop and demo of Digital Twins solutions, by ad-hoc expert Solve Fauskevåg,

DAY 4 (Thursday, 13 APRIL 2024): Meetings and visit to Tampere city administration.

The fourth and final day of the Study Visit was dedicated to contacts with the City of Tampere officers and on gathering information about the development of their Metaverse Vision and Digital Transformation strategy, including also a visit to Platform 6, a digital startup incubator.

All the materials from this session are available at:
<https://public.3.basecamp.com/p/yuwUUD7Tee9EpEonUb5DFh3R/vault>

8:30 – 10:30	Meetings with Tampere city administration about Tampere Metaverse Strategy @ <i>Kohtaamisia -tila, Satakunnankatu 18A, 33100 Tampere</i> : <ul style="list-style-type: none"> - Tampere Metaverse Vision & Next steps / <i>Tiia Joki</i> - Data-Driven City of Citizen Development Program / <i>Outi Valkama</i> - Digital Transformation in the City of Tampere / <i>Aleksi Kopponen</i> - Closing remarks, <i>Eurico Neves and Tiia Joki</i>
10:30 – 11:30	Visit to Platform 6 (Åkerlundinkatu 8, 33100 Tampere)
12:00 – 13:30 (with lunch break)	Lunch Break @ Restaurant Tampella (NB: self-funded meal)
14:00	Departure

LIST OF PARTICIPANTS

City	Registered Participant	Arrival date in Tampere	Departure date from Tampere
Lead Expert	Eurico Neves	10/6	13/6
Ad-Hoc Expert	Sølve Fauskevåg	11/6	13/6
Abo /Nykarleby	Yvonne Backholm-Nyberg	10/6	13/6
Abo /Nykarleby	Kimmo Rautanen	10/6	13/6
Abo /Nykarleby	Soren Andersson	10/6	13/6
Abo /Nykarleby	Anna Käcko-Englund	11/6	13/6
Abo /Nykarleby	Kim Blomqvist	11/6	13/6
Abo /Nykarleby	Ann-Helene Skata	11/6	13/6
Campobasso	Sabrina Tirabassi	11/6	13/6
Fundão	Ricardo Gonçalves	10/6	13/6
Fundão	Micaela Gil	10/6	13/6
Fundão	Sofia Alberto	10/6	13/6
Harnosand	Jennie Olofsson	10/6	13/6
Harnosand	Patrik Pettersson	10/6	13/6
Harnosand	Mats Gradin	10/6	13/6
Harnosand	Jens Danielsson	10/6	13/6
ISI / Arta	Dimitris Salmas	10/6	13/6



ISI Arta	Christopoulos Athanasios	10/6	13/6
ISI/Arta	Andriana Merkoviti	10/6	13/6
ISI/Arta	Agoritsa Kontostergiou	10/6	13/6
Mostar	Nerman Turkić	10/6	14/6
Mostar	Senada Demorovic	11/6	13/6
Mostar	Admir Kulin	11/6	3/6
Nevers	Alain Bourcier	10/6	12/6
Nevers	Sandrine Cochet	10/6	12/6
Písek	Terezie Hroudová	10/6	14/6
Písek	Jan Roucka	10/6	14/6
Razlog	Todor Damianov	10/6	13/6
Razlog	Zlatka Stoycheva	10/6	13/6
Razlog	Anelia Dunkina-Debelushina	10/6	13/6
Razlog	Asya Tsutsumanova	10/6	13/6
Újbuda	Máté Ábrahám	10/6	13/6
Újbuda	Marcell Takács	10/6	13/6
TOTAL:	33		