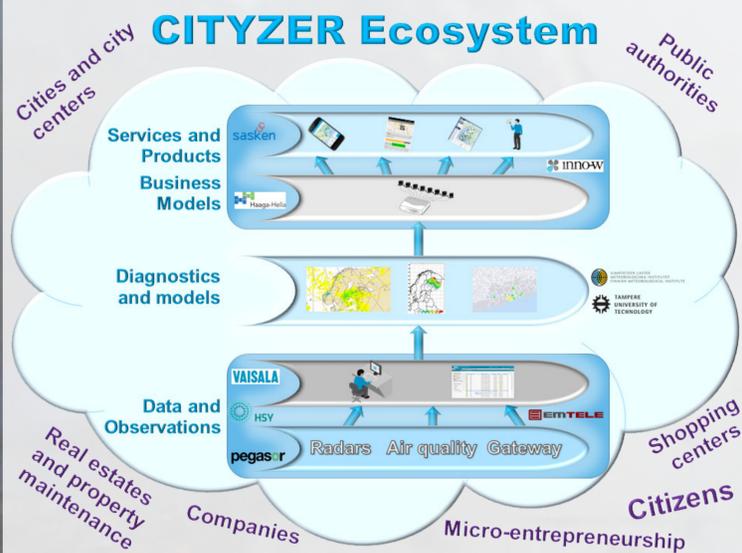


# CITYZER - Services for effective decision making and environmental resilience

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CITYZER business ecosystem. The bottom layer includes sensors, gateways and data collection infrastructures. The middle layer include diagnostics and modelling based on the received data and available environmental models. The top layer consists of services based on the customers (public authorities, companies, citizens, etc.) needs and requirements. The CITYZER project covers all these layers. Figure: CITYZER team.



Air quality sensors in Kumpula, Helsinki, Finland. Photo: Antonin Halas.

## References

- [1] <http://www.tekes.fi/en/>
- [2] <http://mmea.fi/>
- [3] <http://edhit.eu/>

The CITYZER project develops new ecosystem of digital services and products to support decision making processes related to weather and air quality in cities. This includes, e.g., user-tailored early warnings and forecasts (0-24 h), which allow for avoiding weather-related accidents, mitigate human distress and costs from weather-related damage and bad air quality, and generally improve the resilience and safety of the society.

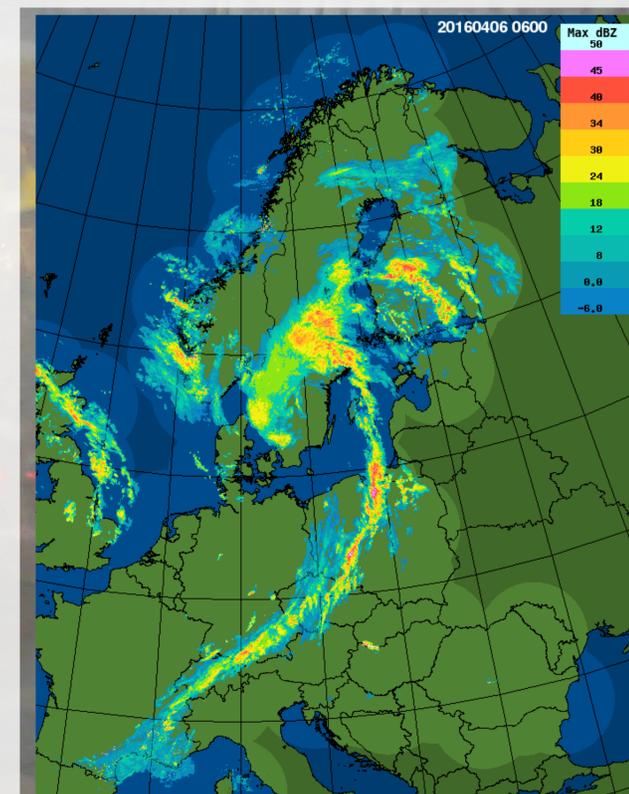
The target groups of the services and products (e.g., public sector, real estate and energy companies, and distributors) and related business models will be analyzed and developed in collaboration with local players (e.g., Asia, South America) taking advantage of the pre-existing contacts by the Haaga-Helia, Vaisala Oyj and CLIC Innovation. Service models are designed to account for and adapt to the special needs of different areas and customers. The developed services will be scalable (most common platforms) and responsive.

The business impact of this project to existing markets is estimated to be substantial and it will also create totally new markets especially for weather information related services. The existing whole target market size at this point is estimated to be several billion USD and the size of the market is growing steadily. The key CITYZER outcomes are the piloted services and products with envisaged great commercial and export potential. Development of the services will be managed by Saska, Emtele, Pegasor and Vaisala and supported by INNO-W. The user profiling and market assessment, including the most potential market areas either from Asia or South America, will be led by Haaga-Helia and supported by industrial partners. FMI, Vaisala and Pegasor will use their expertise and current business relations to those foreign markets to speed up and guide the user and market evaluation. Essential potential players are local actors in e.g. Brazil, China and India that will be subcontracted to bring in local expertise in the user profiling and market assessment processes.

This three year project is scheduled such that, overall, the first two years focus on implementing the technical basis as well as customer and market analyses. Throughout the course of the project a CityzerDemo test bed environment will be developed in the Helsinki metropolitan area, demonstrating the observational and modeling system and services built on them. In addition, the services and business models will be evaluated.

The project takes advantage of the latest scientific know-how and directly exploits the expertise obtained from, e.g., TEKES-funded [1] (Finnish Funding Agency for Innovation) MMEA [2] and RAVAKE and EU-funded HAREN and EDHIT [3] projects.

Acknowledgements: The project has received funding from TEKES, the Finnish Funding Agency for Innovation.



OPERA, 6.4.2016 06:00 UTC. Figure: Courtesy of EIG EUMETNET OPERA



Lightning in urban area. Photo: Bengt Wikström.

# CITYZER

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More information from the CITYZER project website <http://cityzer.fmi.fi>

