

# COMMUNICATION CREATES COMMUNITIES

Seminar Wed 4th Nov 2009, 09:00-14:00 - Metropolia (Helsinki, Arabianranta, Hämeentie 161)



What is the role of communication in the development of neighbourhoods and communities?

How can local actors support each other with different means of communication?

Case examples on of partnerships, social and other media in local context. A common buffet lunch ends the seminar.



**Registrate NOW!** By 26th of October  
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The seminar offers new perspectives on how to enhance the sense of community and neighbourhood development.

Seminar is free of charge. Participants from Sweden, Latvia and Finland.

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## PROGRAM

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(Helsinki, Arabianranta, Hämeentie 161)

Note the earlier start  
from previously  
announced!

**09:00 Registration**

**09:30** Welcoming words – *Aija Staffans, Helka (Chair of the board)*

Opening words – *Hannu Penttilä, City of Helsinki (Vice Mayor)*

**09:50 Co-creation with social media**

How can interactive media change your way of communicating with your partners?

– *Karin Ahl, Cluster Coach Interactive Services Norrköping Science Park*

**10:20 Co-developing cities together with inhabitants**

From feedback to feedforward

– *Heli Rantanen, City of Helsinki (Project coordinator)*

**Local comment:**

Local newspaper - A backbone of local communication in Pohjois-Haaga

– *Tuula Salo, Haagalainen (Editor-in-chief)*

**11:50 Coffee break**

**11:20 Co-design with communities**

Towards City 2.0 – Local communication of a new generation

– *Roope Mokka, DEMOS Helsinki, Think tank*

**Local comment:**

Creating Arabianranta community

– *Janne Kareinen, Arabianranta*

**12:00 Co-operation on a local and regional level**

Cross-border communication on a border of three cities

– *Riikka Henriksson, City of Helsinki (Project Planner)*

**Local comment**

A neighbourhood from a school's point of view

– *Pia Kuparinen, Kannelmäki Comprehensive School*

**12:30 Ready, steady, Interact!**

A conclusion of the day with drama presentation

– *Students of Helsinki Metropolia University of Applied Sciences*

**13:00 Lunch**

Participation registration  
[terhi.vilkman@helka.net](mailto:terhi.vilkman@helka.net)  
by 26th of October!



**Organizers:**

CADDIES project, Helsingin kaupunginosayhdistykset ry Helka together with PKS Kaupunkiohjelma, Metropolia and Art and Design City Helsinki Oy.

[www.caddiesproject.eu](http://www.caddiesproject.eu), [www.helka.net/caddies](http://www.helka.net/caddies)