

## Press Release

Contact: ALICE IORDACHE  
Phone: +32 471 574 466

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# Helsinki Wins UserCentriCities Award for Best User-Centric Service



**Paris, Brussels Capital Region and Kronoberg Region Join  
UserCentriCities Initiative**

**UserCentriCities Presents New Metrics, Policy  
Recommendations and High-Level Debate on Best Practice  
in Online Service-Delivery**

(ESPOO, Finland – 07 June 2022) – Helsinki wins the award for the best user-centric service in

European regions and cities presented by the 18-city **UserCentriCities** Network – a high-level collaboration to exchange experience, best-practice and cutting-edge metrics in online government service delivery in the post-pandemic world.

Says **Mikko Rusama**, chief digital officer at the City of Helsinki: “We are delighted that the proactive pre-primary education placement service in Helsinki has been named the best user-centric service in Europe by UserCentriCities. The City of Helsinki believes in a paradigm shift: transforming from a reactive to a proactive city. Rather than filling any forms, the city sent a text message to busy parents and offered a pre-primary education placement in a nearby pre-school for their kids. By replying to the text message, parents could confirm the placement. We are delighted to share our experiences in designing proactive and user-centric services with other cities through the UserCentriCities Network.”

Adds **Eddy Hartog**, head of unit for technologies for smart communities at the European Commission’s directorate-general for communications networks content and technology and member of the UserCentriCities jury: “Cities play a crucial role in designing and delivering services that put the citizens’ needs at their heart. The European Commission aims to favour the scaling up of successful innovation through the Living-in-EU platform, and we are delighted to see that so many leading cities have submitted their services to the UserCentriCities award and very much look forward to the 2023 edition of the award to dive even deeper on this pioneering topic.”

Adds **Chrysoula Mitta**, associate director at the Lisbon Council, a Brussels-based think tank, which, along with Eurocities, Europe’s largest city association and VTT Technical Research Centre in Finland, serves as one of three co-ordinators on the initiative: “User-centric public services have been essential in the pandemic, and cities have been leading the way and rapidly responding to the needs of citizens with life-changing services. The User-Centric Services Repository boasts with such best practices. UserCentriCities is pivotal in helping us understand the leading-edge of online service delivery. And we are also delighted to expand the network even further with the additions of the city of **Paris** and the regions of **Brussels** and **Kronoberg**.”

Bringing together leading European cities and regions, policymakers and and thought leaders in user-centric local public administration, **The 2022 UserCentriCities Award Ceremony** took place in Espoo, Finland in the margins of the Eurocities Annual Conference.

Founded in 2020, the UserCentriCities network is rapidly expanding with the addition of more cities and regions, reinforcing the need for international cooperation between municipalities on designing and delivering “user-centric” digital services.

## **About UserCentriCities**

UserCentriCities is a 22-partner consortium co-financed by the European Union. The project will provide metrics, support toolkit and policy debates for driving digital government at the local level. The consortium includes the Lisbon Council, VTT Technical Research Centre, Eurocities, 18 leading cities and regions (Barcelona, Brussels Capital Region, Espoo, Ghent, Glasgow, Gothenburg, Helsinki, Kronoberg Region, Lisbon, Ljubljana, Madrid, Milan, Murcia, Paris, Porto, Rotterdam and Tallinn and as well as Emilia Romagna) and the Centre for C-Centricity at IE University. Visit <https://www.usercentricities.eu/>.

## **About the Lisbon Council**

The Lisbon Council for Economic Competitiveness and Social Renewal asbl is a Brussels-based think tank and policy network. Established in 2003 in Belgium as a non-profit, non-partisan association, the group is dedicated to making a positive contribution through cutting-edge research and by engaging politicians and the public at large in a constructive exchange about the economic and social challenges of the 21st century. Its website is [www.lisboncouncil.net](http://www.lisboncouncil.net).

## **For more information, and if you want to join UserCentriCities, contact:**

Alice Iordache

The Lisbon Council (Brussels)

T. +32 471 574 466

E-mail: [alice.iordache@lisboncouncil.net](mailto:alice.iordache@lisboncouncil.net)



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