

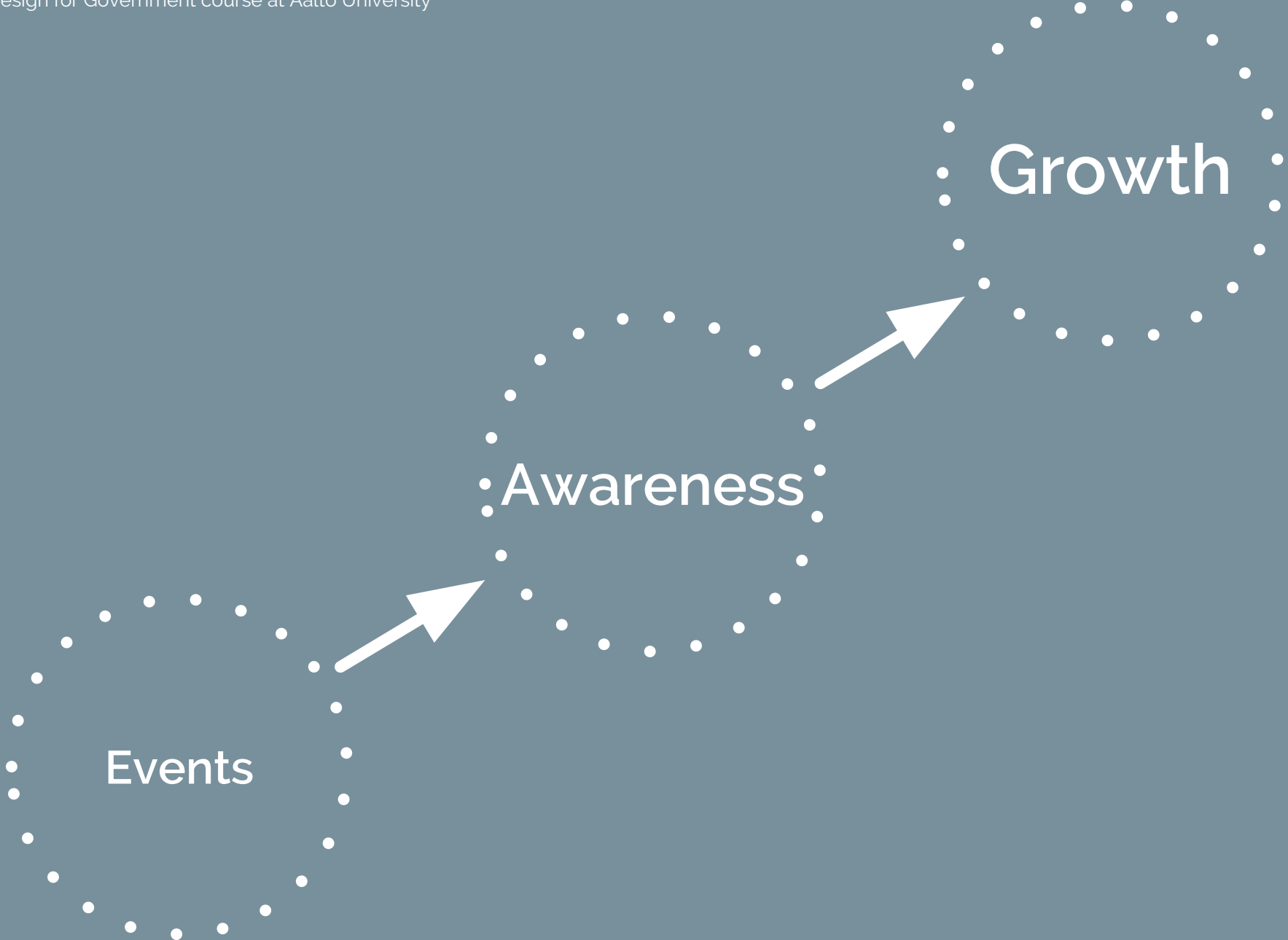
# Eventful Forest

EVENT FACILITATION MODEL FOR EVO

Aleksandra Anikina, Joel Wolff, Juliane Fuchs,  
Gautam Vishwanath, Larissa Weiner, Hsiao-Pei Liao

Creative Commons CC BY 4.0 2018 Aleksandra Anikina, Joel Wolff, Juliane Fuchs, Gautam Vishwanath, Larissa Weiner, Hsiao-Pei Liao and Design for Government course at Aalto University









**JULIANE**

Product Design

**GAUTAM**

Game Design

**LARISSA**

Service Design

**ALEKSANDRA**

Social & Public  
Policy

**HSIAO-PEI**

Sustainability Design &  
Event Management

**JOEL**

Sustainability  
Design



# What is Evo?

CLOSE TO HOTSPOTS

3

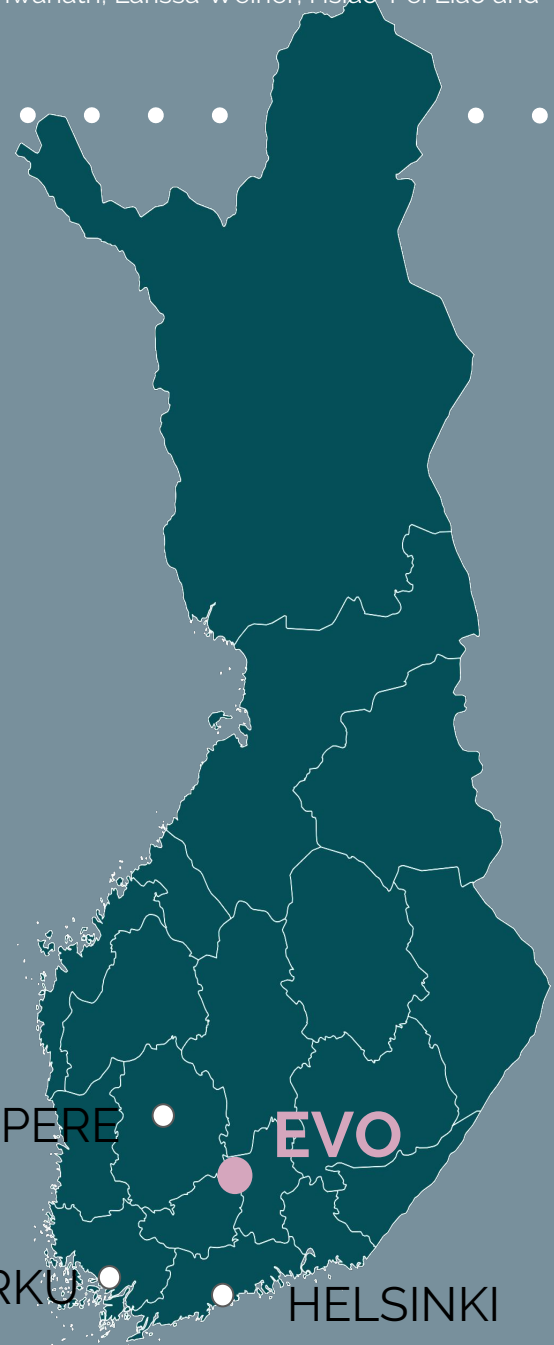
Biggest  
Cities

TAMPERE

EVO

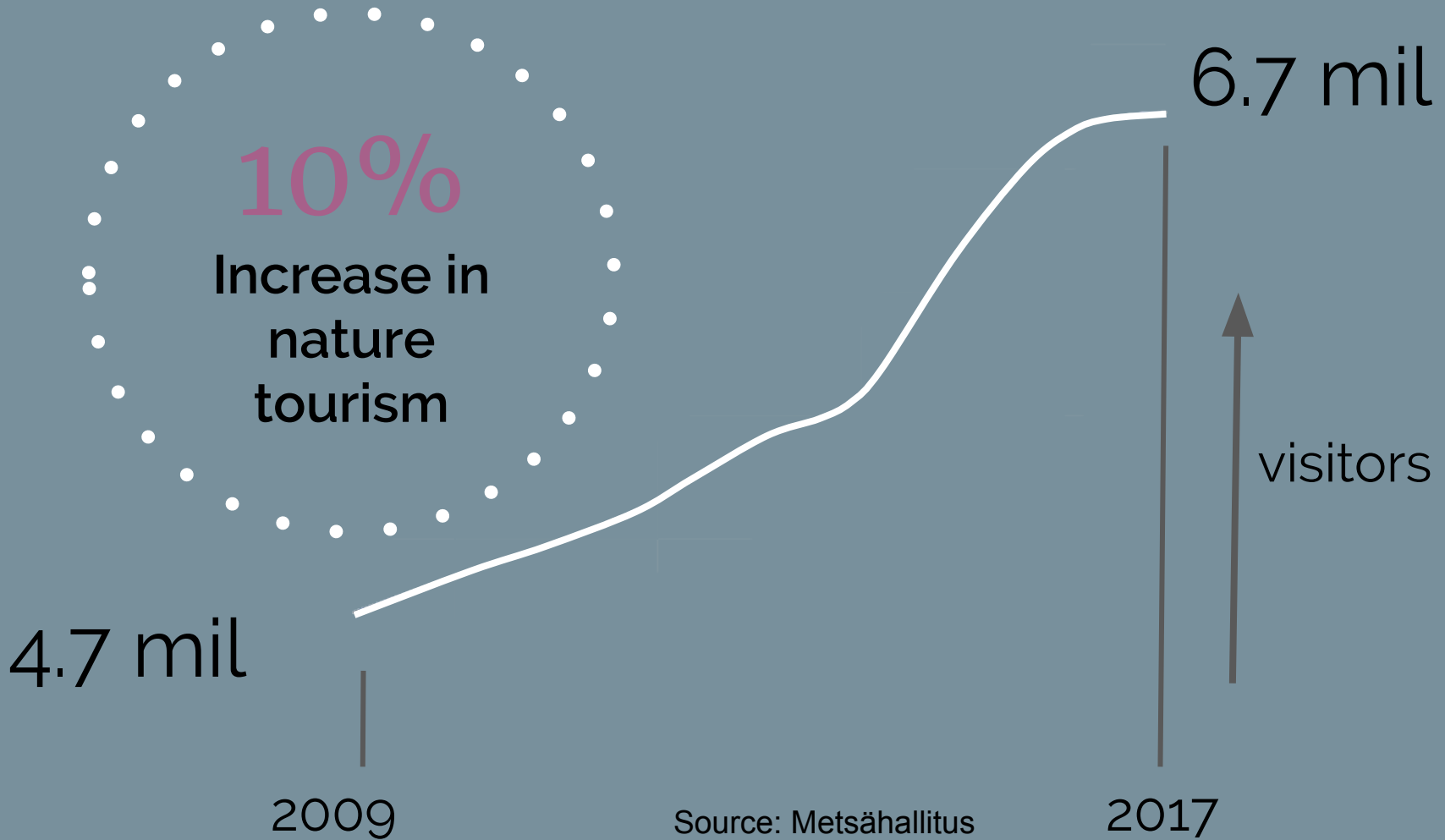
TURKU

HELSINKI



# What is Evo?

INCREASE IN NUMBERS



# What is Evo?

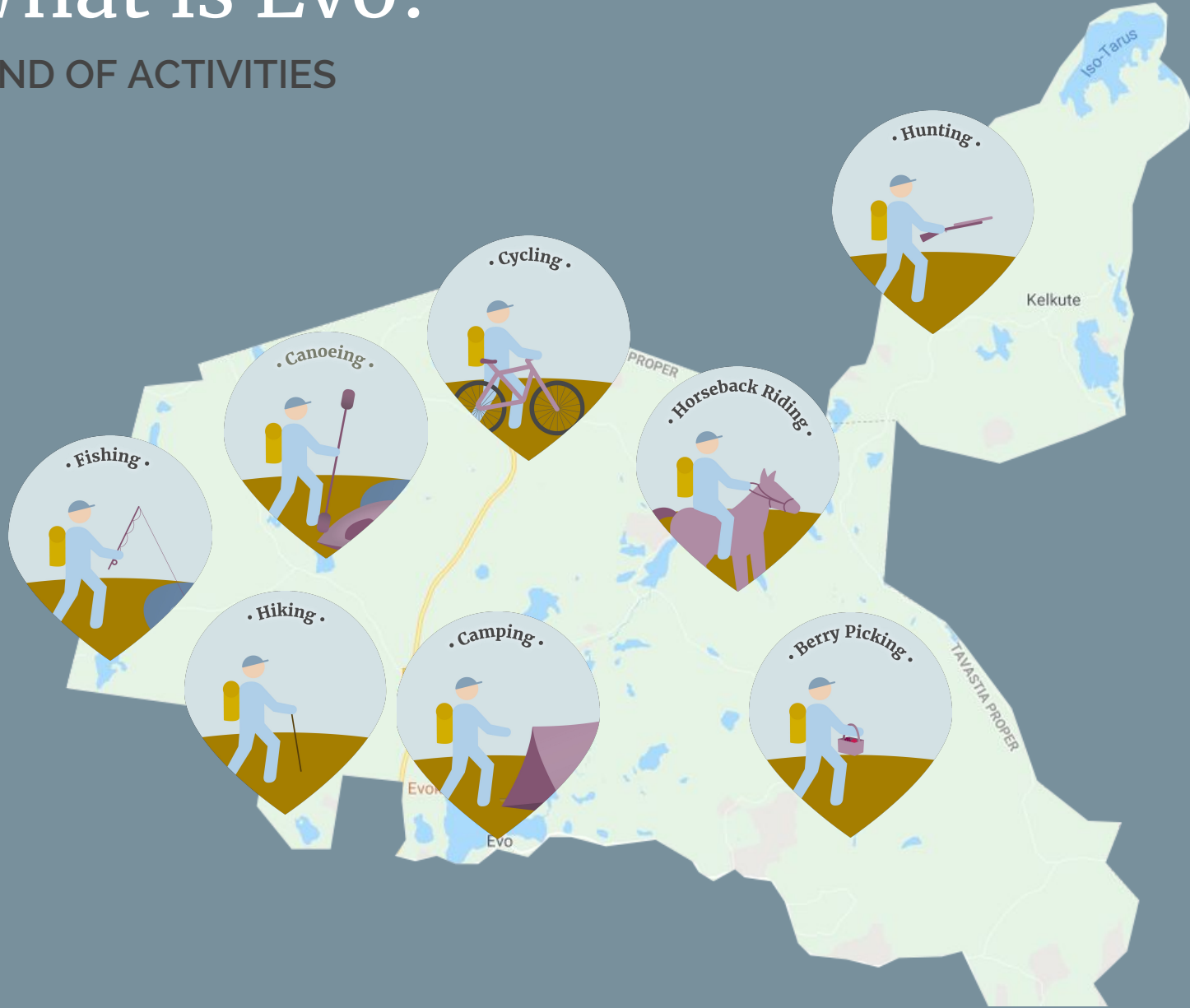
LAND OF ACTIVITIES





# What is Evo?

## LAND OF ACTIVITIES



*“It takes us  
1.5 hours to get here.  
But it’s worth it”*



*“In 2016 Evo hosted scouts’ camp with 17 000 people for 2 weeks”*



A mountain biker wearing a blue and black jersey and a blue helmet is riding a trail bike through a forest. The rider is leaning forward, navigating a dirt trail. The background is filled with green foliage and trees, creating a dense forest atmosphere. The lighting is bright, suggesting a sunny day.

# Eventful Forest

Utilize events to increase the attractiveness of hiking areas

## AWARENESS ISSUE

*“I lived in Lammi for 15 years, I didn’t know about Evo for 10 years”*

-Local event organizer



PRIVATE BUSINESS PARTICIPATION NOT SUPPORTED

*“It’s too expensive for me to participate in events”*

-Local service provider

## INCONSISTENT COMMUNICATION

*“The Scouts just appear and build something without permission.”*



- Evo park manager



*Ilmoittaudu nyt!*

# EVO TRAIL WEEKEND

21.9.-23.9.2018

**Evo MTB**  
23.9.2018

65km tai 40km 43e  
20km 20e

**Evo Trail Run**  
22.9.2018

24km tai 16,5km 38e  
8,5km 28e/15e

**Evo Ilvesvaellus**  
22.9.2018

15e  
alle 15v ilmainen

Hinnat voimassa  
31.5. saakka



ETUSIVU

EV

INFO ▾

Q





# • • Event Facilitation Model • • • • •

**CREATE GROWTH**

**BENEFIT STAKEHOLDERS**

**STREAMLINE WORKFLOW**



# Current Situation

## EXAMPLE: EVO TRAIL WEEKEND



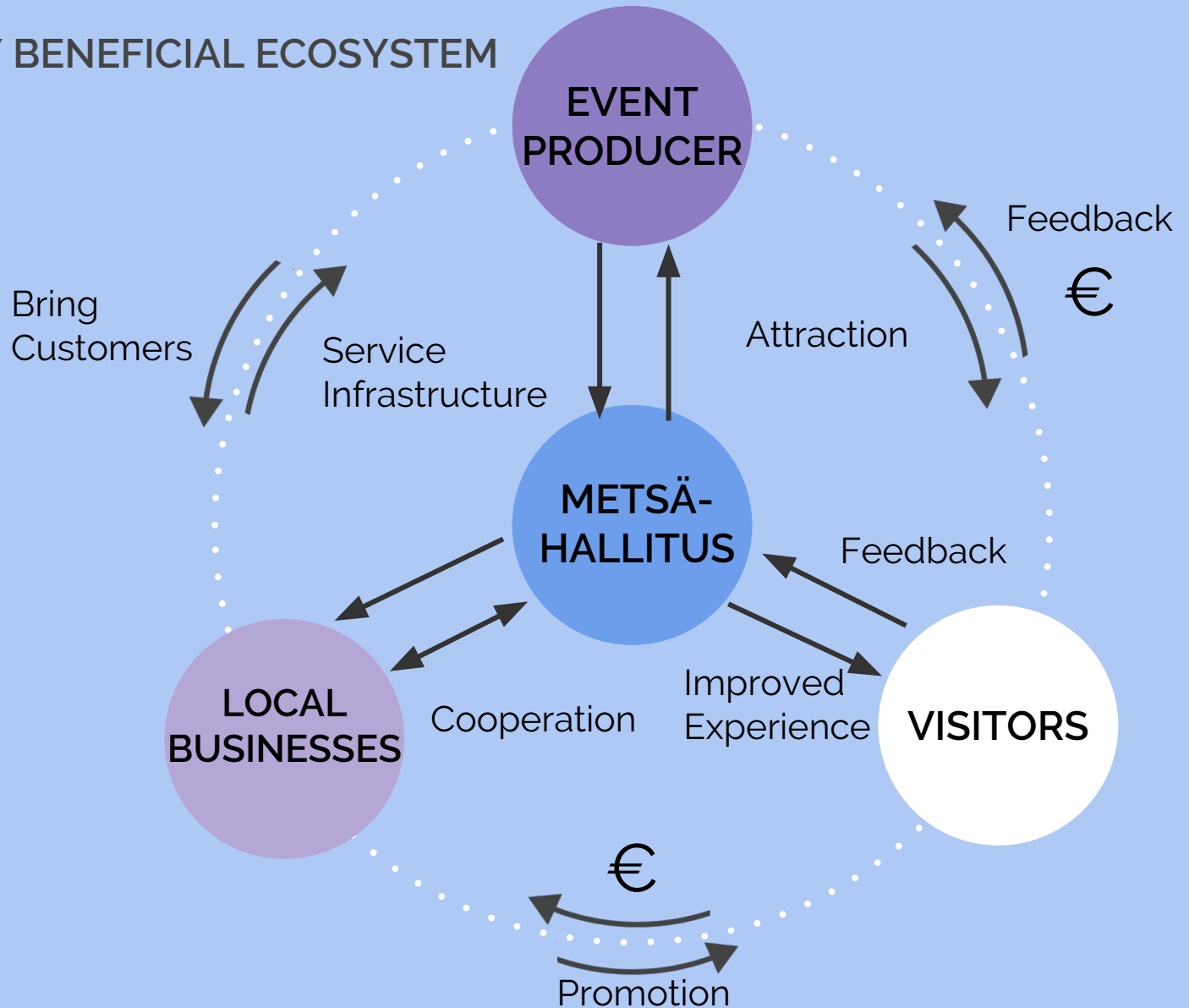
## BEST PRACTICE: EVENTS TASMANIA

*91% believe it's important for the state to host major events*

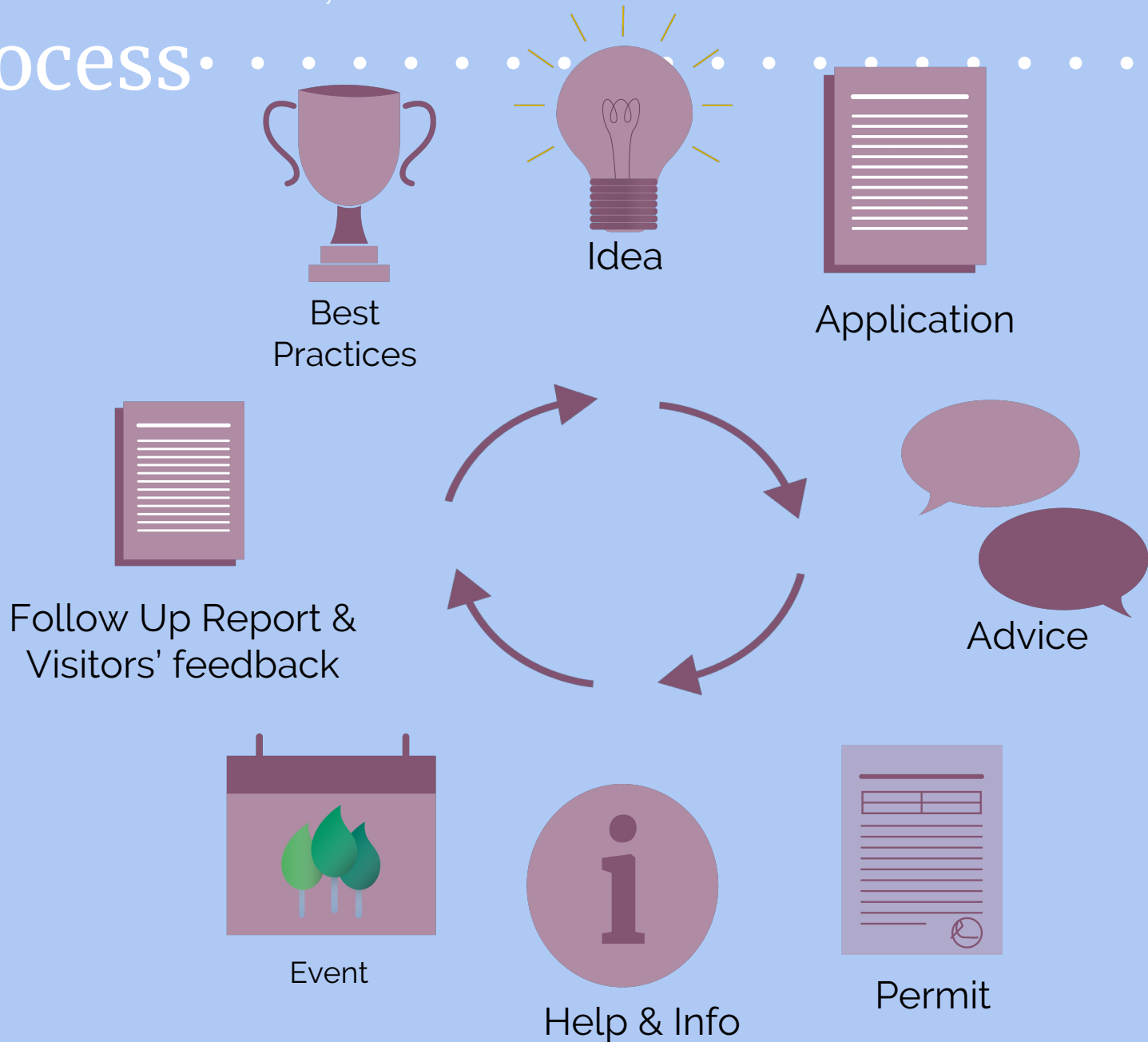
*\$100 million new expenditure into local economy*

# Future Situation

## A MUTUALLY BENEFICIAL ECOSYSTEM



# Process



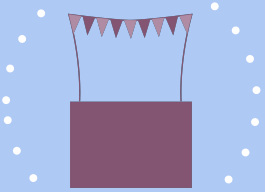
# Stakeholders' Experience

## PERSONAL LEVEL



### Visitors

Enjoy a versatile hiking area



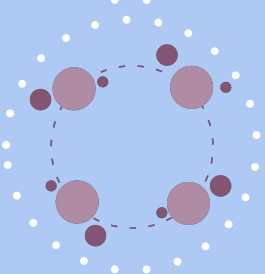
### Event Producers

Encouraged to hold events



### Metsähallitus

Has a clear overview



### Local Businesses

Direct connection to customers

# Stakeholders' Experience

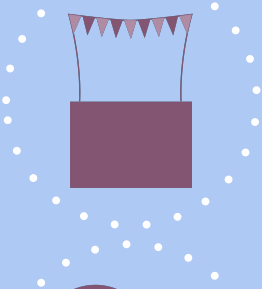
## SYSTEM LEVEL



### Visitors

Enjoy a versatile hiking area

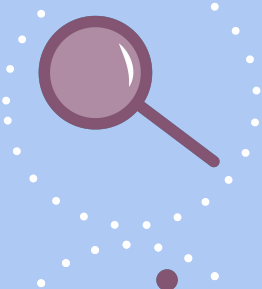
Generate demand and feedback



### Event Producers

Encouraged to hold events

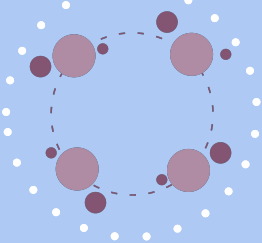
Initiate events and serve as a partner



### Metsähallitus

Has a clear overview

Facilitate collaboration



### Local Businesses

Direct connection to customers

A better service ecosystem, attracting visitors

# Benefits

## SHORT TERM



Increase visibility



Attract visitors



Attract investment



Enhance infrastructure



# Benefits

## LONG TERM



Improved communication



Enhanced employment



Growing popularity



Positive image



Organic growth



# Win-win situation for public and private sectors

# Roadmap



How to proceed?

Transform existing information

New website

Seek partnership & cross-department cooperation

To all hiking areas

Evaluation

Event Pack

Online Platform

External Organization

Expand

Distribute

Streamlined information

Positive flow of benefit

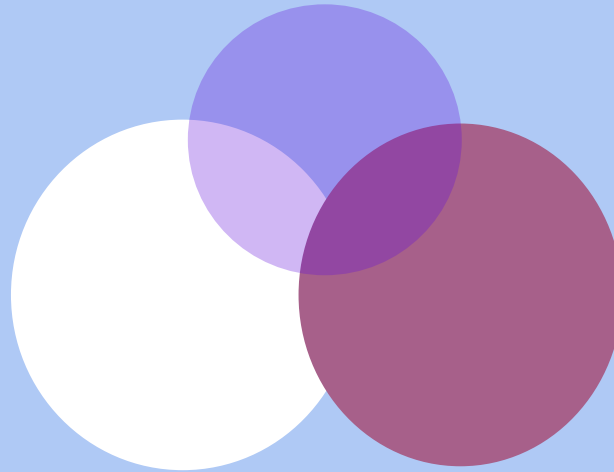
# SUMMARY

## CHALLENGE



Make people  
find Evo

## PROPOSAL



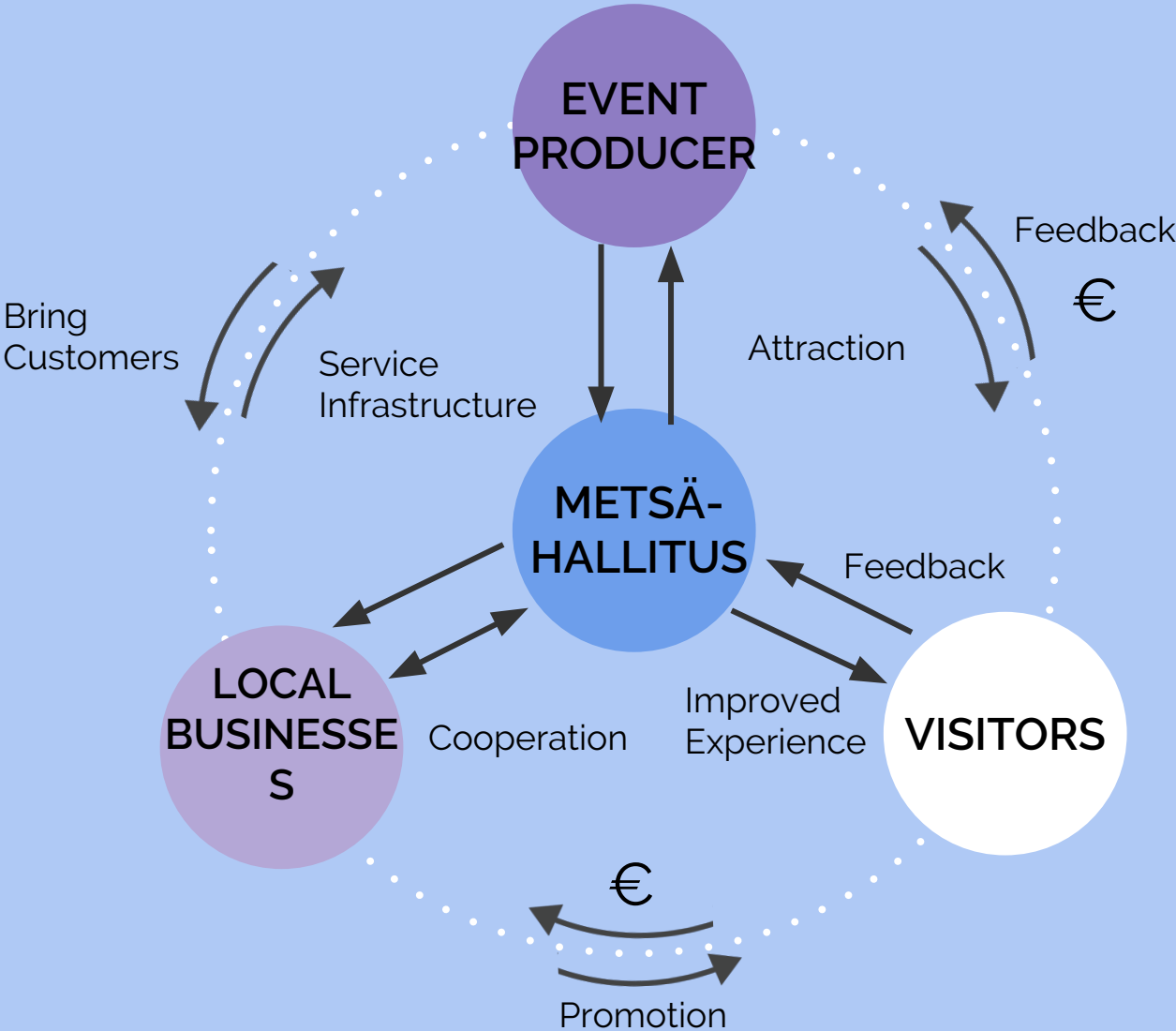
Connect the  
stakeholders

## ROADMAP



Steps to  
success





# EVENTS - AWARENESS - GROWTH