

Eveliina Heinäluoma – Mayor for cooperation

My personality has been shaped by Helsinki. I was born in Kurkimäki in eastern Helsinki, spent my childhood in Mellunmäki and later lived also in Vallila. These suburbs gave me a good starting point to school. Together with the children of the neighbourhood, I was able to jump in the creeks of the nearby woods and build huts of spruce branches.

I am 37 years old Member of Parliament, City Councillor and a mother of a small boy. I was led to the path of influence. Helping people, correcting wrongs and forming the future are my reasons to participate in politics. I have learned that the world is not perfect, so we are here to improve it. Helsinki must be developed to be better, more equal and just. I have had the opportunity to serve 8 years in the Helsinki City Council in the position of chairman of the Social Democratic party group.

All these years have made me very proud of my hometown and of its inhabitants. Lately, though, I have been feeling more and more strongly that the spirit of cooperation is missing in the city. We need more caring, joy and ability to cooperate.

The birth of my first child has made me ponder the future of happy Helsinki. I feel that now is the time for me to offer my abilities, commitment and enthusiasm to the use the city. Therefore, I am an enthusiastic and motivated candidate for the position of Mayor of Helsinki. I want to build a functioning, creative and joyful Helsinki together with you.

As a mayoral candidate, I want to represent the face of cooperation in Helsinki. A face that represents empathy and caring for people.

The growth of Helsinki can be seen in the day care centres as small running feet, in the form of new vocational school and building site of light rail and in the form of a nurse beginning her morning shift in the lobby of the health care centre.

Growth makes many things possible: the construction of a new museum of architecture or of soccer field, but simultaneously it continues to challenge us. How can we keep the local nature intact and at the same time fend off the price increase of accommodation? How do we secure that all children get the support they need at school or that all elderly can live safely in a retirement home?

In the middle of change, Helsinki is still a city fit for people. This is a vast asset. We have neighbourhoods where people take care of each other. Communal cleaning days and swap meets gather the people of a whole township together.

Helsinki must be developed taking all districts equally into consideration, so that we enable sense of community and participation everywhere in the city. While new districts are built and developed, it is important that suburbs remain pleasant and are developed as well. As the city keeps growing, we must make sure that the local forests and parks do not suffer. We want Helsinki to stay the most verdant capital in Europe.

Helsinki must be the engine of Finland and simultaneously a good place to live in. To me, all people are equal, and we must take care of those who are less fortunate. These principles form the Finnish welfare state, the common achievement of us and our forefathers. We must not let it go!

I have learned that one cannot achieve anything alone. Both major changes and small everyday improvements require collective effort. That's why I need your support. Join me in building a Helsinki that truly represents us. Share your ideas for improving our hometown and be part of the movement shaping a new direction for our city!

Mayoral program

People fall in love here, babies are born here, people move here, people party here, people work here, people are educated here, people get ill here. Helsinki is all of this, life, both familiar and safe, both new and fascinating.

I want to serve as the mayor of cooperation. Mayor does not decide alone what the future strategy of Helsinki will be. It will be decided in cooperation with the parties of the City Council. Here are my suggestions for mayoral program.

Care from cradle to grave

Wellbeing of Helsinki is based on taking care of everybody, especially children, young people and the elderly. We must make sure that families with small children are doing well and get the support they need. Everything is built on well-functioning pediatric polyclinic services and quality pre-school education. Every child has the right to go to a local school near home. Every school in Helsinki must be a safe learning environment. Let's invest in reducing class sizes and daycare group numbers.

One does not get well in queues. Therefore, one must be able to get an appointment with a physician or nurse within two weeks. Now, there are too big differences in service times between districts. Queuing times between health centres must be made equal. We must introduce a system of designated physician or nurse to the health centres.

Dignity in old age is the right of all elderly people. That is why we must make sure there are enough services for home care as well as for 24-hour service homes. We must support physical capacity of the elderly by granting them free of charge swimming hall visits.

Smartly ward off climate change

Climate change is one of the greatest challenges of our time. Helsinki must strive toward carbon neutrality by 2030. Traffic emissions must be reduced by investing in affordable and smooth collective traffic as well as by increasing loading points for electric cars. To decrease emissions from construction industry, Helsinki must require strict conformity with the rules of circular economy. We shall also encourage greater use of ground heat and solar energy.

Helsinki is one of the most verdant capitals in Europe. Let's keep it that way. Safeguarding of local nature requires timely nature reports and the preservation of valuable natural areas. During the next council period, we need to establish a national city park in Helsinki and deploy a model of ecological compensation. We must make planetary well-being the foundation of our capital's development, acknowledging the connection between human well-being and nature.

Healthy economy

Healthy capital is built through responsible economy. A developing capital requires long-term investment program with the emphasis on city growth that is based on sustainable economics.

Sustainable growth will come to fruition when the city is seen as reliable and attractive investment environment. It requires smooth cooperation between the city and different industries. As a Mayor, I would establish an entrepreneurs' forum, where companies could voice their concerns.

The growth of the city can be seen in the form of cranes and roadwork, but we must take care that they will not unduly disturb the everyday life of the people. We must establish a system of contracts to speed up roadworks.

Helsinki must also ensure sufficient and versatile housing production to avoid big price increase of accommodation. We need both market-based and moderately priced city construction for housing. The city must accelerate the introduction of "from rental to own" system and establish own production of right-of-occupancy housing while the government is running down this production. If necessary, Helsinki must support the economy of Heka and Haso in the form of extra capitalization to keep rents at a reasonable level.

Helsinki must enable versatile business life supporting small industries as well as the growth of new start-up companies. Sustainable tourism supports the vitality of the capital. Strengths of Helsinki include safety, walkable city-centre and sustainability.

Entertaining and interesting Helsinki

Helsinki city centre is developed through cooperation and events at the front. We listen to the companies and offer opportunities for cultural actors to organize events in the city centre through idea competitions. Let us invigorate Helsinki with cultural festivals: Helsinki holi colour festival in the spring, Helsinki Oktoberfest in the autumn. Let us make the town hall familiar to the people: Mayor's Easter Party invites children to the town hall.

Helsinki shall change up to higher gear and apply winter Olympics for 2034.

The capital must be a giant of safety and provision

The world, Europe and Helsinki are changing constantly, and our safety is challenged from several directions. The safety of the capital must be always managed, and Helsinki continues to be prepared for different scenarios both by authority and by intercompany cooperation. Helsinki will organize a safety forum of Nordic capitals for sharing the best practices of safety measures and provision.

The preventive work by the police must be strengthened and a new position of police work contact must be established. We do not approve the beginning of alternative society. We must invest in the safety of every district and especially in the safety of station environments. Therefore, we must make sure metro and railway stations are renovated.

Every voice must be heard – involvement and democracy must be emphasized

We shall carry out involvement pilots in all districts making people genuinely able to decide the plans concerning their district. Helsinki must apply for EU democracy capital nomination of 2027 and set an example for democracy advancement.

Every day must be free of racism - in Helsinki everybody is equal as an inhabitant of Helsinki no matter of language, nationality or ethnicity. As an employer, the city sets an example of equality by promoting anonymous recruitment.

Helsinki must be a fair employer

Good everyday life of the people of Helsinki is based on committed employees. We shall return "the spirit of Helsinki" by cooperation between employer and employees and by establishing a regular Mayor's table for discussions between central employee unions.

The city must be an attractive employer with competitive salary, good working conditions and fair work benefits. Hence, we must continue our pay development program directing the pay rises especially to employees with low wages and occupations with recruitment challenges.

Helsinki competes with other capitals. the voice of Helsinki must be heard

As the capital of Finland, Helsinki competes for investments, tourists and professionals with the other European capitals. The future Mayor of Helsinki must draw up a strategy to safeguard the interests of Helsinki. Mayor must be the face of the capital to the world.

The voice of the capital must also be heard in national decision-making. The growing capital needs just social and health care financing, enough education places and public transport financing that will support climate work. The state participates in Helsinki district traffic investments only with 17 % share when the corresponding share in Stockholm is 66 %.

Identity of Helsinki

The new Mayor of Helsinki will start mapping the future identity of our capital. What does the identity of Helsinki look like in 2030s? What are our strengths and points of development?

Eveliina Heinäluoma

Member of Parliament, City Councilor

<http://eveliinaheinaluoma.fi/>

<https://www.facebook.com/eveliinaheinaluoma>