Smart urban security and event security
SURE

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SURE!
TAMPERE.

Smart Urban Security and Event Resilience Concept
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What is SURE
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SCALING UP

OPERATIONS

Situation room of first response
Situation room of rescue services
Situation room of police
Situation room on location
Situation room of traffic control

CITY OF TAMPERE
WHAT WE HAVE DONE IN TAMPERE.
Less Incidents and Crime

Why SURE?

Decrease crime and incidents during events and everyday life through faster detection and intervention

Increase cross-sectoral preparedness to threats against event organizers, security actors and authorities

Improve resilience and capacity of your city
Better Sense of Security

Why SURE?

1. Keep the balance between visible and undetectable security measures to enhance the event experience
2. Reduce and prevent incidents and accidents
3. Support safer and easier commuting and smoother people flows during events
4. Improve collaboration and communication between event organizers, authorities, private and public sector sector and the citizens
Why SURE?

More attractiveness & collaboration

Enhance the reputation as a city of top-class, safe events
Grow the event industry in your city and gain new mega events
Bring in more visitors, event participants and business income
Build an attractive ecosystem of companies and professionals
Why SURE?

4.

Smarter Economics

Forget over-resourcing

Have the right people in the right place when needed

Deploy emergency services personnel in a more effective manner

Prepare security personnel better
Why SURE?

Social return on investment

Gain long-term benefits measured by Social ROI.

(Measuring the social impact of security investments, describing the change and evaluating the results, quantifying the change and results for evaluation and future investment decisions.)

30% Public savings
The SURE recipe

Four steps to be SURE

Step 1. Baseline assessment and stakeholder needs analysis
To find the best possible SURE setup in your cities specific needs

Step 2. Solution architecture & technology
To design & tailor devices, platforms, technologies & smart solutions to each city's needs and existing infrastructure

Step 3. Simulations
To help identify risks well in advance to facilitate being in control, better information flow and timely reactive actions

Step 4. Deployment Support Services (DSS)
To ensure that customers get up and run rapidly and provide best practices towards a successful deployment
What’s done in Tampere?
What’s done in Tampere?

**Event Security Platform**

**Insta Blue Aware**
Technological basis where all starts from. Created by Insta Advance.

**SURE Analytics**
AI tool by Nokia to detect anomalies in the crowds of people and to enable to prepare for security threats.
What’s done in Tampere?

Dialogue & smooth co-operation

Safety and security dialogue with authorities and event organizers
What’s done in Tampere?

Mindset & tone of voice

Changing the mindset & tone of voice to safety & security, what this means...?
What’s done in Tampere?

Simulated exercises

Concept of exercises
“We strongly believe in people-centered solutions, ultimately applying insights from smart technologies in making the daily lives of citizens and visitors in Tampere safer and more secure.”

Teppo Rantanen, Executive Director, City of Tampere

7.5 M € savings
THANKS!