

<b>Title</b>
Kitti –community project: Internet TV and ASKI community initiatives
<b>Thematic Area</b>
<ul style="list-style-type: none"> <li>▪ Coordination of ASKI low budget projects of local communities and maintenance of Internet TV for local news and events</li> <li>▪ Improvement of the attractiveness of the Hervanta suburb; Reinforcement of social networks and suburban culture</li> </ul>
<b>Main Aspects of Interests</b>
<ul style="list-style-type: none"> <li>▪ Variety of cultural preferences and identities have been bound together through a pluralistic forum</li> <li>▪ New ways of participation have been put in practice; local people have been given a change to participate in the project activities.</li> </ul>
<b>Duration</b>
34 months (From 3/2004 To 12/2006)
<b>Total Budget</b>
€ 513 800,00
<b>Context</b>
Hervanta is a suburb of 25 000 inhabitants with 5 000 students and 97 different nationalities. The unemployment rate is higher and income level lower than in Tampere city in average. Due to the prevailing social problems and the suburban architecture typical for 1960's and 1970's, the region has been tenaciously marked with a low image despite number of positive acknowledgements on e.g. multicultural atmosphere, adequate services and close location to nature. High image and strong social networks on the other hand, have been considered as strong contributing factors for the regional development in general.
<b>Best Practices</b>
The implementation of ASKI grass root level projects was encouraged by Turku's model on umbrella project. Within two years 38 small projects were carried out in Hervanta. The internet TV provided a forum for the local news and events in the web. It also activated residents and social groups of the area themselves to grab to the camera and create a videos from the base of their own interests (e.g. sign language videos made by deaf people). The result was more than 200 hours of data and 280 videos. The internet TV project indicated that Internet is an effective channel to activate citizens and to raise the local awareness. It strengthens the local identity/identities and can also be a tool for building a dialogue between residents and decision makers. The project did not only raise people's awareness about their own community but also about the whole EU Programme in general by delivering information about the other projects and their outcomes. Community projects have given useful tools and ideas on how to promote grass root level activity and communal democracy and what are the challenges to this.
<b>Source of financing</b>
Western Finland Objective 2 programme (ERDF), Line 3:2 (Developing the area structure and living environment: Improving the environment and renewing communities), Delivered by the City of Tampere.
<b>Contacts</b>
Mr Jukka Järvinen, Manager of EU Affairs, City of Tampere, Business and Development Center (GSM) +358 40 724 1112 (e-mail) jukka.jarvinen@tampere.fi