

FUTURE CITY CONCEPT

Ülemiste City: A Scalable Blueprint for Future Cities

A validated urban development model offering strategic, scientific and practical solutions for municipalities and future campuses.

A PRACTICAL BLUEPRINT FOR SMART CITY DEVELOPMENT

Ülemiste City in Tallinn, Estonia, represents a validated transformation model for cities aiming to develop future-ready technology and innovation districts. Built through the conversion of a brownfield area into a high-performing urban innovation ecosystem, Ülemiste City provides scalable solutions for similar developments across Europe and beyond.

A City with a Vision – and the Means to Deliver It

Ülemiste City is an international, knowledge-driven environment designed for work, growth and life. It empowers talent, supports competitiveness across its ecosystem, welcomes global professionals to return home, and creates fertile ground for next-generation business models.

Why Ülemiste City is relevant for your context:

- Successfully transitioned from brownfield/greenfield to a fully functioning innovation district
- Shares similar market conditions and strategic ambitions with fast-developing city regions
- Operates on a sustainable and resilient business model rooted in a holistic development concept



Ülemiste City at a Glance

Core metrics

Total area	36 ha
Distance from city centre	10 min
Zoning/building rights	700,000 m ²
Developed area	218,000 m ²
Leasable office space	167,000 m ²
Companies	400+
People working/studying	18,000+ talents
Community nationalities	73

Community and learning

Partner universities	20+
Free community training courses	200+ per year
Annual events	100+
Event participants	~30,000

Economic footprint

Operator revenue (2024)	~€40M
Combined company turnover (2024)	€2.5B
National ranking	3rd largest economic area in Estonia



STRATEGIC ADVANTAGES



LOCATION

- Central hub in Tallinn, near airport, rail, and harbor
- Multimodal accessibility (bike, car, tram, bus, train)



CONCEPT

- Human-centric, holistic innovation district
- Research-based Smart City model with 5 focus areas: Economy, Knowledge, Services, Environment, Community



SERVICES & INNOVATION INFRASTRUCTURE

- Health district and preventive services
- Integrated education, talent ecosystem
- Data governance and infrastructure
- Innovation Test City platform for pilots and validation
- Additional services adapted to city-scale implementation



STRATEGY

- Diversified mix of industries and company sizes
- 90%+ occupancy
- Long-term partnerships with real estate, academia, and the public sector
- Full alignment with Tallinn city's development vision

ÜLEMISTE CITY CONCEPT SHARING

From Practitioners – to Practitioners

Ülemiste City offers a validated and transferable model for Smart City development, built on real-world experience and iterative co-creation. This concept is not theoretical – it has been developed and tested in a live urban innovation district, and it is now being adapted to help other cities deliver similar impact.

Our approach focuses on four interlinked development domains:

- **Livability** – Human-centric urban space design and well-being services
- **Environment** – Integrated sustainability and smart infrastructure
- **Innovation Ecosystem & Community** – Multi-sector collaboration and talent networks
- **Development** – Scalable physical and digital growth models

These domains form a synergistic foundation aligned with Ülemiste City's core concept, supporting both strategic planning and operational implementation. They also serve as entry points into a city's data strategy and smart governance evolution.

How the Concept is Applied?

We offer our experience as a layered and modular structure, enabling your city to start from selected, replicable projects and expand towards a comprehensive Smart City development process.

This journey may begin with diagnostics, training or concept transfer, and will evolve based on your local needs and ambitions. All building blocks and enabling elements will be detailed and co-designed during the next stages of our collaboration.

MODULAR OFFERING FOR SCALABLE COLLABORATION

Ülemiste City's transformation experience is commercialised by Mainor AS through a structured and modular service architecture. Each module can be adapted to your city's development phase, project scope, and procurement format.

Key modules include:

→ Strategic Consultation

Tailored advice and co-development for city transformation, supported by subject-matter experts

→ Study Programmes & Trainings

Capacity building for city teams, local institutions, and innovation leaders

→ Strategy & Development Blueprints

Transferable models for innovation districts, knowledge hubs, and sustainable urban zones

→ Solution Concepts & Implementation Toolkits

Ready-to-use service, event and pilot frameworks based on validated practices

→ Data Models & Smart City Data Packages

Conceptual and technical models supporting governance, monitoring, and data-driven services

→ Trusted Partner Network

Access to pre-vetted technology providers, research institutions, and service operators

→ Supporting Documentation

Process guides, policy references, evaluation frameworks and legal outlines

The entire concept is built on modularity – enabling phased engagement, thematic depth, and alignment with public procurement processes.

SMART CITY CONSULTATION SERVICES: A MODULAR APPROACH TO URBAN TRANSFORMATION

Our Smart City Consultation Services offer a step-by-step support system for cities aiming to become more sustainable, inclusive, and data-driven. The journey begins with flexible entry points—strategy consultations, diagnostics, e-learning-based capacity building, and curated discovery tours. Cities can define or refine their vision, assess readiness, and co-develop strategic goals aligned with global smart city standards. A key offering is the Smart City Framework Transfer & Adaptation Guide, which enables local teams to adopt and customize a proven smart city model based on their specific context.

The consultation model is built around a modular knowledge architecture, ensuring flexibility and scalability. At its core lies the Smart City Base & Strategy—anchored by the RADAR framework for data-driven governance, digitalisation, and strategic alignment. Cross-cutting themes such as smart economy, environment, services, community, and urban planning ensure relevance across sectors. A wide array of enablers—programs, pilot tools, events, digital platforms, and strategic partnerships—support implementation at every stage. Cities can select and combine modules based on their maturity level and ambition, ensuring the right mix of insights, tools, and tested practices to drive real impact.

CONSULTATION SERVICES

Smart City strategy consultation

Capacity Building Programme
(incl. e-courses)

Baseline Diagnostics & Assessment

Discovery & Partnership Tour

Smart City Framework Transfer & Adaptation Guide

SMART CITY BASE & STRATEGY

Vision / Mission

Strategies

RADAR

Strategic Goals and Key Domains

Management

CROSS-CUTTING THEMES

Data-Driven Governance

Innovation & Digitalisation (incl. AI-adoption)

Community

Knowledge

Economy & Smart Business

Environment

Services

Real-estate & Urban Planning

ENABLERS & SOLUTIONS

Programs:

- Networks (HR, Marketing, Innovation, Academia)
- Foreign Talent Services (IHE)
- Ülo Pärnits Scholarship
- Road Trip to ÜC
- Community Fund
- Loyalty Program
- Test City
- Health Model
- Bike2Work
- Future City Professorship

Projects / Events:

- Future Forum
- EduFest
- Health Month
- Sports Events
- Culture
- Art in the Campus
- Grants and Research Projects
- Campaigns
- ...

Tools:

- RADAR
- Green City
- Client Portal
- Management Portal
- Talent Portal
- Marketing Platform and Brand
- Brand Value Calculator
- Data Management and Cloud
- Technologies: Fyma, R8, SmartMasterKey, Bikekeep, Parking, ...

Services:

- Conference
- Education
- Accommodation
- Parking
- Cleaning, Facility Management
- B2B Platform
- ...

Strategic Partners:

- Universities
- Tallinn and others
- EIS(Briefing Center)
- Accelerators (HFE)
- IST, EEK
- Event Management
- ...

TEAM AND PARTNERS

Ülemiste City consultation and concept transfer services are delivered by a multidisciplinary group of experts, coordinated by Mainor. The core team brings together decades of experience in innovation district development, education, research, urban planning, technology, and community building.

Through close collaboration with universities, municipalities, research centres, and private sector pioneers, we offer cities access to a trusted ecosystem of partners—ensuring that each project is supported by relevant expertise, practical experience, and strategic alignment.

Mainor

- Kadi Pärnits, CEO
- Eneken Titov, Head of Research and Education
- Silver Kelk, Development Manager
- Ljudmila Pihel, Talent Manager
- Marika Eik, Data Scientist

Mainor Ülemiste

- Sten Pärnits, CEO
- Rauno Mätas, Head of Development (Real estate & environment)
- Tanel Olek, Sales Director
- Kristjan Mikk, Head of Services
- Mati Freiberg, Chief Green Officer
- Kaidi Aher, Community Manager
- Rene Klesment, Chief Technology Officer
- Sven Oja, Chief Digital Officer
- XXX, Head of Innovation
- Lauriina Targijainen, Web and Design
- Eva-Maria Meri, Events Manager

LET'S SHAPE YOUR SMART CITY ROADMAP TOGETHER

Or build on one that already works.

Whether you're starting from vision or scaling implementation, Ülemiste City's proven approach helps accelerate your city's transformation. Our modular support model is built for cities, campuses, and innovation districts aiming to lead with sustainability, data, and human-centered growth.



Interested in assessing your Smart City potential?
Let's talk.

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More information → www.ulemistecity.ee/concept