

# Webinar

## ULI Denmark: Creative Placemaking Report Launch

Date: June 10, 2021

00:00:00 --> 00:00:03: Welcome to today's webinar, where or members of you like  
 00:00:03 --> 00:00:04: Denmark,  
 00:00:04 --> 00:00:09: will publish this creative placemaking reports that you will  
 hear  
 00:00:09 --> 00:00:10: more about later on.  
 00:00:10 --> 00:00:14: I'm very pleased with this initiative from our Members.  
 00:00:14 --> 00:00:19: Locally collaborating, closed closely within the membership  
 and beyond on  
 00:00:19 --> 00:00:21: this important topic,  
 00:00:21 --> 00:00:24: and this is not only an important piece of work  
 00:00:24 --> 00:00:25: for Denmark,  
 00:00:25 --> 00:00:29: but it's for all our Members and it's very timely.  
 00:00:29 --> 00:00:33: Dip endemik has shown to us have shown to us  
 00:00:33 --> 00:00:39: how important physical and social interaction between people  
 is.  
 00:00:39 --> 00:00:43: And the role of the place to have that interaction.  
 00:00:43 --> 00:00:45: Also, for the health of a soul,  
 00:00:45 --> 00:00:48: not only physically but also mentally.  
 00:00:48 --> 00:00:51: And I think this report is a great example of  
 00:00:51 --> 00:00:53: what you lie stands for.  
 00:00:53 --> 00:00:59: Sharing of knowledge and experience between members and  
 nonmembers.  
 00:00:59 --> 00:01:06: Disciplines, generations and nationalities to make the  
 environments in which  
 00:01:06 --> 00:01:09: we live and play much better.  
 00:01:09 --> 00:01:12: And we see this only as a starting point.  
 00:01:12 --> 00:01:16: We would really like to hear everyone's feedback and input  
 00:01:16 --> 00:01:18: to take on this project further,  
 00:01:18 --> 00:01:22: not only in Denmark but also beyond.  
 00:01:22 --> 00:01:24: So on behalf of you and I,

00:01:24 --> 00:01:28: I would really like to thank everyone who contributed to  
00:01:28 --> 00:01:29: the report.  
00:01:29 --> 00:01:33: I would like to thank rumble and Volcano for putting  
00:01:33 --> 00:01:38: it all together and also all others who contributed direct  
00:01:38 --> 00:01:40: samples and experience.  
00:01:40 --> 00:01:44: Congratulations everyone on this great results and I hope  
you  
00:01:44 --> 00:01:48: enjoyed the webinar and have fun as we just heard.  
00:01:48 --> 00:01:51: Now I would like to hand over to Jesper Bo  
00:01:52 --> 00:01:55: Hanson who will who will also welcome here.  
00:01:55 --> 00:01:56: Thank you.  
00:01:59 --> 00:02:01: Thank you very much for this,  
00:02:01 --> 00:02:03: Seth. And first of all,  
00:02:03 --> 00:02:07: just a short introduction. I'm just recently proud to be  
00:02:07 --> 00:02:12: heading up the ULI initiative here in Denmark since January  
00:02:12 --> 00:02:15: 5th of this year and and Kristen and mother,  
00:02:15 --> 00:02:18: who's been taking the lead on this,  
00:02:18 --> 00:02:24: creative placemaking has been engaged in the Executive  
Council working  
00:02:24 --> 00:02:27: to get the sorry you'll I up and running in  
00:02:27 --> 00:02:31: Denmark and we are truly proud that we are.  
00:02:31 --> 00:02:37: Gradually getting out there and we gradually start to connect  
00:02:37 --> 00:02:42: into the what what we considered unique wealth of  
experience  
00:02:42 --> 00:02:47: and talent in in the global network of your line.  
00:02:47 --> 00:02:51: As you know you lie is a network organization.  
00:02:51 --> 00:02:55: We have a. I hope to to to really develop  
00:02:55 --> 00:02:58: responsible use of land,  
00:02:58 --> 00:03:02: and I think also there is a clear mission to  
00:03:02 --> 00:03:06: to wear this drive to a better community and and  
00:03:06 --> 00:03:12: taking part in developing sustainable cities of of the future.  
00:03:12 --> 00:03:15: I wouldn't do a very long introduction duction.  
00:03:15 --> 00:03:19: This is sort of the first launch from Julai Danes  
00:03:19 --> 00:03:23: perspective may then Christina's billing checking the lead,  
00:03:23 --> 00:03:27: but first of all I'd like maybe 2 seconds of  
00:03:27 --> 00:03:28: background made.  
00:03:28 --> 00:03:32: Is being executive manager with unpaid one of our leading  
00:03:32 --> 00:03:37: technology companies companies in in Denmark founded in  
1945 but  
00:03:37 --> 00:03:41: carrying a long and strong history into the build environment  
00:03:41 --> 00:03:44: here in? Denmark and the Christian,  
00:03:44 --> 00:03:50: who's been founding and cofounding volcano volcanoes  
helping developing not

00:03:50 --> 00:03:52: only creative space,  
00:03:52 --> 00:03:55: making around projects for Christians.  
00:03:55 --> 00:04:00: Also, somebody might know heavy rockets arrest with nephew,  
00:04:00 --> 00:04:05: so brings a lot of dynamic environment to to creative  
00:04:05 --> 00:04:06: placemaking in person.  
00:04:06 --> 00:04:11: Also helping to set up a inspiring naughty care platform  
00:04:11 --> 00:04:12: in Los Angeles.  
00:04:12 --> 00:04:16: Trying to build creative and inspiring and environments in city  
00:04:16 --> 00:04:17: for real.  
00:04:17 --> 00:04:20: So this just being a short introduction.  
00:04:20 --> 00:04:23: I'm also proud to announce that until just joined as  
00:04:23 --> 00:04:25: a corporate member of you,  
00:04:25 --> 00:04:28: like Denmark and May, there's been instrumental also in in  
00:04:28 --> 00:04:30: building the local platform.  
00:04:30 --> 00:04:34: We truly look forward to develop our relations not only  
00:04:34 --> 00:04:38: with unbelievable Cano but also for potential new members who  
00:04:38 --> 00:04:41: wants to join the unique world of your lion experience.  
00:04:41 --> 00:04:44: We can offer. So on this note I will.  
00:04:44 --> 00:04:46: Handover Tumid thank you very much.  
00:04:50 --> 00:04:53: Thank you very much. Yes and welcome to everyone.  
00:04:53 --> 00:04:56: This has been a long process of getting to this  
00:04:56 --> 00:05:00: point in putting together the report and really engaging.  
00:05:00 --> 00:05:03: Also throughout the report making.  
00:05:03 --> 00:05:07: So we're very happy to to reach to this point.  
00:05:07 --> 00:05:09: I don't know if we can have maybe the agenda  
00:05:09 --> 00:05:12: on the screen so we can just very quickly run  
00:05:12 --> 00:05:15: through this before we start presenting.  
00:05:15 --> 00:05:19: Uhm? But if not, then I can just very quickly  
00:05:19 --> 00:05:21: take you through.  
00:05:21 --> 00:05:24: We will start off with a brief presentation of the  
00:05:24 --> 00:05:26: of the findings.  
00:05:26 --> 00:05:28: Key findings of the report.  
00:05:28 --> 00:05:30: I think it is yes Ann,  
00:05:30 --> 00:05:32: and after that we will have two.  
00:05:32 --> 00:05:36: We believe very interesting cases which also present  
00:05:36 --> 00:05:38: different perspectives  
00:05:38 --> 00:05:41: on creative placemaking.  
00:05:38 --> 00:05:41: We have Bender Lucas action from the city of Falls  
00:05:41 --> 00:05:43: and also Sir and I listen,  
00:05:43 --> 00:05:46: I would say entrepreneur but I'll let both of you  
00:05:46 --> 00:05:49: present yourself when they when you get going,

00:05:49 --> 00:05:52: it's probably easier than I tried to sort of juggle  
00:05:52 --> 00:05:53: that,  
00:05:53 --> 00:05:57: but certainly will be presenting a case from Copenhagen development called being born.  
00:05:57 --> 00:05:59:  
00:05:59 --> 00:06:01: And then after that we will have a Q&A and  
00:06:01 --> 00:06:05: then hopefully also get some input from from the from the participants.  
00:06:05 --> 00:06:06:  
00:06:06 --> 00:06:08: What I would advise you to do is that if  
00:06:09 --> 00:06:12: you have questions because we don't have the possibility of you sort of raising your voice as such.  
00:06:12 --> 00:06:14:  
00:06:14 --> 00:06:17: But if you could post your questions in the chat function,  
00:06:17 --> 00:06:18:  
00:06:18 --> 00:06:21: there is a little chat function here on the bottom and Simply put your questions there and we will keep  
00:06:21 --> 00:06:24: an eye on the chat and then post the questions also to the panelists towards the end of the of  
00:06:24 --> 00:06:26: the session.  
00:06:26 --> 00:06:29:  
00:06:29 --> 00:06:30:  
00:06:30 --> 00:06:33: So please please just chip in with any questions, queries, comments that you might have.  
00:06:33 --> 00:06:36:  
00:06:36 --> 00:06:41: And with that, maybe what I can do is to. Start sharing.  
00:06:41 --> 00:06:44:  
00:06:44 --> 00:06:45: Glad is possible.  
00:06:54 --> 00:06:56: No.  
00:06:56 --> 00:06:57:  
00:06:57 --> 00:07:01: Maybe I can have uali, then put up the presentation because it doesn't seem to be sharing from this end.  
00:07:01 --> 00:07:03:  
00:07:07 --> 00:07:09: Can you do that any?  
00:07:09 --> 00:07:09: Funny.  
00:07:15 --> 00:07:17: Yeah, thank you.  
00:07:17 --> 00:07:21: And I think you can just I think.  
00:07:21 --> 00:07:23: Yes, participate a brief introduction.  
00:07:23 --> 00:07:25: Abduction of Christian and I.  
00:07:25 --> 00:07:28: As I said, I'm executive director with the with Ramble, which is a global engineering consulting architectural company based all  
00:07:28 --> 00:07:33: over the world basically,  
00:07:33 --> 00:07:34:  
00:07:34 --> 00:07:38: but headquartered in Copenhagen and question with the volcano and  
00:07:38 --> 00:07:41: many other outfits as as was also explained.  
00:07:41 --> 00:07:44: You can also maybe put a few words to that question if you want to.  
00:07:44 --> 00:07:46:  
00:07:46 --> 00:07:48: But this is sort of a kick off this notion

00:07:48 --> 00:07:51: of creative placemaking and and you might ask,  
00:07:51 --> 00:07:53: what is it actually? And so did I.  
00:07:53 --> 00:07:55: When I first encountered it,  
00:07:55 --> 00:07:58: I actually first encountered it when I was living in  
00:07:58 --> 00:07:59: the US some years back and.  
00:07:59 --> 00:08:02: And that's also to say that our colleagues in ULI  
00:08:02 --> 00:08:06: in the Americans have actually been working with this  
concept  
00:08:06 --> 00:08:06: for awhile.  
00:08:06 --> 00:08:09: And that's also where we where we got the inspiration  
00:08:09 --> 00:08:11: to start putting this on the agenda.  
00:08:11 --> 00:08:14: And as associate, this is our attempt to sort of  
00:08:14 --> 00:08:17: provide a definition of what is creative placemaking.  
00:08:17 --> 00:08:19: It is really an evolving.  
00:08:19 --> 00:08:24: Field of practice which leverages the power of arts and  
00:08:24 --> 00:08:28: culture and creativity in order to.  
00:08:28 --> 00:08:32: Build up communities and also drive this broader agenda for  
00:08:32 --> 00:08:35: growth and transformation at as it says here,  
00:08:35 --> 00:08:38: and really also focusing on specific and you know what  
00:08:38 --> 00:08:42: builds character and quality of a place and with place  
00:08:42 --> 00:08:45: it can be both an individual building but also a  
00:08:45 --> 00:08:48: broader area. Even at a Noah largest city at city  
00:08:48 --> 00:08:48: scale.  
00:08:48 --> 00:08:52: So so that's not sort of as such predefined.  
00:08:52 --> 00:08:54: But the notion of this is really the sort of  
00:08:54 --> 00:08:57: the culture and the creativity and and and how to  
00:08:57 --> 00:08:59: work with that in a more structured way,  
00:08:59 --> 00:09:01: not just sort of coincidentally as it happens,  
00:09:01 --> 00:09:05: but actually really thinking through and trying to embed  
create  
00:09:05 --> 00:09:09: the creative elements in your workplace or in your  
development.  
00:09:09 --> 00:09:12: And that is what we have tried to zoom in  
00:09:12 --> 00:09:15: on in the report that we've been working on.  
00:09:15 --> 00:09:16: And was also set by yes,  
00:09:16 --> 00:09:20: but we really see the creative placemaking as a part  
00:09:20 --> 00:09:24: of the broader sort of livable cities livable places agenda.  
00:09:24 --> 00:09:27: And that's a theme that is very high on the  
00:09:27 --> 00:09:28: agenda for you.  
00:09:28 --> 00:09:32: Lie globally in Europe and also in Denmark.  
00:09:32 --> 00:09:34: I would also like to say that though that the  
00:09:34 --> 00:09:37: report that we are launching today is is of course  
00:09:37 --> 00:09:39: not just the work of Christian and I there is

00:09:39 --> 00:09:41: a broader team behind it.

00:09:41 --> 00:09:45: We have some good colleagues from from humble management consulting.

00:09:45 --> 00:09:47: They like seeing the pillars and then?

00:09:47 --> 00:09:50: Anderson who's also been very instrumental and from Volcano Christian

00:09:51 --> 00:09:54: has colleagues like a serial killers and others have been

00:09:54 --> 00:09:55: very much involved as well.

00:09:55 --> 00:09:58: So so there's a team effort behind this and we

00:09:58 --> 00:10:00: had the fortunate or sort of the fortune and the

00:10:01 --> 00:10:01: pleasure too.

00:10:01 --> 00:10:03: To be able to reach out and talk to a

00:10:03 --> 00:10:06: number of different creative individuals and so on,

00:10:06 --> 00:10:09: and and Bender were two of those who we talked

00:10:09 --> 00:10:11: to and interviewed as part of the process.

00:10:11 --> 00:10:14: But there's a whole host of other people that were

00:10:14 --> 00:10:17: involved in that provided input and cases and good examples

00:10:17 --> 00:10:18: and inside,

00:10:18 --> 00:10:20: and we're very. We're very grateful to all of those

00:10:21 --> 00:10:22: people that were involved,

00:10:22 --> 00:10:24: and it was a truly a very inspirational.

00:10:24 --> 00:10:27: I would say endeavour developing the report and and the

00:10:27 --> 00:10:30: findings and and everyone is of course recognized and listed

00:10:31 --> 00:10:31: in the report.

00:10:31 --> 00:10:34: So if you want to see more specifically who has

00:10:34 --> 00:10:35: contributed?

00:10:35 --> 00:10:37: You can you can take care of you and look

00:10:38 --> 00:10:39: at this report itself.

00:10:39 --> 00:10:44: So so the report was basically developed through a series

00:10:44 --> 00:10:47: of interviews over the course of the of the of

00:10:48 --> 00:10:51: the spring and summer in the fall also,

00:10:51 --> 00:10:53: and that's what led to two,

00:10:53 --> 00:10:58: then the narrative and and also the conclusions that we

00:10:58 --> 00:10:59: will present,

00:10:59 --> 00:11:02: or at least the key findings.

00:11:02 --> 00:11:05: But before you know, without further ado or or talking

00:11:05 --> 00:11:07: more about the report itself,

00:11:07 --> 00:11:10: maybe we should move on to some of the sort

00:11:10 --> 00:11:13: of the content and I'll leave that to you,

00:11:13 --> 00:11:15: Christian, and maybe we can get the next slide.

00:11:15 --> 00:11:18: Thank you Matt and good morning everyone.

00:11:18 --> 00:11:22: Thanks for participating and just try what you're saying.

00:11:22 --> 00:11:24: May the I also think we see here in.

00:11:24 --> 00:11:28: In the post pandemic face that the the whole creative

00:11:28 --> 00:11:29: side,

00:11:29 --> 00:11:33: adding culture is something that we've been missing out of

00:11:33 --> 00:11:36: and we see the power of a creativity and and

00:11:36 --> 00:11:39: our culture driving people together.

00:11:39 --> 00:11:42: So I think the report right now it's it's a

00:11:42 --> 00:11:44: very good time to get together.

00:11:44 --> 00:11:48: Start this conversation. Then what we hope to do today

00:11:48 --> 00:11:51: is of course also to motivate you even more to

00:11:51 --> 00:11:56: look into the creative placemaking area and join the conversation.

00:11:56 --> 00:11:58: Also, after the launch today.

00:11:58 --> 00:12:03: But yeah, let's jump to the next slide and look

00:12:03 --> 00:12:07: into some of the specific Danish factors.

00:12:07 --> 00:12:08: There's like a little here,

00:12:08 --> 00:12:13: eckles ociety, engaging, relevant stakeholders just fundamental to successful creative

00:12:13 --> 00:12:14: placement projects.

00:12:14 --> 00:12:15: Then Mike has a low,

00:12:15 --> 00:12:18: he Raquel society, and it's easy to get in touch

00:12:18 --> 00:12:20: with public decision makers,

00:12:20 --> 00:12:24: companies, private developers, investors and other stakeholders for real estate

00:12:24 --> 00:12:26: development collaboration.

00:12:26 --> 00:12:29: We also have a. Cross sector collaboration is a big

00:12:29 --> 00:12:30: tradition here.

00:12:30 --> 00:12:35: That's a widespread common understanding of possible synergies through collaboration

00:12:35 --> 00:12:38: with stakeholders within and across disciplines,

00:12:38 --> 00:12:44: meaning that different perspectives and ideas are presented and discussed.

00:12:44 --> 00:12:48: In general medicine, early stakeholder engagement in development projects then

00:12:48 --> 00:12:52: make a strong tradition for engaging involving stakeholders early in

00:12:52 --> 00:12:56: the planning and development process in a development processes and

00:12:56 --> 00:13:00: adjust plans accordingly. There's also a high degree of trust

00:13:00 --> 00:13:01: between people and then,

00:13:01 --> 00:13:03: like in relation to creation,

00:13:03 --> 00:13:08: creative placemaking projects. This impacts the collaboration across sectors and

00:13:08 --> 00:13:12: disciplines as people are willing to delegate task to others

00:13:12 --> 00:13:14: and trust their execution.

00:13:14 --> 00:13:18: That's a strong tradition for communal life and activities.

00:13:18 --> 00:13:22: And it's like a launchpad for engaging local communities in

00:13:22 --> 00:13:27: creative placemaking projects and influencing development processes for the burden

00:13:27 --> 00:13:28: of approach.

00:13:28 --> 00:13:32: That's a high degree of holistic thinking and social responsibility

00:13:32 --> 00:13:34: in a real estate projects in Denmark.

00:13:34 --> 00:13:38: And this opens the possibility to address social value when

00:13:38 --> 00:13:42: planning development projects instead of only financial Valley private developers

00:13:42 --> 00:13:43: and invested,

00:13:43 --> 00:13:47: my investors might find Creative placement projects tempting if there's

00:13:47 --> 00:13:49: both an economic value.

00:13:49 --> 00:13:52: But it's also addressing a social responsibility and from a

00:13:52 --> 00:13:54: funding funding perspective,

00:13:54 --> 00:13:59: Denmark has several foundations focusing on real estate development projects.

00:13:59 --> 00:14:03: And these foundations generally have a longer term perspective,

00:14:03 --> 00:14:06: another their perception to risk and return.

00:14:06 --> 00:14:08: Then the private sectors, investors,

00:14:08 --> 00:14:12: and funders, and let's jump into the next one.

00:14:12 --> 00:14:17: So how to succeed a with creative placement?

00:14:17 --> 00:14:21: OK, now of course, you're generalizing because we've been talking

00:14:21 --> 00:14:24: to people that have been sending between 25 and 30

00:14:24 --> 00:14:25: projects,

00:14:25 --> 00:14:28: but something these projects have in common is said.

00:14:28 --> 00:14:30: People looking into the site.

00:14:30 --> 00:14:34: The context in history. Some of the questions developers have

00:14:34 --> 00:14:37: been asking themselves is what is the history of the

00:14:37 --> 00:14:38: building or the site?

00:14:38 --> 00:14:40: What is the historic context?

00:14:40 --> 00:14:43: What characterizes the neighborhood in the local community and what

00:14:43 --> 00:14:47: kind of creative experiences would be relevant for the project?

00:14:47 --> 00:14:51: Look into the vision and success criteria's defining the vision

00:14:51 --> 00:14:54: and what success looks like in the early planning phase.

00:14:54 --> 00:14:58: Serve as an important point of orientation for creative



placemaking

**00:14:58 --> 00:14:58:** projects.

**00:14:58 --> 00:15:02:** Creative Placemaking project will often involved in a wider set

**00:15:02 --> 00:15:06:** of stakeholders and sometimes stakeholder groups which would not otherwise

**00:15:06 --> 00:15:09:** be more than traditional development project.

**00:15:09 --> 00:15:13:** It's also about identifying and engaging state state stakeholders in

**00:15:13 --> 00:15:18:** successful creative placemaking projects or relevant stakeholders are integrated.

**00:15:18 --> 00:15:19:** From the early planning phase,

**00:15:19 --> 00:15:21:** and this includes local communities,

**00:15:21 --> 00:15:25:** residents, developers, local local governments and other pallets,

**00:15:25 --> 00:15:29:** this approach increases increases the likelihood for cooperation by and

**00:15:29 --> 00:15:30:** commitment,

**00:15:30 --> 00:15:32:** and look into the timeframe created.

**00:15:32 --> 00:15:35:** Placement projects have a different time frame.

**00:15:35 --> 00:15:38:** Summer of a shorter and more temporary nature.

**00:15:38 --> 00:15:41:** Designed to activate a certain place and others are billed

**00:15:41 --> 00:15:45:** as long term and more permanent projects and organizing creative

**00:15:45 --> 00:15:46:** placemaking.

**00:15:46 --> 00:15:49:** Creative placement. Calls for partnerships where partners from,

**00:15:49 --> 00:15:52:** for example public, private, nonprofit,

**00:15:52 --> 00:15:56:** foundations and community sectors collaborate in order to succeed with

**00:15:56 --> 00:16:01:** creative placemaking and bring creativity into real estate development projects.

**00:16:01 --> 00:16:04:** And of course, the early community engagement.

**00:16:04 --> 00:16:09:** Most of the projects have been looking into an early

**00:16:09 --> 00:16:14:** stage community engagement strategy and that securing relevant,

**00:16:14 --> 00:16:18:** useful, creative placemaking projects. Yes,

**00:16:18 --> 00:16:21:** next one later.

**00:16:21 --> 00:16:23:** Yeah, and I think this is of course a very

**00:16:23 --> 00:16:25:** quickly sort of in high level fly through of the

**00:16:25 --> 00:16:27:** of the report and the main conclusion.

**00:16:27 --> 00:16:29:** So we urge you all to to sort of take

**00:16:29 --> 00:16:31:** a look at the report itself.

**00:16:31 --> 00:16:33:** We through it and there will be more details there

00:16:33 --> 00:16:35: and more case examples and so forth.  
00:16:35 --> 00:16:38: Sort of highlighting some of these points.  
00:16:38 --> 00:16:42: But one of the things that we we we tried  
00:16:42 --> 00:16:45: to do with the report was too.  
00:16:45 --> 00:16:48: Not necessarily. I mean you have come up not only  
00:16:48 --> 00:16:51: sort of come up with guidance as Christian was just  
00:16:51 --> 00:16:52: running through,  
00:16:52 --> 00:16:54: but also say what are the next steps that could  
00:16:54 --> 00:16:57: be done more meaningfully be taken as part of this  
00:16:57 --> 00:17:00: of this journey or or this movement that we would  
00:17:00 --> 00:17:02: would like to create almost and and what we found  
00:17:02 --> 00:17:05: was also that there are some some areas when it  
00:17:05 --> 00:17:08: comes to creative placement making that would really benefit  
00:17:08 --> 00:17:11: from, you know, being I would say work more on  
00:17:11 --> 00:17:13: or you know ship more light on and a couple  
00:17:13 --> 00:17:16: of things that we would suggest and that we would  
00:17:16 --> 00:17:18: like us to continue to work on in.  
00:17:18 --> 00:17:21: In the UI context, going forward and and hopefully also  
00:17:21 --> 00:17:22: with other partners.  
00:17:22 --> 00:17:26: And that would be for instance around the whole business  
00:17:26 --> 00:17:29: case or so just be called the the value of  
00:17:30 --> 00:17:31: creative placemaking.  
00:17:31 --> 00:17:35: That is an error that is not not really.  
00:17:35 --> 00:17:38: Sort of. The investigative authority on we don't have any  
00:17:38 --> 00:17:41: any models or means of sort of in a structured  
00:17:41 --> 00:17:44: way looking at what is the return on investment and  
00:17:44 --> 00:17:47: what are they both from a financial perspective but also  
00:17:47 --> 00:17:50: on a social environmental value perspective.  
00:17:50 --> 00:17:53: And that is something we would definitely like to tap  
00:17:53 --> 00:17:53: into.  
00:17:53 --> 00:17:55: And I would say not only for the for the  
00:17:56 --> 00:17:57: for the developers segment,  
00:17:57 --> 00:18:00: but also for the creatives involved or for the city  
00:18:00 --> 00:18:01: at the city level.  
00:18:01 --> 00:18:04: Or more broadly, so that you could say it's not  
00:18:04 --> 00:18:05: only one type business case,  
00:18:05 --> 00:18:09: but actually. Maybe civil, that is something that we think  
00:18:09 --> 00:18:11: it could be very useful to to explore.  
00:18:11 --> 00:18:15: And then the secondly really sort of looking at the  
00:18:15 --> 00:18:19: at the impact of creative placemaking on different levels.  
00:18:19 --> 00:18:22: Again, this is configured place level at city level but

00:18:22 --> 00:18:26: also the different types of impacts both decided to before  
00:18:26 --> 00:18:30: the financial but also maybe on the on the social  
00:18:30 --> 00:18:34: side and in terms of creating social cohesion in certain  
00:18:34 --> 00:18:34: areas.  
00:18:34 --> 00:18:37: So that's that whole sort of framework for how to  
00:18:37 --> 00:18:42: measure impact of creative placemaking is something that is.  
00:18:42 --> 00:18:45: It's worthwhile exploring.  
00:18:45 --> 00:18:47: And the question just ran through.  
00:18:47 --> 00:18:50: You know, some of the findings so that that we  
00:18:50 --> 00:18:53: sort of digested from all of the interviews in terms  
00:18:53 --> 00:18:56: of of you know how to succeed with creative placemaking.  
00:18:56 --> 00:18:59: But one of the things that we learned also was  
00:18:59 --> 00:19:02: that there is probably in sort of the border sensor  
00:19:02 --> 00:19:04: lack of methodology for working in this space.  
00:19:04 --> 00:19:08: You know if you really want to intentionally work with  
00:19:08 --> 00:19:08: this again,  
00:19:08 --> 00:19:11: whether it's at at a buildings level,  
00:19:11 --> 00:19:13: place level or border city level,  
00:19:13 --> 00:19:16: what are the methods? And how can we professionalize in  
00:19:16 --> 00:19:16: a way?  
00:19:16 --> 00:19:18: Or is there need to professionalize?  
00:19:18 --> 00:19:20: And maybe someone like so 100%?  
00:19:20 --> 00:19:21: The later will say, well,  
00:19:21 --> 00:19:24: you know it's there's not a need to professional,  
00:19:24 --> 00:19:28: necessarily. It's it's much better with the bottom often  
00:19:28 --> 00:19:31: approach.  
00:19:31 --> 00:19:35: But but I think that whole discussion on on methodology  
00:19:35 --> 00:19:35: and guidance and framework would be could be good to  
00:19:35 --> 00:19:41: consume.  
00:19:41 --> 00:19:46: And then obviously the connection between creative  
00:19:46 --> 00:19:50: placemaking and sustainability  
00:19:50 --> 00:19:55: is something that we believe is worthwhile exploring further,  
00:19:55 --> 00:19:58: we already alluded to factors around sort of the social  
00:19:58 --> 00:20:02: cohesion social value which which we sort of intuitively think  
00:20:02 --> 00:20:04: is a big part of a creative placemaking project.  
00:20:04 --> 00:20:08: But we we believe that there are ways that you  
00:20:08 --> 00:20:11: could explore this in Oregon.  
00:20:11 --> 00:20:15: Have mythologist. And explore this much better.  
00:20:15 --> 00:20:17: And then finally, we also would like to to sort  
00:20:17 --> 00:20:20: of establish maybe some more structured networking around  
00:20:20 --> 00:20:20: this.  
00:20:20 --> 00:20:20: As I said, when we kick this off,  
00:20:20 --> 00:20:20: there's already a lot going on in the in in

00:20:20 --> 00:20:21: the US,  
00:20:21 --> 00:20:23: in the space of creative placemaking.  
00:20:23 --> 00:20:25: We also know that you and I in in the  
00:20:25 --> 00:20:29: UK and in other places are active in this space,  
00:20:29 --> 00:20:31: and I think it could be interesting to see if  
00:20:32 --> 00:20:35: we could somehow connect the dots and perhaps establish  
some  
00:20:35 --> 00:20:38: sort of a network in a Danish context and then  
00:20:38 --> 00:20:42: link that up. To wider European or international networks so  
00:20:42 --> 00:20:45: and the purpose of that would of course be to  
00:20:45 --> 00:20:49: to listen and learn and exchange experiences and really sort  
00:20:49 --> 00:20:52: of get the whole field moving.  
00:20:52 --> 00:20:54: So these are some of our suggestions for for next  
00:20:54 --> 00:20:57: steps and something we'd also like to get your input  
00:20:57 --> 00:20:59: on today if you have thoughts,  
00:20:59 --> 00:21:02: ideas or reflections will get back to that towards the  
00:21:02 --> 00:21:04: end of the of the opposition,  
00:21:04 --> 00:21:06: but I think we now need to move to what  
00:21:06 --> 00:21:08: is actually really interesting,  
00:21:08 --> 00:21:11: and that's the cases that we have brought along,  
00:21:11 --> 00:21:13: so I'll hand over to you,  
00:21:13 --> 00:21:15: Bender and maybe you can start off with just a  
00:21:15 --> 00:21:19: very brief introduction of yourself because I think we didn't  
00:21:19 --> 00:21:22: do you justice in the introduction and then they give  
00:21:22 --> 00:21:24: the case of. I've seen your present the case of  
00:21:24 --> 00:21:25: Sultan in all this,  
00:21:25 --> 00:21:28: which is a super interesting case in this respect,  
00:21:28 --> 00:21:30: I believe.  
00:21:30 --> 00:21:34: Thank you Madam. My name is Fenderson and under  
strategic  
00:21:34 --> 00:21:38: director of Urban Center development in in the city of  
00:21:39 --> 00:21:42: almost always is the owner of a lot of land  
00:21:42 --> 00:21:45: situated in the middle of the city and we do  
00:21:45 --> 00:21:50: the development by ourself to make sure that the  
development  
00:21:50 --> 00:21:54: is actually being in the strategies of visions of the  
00:21:54 --> 00:21:57: city and I'm going to tell you about a case  
00:21:57 --> 00:22:00: in all that information of the South and.  
00:22:00 --> 00:22:05: The harbor area from a worn down industrial area too.  
00:22:05 --> 00:22:09: And you urban business area with space for startups,  
00:22:09 --> 00:22:13: music cluster, socially fragile persons and so on.  
00:22:13 --> 00:22:16: So I'm going to tell you a little bit about  
00:22:16 --> 00:22:17: this process.

00:22:17 --> 00:22:19: I only have 10 minutes,  
00:22:19 --> 00:22:21: so it's gotta be in rather quick.  
00:22:21 --> 00:22:24: So OK, could I have our slides?  
00:22:24 --> 00:22:26: Thank you.  
00:22:26 --> 00:22:27: Next  
00:22:30 --> 00:22:32: this is examples of their development.  
00:22:32 --> 00:22:35: We are doing right now in the city of all  
00:22:35 --> 00:22:35: this,  
00:22:35 --> 00:22:37: and as I told you before,  
00:22:37 --> 00:22:41: we're doing it ourselves. We have developing these areas,  
00:22:41 --> 00:22:42: the Docklands and this area.  
00:22:42 --> 00:22:46: We're talking about here this the South Harbor next.  
00:22:49 --> 00:22:52: The South Harbor is situated in the in the middle  
00:22:52 --> 00:22:53: of the city,  
00:22:53 --> 00:22:57: and it's part of the transformation of the hold Harbourfront  
00:22:57 --> 00:22:59: that we're doing in these years.  
00:22:59 --> 00:23:01: As you can see on this slide next.  
00:23:03 --> 00:23:08: Uh and other companies want to to have a place  
00:23:08 --> 00:23:13: in in the inner city in August so new companies  
00:23:13 --> 00:23:18: are demanding a lot of areas in in this in  
00:23:18 --> 00:23:21: the city by itself.  
00:23:21 --> 00:23:25: I want to accommodate this because we like to have  
00:23:25 --> 00:23:29: these companies to coming to to almost so we are.  
00:23:29 --> 00:23:32: We're in the business to find a place in the  
00:23:32 --> 00:23:35: in the city center where we couldn't make a new  
00:23:35 --> 00:23:39: modern urban business area and we have this area called  
00:23:39 --> 00:23:43: the South Harbor area and the idea was to take  
00:23:43 --> 00:23:47: this space which is mostly worn down industrial areas but  
00:23:47 --> 00:23:49: also a lot of parking spaces.  
00:23:49 --> 00:23:52: Every bit. Transform this into this new.  
00:23:52 --> 00:23:55: Business area next.  
00:23:58 --> 00:24:00: But in the area itself,  
00:24:00 --> 00:24:04: there was another functions.  
00:24:04 --> 00:24:05: As you can see here,  
00:24:05 --> 00:24:10: because it's warm down, industrial area was actually being  
the  
00:24:10 --> 00:24:13: host first for startups an artists and where we do  
00:24:13 --> 00:24:15: have a butcher house down.  
00:24:15 --> 00:24:17: There were cows sometimes escaping,  
00:24:17 --> 00:24:21: so it's it's really a very interesting area and stakeholders  
00:24:21 --> 00:24:25: and the politicians in the in the City Council was  
00:24:25 --> 00:24:28: very aware that we have to make sure that some

00:24:28 --> 00:24:31: of these things are going to be part of the  
00:24:31 --> 00:24:32: new development.  
00:24:32 --> 00:24:33: So how do you do that?  
00:24:33 --> 00:24:37: How do we take? And this demand for urban modern  
00:24:37 --> 00:24:41: business area and then have these fine things and make  
00:24:41 --> 00:24:43: that a part of the transformation.  
00:24:43 --> 00:24:48: That was the task. Next  
00:24:48 --> 00:24:51: and to do that, we have to to rethink all  
00:24:51 --> 00:24:54: parts of our chain of development.  
00:24:54 --> 00:24:57: So we have to make sure that we have more  
00:24:57 --> 00:25:00: participation by citizens and stakeholders.  
00:25:00 --> 00:25:04: We have to have a new way to make strategic  
00:25:04 --> 00:25:08: planning and vision for the area and at least we  
00:25:08 --> 00:25:12: have to make absolutely sure that the developers we are  
00:25:12 --> 00:25:17: going to build in this area are supporting the strategies  
00:25:17 --> 00:25:18: for this.  
00:25:18 --> 00:25:21: This development so we have to work our way to  
00:25:21 --> 00:25:25: make sure that this is going to to happen next.  
00:25:25 --> 00:25:32: City citizen so participants and stakeholders we did have a  
00:25:32 --> 00:25:33: lot of meetings.  
00:25:33 --> 00:25:34: It took almost two to three years to make this  
00:25:34 --> 00:25:37: this planning and we had a lot of meetings less  
00:25:37 --> 00:25:41: you can see.  
00:25:41 --> 00:25:41: See here next.  
00:25:41 --> 00:25:44: We made the strategic plan in a way that we  
00:25:44 --> 00:25:47: did a vision and then we have eight different strategies  
00:25:47 --> 00:25:51: of how we're going to transform this area and everything  
00:25:51 --> 00:25:52: which is happening in this area had to to make  
00:25:52 --> 00:25:55: the demand or one of two or three or more  
00:25:55 --> 00:25:59: of these strategies.  
00:25:59 --> 00:26:02: So everything is all to support this transformation.  
00:26:02 --> 00:26:03: It's very, very important that we have this clear vision  
00:26:03 --> 00:26:07: for the area next.  
00:26:07 --> 00:26:11: And we did have a whole new tender process to  
00:26:11 --> 00:26:12: find our developers in the area.  
00:26:12 --> 00:26:14: Usually we actually make a physical plan before we put  
00:26:14 --> 00:26:18: some building right on for Tinder,  
00:26:18 --> 00:26:20: but here we turned it around to make sure that  
00:26:20 --> 00:26:24: the physical plan was going to be supporting of the  
00:26:24 --> 00:26:27: strategic plan.  
00:26:27 --> 00:26:30: So so that was quite different.  
00:26:30 --> 00:26:34: And that means that we have the developers in quite  
00:26:34 --> 00:26:35:  
00:26:35 --> 00:26:38:  
00:26:38 --> 00:26:42:

00:26:42 --> 00:26:45: early in the process and they are in fact helping.

00:26:45 --> 00:26:48: By pushing all these startups,

00:26:48 --> 00:26:52: music clusters, the artists places for the social,

00:26:52 --> 00:26:56: fresh and so on, they were activating some some space

00:26:56 --> 00:26:57: down here next.

00:26:59 --> 00:27:03: You could say that we are in fact taking this

00:27:03 --> 00:27:07: Urban Development and make sure that it contributes to the

00:27:08 --> 00:27:11: way this city is going to to function in

00:27:11 --> 00:27:15: the future. And we do commit the investors to do

00:27:15 --> 00:27:17: so together with us.

00:27:17 --> 00:27:18: Next

00:27:23 --> 00:27:26: and I think I can see that today the socially

00:27:26 --> 00:27:30: fractured persons is active being seen as a resource.

00:27:30 --> 00:27:33: So in in the area we do have a lot

00:27:33 --> 00:27:37: of different programs where you can rent this guy and

00:27:37 --> 00:27:39: he can make some work for you.

00:27:39 --> 00:27:41: If you are business down here.

00:27:41 --> 00:27:44: So we try to to take all these things about

00:27:44 --> 00:27:46: the social fragile,

00:27:46 --> 00:27:50: the startups, the artists and so on and make them

00:27:50 --> 00:27:52: a resource in the area.

00:27:52 --> 00:27:52: Next

00:27:55 --> 00:27:58: to make sure that we on a daily basis are

00:27:58 --> 00:28:01: taking care of the strategies for the area,

00:28:01 --> 00:28:05: we have found an area association there down there.

00:28:05 --> 00:28:09: It is inspired by the bits that is improved from

00:28:09 --> 00:28:12: England and then from from Germany,

00:28:12 --> 00:28:16: specially the Kempton bit in in London and they take

00:28:16 --> 00:28:20: care of the the business on a daily basis and

00:28:20 --> 00:28:25: make sure that everything is functioning down there next.

00:28:25 --> 00:28:28: And then we have this old cold track which is

00:28:28 --> 00:28:31: going to be an opening feature down there.

00:28:31 --> 00:28:34: It is inspired by the highline in New York.

00:28:34 --> 00:28:36: Of course it's much smaller,

00:28:36 --> 00:28:40: but it's going to be a infrastructure between this new

00:28:40 --> 00:28:43: urban area and the existing city center,

00:28:43 --> 00:28:45: and it's going to be of course,

00:28:45 --> 00:28:47: a part of the infrastructure.

00:28:47 --> 00:28:49: But it's also a landmark.

00:28:49 --> 00:28:51: And then it's a story.

00:28:51 --> 00:28:54: Tell about how the area was in the in the

00:28:54 --> 00:28:55: past.

00:28:55 --> 00:28:55: Next  
00:28:58 --> 00:29:01: so this is what it's going to look like in  
00:29:01 --> 00:29:02: a couple of years.  
00:29:02 --> 00:29:05: I hope so. This was just a brief introduction to  
00:29:05 --> 00:29:09: how we've been working with this development.  
00:29:09 --> 00:29:09: Thank you.  
00:29:13 --> 00:29:15: Thank you very much, friend.  
00:29:15 --> 00:29:18: That was a really good and very quick fly through  
00:29:18 --> 00:29:21: of a super exciting project and I'm sure we'll get  
00:29:21 --> 00:29:23: some more questions for you,  
00:29:23 --> 00:29:26: but I think let's move on with the next presentation  
00:29:26 --> 00:29:28: and that's open to you sound.  
00:29:41 --> 00:29:44: Yeah, I'm son.  
00:29:44 --> 00:29:47: Actually I'm I'm a chef.  
00:29:47 --> 00:29:50: Working with them.  
00:29:50 --> 00:29:54: Were there a milk box company founded in Brussels like  
00:29:54 --> 00:29:56: started from the opposite?  
00:29:56 --> 00:29:58: Sorry.  
00:29:58 --> 00:30:02: Founded in 99, it was originally a kind of CSA  
00:30:02 --> 00:30:04: community supported agriculture.  
00:30:04 --> 00:30:09: Working on again again by dynamic farms and it turned  
00:30:09 --> 00:30:09: into,  
00:30:09 --> 00:30:13: I think the world's first meal box company now with  
00:30:13 --> 00:30:17: a huge revenue serving round 400,000 meals a week to  
00:30:17 --> 00:30:19: the doorstep.  
00:30:19 --> 00:30:24: Also appeared to be solution helping restaurants and  
canteens and  
00:30:25 --> 00:30:26: hospitals with their.  
00:30:26 --> 00:30:31: Green kitchen Work etc.  
00:30:31 --> 00:30:33: Anne.  
00:30:33 --> 00:30:35: Five years ago I found this place.  
00:30:37 --> 00:30:42: At the absolute center of of Copenhagen.  
00:30:42 --> 00:30:46: And it's 1.6 hectare big.  
00:30:46 --> 00:30:49: And with the green wilderness.  
00:30:49 --> 00:30:52: And then.  
00:30:52 --> 00:30:55: Looks like this from my bath it all it looked  
00:30:55 --> 00:30:59: like this completely wilderness in the absolute center of  
Copenhagen  
00:31:00 --> 00:31:00: like.  
00:31:00 --> 00:31:02: A hidden green place.  
00:31:04 --> 00:31:07: We we my cup, my partner and I from Austin  
00:31:07 --> 00:31:09: we fell in love with it.



00:31:09 --> 00:31:13: And so it actually is a city farm.

00:31:13 --> 00:31:17: And began to dream about how to secure that.

00:31:17 --> 00:31:18: It will not turn down,

00:31:18 --> 00:31:24: that was. What was planned from the Danish Railway company

00:31:25 --> 00:31:30: DSP and after two years we succeeded in making an

00:31:30 --> 00:31:34: agreement where it should be the first.

00:31:34 --> 00:31:36: A.

00:31:36 --> 00:31:44: Sights on a 55 Hectar central railway system.

00:31:44 --> 00:31:49: And so we actually rented the land and and started

00:31:49 --> 00:31:51: to renovate.

00:31:51 --> 00:31:55: In the next 10 or 20 years there will be

00:31:55 --> 00:31:59: a built just obviously this land around.

00:31:59 --> 00:32:04: I think 5000 apartments and a lot of places for

00:32:04 --> 00:32:05: for Workspace.

00:32:05 --> 00:32:07: So we are very early,

00:32:07 --> 00:32:11: but are building a kind of an.

00:32:11 --> 00:32:16: Community place where you can trade your organic goods you

00:32:16 --> 00:32:17: can eat.

00:32:17 --> 00:32:20: You can involve socially and kind of.

00:32:23 --> 00:32:26: I think Meta said said bottom up.

00:32:26 --> 00:32:28: A of course we have a plan,

00:32:28 --> 00:32:33: but we also like that this place it develops.

00:32:33 --> 00:32:39: As time flies, it looks like this from inside buildings

00:32:39 --> 00:32:45: from the 19108 originally built through to dry wood.

00:32:45 --> 00:32:49: For building a railways? And it has been a little

00:32:50 --> 00:32:52: abandoned in 70 years,

00:32:52 --> 00:32:54: so it's completely. Turn down.

00:32:57 --> 00:33:00: You can see the holes in the roofs,

00:33:00 --> 00:33:04: so it is kind of a somebody could call it

00:33:04 --> 00:33:10: a philanthropic project where 5 private people together.

00:33:10 --> 00:33:15: Found the company and start from a corner and and

00:33:15 --> 00:33:20: try to restore the buildings in a sustainable way.

00:33:25 --> 00:33:28: When we landed the contract by coincident,

00:33:28 --> 00:33:32: we found out that these very ancient green houses,

00:33:32 --> 00:33:33: the lower part of them.

00:33:33 --> 00:33:35: They are 500 square meters.

00:33:35 --> 00:33:38: They were meant to be turned down.

00:33:38 --> 00:33:42: It's the this is the net Nash.

00:33:42 --> 00:33:44: Historical Natural Museum in in the center.

00:33:44 --> 00:33:49: Code making. And an early morning when they should be

00:33:49 --> 00:33:50: chat down.

00:33:50 --> 00:33:54: I happened to get to walk in there with the  
00:33:55 --> 00:33:59: photographer and and stop the tearing down project.  
00:33:59 --> 00:34:04: After that, in the next week we transported them to  
00:34:04 --> 00:34:07: the side and we are about to find money to  
00:34:07 --> 00:34:11: to raise them in the wilderness as a green clubhouse  
00:34:11 --> 00:34:13: for the local communities.  
00:34:16 --> 00:34:17: And as you can see,  
00:34:17 --> 00:34:19: it's it's.  
00:34:19 --> 00:34:21: Almost ready to be torn down,  
00:34:21 --> 00:34:25: but we actually take it from scratch and then we  
00:34:26 --> 00:34:28: build them with the wood.  
00:34:28 --> 00:34:32: Play, you know very, very sustainable way.  
00:34:36 --> 00:34:40: This is the first bond that is renovated and.  
00:34:40 --> 00:34:45: And you, as you can see it's it's very aesthetic  
00:34:45 --> 00:34:46: and nice.  
00:34:46 --> 00:34:50: We we don't use people from from developers,  
00:34:50 --> 00:34:53: it's it's actually our own project.  
00:34:53 --> 00:34:57: This is a the neighbors taken in from all over  
00:34:57 --> 00:35:01: Europe that are really skilled to work with the the  
00:35:01 --> 00:35:05: old methods of how to work with Bhutan.  
00:35:05 --> 00:35:07: It's it's fantastic to see.  
00:35:10 --> 00:35:12: We have bills, hence farm,  
00:35:12 --> 00:35:15: shops, restaurants.  
00:35:15 --> 00:35:19: There is a lot of things here that it's from  
00:35:19 --> 00:35:24: the middle side of the side where you actually in  
00:35:24 --> 00:35:27: another way can feel that this is a.  
00:35:27 --> 00:35:33: This is a real life instead of concrete and asphalt  
00:35:33 --> 00:35:35: and glass and and steel.  
00:35:35 --> 00:35:37: This is how we do it yourself.  
00:35:37 --> 00:35:42: Pizza Workshop restaurant, where kids they pick their own  
00:35:42 --> 00:35:45: pizzas.  
00:35:46 --> 00:35:49: This is their volunteers. We have 200 hundred of them  
00:35:49 --> 00:35:52: working with bees and hens and hybrids and helping us  
00:35:55 --> 00:35:57: with all their their heavy stuff.  
00:36:02 --> 00:36:05: You can see it from from above.  
00:36:05 --> 00:36:08: We have kind of an education system where kids.  
00:36:08 --> 00:36:11: They've at the other side where it says start every  
00:36:11 --> 00:36:15: day that you see two school classes,  
00:36:15 --> 00:36:20: round 50 kids. A meeting up in half like an  
00:36:20 --> 00:36:21: education day through the wilderness where we teach them  
in  
how biodiversity,

00:36:21 --> 00:36:26: circular systems, compost fermentation, and green food is is.  
00:36:26 --> 00:36:31: Could it inspire them for another way to live their  
00:36:31 --> 00:36:32: life?  
00:36:32 --> 00:36:35: And we know from the other school garden systems that  
00:36:36 --> 00:36:39: I have invented that them they actually go directly home  
00:36:39 --> 00:36:40: and say,  
00:36:40 --> 00:36:43: hey, mom, we need to take care of insects.  
00:36:43 --> 00:36:46: Our organic materials instead of throwing it out,  
00:36:46 --> 00:36:50: we need to make compost and it says error and  
00:36:50 --> 00:36:54: they talk about green kitchen style when they got home.  
00:36:54 --> 00:36:55: This is the beast.  
00:36:59 --> 00:37:03: Yeah, I just wanted to show you one.  
00:37:03 --> 00:37:06: Extra slide if I can stop this.  
00:37:09 --> 00:37:10: I can do that.  
00:37:12 --> 00:37:13: Yeah.  
00:37:15 --> 00:37:19: Just this last picture if I can find it.  
00:37:22 --> 00:37:24: Lucia  
00:37:24 --> 00:37:27: Bump, can you see it?  
00:37:27 --> 00:37:31: Yeah, this is from my private garden down the yeah  
00:37:31 --> 00:37:34: up north the 10 kilometers from Copenhagen it was my  
00:37:34 --> 00:37:36: Corona project.  
00:37:36 --> 00:37:39: When we close banner gone under Corona we closed the  
00:37:39 --> 00:37:40: restaurants etc.  
00:37:40 --> 00:37:44: I build this House in the treetops and it really  
00:37:44 --> 00:37:45: took off.  
00:37:45 --> 00:37:48: It's my green megaphone at home.  
00:37:48 --> 00:37:52: Where I invite the people that are either could show  
00:37:52 --> 00:37:57: impact like the the former Danish climate Minister Connie  
Hilliker  
00:37:57 --> 00:38:00: or the Danish architect Bjarke Ingels,  
00:38:00 --> 00:38:04: or other people that could have a wise and well,  
00:38:04 --> 00:38:08: it's funny when you take them in an environment like  
00:38:08 --> 00:38:09: this.  
00:38:09 --> 00:38:14: They actually begin to think much greener and want to  
00:38:14 --> 00:38:16: do make a difference.  
00:38:16 --> 00:38:20: It's actually my creative place in the tree tops.  
00:38:20 --> 00:38:23: Fifty million more. Can you enlarge it soon?  
00:38:23 --> 00:38:25: Because we can only see it.  
00:38:25 --> 00:38:28: It sort of shows up just a little picture and  
00:38:28 --> 00:38:30: and your folders,  
00:38:30 --> 00:38:34: isn't it then? No, it's not large looks really interesting,  
00:38:34 --> 00:38:39: yeah? So I think everyone should have a chance to

00:38:39 --> 00:38:40: do so if possible.

00:38:40 --> 00:38:41: My shit.

00:38:44 --> 00:38:47: Otherwise, we can of course send out some something.

00:38:47 --> 00:38:48: You should send it out.

00:38:48 --> 00:38:49: Yeah, we'll do that.

00:38:51 --> 00:38:54: But the, but I think it's also possible to follow

00:38:54 --> 00:38:56: you on on social media,

00:38:56 --> 00:38:59: and that's also where you post some of your you

00:38:59 --> 00:39:00: know your talks with.

00:39:00 --> 00:39:03: With this on YouTube, if it's on YouTube,

00:39:03 --> 00:39:05: yeah yeah, yeah great.

00:39:09 --> 00:39:13: Thank you so much son for sharing.

00:39:13 --> 00:39:16: Great examples and we have a few questions for from

00:39:16 --> 00:39:18: the participants here,

00:39:18 --> 00:39:20: both for you and Ben did,

00:39:20 --> 00:39:24: but son, I would actually like to start out.

00:39:24 --> 00:39:26: Fair to ask you to see this,

00:39:26 --> 00:39:28: like as a global movement,

00:39:28 --> 00:39:32: people looking into kind of different ways of shopping,

00:39:32 --> 00:39:34: connecting to nature, and so on.

00:39:34 --> 00:39:37: A OR is it is or isn't something specific?

00:39:37 --> 00:39:40: Dangers about that? Or if if it's a more global

00:39:40 --> 00:39:41: movement,

00:39:41 --> 00:39:44: what are inspiring you in your work?

00:39:44 --> 00:39:47: And what is driving you?

00:39:47 --> 00:39:51: Of course, there's a lot of things happening and happening

00:39:51 --> 00:39:52: globally,

00:39:52 --> 00:39:55: but actually this project, my wife,

00:39:55 --> 00:39:57: she was nearly about to kill me.

00:39:57 --> 00:39:59: So what? Why do we do this?

00:39:59 --> 00:40:02: It's it's just huge project you have,

00:40:02 --> 00:40:05: like a six 100 employees already here.

00:40:05 --> 00:40:10: Why why this? And it's actually demonstrate another way of

00:40:10 --> 00:40:15: making Urban Development like come in with the culture

00:40:15 --> 00:40:22: before.

00:40:15 --> 00:40:22: We built and renovate because often it's like a humanitarian.

00:40:22 --> 00:40:25: Ways of starting Urban Development.

00:40:25 --> 00:40:29: So I. My partner Thomas and I we actually said

00:40:29 --> 00:40:32: now we really want to show how to start with

00:40:32 --> 00:40:35: permanent huge permanent project that really good.

00:40:35 --> 00:40:40: Greenify all the big areas and it's actually happening all

00:40:40 --> 00:40:44: the the developers that are actually one wanting to buy

00:40:44 --> 00:40:47: the big area they actually call us today.

00:40:47 --> 00:40:51: How could we let you integrate in the big project

00:40:51 --> 00:40:54: with compost systems and wooden buildings etc?

00:40:54 --> 00:40:57: So I think that that it should kickstart.

00:40:57 --> 00:41:01: I'll send pics and exemplify how to work with it.

00:41:01 --> 00:41:05: We usually don't look. Out in other countries to see

00:41:05 --> 00:41:06: what happens.

00:41:06 --> 00:41:09: No, but but but I shall like from from our

00:41:09 --> 00:41:12: research we see a lot of international projects that are

00:41:12 --> 00:41:15: like more chop down projects where like kind of what

00:41:15 --> 00:41:18: but what you're doing is is something it's it's it

00:41:18 --> 00:41:20: is coming from the ground.

00:41:20 --> 00:41:23: It's something that it seems like something that people really

00:41:24 --> 00:41:27: need somehow and also that you take the initiative as

00:41:27 --> 00:41:27: a private.

00:41:27 --> 00:41:29: The actor is is is very very cool.

00:41:29 --> 00:41:33: So yeah, I'm really really looking forward to follow it.

00:41:33 --> 00:41:37: Follow the project. It has been overwhelming and Council

00:41:37 --> 00:41:39: now.

00:41:37 --> 00:41:39: I can imagine you're doing good job.

00:41:39 --> 00:41:43: We actually also have a question for you Bender.

00:41:43 --> 00:41:48: And then it sounds something like this that they reverse

00:41:48 --> 00:41:53: approach using all who's looking into like urban life,

00:41:53 --> 00:41:57: open space design buildings and community.

00:41:57 --> 00:41:59: And it's kind of the opposite way around.

00:41:59 --> 00:42:03: Also, I remember something like when you made the

00:42:04 --> 00:42:04: competition

00:42:04 --> 00:42:08: around area,

00:42:08 --> 00:42:12: you said that we don't want like the drawing planes.

00:42:12 --> 00:42:14: We want the visions from the developers.

00:42:14 --> 00:42:18: Is that like a one off situation?

00:42:18 --> 00:42:23: I said something you you're going to to do in

00:42:23 --> 00:42:26: the future as well in arhus and in other municipalities.

00:42:26 --> 00:42:29: We're going to do it in the future because it

00:42:29 --> 00:42:32: has been really great and sometimes you have the problem

00:42:32 --> 00:42:36: that you have the visions as a city and then

00:42:36 --> 00:42:39: the developers is going to build the building and if

00:42:39 --> 00:42:41: they don't share or compete on realizing the vision,

00:42:41 --> 00:42:44: it's going to be different.

00:42:44 --> 00:42:45: So so I think we're going to do this much

00:42:45 --> 00:42:47: more in the future.

00:42:47 --> 00:42:50: Very interesting and what I like.

00:42:50 --> 00:42:53: The key learning said that you put on like like

00:42:53 --> 00:42:53: I.

00:42:53 --> 00:42:56: I know it's still development project.

00:42:56 --> 00:42:59: But what I like from you like the the best

00:42:59 --> 00:43:02: things that you would like to continue doing.

00:43:05 --> 00:43:08: I think that when we started the project we thought

00:43:08 --> 00:43:12: there would be maybe a big clash between the fact

00:43:12 --> 00:43:15: that there is a lot of social Fairchild people in

00:43:15 --> 00:43:19: the area because their buildings are there and then making

00:43:19 --> 00:43:21: this urban business district.

00:43:21 --> 00:43:23: So we think that was going to be a class

00:43:23 --> 00:43:26: and we talked about it quite a lot.

00:43:26 --> 00:43:29: How were you going to to make sure that this

00:43:29 --> 00:43:30: was going to succeed?

00:43:30 --> 00:43:33: And I think that in the three or four years

00:43:33 --> 00:43:35: we have been doing the project,

00:43:35 --> 00:43:39: the. The society has changed the communities is getting a

00:43:39 --> 00:43:44: little bit tighter and you make take more responsibilities as

00:43:44 --> 00:43:47: a company for the surroundings around you.

00:43:47 --> 00:43:51: So the clash between the banks and the lawyers and

00:43:51 --> 00:43:53: everything it has not been there.

00:43:53 --> 00:43:56: In fact they have been kind of the CSR for

00:43:56 --> 00:44:01: these companies that you can actually do something for the

00:44:01 --> 00:44:02: men outside your window.

00:44:02 --> 00:44:05: So I I think that a lot of this has

00:44:05 --> 00:44:08: gone the right way and I think that.

00:44:08 --> 00:44:11: We do see that this pit thinking business improvements the

00:44:11 --> 00:44:15: district thinking is active means that you as a company

00:44:15 --> 00:44:18: take some kind of responsibility for the area where you

00:44:18 --> 00:44:19: are situated.

00:44:21 --> 00:44:22: And yeah.

00:44:24 --> 00:44:26: So go ahead and now just wanted to to to

00:44:26 --> 00:44:28: add a follow up question to you.

00:44:28 --> 00:44:31: Offended because I think one of the things that we

00:44:31 --> 00:44:34: were at you know exploring also in the report and

00:44:34 --> 00:44:37: I've been discussing a lot is this,

00:44:37 --> 00:44:39: you know. Classical example of.

00:44:39 --> 00:44:41: You know you have some vibrant areas.

00:44:41 --> 00:44:43: There might be a little bit rundown,

00:44:43 --> 00:44:47: but they you know. Then you have creative people moving

00:44:47 --> 00:44:50: in like artists or you know other other creatives.

00:44:50 --> 00:44:52: Actually, because it is, you know,

00:44:52 --> 00:44:54: cheap to rent and and sort of a cheap access

00:44:54 --> 00:44:58: to to various facilities and then it becomes interesting and  
00:44:58 --> 00:44:58: vibrant.

00:44:58 --> 00:45:01: And then you know the developers move in and and  
00:45:01 --> 00:45:02: and and and you know,  
00:45:02 --> 00:45:05: renovate and prices rise and and and then the the  
00:45:05 --> 00:45:08: creatives can't afford to live there anymore.  
00:45:08 --> 00:45:10: Work anymore and they moved out,  
00:45:10 --> 00:45:13: so this whole notion of gentrification that I think we've  
00:45:13 --> 00:45:15: seen in many cases in many cities.  
00:45:15 --> 00:45:18: Did you miss that part of your Bush,  
00:45:18 --> 00:45:22: and you know when when you looked at your development  
00:45:22 --> 00:45:24: in terms of how can we?  
00:45:24 --> 00:45:28: You know, I wouldn't say avoid gentrification because you  
might  
00:45:28 --> 00:45:29: want at level of notification.  
00:45:29 --> 00:45:31: But how can we avoid having you know,  
00:45:31 --> 00:45:33: as you say, that maybe the potion,  
00:45:33 --> 00:45:36: that disadvantage being just removed to some other parts of  
00:45:36 --> 00:45:39: the city are not things space there anymore.  
00:45:39 --> 00:45:40: Or you know how can we?  
00:45:40 --> 00:45:42: How can we sort of maintain the sort of the  
00:45:42 --> 00:45:45: creative environment that was already there?  
00:45:45 --> 00:45:49: What was what was your consideration or your  
considerations on  
00:45:49 --> 00:45:50: that?  
00:45:50 --> 00:45:55: Yes, that is the \$1,000,000 question I think.  
00:45:55 --> 00:45:58: Did do was that if you want to have a  
00:45:58 --> 00:46:01: building right in this area you have to to to  
00:46:01 --> 00:46:03: to to to explore to say.  
00:46:03 --> 00:46:05: How are you going to to infect.  
00:46:05 --> 00:46:10: Realize the strategic plan for the area and the strategic  
00:46:10 --> 00:46:14: plan has these eight different issues and one of them  
00:46:14 --> 00:46:15: is startups.  
00:46:15 --> 00:46:18: So if you want to build down here you have  
00:46:18 --> 00:46:21: to say how are you going to to make place  
00:46:21 --> 00:46:23: for startups in in,  
00:46:23 --> 00:46:25: in your buildings so they?  
00:46:25 --> 00:46:29: Where in fact competing the developers were competing  
about how  
00:46:29 --> 00:46:32: are you going to to make sure that the startups  
00:46:33 --> 00:46:35: is going to be there in the in the future,  
00:46:35 --> 00:46:38: and so the the rent the startups are going to  
00:46:39 --> 00:46:42: pay in these new buildings is just a little more

00:46:42 --> 00:46:44: than they are paying today.

00:46:44 --> 00:46:47: But then it's new and modern and and so on

00:46:47 --> 00:46:49: and not worn down so so we have made sure

00:46:49 --> 00:46:53: that it's possible for for these startups to stay there

00:46:53 --> 00:46:57: and the developers down there have a declaration which is.

00:46:57 --> 00:47:00: For 15 years they have to to keep it the

00:47:00 --> 00:47:01: same.

00:47:01 --> 00:47:03: So we had tried to find a method for one

00:47:03 --> 00:47:07: of the very very large problem all over the world

00:47:07 --> 00:47:11: that you have these creative every years and then they

00:47:11 --> 00:47:15: come. Development is coming and then they're moving and

00:47:15 --> 00:47:18: we don't have any more paint spaces to put them so.

00:47:18 --> 00:47:21: So we had tried one solution in almost two to

00:47:21 --> 00:47:24: try to to make a solution to that very very

00:47:24 --> 00:47:25: large problem.

00:47:28 --> 00:47:31: Sounds good and I don't know question I saw there

00:47:31 --> 00:47:32: were other questions.

00:47:32 --> 00:47:34: Do you want to? Yeah yeah yes actually.

00:47:34 --> 00:47:37: So now I have a question for you from makes

00:47:37 --> 00:47:40: holes from the city of Copenhagen and I think you

00:47:40 --> 00:47:43: touched upon this briefly but it says do you have

00:47:43 --> 00:47:45: a long term contract with the owners,

00:47:45 --> 00:47:48: developers or Hispanic on? Imagine as a temporary project,

00:47:48 --> 00:47:51: can you say a little bit about that?

00:47:53 --> 00:47:55: And you should unmute mute some.

00:47:58 --> 00:48:03: From the very start of the contract is been been

00:48:03 --> 00:48:08: written that we have had a 10 year contract with

00:48:08 --> 00:48:08: the.

00:48:08 --> 00:48:12: A stepwise race of the friend and then we should

00:48:12 --> 00:48:13: negotiate it,

00:48:13 --> 00:48:18: but they couldn't cancel their contract after we were funded,

00:48:18 --> 00:48:23: the founder Albania. They they really interesting.

00:48:23 --> 00:48:26: Put it in as a as a thing that if

00:48:26 --> 00:48:28: they should fund us,

00:48:28 --> 00:48:33: they would. Danish Team Lucian like a contract they that

00:48:33 --> 00:48:34: they can.

00:48:34 --> 00:48:38: At all messed up with us so that we need

00:48:38 --> 00:48:42: to leave because of racist.

00:48:42 --> 00:48:45: A for the area, so it's actually a beautiful is

00:48:45 --> 00:48:49: actually a triangle between the owner and the the trust

00:48:49 --> 00:48:51: redania and being gone.



00:48:51 --> 00:48:55: And it was beautifully and they are not dare speak  
00:48:55 --> 00:48:57: at the railway.  
00:48:57 --> 00:49:01: The company they actually on this path over the last  
00:49:01 --> 00:49:03: five years experience that it say,  
00:49:03 --> 00:49:07: wow, this is really worthwhile for for the area and  
00:49:07 --> 00:49:08: they look at it.  
00:49:08 --> 00:49:12: They will have return on investment.  
00:49:12 --> 00:49:13: Load wise.  
00:49:18 --> 00:49:21: Super thank you. There are a lot of questions coming  
00:49:21 --> 00:49:22: in.  
00:49:22 --> 00:49:25: I can see, so that's that's of course good.  
00:49:25 --> 00:49:27: I think yes, but you also wanted to post a  
00:49:27 --> 00:49:28: question,  
00:49:28 --> 00:49:30: so let's let's have that.  
00:49:30 --> 00:49:33: Maybe yeah, being the only one with a tie around  
00:49:33 --> 00:49:34: these days.  
00:49:34 --> 00:49:38: Just one comment, maybe from from an investment  
perspective,  
00:49:38 --> 00:49:40: I think.  
00:49:40 --> 00:49:46: The question about whether kind of creative placemaking  
and others  
00:49:46 --> 00:49:49: are really part of a global trend,  
00:49:49 --> 00:49:51: I would clearly say yes,  
00:49:51 --> 00:49:55: it is. I think for any investor these days developing  
00:49:55 --> 00:49:59: sustainable cities into themes of diversity,  
00:49:59 --> 00:50:05: social responsibility ties into all discussions with leading  
investors around  
00:50:06 --> 00:50:06: the world.  
00:50:06 --> 00:50:10: It's I think it's quite well advanced here in.  
00:50:10 --> 00:50:13: In Denmark, but we're not in any way unique.  
00:50:13 --> 00:50:16: I think it's a global trend.  
00:50:16 --> 00:50:19: And right now I think what we see is that  
00:50:19 --> 00:50:24: investors are willing to underwrite business cases with a  
lower  
00:50:24 --> 00:50:26: return and to implement.  
00:50:26 --> 00:50:31: Full HD in all dimensions into their investment plans.  
00:50:31 --> 00:50:34: Not because they want less profit,  
00:50:34 --> 00:50:39: but they want future proven developments and that ties  
extremely  
00:50:39 --> 00:50:41: well into the whole theme.  
00:50:41 --> 00:50:45: An impression of fuel. I also in terms of creating  
00:50:45 --> 00:50:50: responsible attention to responsible use of land and also to  
00:50:50 --> 00:50:54: build more sustainable cities around the world.

00:50:54 --> 00:50:57: And clearly this is a trend right now,  
00:50:57 --> 00:50:58: I think.  
00:50:58 --> 00:51:01: As as Bendle said, there's no sort of.  
00:51:01 --> 00:51:06: There's no sort of split agenda between investors and and  
00:51:06 --> 00:51:08: creating those kind of initiatives.  
00:51:08 --> 00:51:12: I know son and Bender being instrumental in these two  
00:51:12 --> 00:51:14: leading cities,  
00:51:14 --> 00:51:19: and quite unique projects. The project son has.  
00:51:19 --> 00:51:22: Created with with this city of DSP and fire,  
00:51:22 --> 00:51:26: now out for public tendering I know for sure because  
00:51:26 --> 00:51:28: we've been part of that.  
00:51:28 --> 00:51:32: That the leading investors looking into that do not see  
00:51:32 --> 00:51:34: that as a cost in the long run.  
00:51:34 --> 00:51:36: It might be in the shorter run,  
00:51:36 --> 00:51:39: but they truly want to engage and include those kind  
00:51:39 --> 00:51:43: of initiatives to create a more sustainable investment for the  
00:51:44 --> 00:51:44: longer run.  
00:51:44 --> 00:51:47: And it goes with the cost in the in the  
00:51:47 --> 00:51:48: short run.  
00:51:48 --> 00:51:50: But clearly that I don't see a I don't.  
00:51:50 --> 00:51:54: Maybe under short around, but I don't see any problems  
00:51:54 --> 00:51:58: in in integrating these kind of initiatives and it's coming  
00:51:58 --> 00:51:59: together extremely nice.  
00:51:59 --> 00:52:01: I see it all over,  
00:52:01 --> 00:52:04: not only in in Denmark and all global investor knows  
00:52:04 --> 00:52:07: that ESD will drive our industry for the coming 20  
00:52:07 --> 00:52:08: years.  
00:52:08 --> 00:52:10: There's no way around it and it it is a  
00:52:10 --> 00:52:13: major trend and I think for the last two years  
00:52:13 --> 00:52:14: we've seen it.  
00:52:14 --> 00:52:18: True game changer and we are now turning what might  
00:52:18 --> 00:52:22: have been the liability in an investment plan into something  
00:52:22 --> 00:52:26: unique that creates true value in the longer run so.  
00:52:26 --> 00:52:29: It's up to Ben to answering to be first movers,  
00:52:29 --> 00:52:31: but even first movers, maybe locally.  
00:52:31 --> 00:52:34: But it is a global trend and I think investment  
00:52:34 --> 00:52:35: environment banks,  
00:52:35 --> 00:52:38: everyone is there to participate.  
00:52:38 --> 00:52:42: So you actually saying? So you actually saying that the  
00:52:42 --> 00:52:43: investors are rich?  
00:52:43 --> 00:52:47: Look into other kind of bottom lines that only their  
00:52:47 --> 00:52:48: financial bottom line.

00:52:48 --> 00:52:52: We all know each G is a very wide range  
00:52:52 --> 00:52:52: of topics,  
00:52:52 --> 00:52:55: and it's not all about profit.  
00:52:55 --> 00:52:58: It's not all about environment,  
00:52:58 --> 00:53:01: it's not all about social responsibility,  
00:53:01 --> 00:53:05: but those ties in very well more than 50%  
00:53:05 --> 00:53:09: of all new funds raised for real estate investments in  
00:53:09 --> 00:53:14: Europe last year had a requirement of ESG that goes  
00:53:14 --> 00:53:16: well beyond legal requirements.  
00:53:16 --> 00:53:18: So the money is there.  
00:53:18 --> 00:53:21: And it drives the transformation in terms of how we  
00:53:21 --> 00:53:24: look at the developing cities in the future,  
00:53:24 --> 00:53:27: and they accept it goes with the cost short term.  
00:53:27 --> 00:53:29: But they also know if they don't,  
00:53:29 --> 00:53:32: they might end up with the wrong projects that might  
00:53:32 --> 00:53:36: be illiquid or trading at lower values in the future.  
00:53:36 --> 00:53:39: So I think there's a very responsible approach to this  
00:53:39 --> 00:53:43: and it has changed fundamentally in the last two years  
00:53:43 --> 00:53:45: and I'm happy to see that.  
00:53:45 --> 00:53:48: We in Denmark here having a strong DNA like texture  
00:53:48 --> 00:53:52: and design and also in terms of having social responsibility  
00:53:52 --> 00:53:53: and diversity,  
00:53:53 --> 00:53:55: is part of our DNA and can help.  
00:53:55 --> 00:53:58: Maybe take part of being a sort of front runners  
00:53:58 --> 00:54:00: in this development and.  
00:54:00 --> 00:54:05: And truly also driven by specific personal initiatives like Sun  
00:54:05 --> 00:54:06: and Benton.  
00:54:06 --> 00:54:10: Also, you Christian taking very specific.  
00:54:10 --> 00:54:15: Initiatives making this visible and no complaints are you  
matter  
00:54:15 --> 00:54:17: in a global company perspective,  
00:54:17 --> 00:54:20: but you also know working with investors.  
00:54:20 --> 00:54:23: This ties more and more into the whole planning and  
00:54:23 --> 00:54:25: construction environment,  
00:54:25 --> 00:54:28: so we all in it together and.  
00:54:28 --> 00:54:30: Wearing a tie doesn't make.  
00:54:30 --> 00:54:32: I don't think we have a different view of where  
00:54:32 --> 00:54:32: it's going,  
00:54:32 --> 00:54:35: and it's gonna be a very interesting journey for the  
00:54:35 --> 00:54:37: next couple of years.  
00:54:37 --> 00:54:39: And maybe you just adding on to that,  
00:54:39 --> 00:54:42: yes, but just for. For those who might have know

00:54:42 --> 00:54:45: that ESG is an abbreviation of the Environment,  
00:54:45 --> 00:54:49: Social and governance, and is this term and whole concept  
00:54:49 --> 00:54:53: around moving investments in in a more sustainable  
direction.  
00:54:53 --> 00:54:55: So so that's really on the move.  
00:54:55 --> 00:54:57: I think we only have a few minutes left and  
00:54:57 --> 00:55:00: I could see there are several questions that we didn't  
00:55:00 --> 00:55:03: get around to and then some of them actually also  
00:55:03 --> 00:55:04: went. I would take both to use on,  
00:55:04 --> 00:55:06: but also some extent to bend around.  
00:55:06 --> 00:55:10: The whole you know the social inclusion and how to  
00:55:10 --> 00:55:10: engage.  
00:55:10 --> 00:55:14: Each communities and getting some of your tips and tricks  
00:55:14 --> 00:55:16: around that you know how do you?  
00:55:16 --> 00:55:19: How do you engage the local community and what were  
00:55:19 --> 00:55:21: the best the best way?  
00:55:21 --> 00:55:23: So if you can sort of just maybe in a  
00:55:23 --> 00:55:24: very brief,  
00:55:24 --> 00:55:25: I would ask you Sir,  
00:55:25 --> 00:55:28: just in a one or two sentence is what were  
00:55:28 --> 00:55:31: your best move in terms of engaging the local community.  
00:55:31 --> 00:55:33: And then we'll have to end.  
00:55:33 --> 00:55:35: My best move was my three partners.  
00:55:35 --> 00:55:38: They were like not that much present at Bay in  
00:55:38 --> 00:55:40: a cone in the early stage I had to.  
00:55:40 --> 00:55:43: I found something like 1020 volunteers but.  
00:55:43 --> 00:55:47: Could see the business a huge project like it was  
00:55:47 --> 00:55:50: filled with trash like 100 old bikes and like 40  
00:55:50 --> 00:55:54: tons of trash and the agreement was so that we  
00:55:54 --> 00:55:58: should empty the bonds the photons was outside and then  
00:55:58 --> 00:56:00: the bonds was filled.  
00:56:00 --> 00:56:03: So one day at my Facebook profile,  
00:56:03 --> 00:56:06: I called. I'm inside Narnia.  
00:56:06 --> 00:56:10: I need help. I want I need help for building  
00:56:10 --> 00:56:15: cages for chickens and appeals and and take care of  
00:56:15 --> 00:56:20: the wilderness and they and you know when things go  
00:56:20 --> 00:56:25: viral. So the next day I had 400 emails.  
00:56:25 --> 00:56:27: From the potential volunteers, and I didn't know,  
00:56:27 --> 00:56:29: there's almost one of them.  
00:56:29 --> 00:56:33: And then it started where I am good at organizing.  
00:56:33 --> 00:56:37: And I also saw a question about am I an  
00:56:37 --> 00:56:38: exhibitionist?

00:56:38 --> 00:56:41: No, I'm son, I'm a businessman but I love  
00:56:41 --> 00:56:45: that in the business making that I used the word  
00:56:45 --> 00:56:49: planet are it should be good for people and good  
00:56:49 --> 00:56:51: for planet.  
00:56:51 --> 00:56:53: So that's that's inside me.  
00:56:53 --> 00:56:55: And now on when when they,  
00:56:55 --> 00:56:58: for instance, want to tear down 500 square meters of  
00:56:58 --> 00:57:00: ancient cultural green houses,  
00:57:00 --> 00:57:03: then I become an activist like this.  
00:57:03 --> 00:57:04: Is this is too bad?  
00:57:04 --> 00:57:07: And then I do it and I don't think then  
00:57:07 --> 00:57:08: I just do it.  
00:57:08 --> 00:57:11: It was not planned. It was like a taxi and  
00:57:11 --> 00:57:14: I think that's a very good way to end this  
00:57:14 --> 00:57:16: session and thank you everyone.  
00:57:16 --> 00:57:19: Thank you Sir, and in particular thank you Bender for  
00:57:19 --> 00:57:22: joining us in presenting those very interesting cases.  
00:57:22 --> 00:57:24: As I said in beginning,  
00:57:24 --> 00:57:27: we hope this is only the beginning of a a  
00:57:27 --> 00:57:28: process or even a movement.  
00:57:28 --> 00:57:31: If you have questions that you didn't get answered,  
00:57:31 --> 00:57:33: feel free to contact us.  
00:57:33 --> 00:57:36: If you have comments. If you want to get engaged  
00:57:36 --> 00:57:37: in any way,  
00:57:37 --> 00:57:38: please contact us as well.  
00:57:38 --> 00:57:41: There's plenty of room. Or for everyone,  
00:57:41 --> 00:57:44: I would say you will receive a follow up email  
00:57:44 --> 00:57:46: from ULI and also with a link to where you  
00:57:46 --> 00:57:49: can find the report if you haven't already seen it.  
00:57:49 --> 00:57:52: So on behalf of you alive Denmark.  
00:57:52 --> 00:57:55: Christian and I and everyone who worked on the report  
00:57:55 --> 00:57:56: and provided input to it.  
00:57:56 --> 00:58:00: Thank you. Thank you so much and have a wonderful  
00:58:00 --> 00:58:00: day.  
00:58:00 --> 00:58:02: Thank you everyone for good.  
00:58:02 --> 00:58:03: Thank you, have a nice day.  
00:58:03 --> 00:58:03: Bye bye.

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