



**Kolding
Kommune**
triangle region denmark

We design for life

Kolding – City of Design



United Nations
Educational, Scientific and
Cultural Organization

City of Design
Kolding
We design for life

Designated
UNESCO Creative City
in 2017

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Kolding Municipality
Kolding – City of Design

*Kolding with the Nicolai Church in the foreground and
Koldinghus Castle with the lake and fjord in the background*



UCCN Provides Kolding with a Position of Strength

Kolding's membership of the UNESCO Creative Cities Network, design (UCCN) provides us with valuable relations that can help us fulfil our vision: We design for life

It is important to us that Kolding, as the only town in Denmark, is now part of the UCCN. Through the UCCN, we strengthen our opportunity to collaborate with other towns that use creativity and design as a strategic factor in sustainable development based on financial, social, cultural and environmental aspects and with a chance of producing results in several areas. This is exactly what the UN's 17 sustainable development goals prepare the ground for.

The nomination also acknowledges Kolding's efforts as a design city. It provides us with a position of strength that can help place design, creativity and innovation high on the agenda of local businesses and study programmes. In this way, we can fulfil our vision together. We design for life

At the same time, our membership of the network can strengthen Kolding's national and international profile and make the city and municipality even more attractive to businesses, citizens and visitors.

All in all, our UNESCO nomination supports the idea that design, creativity and circular economy can be what secures sustainable growth in Kolding Municipality. Therefore, together with the business community and educational institutions, we wish to focus on realising the local potential of being part of a global network.



JØRN PEDERSEN
MAYOR



SDU - University of Southern Denmark – Design and Entrepreneurship



Koldinghus Castle – From a burned out ruin to an architectonic piece of art



Kolding – We Design for Life

This vision is a point of orientation for the future, and it points Kolding Municipality in a clear and visionary direction. Vision 3.0 raises the city's ambitions to new heights and continues Kolding's long-term vision-based efforts.

Vision 3.0 focusses on 'succeeding together' – together with citizens, together with businesses and together with actors who contribute to the sustainable, cultural and creative development of their local area.

Design in Kolding Municipality

- is a real presence
- is visible and has an impact
- makes a difference

The World Is Watching

We explore together and from the perspective of the citizens.

There is never one solution that fits all.

Through inventive and innovative processes, we seek new knowledge and original solutions.

Together, we are creating value for the individual citizen and sustainable results of benefit to us all.



Trapholt - Museum of Modern Art and Design



*Christiansfeld – a Moravian Church Settlement
(UNESCO World Heritage)*



*Pakhuset - The Old Warehouse where
Business Kolding is located.*



Four Strategic Tracks

Four strategic tracks will turn words into action. We are all able to follow these tracks, which frame and guide the work of the municipality.

The four tracks also provide a starting point for policy development in Kolding Municipality.

WE DESIGN FOR LIFE

**TOGETHER ON
VISIONARY
WELFARE**

**TOGETHER ON
FUTURE
COMPETENCES**

**TOGETHER ON
SETTLEMENT
AND URBAN LIFE**

**TOGETHER ON
GROWTH AND
INNOVATION**



How We Design for Life

The vision is implemented in cooperation with citizens, business owners and public actors representing the entire municipality.

This brochure offers six concrete examples that render clear the value and effect of design-driven, sustainable urban development and growth.

Examples

- Marina City
- Stability
- RE:USE
- Easyfood
- Biblioteksparken
- Design School Kolding



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Marina City – a Sustainable Beacon

Circular economy, sustainable construction and climate proofing are some of the solutions to global challenges such as shortage of resources and climate changes.

In Kolding, the three elements form part of the design of a new quarter called Marina City. It will be located in the centre of Kolding by the fjord. The new quarter will comprise an integrated residential area and harbour with the largest marina outside Copenhagen.

In Marina City circular principles are incorporated into anything from construction work, site development, public utility and construction to running. It makes demands on the infrastructure, ensuring that the design of e.g. roads and paths, recreational areas, energy supply as well as waste and rain water systems meets circular principles.

The buildings must meet sustainability certification requirements, just as documentation of the content of the construction materials is required. The design of the construction elements should ensure that they can be disassembled (design for disassembly), making it possible to reuse them, and the buildings may only contain healthy materials available for reutilisation.

Marina City will include around 400 homes. In addition to the marina and homes, the new quarter will also house a promenade with cafes, clubhouses, service buildings, maritime businesses and workshops. According to plan, the first sites will be put up for sale in 2020.



Results

After the 36-week process:

More than 80% of the participants feel healthier,
and thoughts on food, body and weight are no
longer a strong presence in their lives

56% have become part of a community

44% feel a greater inclination to be and are more
physically active

75% have a higher WHO-5 score



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Stability in life

Meeting Overweight Citizens with a New Approach to Food, Body and Weight

Still more people in the Western world become seriously overweight. Kolding Municipality has developed a concept that involves taking a new approach to people who struggle with their diet, body and weight.

The concept is called Stability and is the result of a design process, the starting point of which is the individual participant. The employee listens to the person in question, trying to determine what constitutes a strong presence in his/her life and thus which type of support he/she is looking for.

People struggling with overweight feel that others generally just think that they have to pull

themselves together. For example, no one asks them what they feel, ignoring the psychological and social mechanisms at play.

Stability focusses on these mechanisms. It helps the participants identify the values they wish to act out, and what can make their life meaningful again. It is a 36-week process, which focusses on the presence of negative thoughts on food, body and weight in the participants' lives as well as on their well-being and level of activity. They are never weighed.

Ginta Frempong (in the photo) has participated in Stability. It has changed her life. Consequently, food is no longer the answer to difficult feelings. Evaluating the project, most of the participants say that they do not over-eat as often or as much as before.



Results

Value in several accounts.

Environmental: Waste becomes a resource.

Financial: In 2018, 36.5 tons of furniture and household appliances were donated to vulnerable citizens; the alternative would have been buying new furniture for them. Through RE:USE this group of citizens receives more items than otherwise.

Social: Unemployed citizens undergoing activation find meaningful work and strengthen their chances of moving on. In 2018, 52 unemployed citizens worked at RE:USE and of these just under 52% found employment, internships, new activation or enrolled in education

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Trash Revitalised

Through RE:USE, Citizens Receive Used Furniture for Free

Circular economy is part of the future, sustainable development of society. And the RE:USE project is part of the circular economy in Kolding Municipality's waste plan.

RE:USE is targeted at unemployed citizens. The project has a warehouse at the city's recycling depot, where they receive furniture, household appliances and kitchenware that others have discarded. The staff then give the items new life and display them in a show room.

Here citizens who find themselves in a vulnerable position can collect the items for free. They may be homeless, recently released from prison or others in need of a fresh start and lacking the resources to buy furniture.

Getting the free furniture requires a reference from the municipality.



Results

In 2018, Easyfood had a turnover of DKK 300 million. The same year the Norwegian food giant Orkla bought 90% of the company.

Easyfood has been elected a gazelle (fast-growing) company and received several innovation prizes.



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Easyfood uses Design to Generate Growth

Danish companies are beginning to use design to generate growth. They do so by applying design thinking as an innovation method. The convenience bakery Easyfood in Kolding is an excellent example.

When Easyfood develops new products they use design both to find inspiration, develop ideas and create new products. They adopt a visual and experimental approach. One of the main design tools is constant wonderment – with a view to understanding the challenges and the future that lies ahead.

At Easyfood, it is all about being courageous and daring to leave safe ground until you understand the problem at hand. They do this by focussing on the needs of the users. Because

by meeting and talking to the users and understanding their needs, a company can go from simply making products to creating solutions and concepts that are far more valuable to us all.

And the business is thriving. Easyfood began as a small entrepreneurial business in 2001 and today holds a strong position in the Danish market for concept development of bread for in-store bakeries, kiosks, cafes, service stations and foodservice companies.



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From Car Park to Temporary Park

When citizens, urban planners and cultural communicators meet in open urban space something unique happens, which can be difficult to create from behind a desk. Through design processes different ideas emerge, leading to experiments which again may lead to new, permanent solutions, e.g. when a square is transformed and designed anew.

Biblioteksparken in Kolding is a good example. As a four-year experiment, the car park in front of the library is transformed once a year in late summer, e.g. into a park with grass and trees, where anything can happen.

An ambassador corps of fireballs, associations and municipal staff contribute with ideas for activities, while the library staff facilitate and coor-

dinate the activities. In 2019, the activity themes are literature, health, upcycling and recycling, music, art/creativity and outdoor/nature.

The intention behind the park is to give citizens and tourists a fun and different experience of the urban space. But the intention is also to give urban planners good ideas for how the urban development can ensure that the physical surroundings support the dynamics desired by citizens and city council.



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An Increasingly Successful Collaboration

Since the Design School Kolding and Koldinghus Castle Museum in 2013 entered into a collaboration on exhibiting the design students' final projects, interest has grown steadily. When the doors of the exhibition opened for a wider audience for the first time, it attracted as many as 30,000 visitors. And since then the number of visitors has increased significantly. Thus, the past two years no less than 60,000 visitors have seen the final project exhibition each year.

Together the two institutions have hired a curator to strengthen communication of the trends visible among the newly qualified designers.

'At the museum we are approached daily by visitors asking about the designers' final project

exhibition. The exhibition has become a "must see", an event offering rare insight into a practice that is important to our everyday lives and future', says Exhibition Curator Anni Nørskov Mørch.

This year's final project exhibition will open on 28 June under the headline 'United Diversity'.



Practice track with workshops

The Citizen Is the Starting Point

In Denmark, the public sector is responsible for schools and care homes, among others, and constitutes a safety net offering help to citizens who are ill or unemployed.

But how do we offer citizens the best possible help? In Denmark, this is a frequent topic of debate. Kolding Municipality has chosen a different path. Instead of offering the same service to all, we want to provide citizens with the services they need. To do this, we use design thinking.

When you design something, you take as your starting point the needs of the users, our starting point is the needs of the citizens. Here it is not enough that the nurse is good at nursing. She also has to be able to determine whether the individual citizen needs more than nursing and thus adopt a cross-professional approach. When she identifies a challenge that cannot be solved with nursing, she must introduce the required professions.

Here in Denmark we have spent so many years focussing on high professional standards, we often forget to look at the bigger picture. When a senior citizen becomes ill and weakened, he may need more than just medical attention. His spouse may have passed away, and he may be lonely and forget to eat. We need to identify the problem and do something about it.

Staff at our municipality practise using this new approach e.g on a practice track with workshops that supports the design of unique solutions for the individual citizen. Here the staff, with the help of a trainer, can test their role in everyday interplay with citizens and colleagues.



THOMAS BOE
CITY MANAGER

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