

LOOP CITY

A strategic collaboration between 10 municipalities, the Capital Region of Denmark and the Danish State

Anja Kraag, programme director, LOOP CITY
www.loopcity.dk

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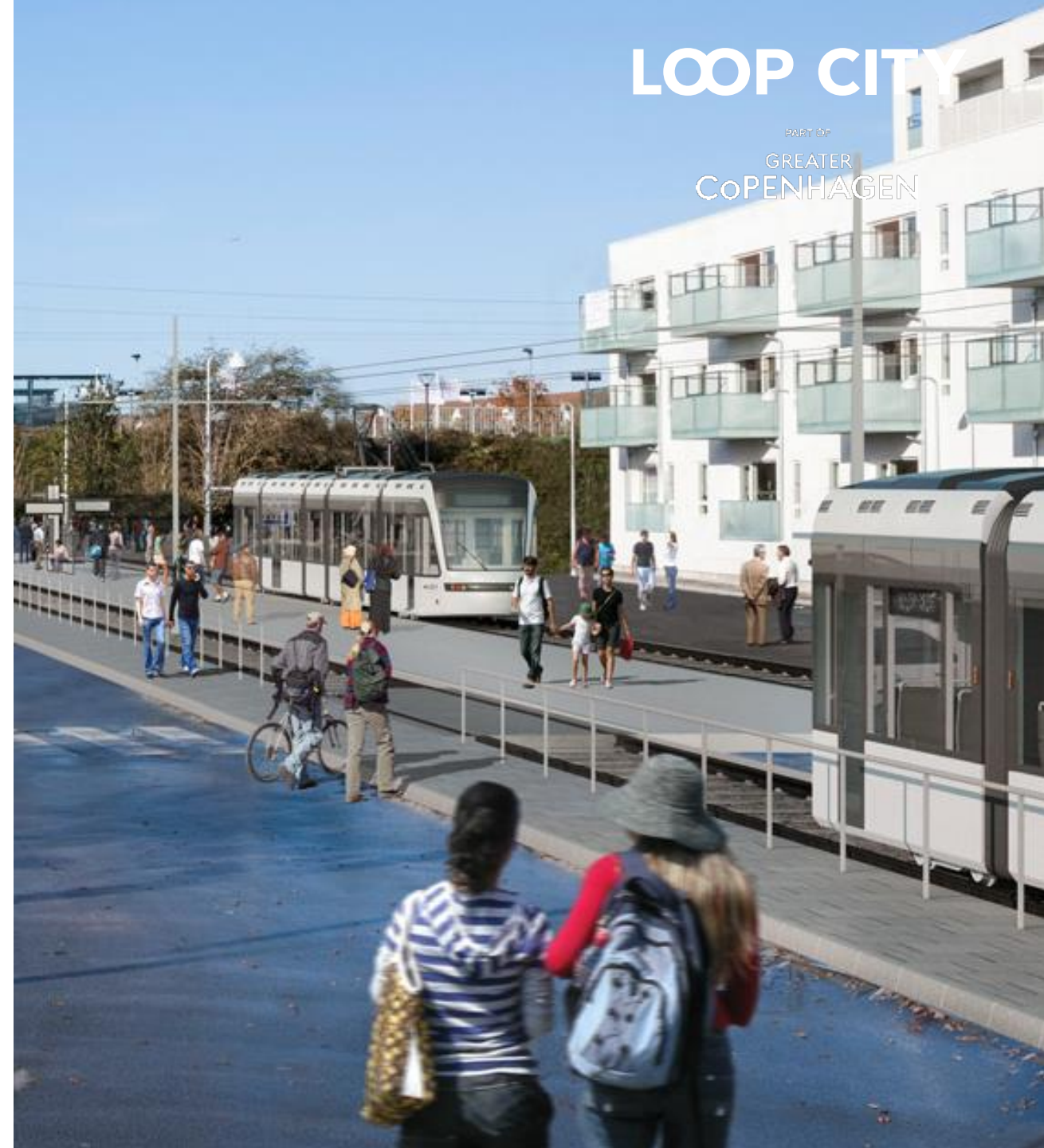
- Greater Copenhagen
- LOOP CITY
- Municipalities





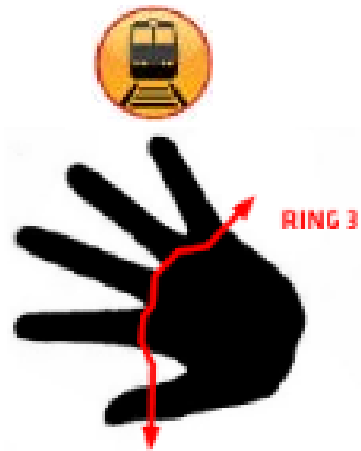
The shared objectives of LOOP CITY are to:

- Create sustainable and dynamic urban and business development along the new light rail
- Improve the quality of urban life and the conditions for residential and business development throughout the corridor
- Become an internationally recognized example of best practice in collaborative, strategic urban management
- Attract investment
- Attract passengers to make use of public transport through focusing on the physical environment and station proximity



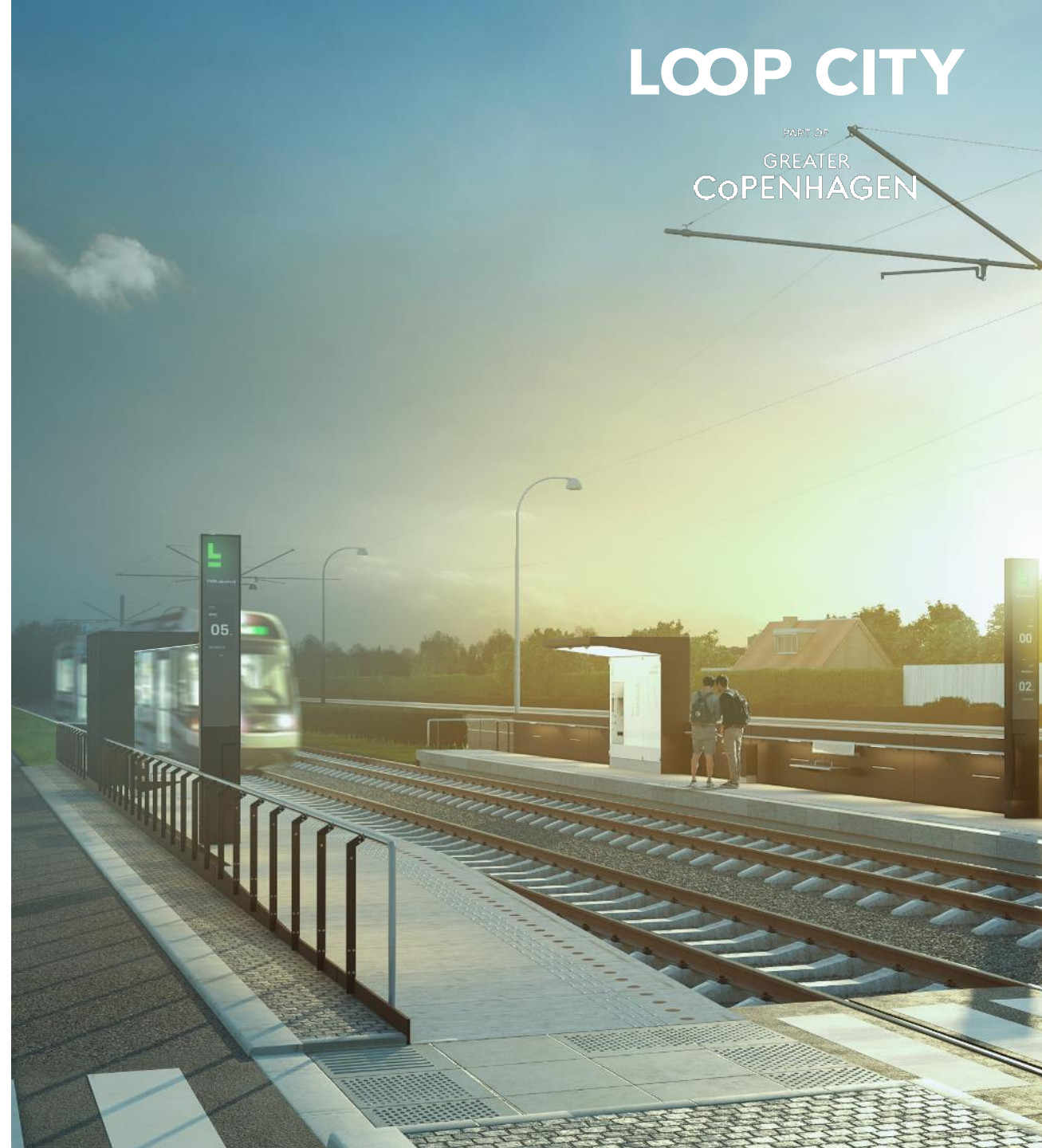


A new light rail will connect the 10 cities and make it easy to get across the city



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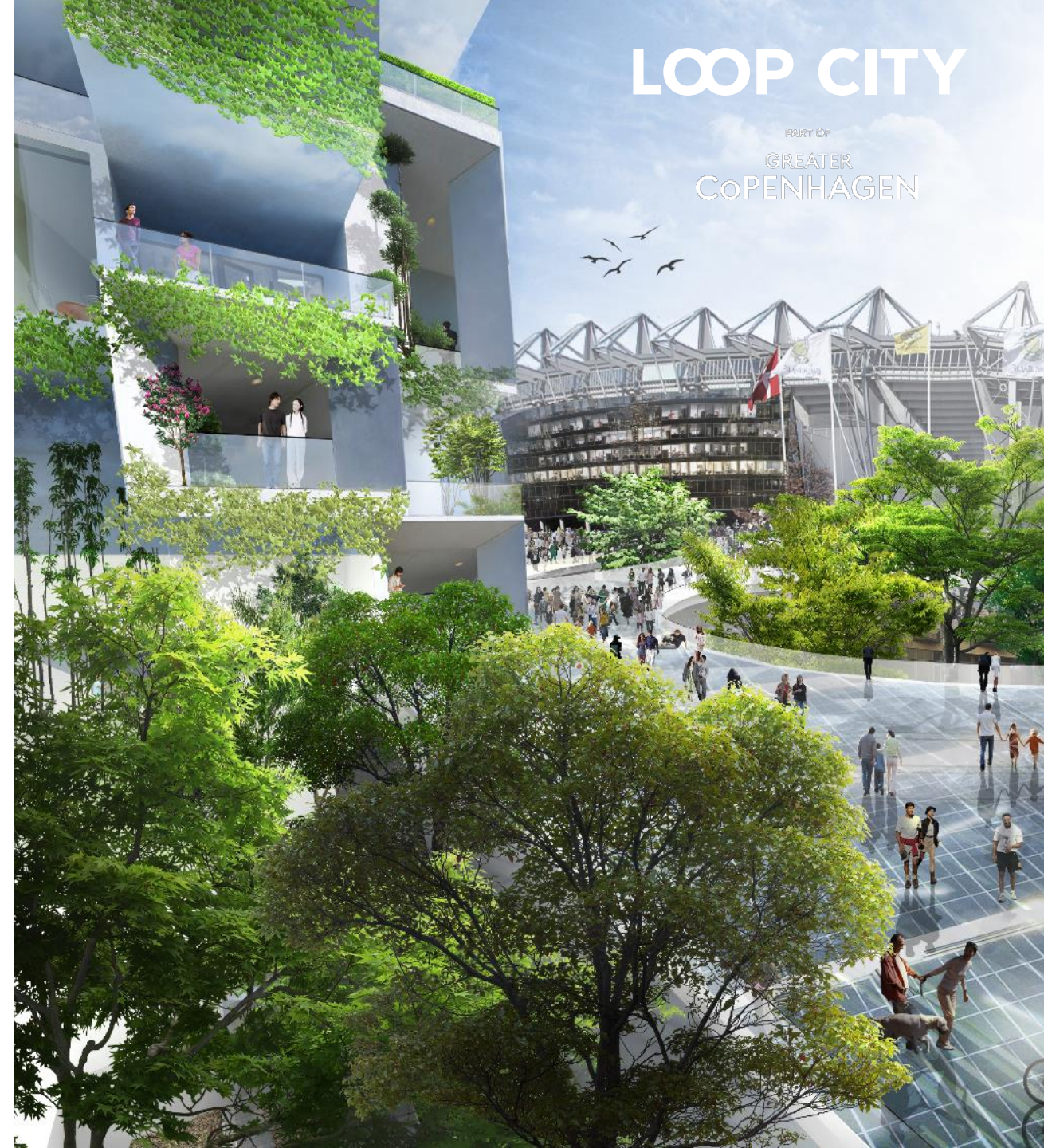




Magnet cities:

1. Attract young wealth creators
2. Undergo constant physical renewal
3. Have a definable city identity
4. Are connected to other cities
5. Cultivate new ideas
6. Are fundraisers
7. Have strong leaders

Source: www.kpmg.com/uk/magnetcities





The light rail supports growth in a broad perspective

- Collaboration between universities, companies and hospitals
- Optimized location of public institutions and workplaces
- Better access to culture, sports and spare time activities
- Better coherence in everyday life – for researchers, expats, families and singles without car etc.





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Magasinet

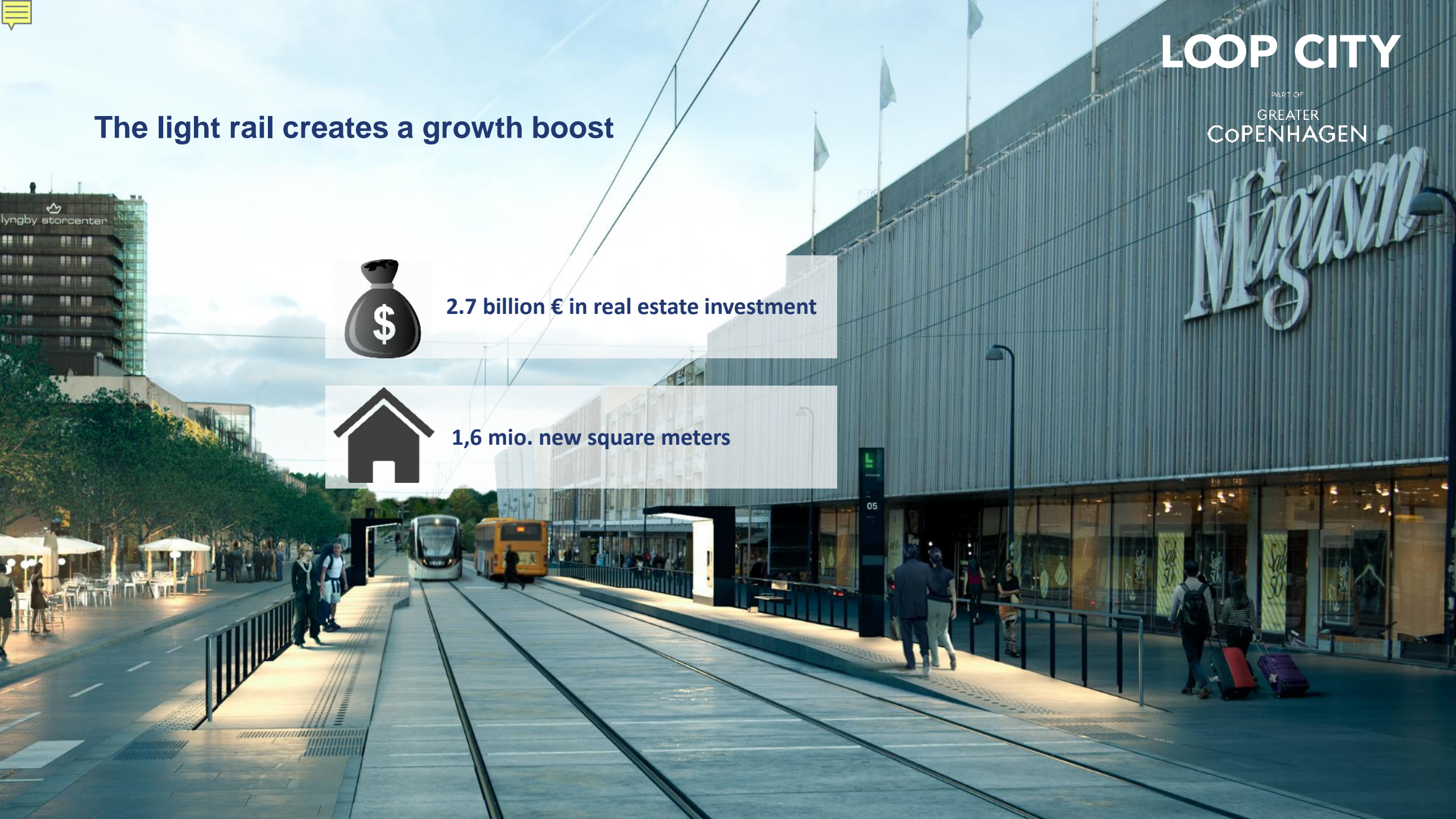
The light rail creates a growth boost



2.7 billion € in real estate investment



1,6 mio. new square meters





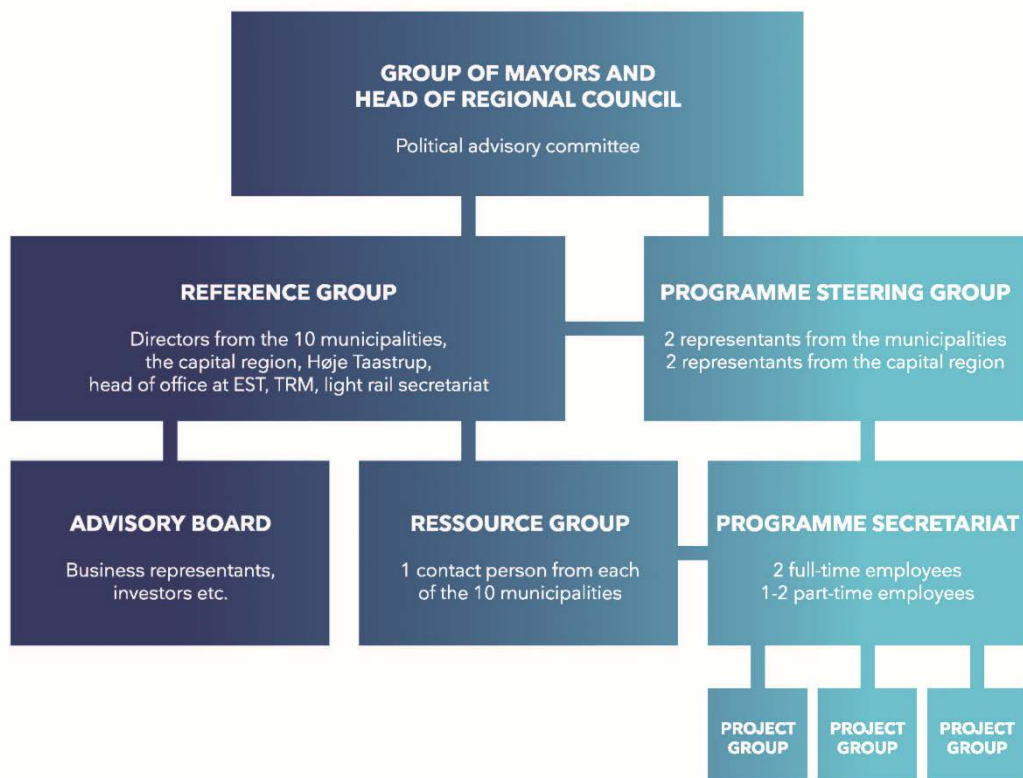
And many new jobs and citizens

- 25.000 jobs in office buildings
- 18.500 citizens





Organization



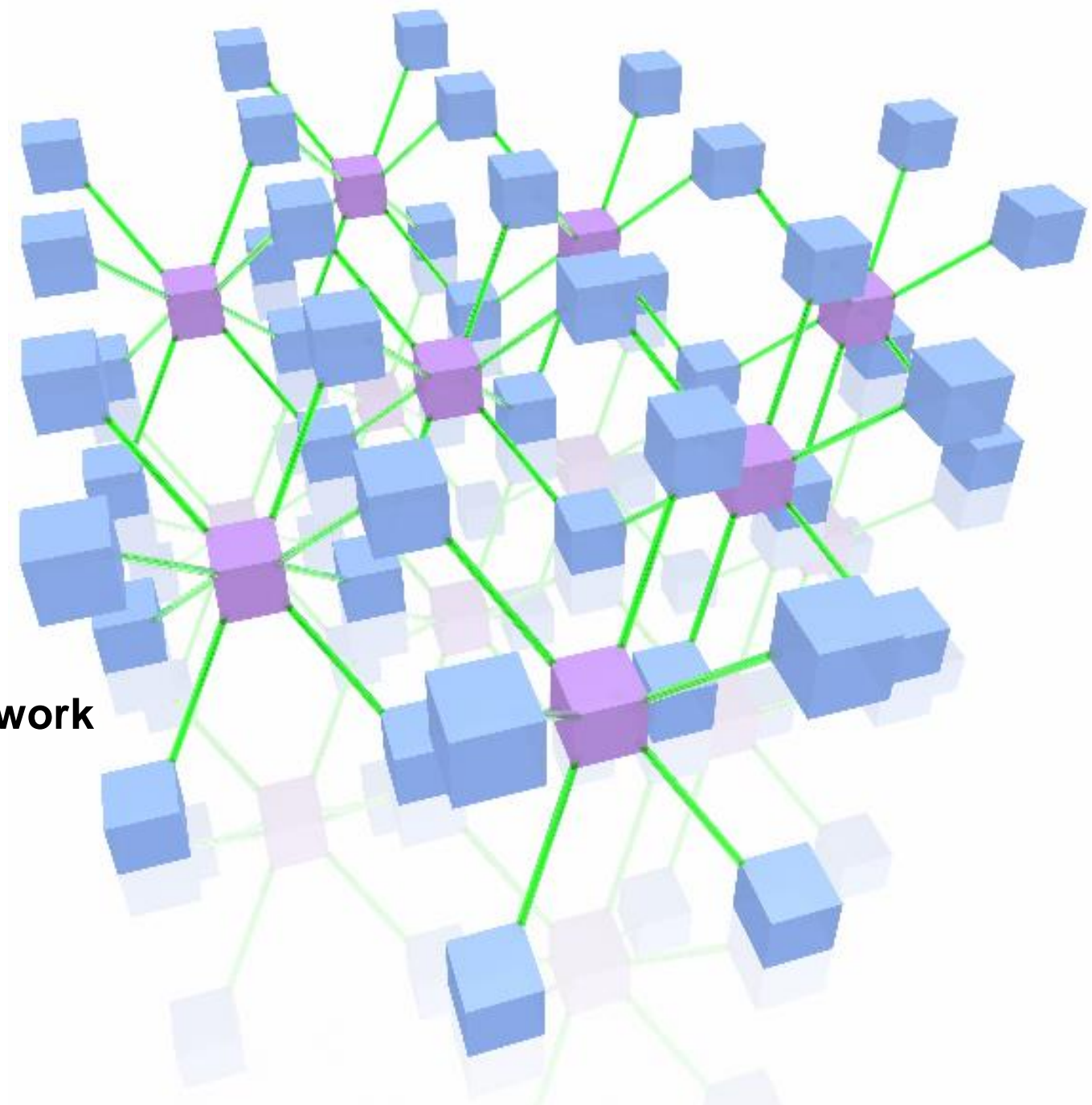
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Collaborative network

Political summits

2009: LOOP CITY – the vision

2010: How do we solve the urban challenges

2011: The first agreement about the light rail

2012: From vision to reality

2013: The final agreement about the light rail

2015: The light rail as a driver for growth

2016: The light rail construction act passed

LOOP City 2017
Politisk charter

Towards LOOP CITY, Political charter 2012



FORBIND (Connect)

FORTÆT (Densify)

FASTHOLD OG **F**ORSTÆRK (Maintain and improve)

FORTÆL (Tell)

FORTSÆT I ÅBEN PROCES (Continue in open process)

Factors affecting the location of a business

Primary factors:

- Work force and customers
- Infrastructure
- Relations to the area
- Costs

Secondary factors:

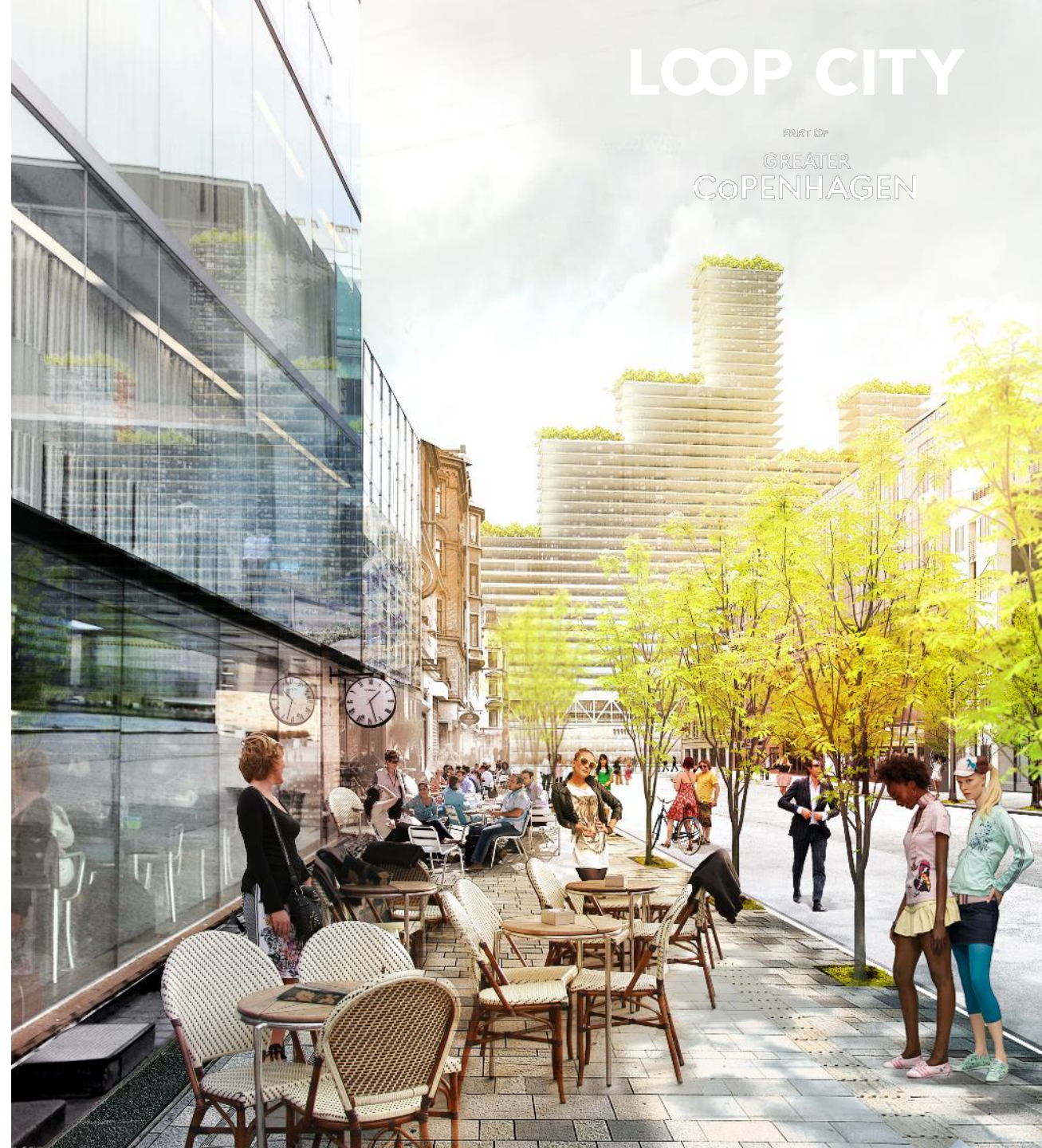
- Culture and nature
- The image of the area
- Urban environment
- Public service





Attract more investment

- Make sure traffic runs smoothly
- Create a clear identity
- Clarify the economic benefits
- Minimize the risk of the investors





Digital Infrastructure

LOOP CITY's vision is to become Europe's largest connected hub for intelligent urban solutions



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PHASE 1
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A man in a blue suit and tie is holding a smartphone in his right hand. The phone's screen is glowing with a bright light and displaying a network of nodes and lines. Overlaid on the background is a world map with various digital elements like circuit lines, nodes, and a central circular graphic. The overall color scheme is blue and teal, with a futuristic, digital aesthetic.

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The digital economy is the single most important driver of innovation, competitiveness and growth



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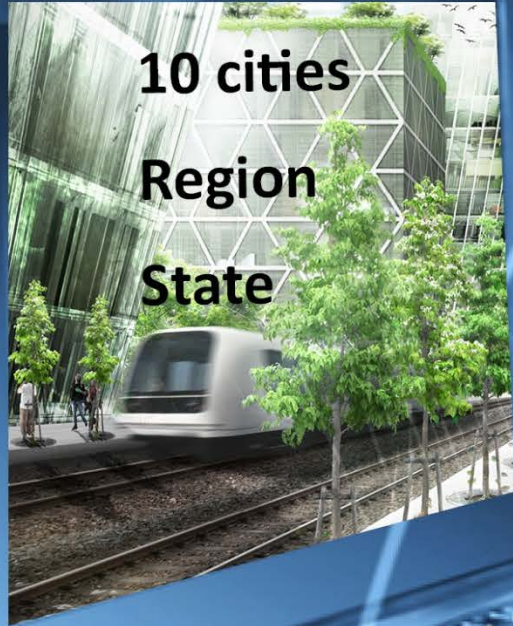


Job creation in the digital sector

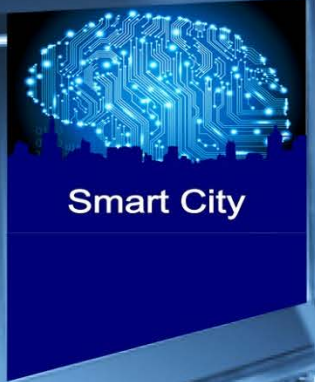
- The European Commission estimates that there is a potential for 1.5 million more jobs in the EU Internet Economy through digital entrepreneurship
- For every job created in the high-tech sector, 5 jobs are created in other sectors



Connecting cities
Building successes



10 cities
Region
State



Smart City



JOBS



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URBACT – TechTown

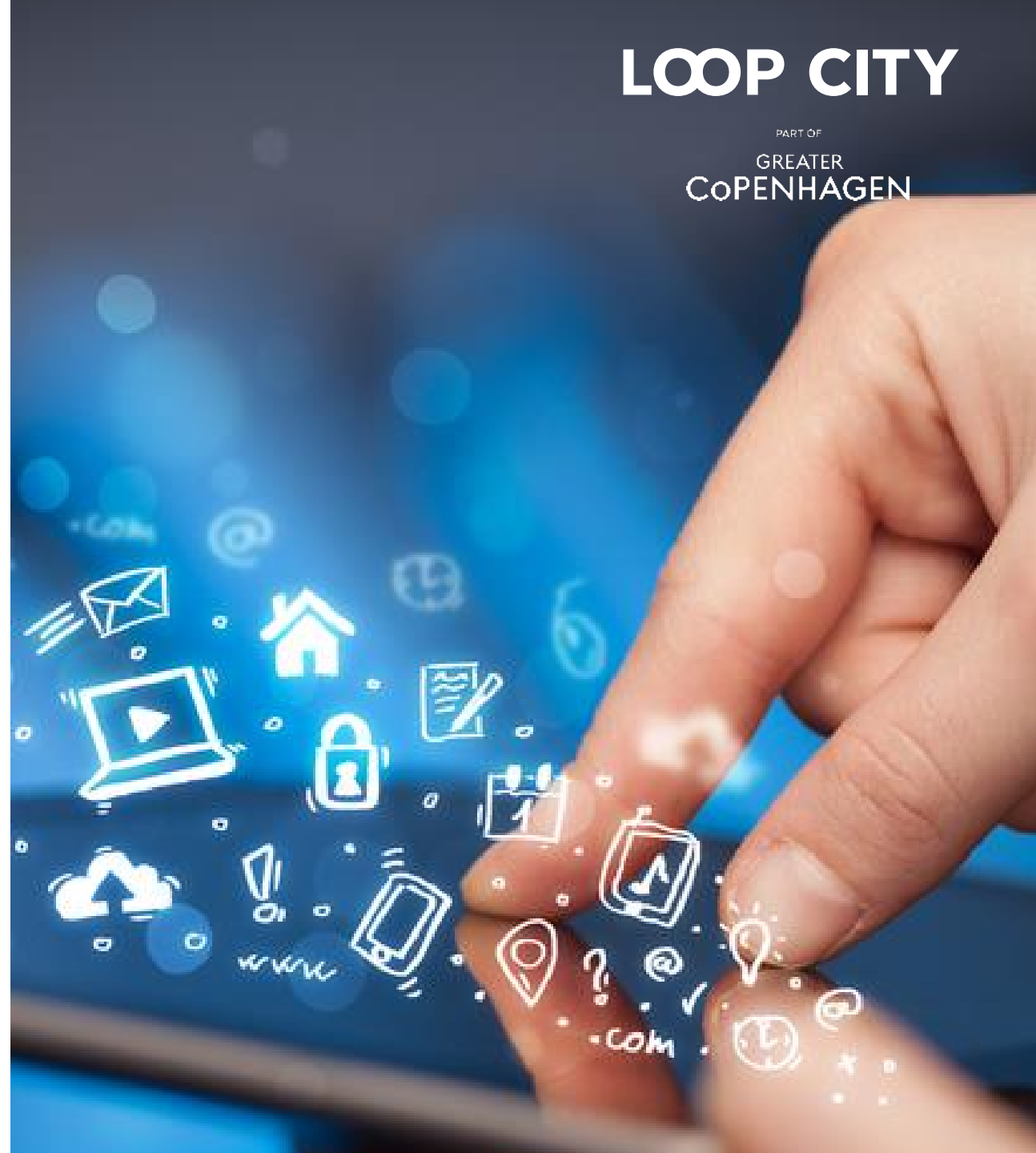
Growth and job creation through smart city initiatives



Connecting cities
Building successes

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Knowledge sharing across national borders



Connecting cities
Building successes



European Union
European Regional Development Fund



Connecting cities
Building successes



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Great things in business are
never done by one person.

They're done by a team
of people.

Quote by Steve Jobs



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