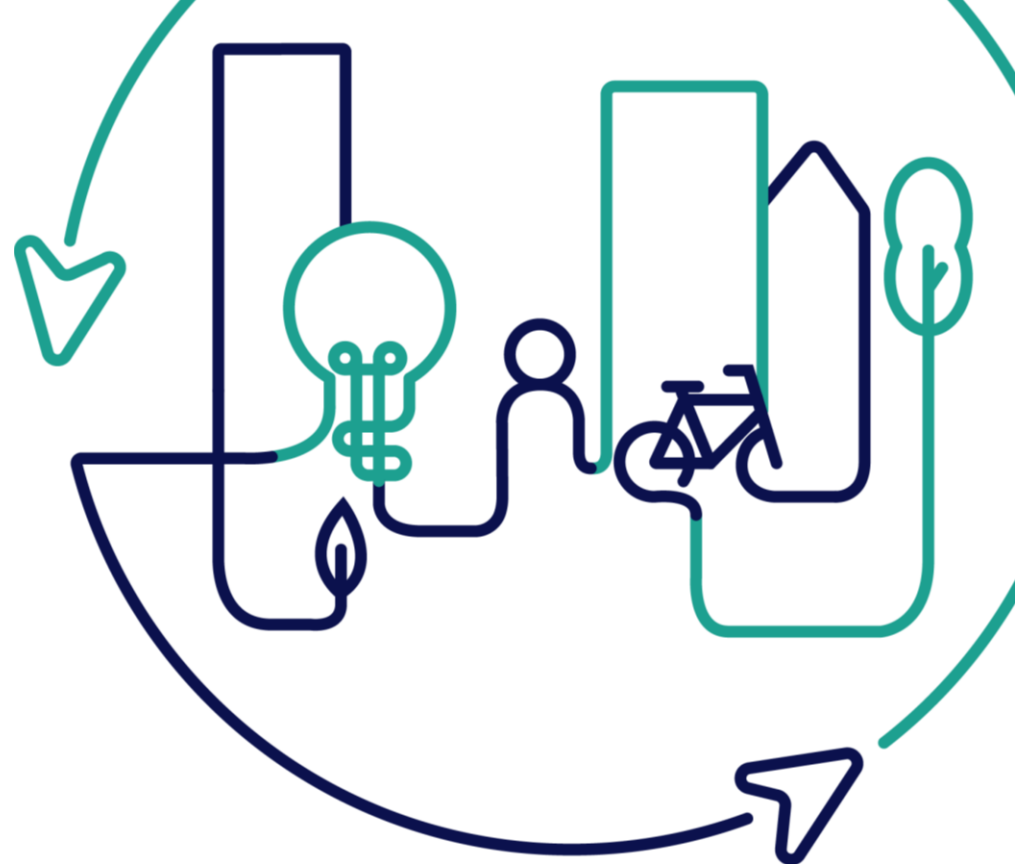


EUROPEAN U R B A N INITIATIVE

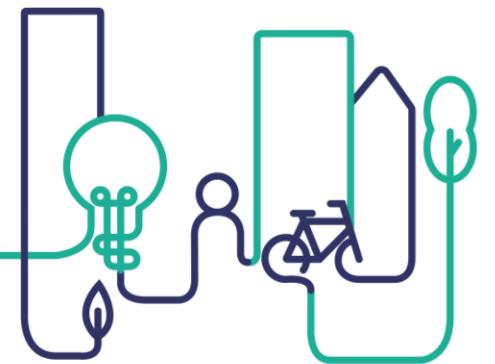


Co-funded by
the European Union

Sustainable Cities, Innovative Futures

Lessons from the Innovation District, Ørestad Innovation City Copenhagen

Welcome!



Co-funded by
the European Union



Session Plan

09:45

Introduction

09:55

Presentation by Sophie Bruun

10:15

Q & A

10:30

Group Activity

11:00

Feedback

11:00

Wrap-up & Close



Session Aims

1

To share some of the innovative approaches taken by OICC to create a sustainable, forward-thinking urban environment.

2

To provide insights into the innovation district model through practical examples

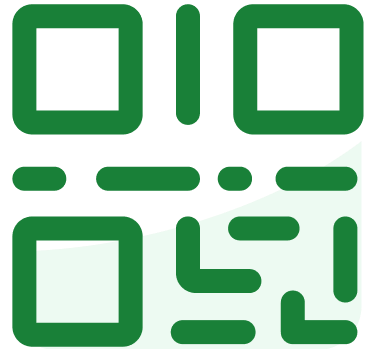
3

To provide participants a chance to reflect on local transfer opportunities

4

To promote participant discussion, exchange and exploration of potential partnerships

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What sector do you represent?

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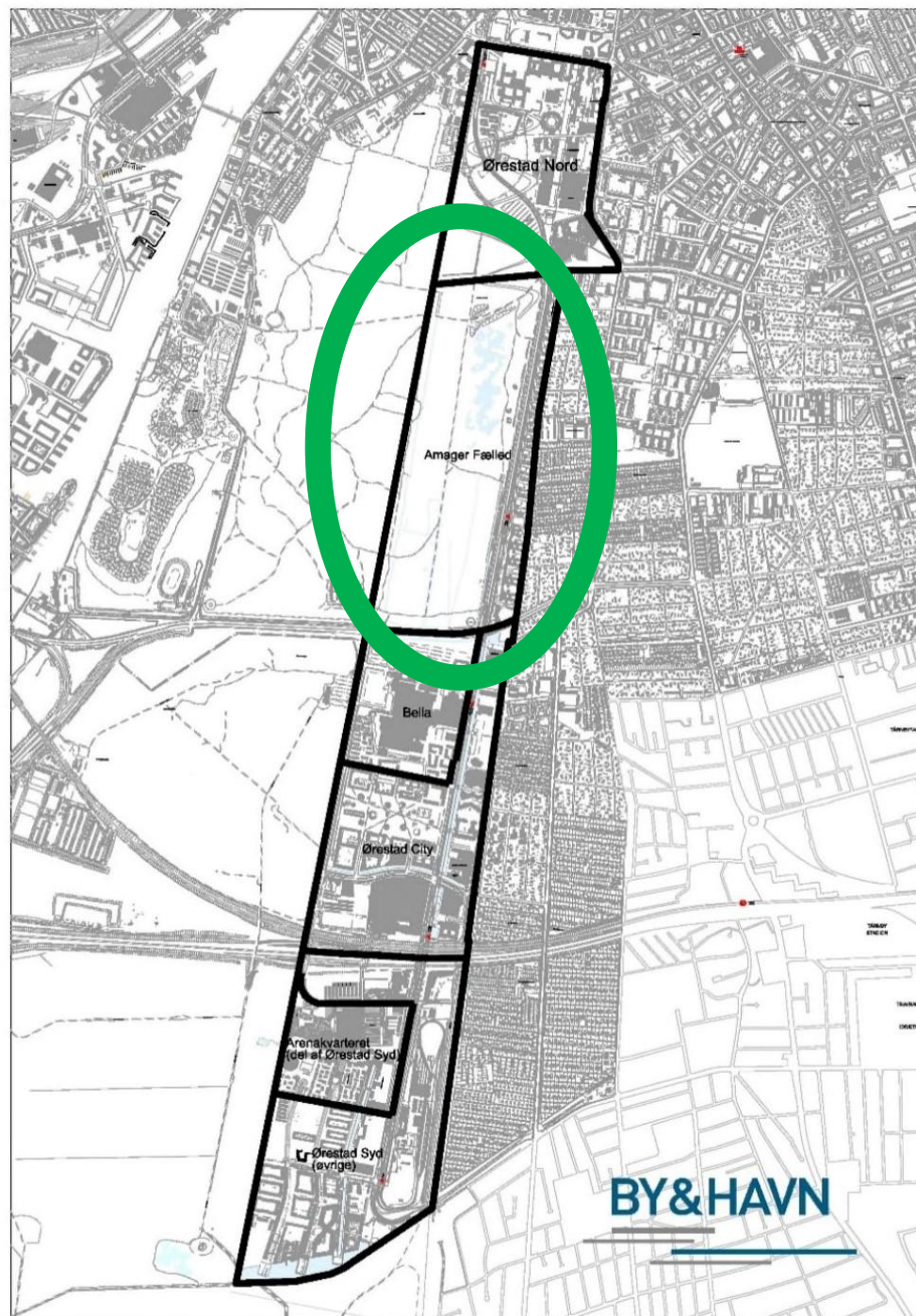
**What is your knowledge of
innovation districts?**

ⓘ Start presenting to display the poll results on this slide.

**Let's
hear
from
Sophie!**

Driving innovation, sustainability and placemaking in an innovation district

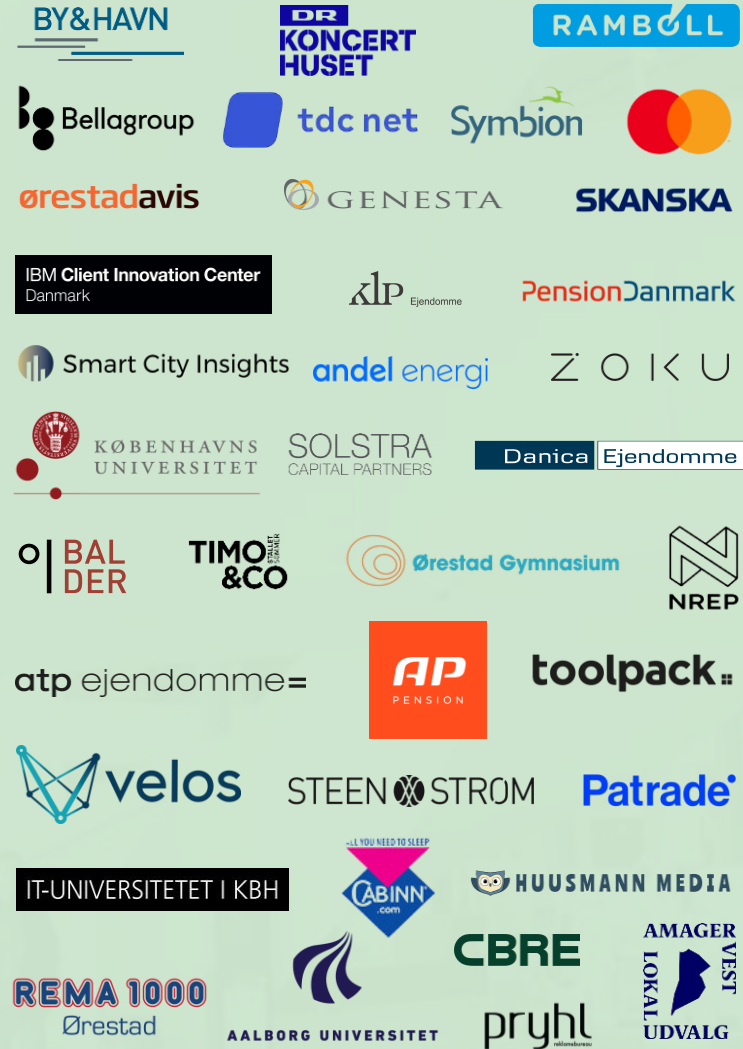
Tampere, May 29th, 2024



Nature and City side by side



MEMBERS



ØRESTAD INNOVATION CITY COPENHAGEN



- **Wants to ensure that the urban development ecosystem has better data (knowledge) in order to create healthier, greener and more liveable cities**
- **We gather the ecosystem and examine the need for data/knowledge**
- **6 very different use cases - 3 thematic workshops - 4 municipal workshops**
- **Expert groups in Denmark and abroad**
- **Identifies and works with the data sources (private and public)**
- **Develops and tests the data models in Ørestad**
- **Model for Data Collective for Urban Development**

What kind of data is in demand?

Climate

Behaviour

Attitude/personas



Socio-economic profile, biodiversity, Co2 and air pollution particles, store composition - which types, which themes, physical infrastructure

DinGeo, Geomatic, DMP, DMI, Everimpact, DST, KRAK, Visa, Mastercard.....

Who uses the area (citizens, visitors)? What is the behaviour of citizens on weekdays and weekends? Are they looking away, and where are they going? What are the consumption patterns of the citizens in the area?

Strava Metro, 3 Insights. DOT, Visa/Mastercard, supermarkets, banks.....

What do the residents and other stakeholders say about the area? What unfulfilled needs and dreams are present? Which communities are present and use the area?

Backscatter, Dexi, Visa/mastercard, banks.....

Collaboration Model



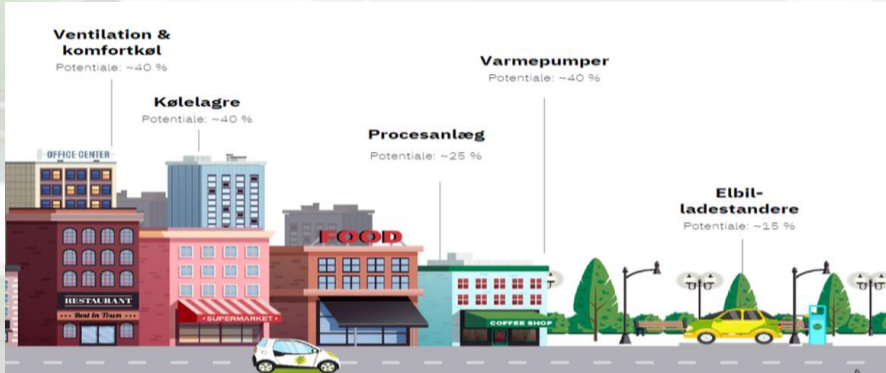
Cofinancing og use-case owners:



Project co-owners:



ENERGY FLEX LAB ØRESTAD



Goal:

To produce, store and optimize solar and wind energy in our existing buildings

Sub-goals:

- To connect and use the consumption flexibility of existing buildings via the Flex Platform
- To calculate an overall financial gain
- To reduce CO2 emissions and contribute to Denmark's 70% climate target
- To jointly test in a geographically limited area,





Flex Platform

- Receive payment for your spending flexibility
- Reduces CO2 emissions
- Ensures security of supply for private households
- ROI within few years

Energy FlexLab Ørestad

Living lab - the first district in the world to actively participate in ensuring a local, sustainable, stable and safe power supply.

Ørestad as a role model for how citizens, public institutions, companies and energy companies jointly develop knowledge and energy-efficient solutions.

Energy-efficient solutions make Ørestad visible and brand it as Copenhagen's green innovation district - at home and abroad.

Collaboration



Business Improvement District (BID) Ørestad City

Launched January 2024



Invited the retail and service industry in Ørestad City to collaborate to create more business in both shops and eateries and more life on the streets

Less talk – more action

Participants meet at regular intervals to plan both short- and long-term initiatives that will focus e.g. wayfinding, events
Target group residents as well as employees of the surrounding companies

Branding of Ørestad

Collaboration Model



BIDdanmark
Liv til byen

ØRESTAD
INNOVATION
CITY
COPENHAGEN



STEEN Ø STROM



Ørestad
.net

IAMLIVIN™
COPENHAGEN

alp Ejendomme

Role:
Initiator

REMA 1000
Ørestad



SIMIAN

WHAT HAVE WE LEARNT?

- Authority
- Responsibility
- Say in development
- Closeness to funders
- Billing hours

- Translator
- Question of funding
- Dependency
- Non-experts

- Seen as responsible
- Nursing and extra resources required
- Branding

Role:
Project owner

Role:
Facilitator

Role:
Initiator

THANK YOU

**LOOK FORWARD TO CONTINUING
THE CONVERSATION!**

sb@oicc.dk









**Questions
&
Comments**



**Group
Activity**

TRANSFER CANVAS

A discussion guide for reflection & opportunity

<p>What strategic challenges facing your city could be aided by an innovation district?</p> 	<p>What is the unique offering of this model for your city not currently replicated locally?</p> 	<p>Are there elements which you test on a small scale locally?</p> 
<p>Who are the main stakeholders to involve in the development of a concept like this in your city?</p> 	<p>What are potential barriers to developing this model locally?</p> 	<p>How could transnational or cross regional collaboration multiply impact? Ideas for collaboration</p> 

TRANSFER CANVAS

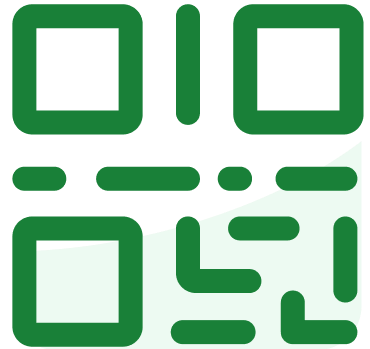
HOW DOES IT WORK

- Break into groups of 4-5 people
- Discuss and exchange on the questions posed in the frames, in so far as time allows
- Feel free to move randomly around the canvas
- Note key ideas in each of the canvas building blocks
- Afterwards, we will ask you to share concisely key reflections from the exercise



Feedback

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What are your key takeaways from this session?

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What's next for you?

11:15

Coffee

11:30

Meet the Cities Market Place

12:30

Lunch

14:00

How to make it all happen?

15:30

**What's next in your journey
towards sustainable
development?**

Thank you

