

# GLOBAL COMPACT COMMUNICATION ON ENGAGEMENT

**Executive Statement:**

December 2017

## Statement of Danish Architecture Centre's continued support for the UN Global Compact

I am pleased to reaffirm Danish Architecture Centre's support to United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

The Danish Architecture Centre works in accordance with Danish legislation that implements all issues regarding workers' rights, human rights and anti-corruption as described in the UN Global Compact. Therefore, we choose in this publication to highlight our own projects, which aim to involve, engage, and enlighten citizens, professionals and political decision makers within the green transition, climate adaptation and sustainability, which are also an important element in Global Compact.

In Danish Architecture Centre, we believe that architecture has a vital role to play in overcoming many of the great challenges of the future. We believe that these challenges must be solved in interaction with different professional perspectives and that we, by pooling our resources together, can achieve greater reach and effect. Therefore, we work as an open platform between citizens and professionals, culture and business, Denmark and the world. An open platform for co-creation, open innovation and democratic engagement that contributes to creating economic, social, and environmentally sustainable development - both in Denmark and internationally.



**Kent Martinussen**  
CEO, Dansk Arkitektur Center

## Danish Architecture Centre's initiatives and projects

Below, we have selected five projects, which represent the Danish Architecture Centre's approach to creating positive change in society in addition to promoting and spreading awareness about the agendas which the UN Global Compact works with. The Danish Architecture Centre's objective is to create broad interest in architecture, to promote sustainable and coherent development of the Danish physical environment and to show how architecture creates cultural and economic assets for people, society and the industry.

The Danish Architecture Centre works as an agenda-setting player involving, engaging, and informing a wide range of people - from citizens of all ages, to professionals and public policy makers. Activities consist of exhibitions, family workshops, professionalization, education, seminars, guided tours, professional and cultural conferences and events.

### ART OF MANY AND THE RIGHT TO SPACE – exhibition

The exhibition, Art of Many and The Right to Space highlighted the insisting effort of Danish architects insist on creating high quality architecture to benefit the community as a whole – not just the select few. The exhibition was first displayed as the Danish contribution to the 2016 Venice Architecture Biennale. It was then displayed in the Utzon Center in Aalborg and finally, in the summer 2017, in Danish Architecture Centre.

The exhibition did not focus on one Danish architect, but presented more than 70 architectural practices and in excess of 130 models, which together reveal the extensive social commitment and the humanistic approach that are the hallmarks of Danish architecture. In a large-scale video installation, the guests could encounter one of the major advocates of humanistic architecture, Professor Jan Gehl.

#### **Partners:**

The project was funded by Realdania, Ministry of Culture Denmark, the Danish Arts Foundation's Committee for Architecture Grants and Project Funding, the Dreyer Foundation and the New Carlsberg Foundation. 'Art of Many and The Right to Space' was curated by Boris Brorman Jensen and Kristoffer Lindhardt Weiss. The exhibition was the result of close collaboration with the Danish Arts Foundation's Committee for Architecture Grants and Project Funding.

### SUSTAINABLE BUILD - innovation project

The Danish Architecture Centre has for two consecutive years developed and operated the innovation project Sustainable Build together with Leaderlab. Sustainable Build is a collaboration between the Danish Industry Foundation and the Danish Architecture Centre, which derives from a call for initiatives promoting sustainable production by the Danish Industry Foundation.

The purpose of Sustainable Build is to create growth in sustainable building. The project helps strengthen the competitiveness of sustainable solutions and scale new sustainable products and business models. Sustainable Build brings together the industry in an international innovation process where we identify challenges, develop solutions, share knowledge, strengthen cooperation and accelerate innovations.

Sustainable Build is realized in close cooperation with the construction sector's suppliers, builders, businesses and organizations.

**Partners:**

The project is a collaboration between the Danish Industry Foundation, the Danish Architecture Centre, and the Fund for Green Business Development and has been developed in cooperation with Leaderlab. Sustainable Build is realized through partnerships with NCC, the Central Denmark Region, PensionDanmark, Henning Larsen Architects, Tarkett, The Architecture Project, Derbigum, Ege, Flügger, Frøslev træ, Furesø municipality, Junckers, Kebony, Outrup Vinduer & Døre, Rheinzink, Wienerberger, Xella, Abeo, Advanced Nonwoven, AY Arcgency, Connovate, DAKOFA, Dansk byggeri, Geniebelt, Green Building Council, GXN, Henrik Innovation, KALK, Lendager Arkitekter, Molio, The Trade Council and Vugge til Vugge.

## SBL - training of Danish city leaders

STRATEGIC URBAN MANAGEMENT are comprehensive skills development programs with a focus on the strategic development and adaptation of cities. The focus is on city management in a time marked by green transition, globalization, and the challenges of the welfare state in addition to building networks, both nationally and internationally.

The Danish Architecture Centre offers three different programs: SBL for Directors, SBL for Technical Directors and SBL for Politicians. Through STRATEGIC URBAN MANAGEMENT programmes, mayors, municipal managers, technical directors, development managers and the like develop skills to undertake strategic leadership, identify challenges and potentials and implementing strategic goals.

**Partners:**

STRATEGIC URBAN MANAGEMENT is designed and operated by Danish Architecture Centre on behalf of a partnership between Reladania and The Association of Technical Directors in Danish Local Authorities (KTC) and The Danish Association of Local Government Executives (KOMDIR).

## Deleby (Sharing Cities) – Entrepreneurship project about sharing economy knowledge and business

Sharing City is a national Danish knowledge and communicative project conducted between August 2015 – December 2016. The partnership project aimed to make the Danish population more familiar with sharing economy and explore potential impacts of different variations of sharing economy to improve our cities, urban and rural communities. The Sharing City project has drawn together municipalities, businesses, associations, innovators, residents and researchers in order to jointly come up with new ideas and business models within the scope of the sharing economy. These ideas and business models have the potential to play a significant role in optimizing our use of resources to help improve our cities and environments.

**Partners:**

The Sharing City project is financed by the Danish philanthropic foundation Realdania and the Danish Business Authority through the means of the Green Business Development Fund.

The Sharing City project partnered with seven Danish municipalities: Frederikssund, Copenhagen, Lejre, Middelfart, Nyborg, Slagelse and Sønderborg municipalities. Midway in the process, 24 sharing economy innovators also got involved in the partnership.

Rambøll Management Consulting and Rainmaking Innovation were advisors in the Sharing City project. Media partners include Politiken and Kommunen.

Danish Architecture Centre developed and operated The Sharing City project.

## Wasteland – exhibition

The exhibition 'Wasteland – from leftover to architecture' (Wasteland – fra affald til arkitektur) shed light on waste in a new fascinating way. Not as a leftover product, but, on the contrary, as a vital and untapped resource in order to create a more sustainable society. The focus was on upcycling, i.e. creating improved materials from leftover materials, and how upcycling is possibly even without compromising aesthetics or economic reason.

The exhibition displayed beautiful, modern alternative use of waste as floors made from car tires, ceilings from plastic bottles and walls from reclaimed wood. Through this, the exhibition took many of the world's major sustainability issues into consideration and provided examples alternative use of waste that can help remedy plastic polluted oceans, ensure sustainable consumption and production patterns, diminish excessive use of wood etc.

### **Partners:**

The exhibition was curated by the architecture firm Lendager Group, who is a frontrunner in upcycled production, and was developed in cooperation with Danish Architecture Centre. The exhibition was funded by Realdania, Danish Arts Foundation and The Dreyer Foundation.

not only more and more in the development of architecture and construction. It also comes into our homes and daily living.

## Danish Architecture Centre's results

The Danish Architecture Centre works as an agenda-setting player involving, engaging, and informing citizens, professionals, and public policy makers. The topics, which the Danish Architecture Centre deal with, are current societal themes which have a long life and a broad impact. That is why the effects for the activities are aimed at the long term. The objectives and results of the activities are therefore a mix between a large dissemination of the messages, and to an even greater degree, the relevance of the activities' recipients, participants, and project partners.

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Project	Results
<b>Art of Many and The Right to Space</b> Exhibition	<ul style="list-style-type: none"><li>• Total visitors: 165.675 in Venice, Aalborg and Copenhagen.</li><li>• Eight events for a broad audience consisting of both professionals and the public engaged in how the world surrounding them is designed: Two lectures featuring Jan Gehl, a boat trip guided by Copenhagen's Chief City Architect, Tina Saaby, and five guided tours to architectural sites exemplifying the exhibition theme. Audiences engaged: approx. 500.</li><li>• Net Promoter Score = 56 (based on the Copenhagen exhibit). This is an all-time high score for exhibitions at Danish Architecture Centre</li><li>• Based on audience feedback, the exhibition managed to:<ul style="list-style-type: none"><li>○ Engage audiences in wanting to get involved in how the world around them is designed</li><li>○ Create awareness on architecture's impact on people and society</li><li>○ Create hope for a better, more sustainable and humane physical environment</li></ul></li></ul>

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Project	Results
<b>SUSTAINABLE BUILD</b> Innovation project	<ul style="list-style-type: none"><li>- 32 businesses and organizations have engaged as partners in removing barriers for sustainable building through cooperation across branches and sectors of the building industry</li><li>- 18 innovations (national and international) have received feedback from the Danish building industry</li><li>- 411 experts have participated in Sustainable Build events<ul style="list-style-type: none"><li>○ 95% have gained new knowledge, ideas or contacts for developing their business</li><li>○ 90% have planned to meet up with other participants after the events for further cooperation or idea generation</li></ul></li><li>- Partners have invested 7.000 working hours into the project</li><li>- 39 decision makers have worked together in 3 Industry Task Forces</li></ul>

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Project	Results
<b>Deleby</b> Entrepreneurship project	<ul style="list-style-type: none"><li>- Feasibility study on the potential for sharing economy</li><li>- Publication: Sharing City – A Co-Created Magazine on Sharing Economy of Cities &amp; Local Communities published in both English and Danish. The publication is available online and has been distributed to city councils, journalists and other</li><li>- Sharing Week: Touring all seven partnering municipalities presenting concepts of sharing economy to inspire citizens and other interested audiences. Participants: 250 in Copenhagen, unknown in the other municipalities</li><li>- Three Innovation Sessions: A two-day sessions focusing on matchmaking between partner municipalities and 29 teams of innovators, mentoring innovators and refining the innovators' business models. Four innovators and municipalities entered into dialog and cooperation.</li><li>- Two conferences on Sharing Economy and it's potential for creating better cities and local communities. Participants: 210</li><li>- Debates at Folkemødet – The People's Political Festival. Participants: 300</li><li>- Social media engagement and reach: 208.479 reached through the project's Twitter and Facebook posts.</li><li>- 138 coverages in the press during the project's lifetime</li></ul>

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Project	Results
<b>SBL</b> Training of Danish City Leaders	<ul style="list-style-type: none"><li>- Throughout 2016, Strategic Urban Management has held 11 seminars and 4 study trips, totaling 328 participants.</li><li>- Throughout 2017, Strategi Urban Management has held 9 seminars and 2 study trips, totaling 199 participants.</li><li>- Three new networks of city managers have emanated from four Strategi Urban Management programmes completed in 2016/2017. Danish Architecture Centre acts as secretary for these networks. Total participants at network sessions: 96</li><li>- External evaluation of Strategic Urban Management conducted by COWI concluded that the program has had a national effect on Danish urban management, and that participants feel that the program has prepared them to take on strategic urban management and urban planning</li><li>- More than 60% of all Danish municipalities have participated in the Strategic Urban Management programme</li></ul>

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## Project

## Results

### Wasteland Exhibition

- Total exhibition visitors: 9.266, which was 50% above the expected (based on seasonal historical data)
- Exhibition based events: 1.380 participants in total. Examples:
  - Teaching on sustainability and upcycling for both school classes and teachers. Participants: 567.
  - 2 family workshops concepts focusing on upcycling and the future sustainable cities. Participants: 310.
  - 14 sold out guided tours on architectural initiatives in Copenhagen, which stand out regarding sustainability and/or liveability. Participants: 348.
- Net Promoter Score = 55.
- Based on audience data and feedback, the exhibition managed to:
  - Create interest on the exhibition theme among new audiences: More first-time-visitors than usual and guests from minimum 30 foreign countries.
  - Give audiences a new perspective on architecture, urban development, the building industry and design
  - Create awareness of the untapped potential of waste in the effort to create more environmentally and economically sustainable societies.
  - Engage audiences in wanting to get involved in how the world around them is designed

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The Danish Architecture Centre (DAC) is Denmark's national centre for the development and dissemination of knowledge about architecture, building and urban development. The DAC's core funding is provided by a public-private partnership between Realdania and the Danish government. The government is represented by: the Danish Ministry of Industry, Business and Financial Affairs and the Danish Ministry of Culture.