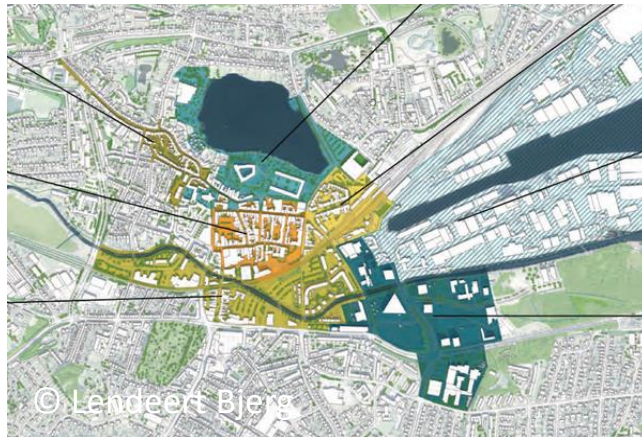


## Kolding City Centre - Kolding, Denmark

**BUSINESS KOLDING**



The aim of the pilot in Kolding is to strengthen urban life and promote retail in the city centre. Together with citizens, visitors, businesses and external partners, the aim is to find accessible solutions - and longer-term initiatives that are at the forefront of trends and create forward-looking solutions for the city. This is done by creating coherence and facilitating cooperation between the city's stakeholders and by creating synergies between stakeholders across the city.

### WHY | Purpose

The Municipality of Kolding is working with citizens and the local business community to strengthen urban life and promote retail. This is based on the understanding that future urban development will place new demands on the retail sector - and thus on city life.

Globally and in Denmark, the retail sector is undergoing a profound transformation, making a new focus for retail growth of great importance. There is a greater need for a strategic focus on supporting city centres and clarifying what experiences they should offer.

### HOW | Field of Action

The ambition is to create an attractive and coherent city centre across the eight districts of Kolding, where city officials involve the residents, companies, and cultural institutions.

- This is achieved by creating coherence and facilitating co-operation between the city's stakeholders, thus leading to synergies.
- The aim is to create ownership and a solid foundation for more long-term investment in and around the city centre.
- Kolding Municipality's key role is to provide relevant stakeholders with the opportunity to get involved and contribute to creating a vibrant city centre more easily. The relevant actors within the city area will be invited via their personal eBoks.

### WHO | Actors

- Residents of Kolding City
- Business owners
- Cultural institutions
- Employees of Kolding Municipality

### Contact

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*Quote "Ensure involvement in the development of the future city centre of Kolding is the key." - Lendeert Bjerg, Business Kolding*