Greater Copenhagen
The strategy
The regional growth and development strategy charts a course for future development in the capital region. Comprised of growth and development-oriented components, the strategy builds on dialogue with politicians, local authorities, companies, organisations, knowledge institutions and citizens. A follow-up action plan called “Regional Solutions to Regional Challenges” aims to ensure broad regional cooperation to realise the strategy in the coming years.
Turbo-charging Denmark’s growth engine

As Denmark’s growth engine, the capital region bears an enormous responsibility. In addition to creating the most new jobs, we generate more than a third of Denmark’s wealth. Our new strategy aims to turbo-charge this engine to create more growth and development, benefiting the region’s residents, the nation and Denmark’s position globally.

A powerful northern European growth centre
The capital region has what it takes to be a powerful northern European metropolitan region, which is why we must take the lead in the contest against other international cities to create jobs, increase growth and attract international investment. An important step towards a strong northern European growth centre is the development of Greater Copenhagen. With nearly four million people, 11 universities and 150,000 students and world-class researchers, we are equipped to compete with Hamburg, Berlin and Stockholm. The Oresund Bridge, the future Fehmarn Belt link and Copenhagen Airport, all important ports connecting Scandinavia to the rest of the world, play key roles in this regard.

An attractive place to live and do business
Time and again, Copenhagen has been voted the world’s best city to live and work in. More and more people are choosing to live in large cities; this brings responsibility and presents challenges in terms of creating good living conditions for people and an attractive business environment for companies. People want to live in cities where nature is close by, the air is clean and the water clear. At the same time, it must be easy to get around. We want smart traffic solutions for all forms of transport, including bicycle, train and car. And companies need access to skilled employees and a good framework for innovation, growth and development.

An even better health service
We will also work to develop a strong public health service. Denmark’s most precious resource is talented people. We believe in them, we develop them and we work to let them flourish. Our health service stands on the shoulders of previous generations dreams, ambitions and hard work to create equal access to the welfare society and to the health service. We owe it to them to continue improving, by exploiting the opportunities provided by new technology and digital solutions to create cohesiveness, value for patients and efficiency in the health service. New solutions and enhanced collaboration with the private sector will also ensure that Danish solutions in the health and welfare sector will gain a leading position in the global market.

A joint growth initiative
Strengthening growth and quality of life is a shared challenge in our region. We must continue to develop cooperation with local authorities, the business community, knowledge institutions and organisations. Through these efforts, we can realise the great potential of our region. Together we must create an attractive, green and innovative metropolitan region with high growth and quality of life for the benefit of visitors, residents and the business community.

Sophie Hæstorp Andersen (S)
Regional Council Chair
Contents

Introduction 3
Greater Copenhagen: Denmark’s growth engine 6
Improving growth 7
Capital Region of Denmark supports a strong Greater Copenhagen 11
Capital Region of Denmark focal points 13
Two frameworks and four strategic growth areas 14

Framework 1: Efficient and sustainable mobility 16
Framework 2: Highly-skilled workforce and internationalisation 20

Growth area 1: Health and welfare technology growth 24
Growth area 2: Green growth 28
Growth area 3: Creative growth 32
Growth area 4: Smart growth 36

Together we create results 40
Greater Copenhagen: Denmark’s growth engine

Both public and private stakeholders in the capital region must cooperate to achieve the vision of a metropolitan region with high growth and quality of life. Metropolitan regions are more than just urban centres. Efficient commuting options link the surrounding areas into metropolitan regions, and in Greater Copenhagen they are all interdependent. Through cooperation, the region can become more visible internationally, as 3.9 million inhabitants offer a wealth of opportunities for residents and companies alike. This is why the Capital Region of Denmark wants a strong Greater Copenhagen.

Greater Copenhagen is Denmark’s growth engine and the country’s only metropolitan region with a global impact. Copenhagen drives development throughout the country, giving the capital region a special role and responsibility for ensuring growth and job creation for the benefit of the entire nation.

Notably, the capital region:
— Generates around 40% of Denmark’s GDP
— Attracts around 85% of foreign investment
— Created around 75% of all new jobs in Denmark in the past decade
— Is home to companies that produce around half of Denmark’s exports
— Is the recipient of Denmark’s largest private and public investments in research and development

Greater Copenhagen competes with the most successful metropolises in the world for jobs and investment. The region’s strong position as one of the best in the world to live and work must be exploited to create further growth, more jobs and improved quality of life.

Greater Copenhagen
— Two regions and 46 local authorities in Eastern Denmark, as well as 33 local authorities and a region in Southern Sweden collaborate closely to create growth and development in the metropolis we call Greater Copenhagen.

— Residents, products and services move across national, regional and municipal borders, unifying the metropolitan region of Greater Copenhagen.

Vision for regional growth and development strategy

— A green and innovative metropolis with high growth and quality of life.
Growth, quality of life and sustainability go hand in hand in Greater Copenhagen.

Improving growth
Greater Copenhagen’s ability to compete with the world’s leading metropolises depends on improved cooperation across municipal, regional and national borders and between companies, educational institutions and the public sector. The aim is to focus initiatives and investments to allow Greater Copenhagen to benefit from its position of strength. We must be even better at the things we do well to create new growth in Denmark by taking advantage of the high quality of life, knowledge and adaptability in areas such as energy, digitisation, environment, health and welfare technology.

59%
59% of all national patents are registered in the capital region, Copenhagen ranking first among more than 200 metropolises worldwide.

5%
Each year, 5% of Denmark’s GDP is invested in research and development in the capital region, far more than what is invested in Stockholm and Hamburg.
Greater Copenhagen

The capital region is part of Greater Copenhagen, which is a collaboration between local authorities and regions in Southern Sweden and Eastern Denmark focused on generating growth. Greater Copenhagen’s shared targeted agenda is to create growth and development with the involvement of Eastern Denmark and Southern Sweden.

A well-developed business community with a highly trained workforce and core competencies in design, medicine, biochemistry, biotechnology, IT, telecommunications, environmental technology and food production.

A food mecca with unique quality products from farm to table.

The intersection of Scandinavia and Europe, with direct connections to 140 intercontinental and European flight destinations, the Oresund Bridge and the future Fehmarn Belt link.
A safe and secure society that’s pleasant to live in, has a high quality of life, trust and good public services – a solid foundation for developing modern health and welfare technologies.

A leading research community with 11 universities, highly specialised hospitals, bio-health clusters and a tradition of innovative collaboration environments.

An environmental metropolis with shared values on green growth, green transport, clean water and sustainable energy.

An attractive tourist destination with an array of urban, coastal, island and cultural options. From historic towns and vibrant urban environments to white sand beaches, beech forests and open landscapes.

A total workforce of 3.9 million, projected to grow to 4.1 million by 2025; short commutes and direct access to two national markets.
Vision for Greater Copenhagen

In 2020, Greater Copenhagen will be an international hub for investment and knowledge, in line with the most successful metropolises in Europe. By 2020, the collaboration on a focused growth agenda will have generated significant economic growth and increased employment in southern Scandinavia’s international metropolis, Greater Copenhagen.

What we do in Greater Copenhagen
Greater Copenhagen builds on the close collaborations and effective efforts of recent years in health, research, climate, environment, energy, infrastructure and tourism. Our collaborative efforts are targeted to ensure growth because we want to create jobs and the means to fund welfare, services and education throughout Greater Copenhagen.

With the Greater Copenhagen collaboration the capital region invites interested parties to join the partnership for a targeted growth agenda, including the business community, labour and employer organisations, research and educational institutions, regional growth forums and the state.

Greater Copenhagen’s two focus areas
— Internationalisation – because international companies, investment, tourists and a highly educated workforce generate growth and employment throughout the region

— Integrated labour market and business development – because a well-functioning region with good infrastructure, room for business and a high degree of attractiveness is essential for growth and employment
The Capital Region of Denmark supports a strong Greater Copenhagen and is willing to invest in its further development. One of the first steps involves a new analysis, with an international perspective, of regional growth and development for the entire metropolitan region.

The Capital Region of Denmark promotes the collaboration by focusing on three selected initiatives that are central to growth and development in Greater Copenhagen.

The Capital Region of Denmark considers it beneficial to create a coherent industry services across municipalities, regions and regional stakeholders, such as Copenhagen Capacity, Wonderful Copenhagen and Vaeksthus Copenhagen. A current challenge is the sheer number of players within the same industries. Programmes must also be better coordinated between stakeholders to allow the overall system to meet the needs of small and medium-sized enterprises (SMEs) in particular. A first step could be the development of common goals for coordinated and uniform access to municipal services for businesses throughout the region, combined with a quality and competence boost. The Capital Region of Denmark would like to contribute to such an effort.

The Capital Region of Denmark also considers it beneficial for the public sector to prepare a new spatial planning document for the Danish part of Greater Copenhagen to complement the existing Finger Plan, which does not cover the entire metropolitan region. The Greater Copenhagen parties have taken the first step towards a common “Copenhagen Proposal” to be incorporated into this regional growth and development strategy, as well as into a number of municipal plans throughout the metropolitan region. The common planning document must be prepared jointly by the parties and adopted by consensus, a process the Capital Region of Denmark would like to be part of. A joint Greater Copenhagen traffic charter will guide future prioritisation of and investment in infrastructure throughout the metropolitan region.

The Capital Region of Denmark proposes establishing a state-regional-municipal contact forum to discuss investment and development in infrastructure, research and growth. To ensure common value creation, the political parties behind Greater Copenhagen efforts are an example of possible members, as are key ministers responsible for growth and job creation.
Capital Region of Denmark focal points:

**Knowledge**
Knowledge is the key to growth. The region must attract even more talent, as well as more private and public sector research funding, while creating a closer collaboration between knowledge institutions, companies and the public sector. Knowledge and production must go hand in hand, ensuring design and product development that creates new jobs in the region.

**Attractiveness**
An attractive region is sustainable, healthy and safe, all qualities Greater Copenhagen possesses. Continued efforts to improve regional efforts to draw investment, companies and talent throughout the metropolitan region are vital.

**Infrastructure**
Greater Copenhagen must be better linked with new infrastructure that is integrated and transnational. A comprehensive, environmentally friendly solution is needed to address congestion that makes getting around quick, easy and efficient. Transport must also promote healthy living and be sustainable, which is why electric cars and collective transport must play a greater role.

Capital Region of Denmark invests in:

**Strong alliances** between knowledge institutions, companies and the public sector to turn common goals into common solutions.

**Focused efforts** that make a difference for people and companies.

**Common global marketing** of Greater Copenhagen to improve its international competitiveness and visibility.
## Two frameworks and four strategic growth areas

Based on the capital region’s greatest strengths, two frameworks and four strategic growth areas have been selected to serve as the foundation for future growth and development in the region.

### Frameworks

The right framework is needed to succeed in creating quality of life and strong business and knowledge environments. The Capital Region of Denmark focuses on two frameworks that support the strategic growth areas:

- **Efficient and sustainable mobility**, including cohesiveness in the region and green progress
- **Highly-skilled workforce and internationalisation**, including qualified skilled workers and attracting international talent

### Strategic growth areas

Companies and knowledge institutions in Greater Copenhagen are among the best when it comes to green conversion, health and welfare technology, and smart, creative solutions, due to the region’s long tradition of specialisation in these sectors. We must continue to build on these strengths. Therefore, the foundation of the regional growth and development strategy is four strategic growth areas:

- **Health and welfare technology growth**, including increased public-private cooperation in research and innovation
- **Green growth**, including conversion of the energy and transport system and green job creation
- **Creative growth**, including attracting more tourists and professionalisation of the creative industries
- **Smart growth**, including regional broadband and mobile phone coverage and sharing economy as a driver of growth
We want to ensure excellent frameworks and growth to guarantee a green and innovative metropolis with high growth and quality of life.
Efficient and sustainable mobility

Everyone in the region – residents, students and businesses – is dependent on a strong, well-developed infrastructure and an efficient public transport system. Essential for growth and welfare in the capital region, transport infrastructure is also key to ensuring quick and easy access to the rest of the country and the world. Getting to and from the region must be easy, but also moving people and goods. Business growth is particularly dependent on short travel times and greater mobility. As a result, improvement of public transport, including travel times, strengthening the airport as a regional hub, new and better roads and more cycle paths, combined with public sector demand for smart, intelligent and green solutions for the transport sector, is vital for growth and job creation.

Carbon emissions

The transport sector in the capital region is responsible for a significant share of the region’s carbon emissions. To make the capital region fossil free by 2050, ongoing investments will be made to reduce carbon emissions from the transport sector, while the public transport system will be improved to make it more efficient, smarter and more attractive. Cycling, which reduces carbon emissions and congestion while improving public health, must be easy. Car sharing and carpooling programmes must be expanded to help bring down carbon emissions.

Regional challenges

Quality of life and health for all
Half of all homes in Denmark subjected to excessive noise are located in the capital region, and each year approximately 1,500 people become seriously ill due to air pollution. This reduces health, impairs quality of life and limits productivity. Noise and air pollution must be reduced by ensuring better, more efficient and sustainable collective traffic, more car sharing, more carpooling and more electric cars, not to mention more cyclists.

Mobility and an interlinked system
Analyses show that the region’s motorists wasted 9.3 million hours in traffic in 2012 – a figure expected to double to 18.4 million hours in 2025. This huge regional challenge, which impedes economic growth, must be solved. There is a need for more new roads, more investment in light rail and bus rapid transit, as well as other aspects of public infrastructure to reduce travel times and increase mobility. Similarly, it must be easy, sustainable and efficient to transport goods and services throughout the region, including via ports.
Outcome goals

- 20% reduction in travel time on selected priority routes by 2025
- 40% reduction in noise and air pollution from the transport sector by 2025
- Fossil-free transport sector by 2050
- 35% increase in access to public transport to and from Copenhagen Airport by 2025
- Significantly improved international connections by 2025

Growth goal

- Reduced congestion and greater internationalisation to provide businesses with better access to markets and labour, as well as increased productivity

Quality of life goal

- Quick and easy to commute between home, work and school across the region in a way that contributes to a healthy, attractive and climate-friendly capital region

1 million

Bicycling reduces sick days by one million per year in the capital region
**Efficient and sustainable mobility – investments**

**Investments 2015-2017**

**Carbon emissions**
The Capital Region of Denmark, together with the state, local authorities and transport operators will implement new solutions to the climate challenge, including:
- Investment in introducing fossil-free fuels for busses and other public transport
- Building more cycle superhighways and other cycling infrastructure, and expanding the number of commuter bikes
- Further development of the current efforts with electric cars, including through joint public tenders
- Offering mobility planning to companies in the region

**International accessibility**
The Capital Region of Denmark, in cooperation with the state, local authorities, Region Zealand, Region Skåne and the City of Malmö will ensure that the region becomes an international hub by:
- Working for more direct air routes to and from Copenhagen Airport
- Creating the basis for better and faster transport accessibility to the airport from a geographical area covering most of Denmark and stretching up into Sweden and down into Northern Germany

**Quality of life and health for all**
The Capital Region of Denmark, together with local authorities and other relevant parties, will work to ensure quality of life and health for all residents by:
- Identifying the potential socio-economic and quality of life impact of reducing noise and air pollution in the region and by establishing an investment plan to reduce the effects of this pollution
- Working to promote more cycling in the region, including by increasing the focus on commuting by bicycle, with a focus on transport to and from the region’s hospitals
- Developing a green car corridor from Scandinavia via Greater Copenhagen to Hamburg

**Investments 2018-2025**

**Mobility**
The Capital Region of Denmark, together with the state, local authorities and transport operators will ensure efficient and sustainable transport to reduce congestion, increase residents’ mobility and support healthy lifestyles and exercise by:
- Bringing together the business community, the state, regions, local authorities and transport operators to develop a mobility plan for the entire functional metropolitan region
- Setting ambitious goals for reducing travel times on selected high-priority routes in the region and increasing awareness of the improved productivity arising from easy and efficient mobility.

**Integrated system throughout the region**
The Capital Region of Denmark, together with local authorities and other relevant public and private sector stakeholders, will develop a proposal for a prioritised and integrated transport system, which will contribute to:
- Realising large-scale projects and initiatives, such as increased capacity on the Coastal Line railway
- Creating consensus regarding proposals for more light rail and bus rapid transit
- Creating better transfer options between forms of transport at stations and large transportation hubs
- Ensuring that residents perceive the public transport in the capital region as one integrated transport system: the region will allocate approximately DKK 500 million to public transport to support the goal of a green, innovative metropolis
- Increasing accessibility to the hospitals for residents, initially by linking Hvidovre Hospital to the coming light railway on Ring 3 with a new light rail line. This light rail line will initially connect Glostrup Station with the coming Metro station at Ny Ellebjerg Station. The new line can later be extended to Copenhagen Airport
Coordinating and expanding public transportation is necessary for the success of Greater Copenhagen, which stretches across the Oresund Strait and has a total metropolitan population of 3.9 million. The geography of Greater Copenhagen and the goal of creating a single labour market and commuting area require developing extensive collaboration on public transport.

Public transport in Copenhagen is currently operated by DSB, Movia and Metroselskabet. Based on the 2014 revision of the Act on Transport, a new umbrella organisation called DOT (DitOffentligeTrafikselskab.dk) was established on 1 January 2015. However, DOT, which is headed by a coalition of transport company heads, lacks the democratic legitimacy otherwise possible with a politically elected leadership.

As a result, the Capital Region of Denmark, in cooperation with the state, local authorities, transport companies and other relevant stakeholders, will work to establish the basis for a political leadership that will be responsible for all public transport in Greater Copenhagen. This includes busses, Metro, S-trains, light rail, the Coastal Line and other regional trains.
Highly-skilled workforce and internationalisation

Young people and adults, regardless of background, must have access to relevant and attractive education programmes and the opportunity to acquire skills sought in the labour market. A competent workforce and expansive knowledge environments are vital to the growth of the capital region and Denmark as a whole. As a result, residents in the region must have access to further education, which requires strong educational programmes throughout the region. It is also essential to ensure a focus on talent development at all levels of education. All signs point to a shortage of skilled labour in the region in the near future, similar to the period before the economic crisis, and that SMEs will have a greater need for internationalisation. A lack of skilled labour is a barrier to attracting investment and creating new jobs. It is necessary to educate highly qualified young people and adults with the right skills critical for growth. Moreover, it must be easy and attractive for foreign talents and employees to settle in Greater Copenhagen in order to develop the region’s strengths – particularly within the strategic growth areas.

Regional challenges

More qualified skilled workers
There will be a need for more skilled workers in the capital region in the future. Only 14% of students choose a vocational education programme directly after elementary school and those who complete a vocational education programme do not always acquire a sufficient skill level. Raising the level of these programmes will support job creation and general improvement of public health, especially because the least educated portion of the population will receive better education and gain improved quality of life.

Skills critical for growth
Companies are seeking employees with skills critical for growth in all industries. This search must be supported by relevant educational programmes that train students to meet the demands of the labour market. Highly educated students must increasingly receive training for private jobs; talent development must be enhanced; and more entrepreneurs are needed to break through and establish successful companies.

Attracting international talent
The capital region lacks skilled workers in a variety of fields. It must be more attractive to study and work in Greater Copenhagen and it must be quick and easy for international students and families to settle here to meet the demand for skilled workers.

Internationalisation of SMEs
The international perspective and skill level must be enhanced in SMEs. There is a need for closer cooperation between small and large companies in the region to ensure internationalisation and access to foreign markets. Similarly, there is a need for a unified internationalisation support programme in Greater Copenhagen for companies and their employees.

Improved public-private cooperation
Compared with other metropolitan regions, private and public companies and universities in the capital region do not collaborate enough in terms of innovation and research. This means that research is not converted often enough into new products and services for national and international markets. Similarly, there is a need for more stakeholders across sectors to join forces in consortia for joint research and development project applications, as this increases the potential for securing international research funding in the region.
Growth goal

— Access to large skilled pool of Danish and international workers; attractive to establish a business and more attractive to invest in the capital region

Quality of life goal

— More young people with professional training, thus improving opportunities to gain a foothold in the job market; international employees see Greater Copenhagen as an attractive place to live

Outcome goals

— At least 25% of students choose a vocational education programme directly after 9th or 10th grade by 2020
— 20% more 18 to 29-year-olds have professional training by 2020
— 10% increase in share of highly educated Danes in the private sector by 2020
— 20% increase in share of highly educated foreigners by 2020
— 30% increase in Gazelle companies from 2015 to 2025
— Knowledge workers and international talents from around the world view Greater Copenhagen as one of the five most attractive places to live and work by 2025
— 5% annual increase in share of large-scale innovation collaborations between public institutions, private companies and universities by 2020

22,425
Currently, 22,425 highly educated foreigners live in the capital region
Highly-skilled workforce and internationalisation – investments

Investments 2015-2017

**More qualified skilled workers**
The Capital Region of Denmark, in cooperation with the state, vocational schools, the regional labour market council, labour and employer organisations and local authorities, will upgrade the qualifications of adults to skilled workers by ensuring:
— Better inclusion of residents on the edge of the labour market, including through the use of social enterprises
— Stronger continuing training programmes for adults, whose skills will be upgraded, e.g. more adult apprentices, on-the-job training and official certification of already acquired knowledge and skills

**Growth-critical skills**
The Capital Region of Denmark, in cooperation with educational institutions, local authorities and the state, will ensure that more people acquire the skills that are critical for growth as part of their education and continuing training by:
— Promoting development of skills critical for growth in the educational system, including international understanding, business development, IT, cooperation and interdisciplinary approaches
— Strengthening career focus and the connection between educational levels, particularly between primary school and vocational education programmes
— Strengthening the educational and trade support system to ensure creation of more successful entrepreneurs
— Launching programmes under the auspices of Greater Copenhagen Collaboration to increase skills development in SMEs

**Attracting international talent**
The Capital Region of Denmark, in cooperation with the state, local authorities, Region Zealand, Region Skåne and Copenhagen Capacity, will make it easy for international talents to settle in Greater Copenhagen by:
— Creating a cohesive basis for establishing more international elementary schools in the region
— Developing an internationalisation catalogue of initiatives that the state, region and local authorities can carry out to ensure international accessibility internally in the region, including at the region’s hospitals and in the public transport system
— Contributing to the ongoing reduction of border barriers relating to living, working and studying on different sides of the Oresund Strait
— Working for a closer cooperation between Eastern Denmark and Southern Sweden in relation to educational programmes and internships at all levels
— Strengthening and consolidating the region’s talent development efforts, particularly in the strategic growth areas, and with these efforts centralised under one operator

**Internationalisation of SMEs, as well as public-private partnerships**
The Capital Region of Denmark, together with research institutions, the state and private sector businesses, will make it more attractive for international stakeholders to invest in and collaborate with the region’s companies and knowledge institutions by:
— Developing Copenhagen Science Region, which will attract more research funding, international companies and researchers
— Placing additional focus on entrepreneur education, testing of new technologies and public-private cooperation in health innovation
— Establishing a regional knowledge centre for public-private cooperation to ensure knowledge sharing throughout the capital region and to identify the potential of strengthened efforts for public-private partnerships in Greater Copenhagen, particularly the benefits of large-scale public-private partnership projects
— Establishing partnerships with companies and knowledge institutions to increase exports to China and attract more Chinese investment
Vocational training for growth

The Capital Region of Denmark will take responsibility and invest in making the region’s vocational education programmes an attractive first choice by offering the vocational schools and other stakeholders a strategic cooperation on more and better qualified skilled labour by boosting the quality of vocational education programmes by 2020.

Competent skilled labour is vital to growth and quality of life in the region, as the region’s ability to attract companies and jobs is highly dependent on access to skilled labour. The Capital Region of Denmark will actively work to improve the quality of vocational education programmes to make them an attractive first choice for more young people. The goal is to ensure that at least 25% of students choose a vocational education programme immediately after 9th or 10th grade, combined with a 20% reduction in the share of 18 to 29-year-olds who have not completed a professional training education.

The Capital Region of Denmark, together with the vocational schools, labour and employer organisations, the state, local authorities, the regional labour market councils and education stakeholders, will create a political forum that can direct and focus public sector efforts. The efforts must lead to improved education rates, transport accessibility, physical facilities and learning environments.

The Capital Region of Denmark will take political and investment leadership to reach the goal by 2020 and ensure coordination with the national efforts.
Greater Copenhagen holds a strong international position in the field of health. There is an effective public health service based on universal, free and equal access and a strongly affiliated international business cluster that creates growth and jobs at the region’s hospitals and universities, forming the basis for the development of new treatments, products and businesses. This position of strength builds on a strong tradition of cooperation between public hospitals/public programmes, companies and knowledge institutions.

However, this position of strength faces challenges. The public health service is under pressure to deliver higher efficiency and more and better services for the same money. At the same time, we see other countries and urban metropolises allocating extensive funding to research and attracting talent, companies and investment. In addition, life expectancy is low compared with other regions with high economic equality. Joint initiatives in a range of areas are therefore needed to strengthen the region’s health sector position.

**Regional challenges**

**Public-private innovation**
Greater Copenhagen holds a strong position in health science and clinical research, but other metropolises and countries are dedicating significant resources in these areas, while Greater Copenhagen faces limitations as a small metropolitan region located far from large growth markets, e.g. the BRIC countries. The battle to attract and maintain research investment, researchers, talent, business research and clinical trials is tough. A 2009 OECD analysis of the capital region points to the region’s challenges in terms of its ability to translate knowledge into commercialised solutions, while other analyses point to the region’s need to improve its ability to implement and scale effective new solutions.

**Knowledge and talent**
The universities and university colleges train skilled workers and researchers for both public sector and private companies in the health sector. But the demands on employees and managers to develop new knowledge and new solutions on all levels will grow in the coming years. There is a need to develop both new and existing educational programmes, which for example combine technically-oriented programmes and health sciences. Another key element is involving the region’s skilled operational staff in innovation work. Meanwhile, there is growing competition between metropolitan regions to maintain and attract international researchers, teachers and students, which must form the basis for growth and development.

**Public-private partnerships and ESS/Max IV**
The capital region has a long tradition of public-private cooperation in the health sector. But collaboration in clinical research and trials is no longer enough and many years have passed since the region created businesses and commercial successes on this basis. There is a need for new collaborations and methods driven by innovative public sector demand, which can translate needs for better and more efficient treatments, technologies and services into products and services that can be sold on the international market, for example based around the research facilities European Spallation Source (ESS) and Max IV in Lund, Sweden.
Growth goal
— The capital region as one of the five most preferred places in the world for the development of health and welfare solutions for the global market

Quality of life goal
— The region’s residents will live healthier and longer

Outcome goals
— 5% average annual increase in private productivity in the capital region by 2025
— The Capital Region of Denmark involved in eight major public-private research and innovation partnerships from 2015-2018
— 5% annual increase in the number of patents issued in the health sector by 2025
— Rise in life expectancy in the capital region from 79.8 to 81 years by 2025
— Increased access to testing facilities via a single, well-established portal at the region’s hospitals and similar treatment facilities; the effect of their use assessed in an analysis of public-private partnerships
— 40 new leading international researchers work and live in the region, combined with a 5% increase in post-doctorate researcher positions by 2025
— 3% annual increase in external funding from public and private sources by 2025
— 10% increase in employment in the health sector by 2025

Relatively low life expectancy
An efficient, high-quality health service is essential to ensuring high quality of life and an attractive region in general. But the region is challenged by relatively low life expectancy compared with other regions with high economic equality, and the region has too much inequality in health. This reduces individuals’ ability to live life as they desire and to achieve freedom and self-reliance. As a result, initiatives are needed in relation to the health service and in relation to prevention through, for example exercise, employment and education, to improve the general public health.

Productivity and health
Since 2007, the health service has increased its productivity by more than 2% per year. But if the hospitals and other health services are to continue meeting the demand for free and equal access to high quality health care and a high quality of life for residents of the region, new initiatives and solutions are required to further improve quality and productivity. It is also necessary to focus on the initiatives capable of improving public health so people can maintain high quality of life and be self-sufficient for as long as possible.
Health and welfare technology growth – investments

Copenhagen Science Region as an international hub for health by 2025

In the competition between metropolitan regions, the presence of expansive knowledge environments plays a crucial role. Greater Copenhagen is home to an international business cluster of world-class pharmaceutical, biotech and medical companies. But the international competition is fierce.

Therefore, the Capital Region of Denmark, in cooperation with other parties, is launching an ambitious and focused collaboration for the creation of health and welfare technology growth, new jobs and new companies. This effort will contribute to heightening the region’s profile as a knowledge region. The goal is that leading researchers, companies and at least three top universities (e.g. Harvard, Stanford, Massachusetts Institute of Technology), and preferably also a knowledge-intensive institution from China, establish operations and invest in collaborations by 2025.

The focal points of these collaborations could include new types of educational programmes for health professionals and health entrepreneurs, public-private innovation in new health technologies, development of the region as a natural centre for new knowledge-intensive health entrepreneurs and, in particular, to gain maximum benefits from European Spallation Source (ESS) and Max IV as magnets for research and innovation in new materials and life science.

The Capital Region of Denmark will take political and investment leadership to reach this goal by 2025.
Productivity and health
The Capital Region of Denmark, in cooperation with the health service, local authorities, companies and knowledge institutions, will ensure greater equality in health and higher life expectancy by:
— Identifying potential and developing methods to improve the treatment of patients to improve public health

Public-private innovation
The Capital Region of Denmark, together with knowledge institutions, companies and local authorities, will ensure that Greater Copenhagen becomes a global centre for development and testing of new health and welfare technology by:
— Making the public health service available for collaborations with companies so that the new hospital building projects can serve as laboratories for development and testing of new models, services and collaborations, including the strengthening of a single portal for all of the region’s hospitals
— Further developing Copenhagen Healthtech Cluster (CHC) as a common platform in Greater Copenhagen for the promotion of growth-oriented purchasing, implementation, scaling, large-scale public-private partnership projects, exports and attracting international investment

Knowledge and talent
The Capital Region of Denmark, in cooperation with knowledge institutions and companies, will develop Greater Copenhagen as an internationally leading knowledge region that produces world class international research and educates and attracts researchers and employees with the right competencies for the labour market by:
— Positioning Greater Copenhagen centrally in the new European EU consortium, EIT Health, where a range of the leading European companies and universities cooperate in the fields of research, education and innovation with a focus on healthy ageing
— Establishing a new inter-sectoral research centre for health technology in cooperation with the University of Copenhagen, Technical University of Denmark and the City of Copenhagen
— Establishing Copenhagen Health Innovation, an education initiative carried out in collaboration by the University of Copenhagen, Technical University of Denmark, Copenhagen Business School, the Capital Region of Denmark, the City of Copenhagen and a range of companies
— Establishing a strong ecosystem for entrepreneurship through further development of the Copenhagen Spin-Outs cooperation and incubator environments involving universities, hospitals, investors, research parks and companies
— Developing and deploying IT solutions that free up time for research in the clinic instead of documentation and registration
— Developing initiatives and focus areas to increase the attraction and retention of international talent
— Creating a strong strategic cooperation and by developing initiatives that create a common international brand for Copenhagen Science City and attract international talent

Relatively low life expectancy
The Capital Region of Denmark, in cooperation with the health service, knowledge institutions and companies, will develop solutions for patients that help the health service meet the differing needs of patients, including even the most vulnerable groups of patients, by:
— Identifying the potential for healthy infrastructure and intelligent solutions to the harmful effects of transport, including potential for investments in structural prevention, e.g. cycle paths, reduced air pollution, reduced noise exposure and education
— Developing and deploying telemedicine solutions for patients
— Creating differentiated treatments that target the individual and take into account the patient’s needs

Investments 2015-2017
A framework and facilities must be developed to ensure optimum utilisation of the large-scale investments

Public-private partnerships and ESS and Max IV
The Capital Region of Denmark, together with universities, the state, Region Skåne, Region Zealand and other key stakeholders, will work to make European Spallation Source (ESS) and Max IV a growth magnet for Greater Copenhagen through research, innovation and attracting investment and researchers by:
— Developing a long-term national strategy with initiatives that bring together stakeholders and form the basis for exploiting the full potential of European Spallation Source (ESS) and Max IV in Lund, Sweden
— Establishing and coordinating an Interreg project involving universities to promote more business cooperation and education of new researchers, and eliminating border-related obstacles to increased cooperation across the Oresund Strait with Region Skåne
— Bringing together relevant public and private parties and universities for significant research and innovation initiatives in health and material science

Investments 2018-2025
Productivity and health
The Capital Region of Denmark, in cooperation with the health service, local authorities, companies and knowledge institutions, will ensure greater equality in health and higher life expectancy by:
— Identifying potential and developing methods to improve the treatment of patients to improve public health
Greater Copenhagen, operating from a unique international position of strength, is a leading green transition city and region. A dedicated effort led by the public sector focusing on improvement of air quality, environmentally appropriate extraction of raw materials, protection of drinking water, ensuring clean waters in the harbour and along the coasts, and on reducing carbon emissions has provided high quality of life, as well as significant economic growth and jobs. A large share of companies in the region focus on green business and provide solutions to public sector-driven challenges and investments by creating products and services exported globally. Green solutions developed and tested in Greater Copenhagen are unique and in demand worldwide. More and more companies are choosing to locate their business in the region to become a part of this green knowledge environment.

Maintaining and developing this position as a leader in the field is crucial. Targeted joint initiatives in a range of areas are necessary to strengthen our green growth position, e.g. establishing an ambitious common regional goal on carbon emissions and an investment plan to reach that goal.

**Regional challenges**

**Regional climate plan**
The energy and transport system must be based on renewable energy while the capital region must be fossil free by 2050. The energy and transport system accounts for a large share of carbon emissions and targeted investment is needed to reduce carbon emissions based on an economically sustainable foundation.

**Climate adaptation**
The capital region must adapt to the changing climate. Hence, the Capital Region of Denmark, in cooperation with local authorities, businesses and knowledge institutions, will take the lead in efforts to ensure climate adaptation in Greater Copenhagen to protect residents and companies’ investments.

**Clean soil, clean water and raw materials**
Efforts to ensure cleaner soil and clean drinking water for all residents in the region will be optimised through cooperation with companies and knowledge institutions, while methods to improve the efficiency of these efforts must be developed. When determining the supply of raw materials in the capital region societal and environmental considerations must be taken into account and mining sites must be developed to provide new value to society after excavation activities cease.

**Realising the potential of light rail**
The Ring 3 light railway must be used to ensure sustainable growth in areas close to new light railway stations, providing new potential for utilisation and building. Investment must be attracted, urban development must be supported and there must be a high influx of light rail passengers through optimum utilisation of these areas.

**Resource efficiency and green demand**
Rising resource prices due to increasing scarcity increase the need to reuse and reduce resource consumption and to view waste as a valuable resource. Intelligent public sector demand for resource-efficient products and services is needed to ensure that resource efficiency and green demand drive development relating to reuse and recycling.
12% Green companies in the capital region account for 12% of total Danish exports

2014 In 2014, the London School of Economics named Greater Copenhagen a Green Economy Leader

Outcome goals

— Fossil-free electricity and heating by 2035
— Fossil-free transport sector by 2050.
— Capital region widely recognised internationally as being climate-prepared by 2025
— Capital region resource efficient with at least 80% of its waste recycled by 2035
— 80% of ground-water resources safeguarded by 2025 against contamination from high risk areas, thus protecting the quality of drinking water
— 8% annual growth in the green business and cleantech sector by 2025
— 2.5% annual increase in light railway passengers by 2025, in addition to 1% annual increase in related job creation by 2025

Growth goal

— Creation of more jobs and development in private business supported by public sector demand for green solutions

Quality of life goal

— The capital region as one of the world’s best and most attractive environmental metropolises with high-quality drinking water, cleaner soil and air, low carbon emissions and a high capacity for climate adaptation

Growth area 2
Growth area 2: 

Green growth – investments

Fossil-free capital region by 2050

By 2050, the capital region will be the world’s first fossil-free metropolitan region and the region’s companies and knowledge institutions will be leaders in the development of green solutions that ensure job creation, growth and improved quality of life.

The capital region already holds a strong position in terms of climate adaptation and climate prevention, but more cross-regional and cross-municipal investments in carbon reduction are needed to generate positive effects on climate change and to create jobs in the development of new technologies and processes. An integrated strategic plan and climate plan are needed to reach this goal.

The Capital Region of Denmark, both as a business enterprise and as a regional player, will invest in creating a fossil-free metropolitan region by 2050.
Investments 2015-2017

Regional climate plan
The Capital Region of Denmark, in cooperation with the state, local authorities and relevant stakeholders, will develop a regional climate plan to ensure that energy consumption is in balance with energy production by:
— Converting energy supplies to renewable energy and by improving the efficiency of the energy system’s infrastructure
— Reducing energy consumption in buildings and facilities used by residents, companies, local authorities and the region
— Reducing energy consumption in the transport sector and by converting the transport sector to fossil-free fuels

Climate adaptation
The Capital Region of Denmark, in cooperation with the state, local authorities and relevant stakeholders, will ensure that the capital region is climate-prepared in 2025 by considering water in all its forms and by:
— Ensuring climate adaptation through guidance, coordination and facilitation for all stakeholders, in part by establishing a regional task force
— Illuminating the economic potential of improved regional coastal and flood protection
— Launching a partnership with the EU consortium, Climate Knowledge Innovation Community, to reduce and adapt to climate change

Clean soil, clean water and raw materials
The Capital Region of Denmark, through new strategic partnerships with knowledge institutions, companies and local authorities, will work to:
— Secure the region’s groundwater
— Incorporate societal and environmental considerations into the supply of raw materials in the region
— Ensure that mining sites can obtain new social value after excavation operations cease
— Ensure that more SMEs can develop through commercialisation of the above activities

Realising the potential of light rail
The Capital Region of Denmark, in cooperation with Loop City, local authorities and a number of other public and private sector stakeholders, will strengthen light railway by:
— Launching an idea and design competition for selected cases and intelligent city programmes
— Working for efficient and green mobility with a focus on the development of station areas, traffic hubs and new mobility solutions
— Promoting the marketing of and investments in the areas in the vicinity of the light railway

Investments 2018-2025

Resource efficiency
The Capital Region of Denmark, in cooperation with the region’s hospitals, companies and local authorities, will optimise resource efficiency by preventing waste and by recycling waste, energy and water, e.g. by promoting industrial symbioses, direct reuse and resource optimisation in production

Increased green demand
The Capital Region of Denmark, in cooperation with the state and local authorities, will promote intelligent green demand for methods and products in the field of environment and climate by:
— Exploiting the green growth potential in purchasing done by the Capital Region of Denmark and local authorities, as well as in their need for green products and methods in their own operations
— Promoting knowledge and experience sharing and skills development for public purchasers
— Ensuring tools and incentive structures to shift focus from purchase price to the lifetime cost of products
— Carrying out functional invitations to tender and by creating closer dialogue with companies on the development of green products with growth potential
Danish design, architecture and fashion are renowned worldwide, while computer games and film and television production represent huge export success stories, comprising an important part of the region’s brand. Michelin-starred restaurants and major events have put the region on the culinary world map and the number of tourists visiting Copenhagen is growing by 7% annually. The region stands strong in this area and there is potential for realising additional gains within creative growth. However, creative growth and increased tourism do not happen by themselves. Consistent, sustained effort is required to strengthen and retain the region’s potential.

The creative industries and tourism are key to Greater Copenhagen’s frequent position at the top of international lists of the world’s most attractive places to live and visit. They benefit all of Denmark, making significant contributions to job creation and investment in the region, but this sector also requires skilled and professional companies. This is particularly important because people with little or no professional training work in a large share of the jobs in this industry, but these jobs are rooted in the region and cannot be relocated. As a result, efforts to promote tourism and creative industries must be strengthened across the region in collaboration between local authorities and the industries for the benefit of job creation.

**Regional challenges**

**Commercialisation, professionalisation and internationalisation of creative industries**
Creative and experience industries are often comprised of SMEs, which represent the growth layer among creative companies when it comes to job creation. They also face challenges, however, due to a low level of professionalisation, limited opportunities for access to investor capital and difficulty in scaling and exporting their production. Thus a focus is needed on innovation, product development and attracting risk capital. Moreover, the potential for commercialisation and internationalisation must be realised to a higher degree.

**International culture and sports events**
It is necessary to attract even more events and conferences that generate revenue and jobs throughout the service sector. New cultural and experience products in sports, art, music, diversity, games and gastronomy must be developed to create quality products to attract residents and tourists to the region.

**More tourists**
The capital region as a global tourism destination is in strong competition with new regions in Europe and the price level is high, which is why tourist products must be developed. Greater Copenhagen must be an attractive destination with high-quality tourist products, excellent service and highly accessible experiences. This applies to the cities, nature areas and coasts in the region and throughout Denmark. The products must target private tourists and, in particular, business and congress tourists, who often have a very high daily consumption and frequently come back for repeated visits. The growing number of tourists from China means there is a special need to be better prepared to receive them.

**Jobs and branding through international film and TV series**
Denmark is internationally known for its knowledge environments in the film industry, strong directors, producers and camera people. This must be expanded so even more film and television series are produced in the region, benefitting growth and job creation. International productions also contribute to branding the region, but Greater Copenhagen must attract more productions through increased collaboration.
10% of the capital region’s export revenue comes from creative industries

20%
Creative industries and tourism account for 20% of employment in the capital region

Growth goal
- Increased commercialisation and exports in the creative and experience industries for the benefit of growth and employment

Quality of life goal
- Improved image of Copenhagen as the place to settle for highly educated and creative people

Outcome goals
- 25% increase in creative industry exports by 2025
- 20% more jobs in creative industries and tourism by 2025
- 25 major new international cultural and sporting events take place in the region by 2019
- 6% annual increase in number of tourists by 2025
- Copenhagen moves up five spots on the European Cities annual benchmark report by 2025
- Ten new films and TV series filmed in Greater Copenhagen by foreign producers
Greater Copenhagen among Europe’s top-10 most attractive regions for Chinese tourists

By 2025, the Capital Region of Denmark, in cooperation with local authorities and private sector tourism players, will take relevant steps to ensure that Greater Copenhagen is in the top-10 most attractive regions in Europe for Chinese tourists.

The number of Chinese tourists is growing and more than 80% of overnight stays by Chinese tourists in Denmark are in the capital region. This is of great importance to the region’s growth, exports, revenue and job creation. But there is a need to improve the region’s competitive position by developing an adequate reception infrastructure, securing more direct air routes between China and the region and by delivering better service and tourist information targeting Chinese tourists, including websites in Chinese, Chinese-speaking staff, and apps and tourist information in Chinese.

The Capital Region of Denmark, in cooperation with other stakeholders, will invest in making the region more accessible to the Chinese.
Commercialisation, professionalisation and internationalisation of the creative industries.
The Capital Region of Denmark, in cooperation with public and private trade promotion players and knowledge institutions, will exploit the potential for commercialisation, professionalisation, internationalisation, innovation and product development in the creative and experience industries. This will be done with a focus on increasing exports and revenue in SMEs by:

- Fostering market maturation and business know-how in cooperation with trade promotion players, including a continuation of the accelerator programme for smaller companies in creative industries
- Working to strengthen creative companies’ access to financing and risk capital, particularly in the creative digital industries, including the computer games industry
- Working to add business skills from outside the region by attracting international talent
- Contributing to strengthening the position of Danish Design Society as a platform for a unified creative industrial cluster

International culture and sports events
The Capital Region of Denmark, in cooperation with private sector stakeholders, the state and local authorities, will create increased revenue in the service sector by attracting residents and tourists to the region by:

- Attracting major events with large delegations, international participants and coverage in the international media by allocating funding to large, international cultural, diversity and sporting events

More tourists
The Capital Region of Denmark, in co-operation with tourism industry players, will develop a tourist destination featuring products of high quality, excellent service and accessibility to experiences by:

- Attracting more tourists by developing new tourist products and hosting more conferences in co-operation with Wonderful Copenhagen, the National Fund for Danish Nature and Coastal Tourism and MeetDenmark

Jobs and branding through international film and TV series
The Capital Region of Denmark, in cooperation with relevant players, will strengthen the opportunities for attracting international film and television series to Greater Copenhagen to create jobs, revenue, know-how and expertise in the film industry and related industries by:

- Targeting and investing in efforts to attract large international film and television productions and by using their presence in the region in the branding of Greater Copenhagen

Investments 2015-2017

Commercialisation and internationalisation
The Capital Region of Denmark, in cooperation with private sector players and the state, will ensure that the creative industries can contribute to growth in other industries and sectors. The region must also take greater advantage of the potential for growth in the food industry by:

- Developing the public sector’s demand for intelligent, creative solutions and by increasing awareness of the creative industries as a supplier of creative services for other private sector companies and the public sector
- Initiating a programme aiming to support design innovation in companies
- Developing the regional food cluster, which includes attracting a Knowledge and Innovation Community (KIC) in foods, thereby strengthening the export potential of the food industry
- Gathering the region’s private and public players in gastronomy and food, thereby strengthening the interaction between primary producers and public sector kitchens, restaurants and food events and by contributing to sustainable development and job creation

Professionalisation of the creative industries
The Capital Region of Denmark, in cooperation with public and private trade promotion players, will ensure that creative entrepreneurs and SMEs develop into economically sustainable businesses by:

- Supporting an ecosystem or a cluster for creative entrepreneurs and companies
- Exploring and developing the opportunities for public purchasing of creative methods and products for the healthcare sector

Investments 2018-2025

Commercialisation and internationalisation
The Capital Region of Denmark, in cooperation with private sector players and the state, will ensure that the creative industries can contribute to growth in other industries and sectors. The region must also take greater advantage of the potential for growth in the food industry by:

- Developing the public sector’s demand for intelligent, creative solutions and by increasing awareness of the creative industries as a supplier of creative services for other private sector companies and the public sector
- Initiating a programme aiming to support design innovation in companies
- Developing the regional food cluster, which includes attracting a Knowledge and Innovation Community (KIC) in foods, thereby strengthening the export potential of the food industry
- Gathering the region’s private and public players in gastronomy and food, thereby strengthening the interaction between primary producers and public sector kitchens, restaurants and food events and by contributing to sustainable development and job creation

Professionalisation of the creative industries
The Capital Region of Denmark, in cooperation with public and private trade promotion players, will ensure that creative entrepreneurs and SMEs develop into economically sustainable businesses by:

- Supporting an ecosystem or a cluster for creative entrepreneurs and companies
- Exploring and developing the opportunities for public purchasing of creative methods and products for the healthcare sector
The whole world is facing rapidly increasing urbanisation, as more and more people want to live in metropolises and cities. This places great demands on the public infrastructure in cities and requires the use of modern technology to design cities better, e.g. intelligent electricity supply, smart traffic systems and waste containers powered by solar cells that communicate when they need to be emptied. Greater Copenhagen has everything it takes to be one of the world's leading development centres for intelligent and smart cities, and international companies and researchers are already flocking to Copenhagen to work with the development of smart cities and use of big data in the healthcare sector.

Denmark is also one of the most digitised countries in the world. The Capital Region of Denmark will increase its focus on digital operations and development in the public and private sectors, and on the sharing economy to ensure growth, welfare and increased attractiveness to international visitors. This will provide environmental benefits, better living conditions, the basis for increased exports and more efficient public and private sector solutions. To achieve the above aims, a unified data infrastructure is required in the capital region, in close cooperation with local authorities and other stakeholders.

Regional challenges

**Improved regional broadband and mobile coverage**
Greater Copenhagen is not sufficiently covered to meet the needs of residents, tourists or companies in relation to broadband speeds, mobile coverage and capacity. Therefore, integrated broadband and mobile coverage with sufficient capacity must be ensured throughout the region.

**Smart utilisation of data**
In the health service and in urban development, big data must be made available to develop services and products to ensure an efficient and productive region. In the health service, smart utilisation and integration of data can be used to support self-sufficient patients by developing methods and products in cooperation with companies and improving disease treatment in the future.

**Integrated digital systems**
The development of common regional intelligent urban solutions must be accelerated to support climate adaptation, congestion problems, efficient utilisation of the energy grid and a reduction in carbon emissions. This will provide local authorities with smart solutions in areas such as lighting and localisation of water.

**Sharing economy as a smart growth driver**
Strengthening the development of sharing economy represents great potential for green transition and job creation in Greater Copenhagen, for example through the use of car sharing, efficient utilisation of public resources and the development of services for international visitors.

**SMEs must benefit from digitisation and automation**
Increasing the focus on digitisation and automation in companies has great potential. Digital services drive productivity forward, but SMEs in particular have not yet realised the full benefits. If SMEs are to create exports and growth, all areas of the business community must take advantage of the opportunities provided by digitisation and automation.
Outcome goals

- Establishment of a common municipal and regional data hub that provides public data to private players to ensure commercialisation by 2018
- Annual increase in share of SMEs taking advantage of the benefits of digitisation by 2020
- 10 new large-scale solutions for patients involving core health sector tasks in the health service by 2025
- Annually increasing number of companies using intelligent urban solutions by 2025
- Rapid and total broadband and mobile coverage in the region by 2020
- Wi-Fi network in Greater Copenhagen that visitors and residents see as comprehensive by 2020
- Greater Copenhagen internationally recognised as being at the forefront of developments in the sharing economy by 2020

Quality of life goal

- Leading the way in developing assistive technologies and services that improve quality of life

Growth goal

- A more efficient society that invests in smart digital solutions to solve local problems and increase global demand

80%

About 80% of IT development jobs in creative industries are located in the capital region

USD 19 bn

The market research firm International Data Cooperation estimates that big data solutions had a market of USD 19 bn in 2010 – with annual growth rates of more than 40%
Growth area 4:  

**Smart growth – investments**

**Greater Copenhagen Wi-Fi by 2020**

The capital region needs to make an integrated regional effort to develop better services more in line with the regional development. A key element in this regard is the establishment of a comprehensive Wi-Fi network in cooperation with the state, local authorities and relevant commercial operators.

The Capital Region of Denmark will specifically invest in establishing a Greater Copenhagen Wi-Fi network.

Areas still exist in the capital region where mobile and broadband coverage fails to live up to the expectations of residents and companies. As a result the Capital Region of Denmark, in cooperation with the state, local authorities and telecommunications industry, will work to ensure that modern mobile and broadband coverage is established throughout the region by 2020, making it more attractive to do business and settle in the region.
**Investments 2015-2017**

**Smart utilisation of data**
The Capital Region of Denmark, in cooperation with private sector players, the state, local authorities and Vaeksthus Copenhagen, will support the digitisation and automation of SMEs and enable access to public data by:
- Improving transport accessibility through intelligent management of public transport
- Improving health solutions for people living with chronic diseases through increased utilisation of data
- Developing better health solutions by promoting systematic, research-based development and operation of technically advanced simulation
- Establishing a data hub in which public data can be made available for commercial utilisation by private companies

**Integrated digital systems**
The Capital Region of Denmark, in cooperation with private sector players, the state, local authorities and educational institutions, will ensure that society gains access to the smart and future-oriented methods needed, and that the value of these methods will be visible by:
- Analysing the potential for, and barriers to, the development of smart cities
- Establishing a regional competence centre for intelligent city methods that will spread knowledge and create international focus
- Strengthening existing testing and demonstration facilities to increase companies’ innovation potential and competitiveness
- Working for international and common regional and municipal standards for smart cities
- Ensuring the establishment of systems for the containment of flood water
- Contributing to new research and testing facilities to also attract companies and highly skilled workers

**Sharing economy as smart growth driver**
The region, in cooperation with relevant players, will take the initiative to identify the economic potential and associated challenges of strengthening a socially responsible sharing economy in Greater Copenhagen by:
- Exploring the potential for reduced use of resources through sharing economy activities
- Identifying barriers that prevent strengthening the sharing economy
- Investing in the digital development and knowledge environments that can improve digital services in the region’s sharing economy, in cooperation with the relevant players

**Digitisation and automation must benefit SMEs**
The Capital Region of Denmark, in cooperation with private and public trade promotion players, will contribute to increasing digitisation and automation in SMEs by:
- Raising awareness of the possibilities and benefits relating to digitisation and automation
- Increasing the visibility of the market for digital and automated solutions
- Supporting digital qualifications of the workforce
- Working to strengthen access to financing and risk capital and by realising the potential of digital technologies in the finance sector

**Investments 2018-2025**

**Smart utilisation of data**
The Capital Region of Denmark, in cooperation with relevant players, will open access to the enormous health and growth potential in the development of personalised medicine by:
- Linking data from biological tissue samples (one common cold storage site) with data from health records
- Developing the foundation for establishing a regional big data research centre that can also serve as a common point of contact for research projects in the region that require access to big data facilities

**Digitisation and automation must benefit SMEs**
The Capital Region of Denmark, in cooperation with relevant players, will open access to the enormous health and growth potential in the development of personalised medicine by:
- Linking data from biological tissue samples (one common cold storage site) with data from health records
- Developing the foundation for establishing a regional big data research centre that can also serve as a common point of contact for research projects in the region that require access to big data facilities
Together we create results

In the efforts to ensure high growth and quality of life in Greater Copenhagen, we must cooperate to achieve common political goals. Therefore, the Capital Region of Denmark invites the state, other regions, local authorities, companies, knowledge institutions, educational institutions, organisations and residents to enter into strong partnerships to jointly work to put the strategy presented here into action to create growth throughout the region and throughout Denmark.

Read more about the regional growth and development strategy and Greater Copenhagen at regionh.dk.