



Capital of Children

Billund, Denmark

City Nation Place Conference London
by Kristine Schmidt

Billund town:

- 6,000 inhabitants
- Incl. 1,300 children
- 72 nationalities
- 8,000 incoming commuters/day
- 3 million tourists/year
- 3.5 mio. passengers in Billund Airport
- Home town of LEGO



Content



The vision of the place



The LEGO legacy



The turnaround in 2017



Strategy 2020-2024

Vision:

Billund is the Capital of Children.

Where children learn through play and become
creative world citizens.

What is a creative world citizen?



12 year old citizen:

I think by all these events and activities, we are becoming creative, positive, constructive citizens of the world. In my opinion with all these small or big projects Capital of Children is making Billund great.....greater! :) ”

What makes Billund unique?

The LEGO legacy

LEGO CEO Niels Bjørn:
Our mission is to 'inspire and develop the builders of tomorrow'. It is this focus on future generations that drives our responsibility efforts.






Since 2010, Billund has had the vision of the Capital of Children where children learn through play and become creative world citizens.

What is Billund's contribution to the world?

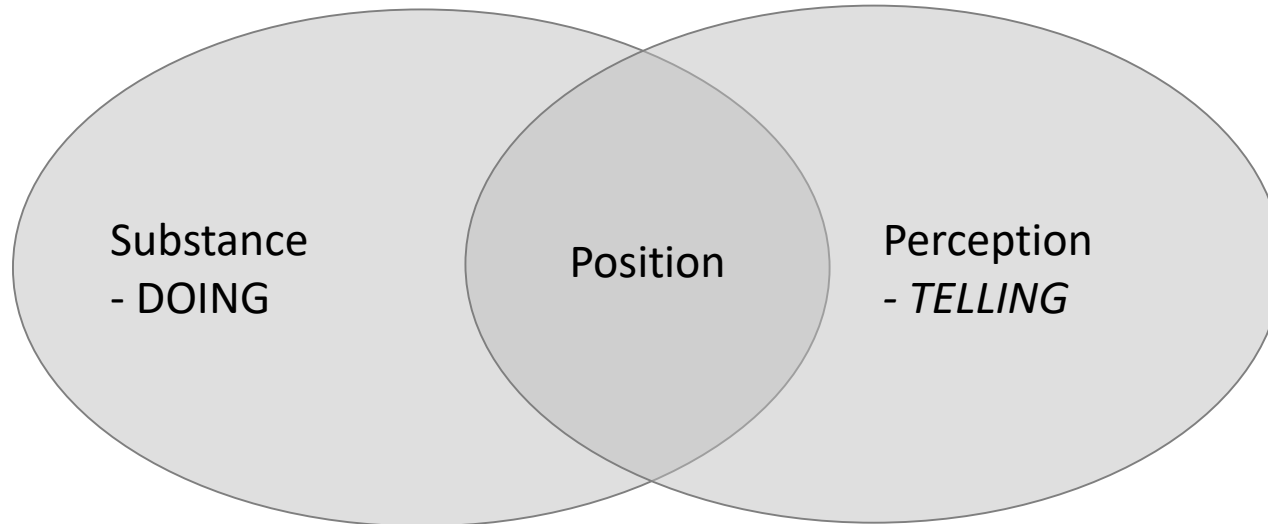
A Lot.
But not many knows

2017 – the milestone

-  **1. The vision is unknown.** Only 8% of Danes have heard about Billund as the Capital of Children; 0% abroad.
-  **2. The vision does not live up to its full potential.** A gap analysis in Fall 2017 made it clear that only one single organization in Billund used the brand.
-  **3. The Capital of Children's brand DNA is undefined.** An image analysis in January 2019 showed that 89% of Billund's citizens have heard about Billund being the Capital of Children; but they do not know what it is.

We focused on 3 strategic initiatives in 2019

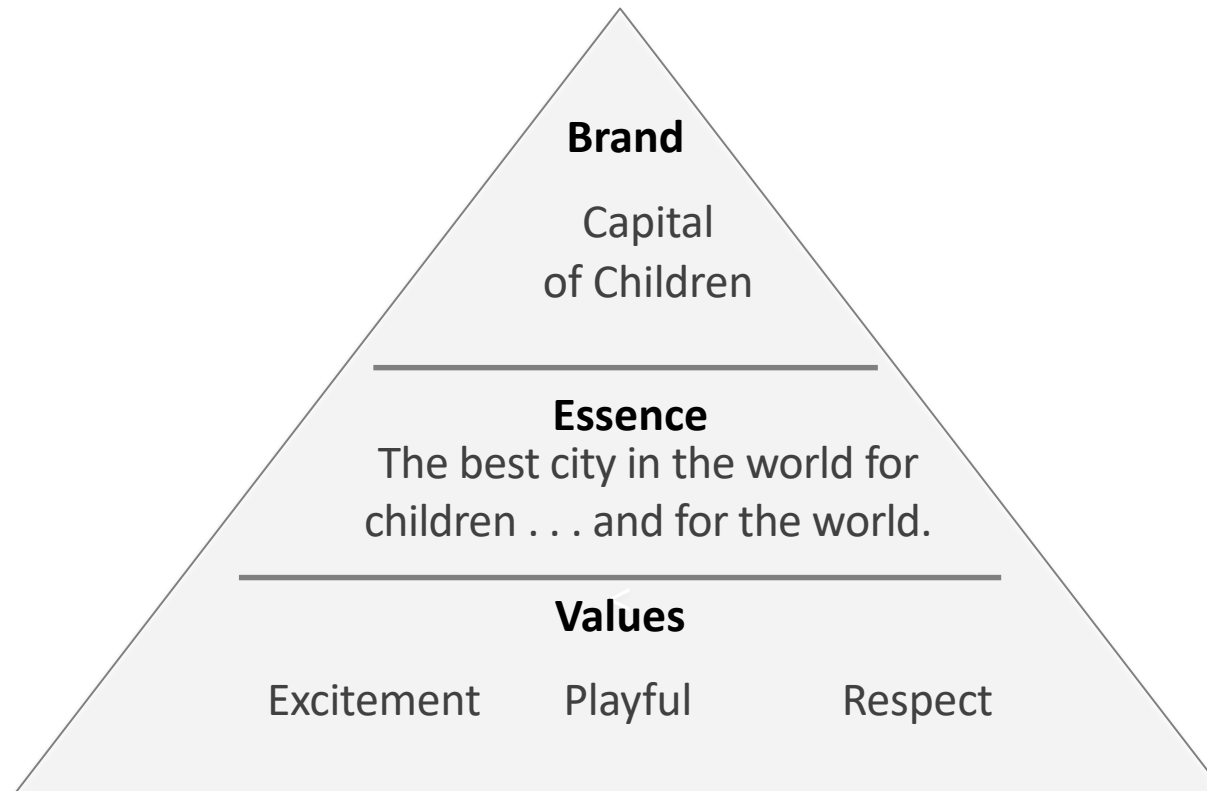
1. From vision to strategy



2. From solo player to 11 partners by 2019



3. From unclear to joint DNA



The heart of the story

In Billund, we believe that children are just as capable as adults. This makes Billund a very special place in the world.

A place that insists on learning through play, and when Billund comes together as a whole to build the Capital of Children, it is not for fun. It is for the future.

A future and a lifestyle that can be smarter, more fun and more humane. Where play, learning and creativity impact not only education and business, but also urban planning and municipal policy.

A place that creates world citizens with a vision that reaches far beyond Billund.

And the only demand is that we adults learn to play. Again.

We are all born curious. We learn about life through play. But, the more we learn, the less we play. And gradually, we lose the ability to imagine anything other than what we know.

The pleasure of the absurd is replaced by knowledge and habitual thinking. And suddenly, we are just like the adults who didn't understand us as children.

But the future is about creating together. And children know more than most that when playing together, you create worlds that no one has seen before. Find solutions never imagined.

That's what we want – to create worlds and solutions that no one has seen or imagined before. Physically, we want to make Billund a child-friendly city that invites adventure and exploration. Mentally, we will make Billund the global capital of a future formed together with those who will live in it.

In short, Billund will be the best city in the world for children . . . and for the world.

4 examples

**Partner contributions to the
Capital of Children**

Billund Airport

Redesign of the airport experience by inviting children and adult experts into the design proces.

The projekt is a joint project with three Capital of Children partners Billund Airport, LEGO House, and CoC Playful Minds

See more: www.bll.dk



LEGO House

LEGO House offers learning through play experiences for children at all ages.

All play agents are trained to convey the story of Billund as the Capital of Children

See more: www.legohouse.com



Billund Municipality

Billund is committed to becoming the first Danish UNICEF certified city and municipality.

The international certifications are given to places that make an extraordinary contribution to protecting and developing children's rights and opportunities.

See more: www.billund.dk



**The mayor and the municipality of
Billund is committed to becoming
a UNICEF Child Friendly City**

Coc Playful Minds

CoC Playful Minds is an organization in Billund that believes that co-creation with children plays a key role in the foundation for children becoming creative world citizens.

CoC Playful Minds takes initiatives and drives processes for new urban spaces, new product innovations, and new learning environments in Billund.

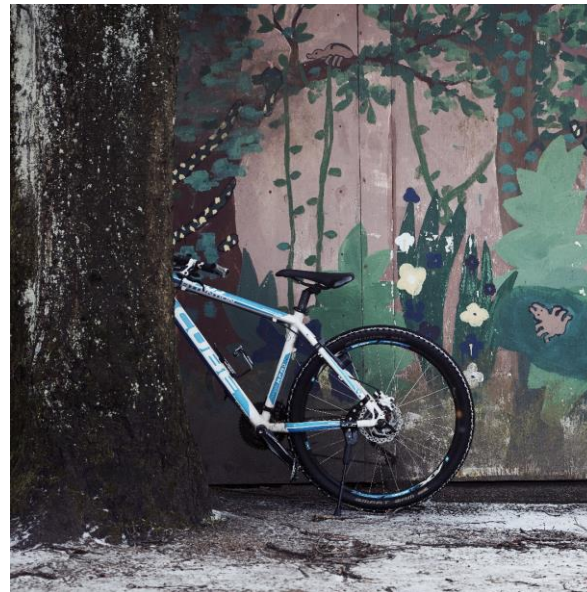
See more: cocplayfulminds.org

Our World Academy



facilitates processes that teach children to take ownership and reflect with others.

Playful Spaces



is a humanistic and democratic development of urban spaces. A rethink of Billund as a physical city at a child's level.

Playful Innovation



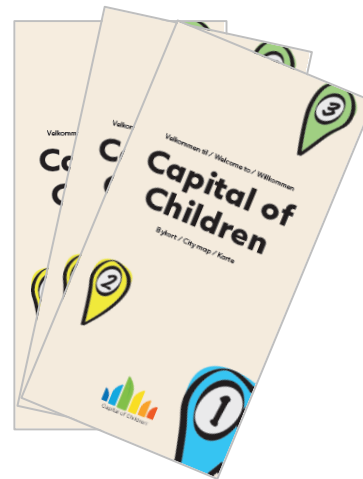
builds an eco-system of organizations, offers innovation processes for companies.

Capital of Children sekretariat developed and implemented joint communication activities during high season in 2019

It was a pilottest for joint communication.
Reach: 100% of citizens; 20% of tourists



Website

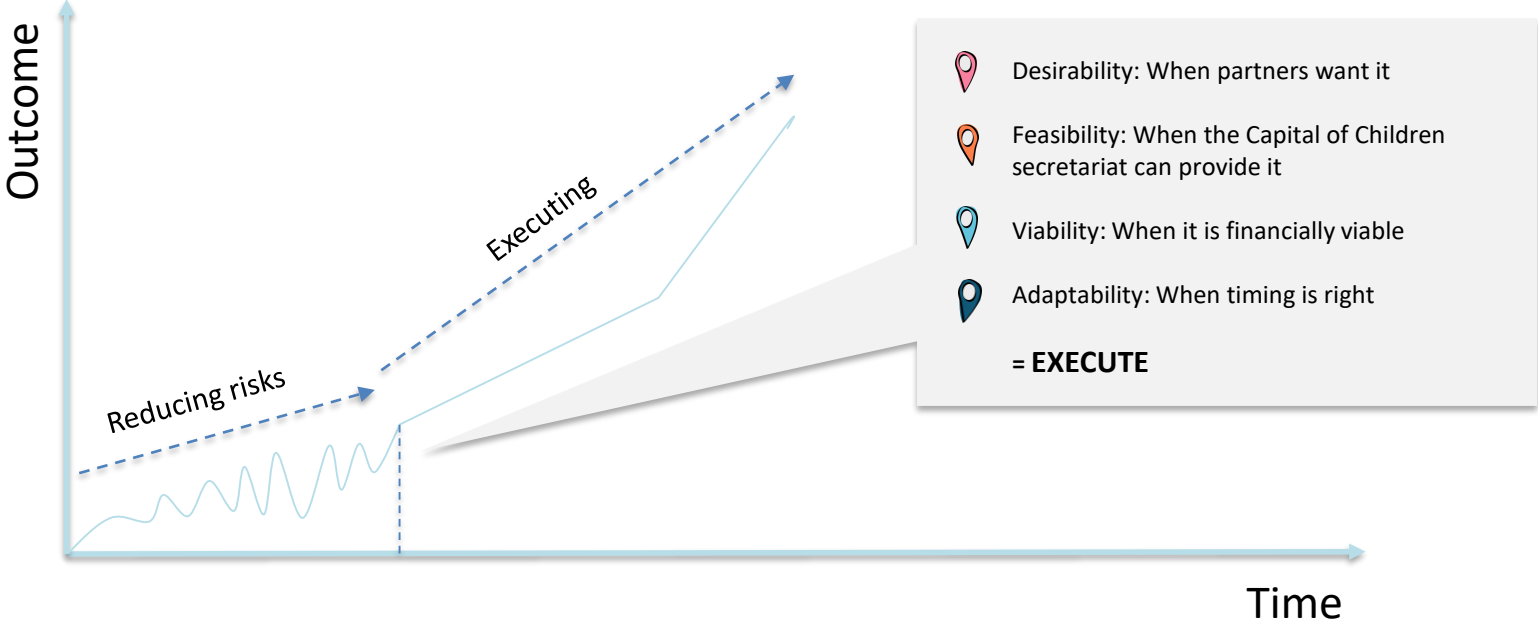


Map

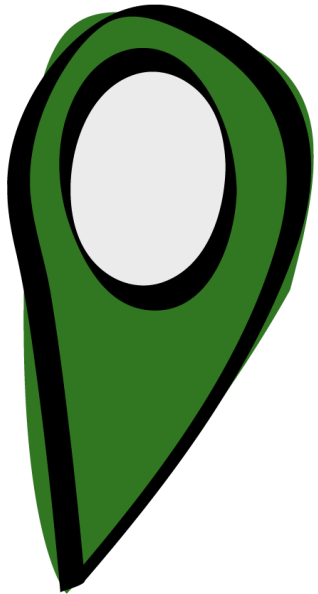


Shuttlebus designed by children of Billund

Capital of Children is preparing for execution



Strategic initiatives 2020-2025



The next 5 years we will focus on:

1. Creating the business model to deploy the Capital of Children.
2. Creating the financial groundwork.
3. Expanding the partnership/network.
4. Establishing a global position for Billund as the Capital of Children. Our ambition is to make Billund known around the world