

## 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.

### HOW | Field of Action

The ambition is to create an attractive and coherent city centre.

- This is achieved by facilitating co-operation between stakeholders.
- The aim is to create ownership and a solid foundation for more long-term investment in and around the city centre.
- Kolding wants to provide relevant stakeholders with the opportunity to get involved and contribute.

### STATUS | Current progress

The work in the city centre is divided into 7 smaller areas. 3 of these areas have seen significant stakeholder involvement and some specific initiatives.

- The city council has renewed its focus on the city centre with stakeholder partnerships, allocation of funds and creation of more green areas.
- One of the quarters in the Kolding city-centre has taken initiative to an “open house” day, where citizens could visit stores, hotels and enjoy a movie for free in the local art cinema.
- Based on workshops among citizens, local stakeholders and the city of Kolding, an area of Kolding city will get a significant “green” upgrade. It will change the use and experience of the area and will make this part of the city more welcoming for citizens, visitors, tourists alike.

### 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.” - Leendert Bjerg, Business Kolding*