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Co-funded by  
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# CULTIGEN

**CULTure, Tourism, reGEneration through innovative digital solutions and governance platforms**

**The City of Copenhagen**



# Copenhagen

- Capital of Denmark
- 638.117 inhabitants
- 11,7 million overnight stays in 2023
- 40,3 billion DKK (5,4 billion EUR)
- Projected increase: up to 50 % in 2030







# Challenges

- Uneven distribution of visitors
- Limited engagement in non-central neighborhoods
- Insufficient data



# Solutions

- Data-driven decision-making
- Disperse visitor activities
- Participatory development
- Capacity building





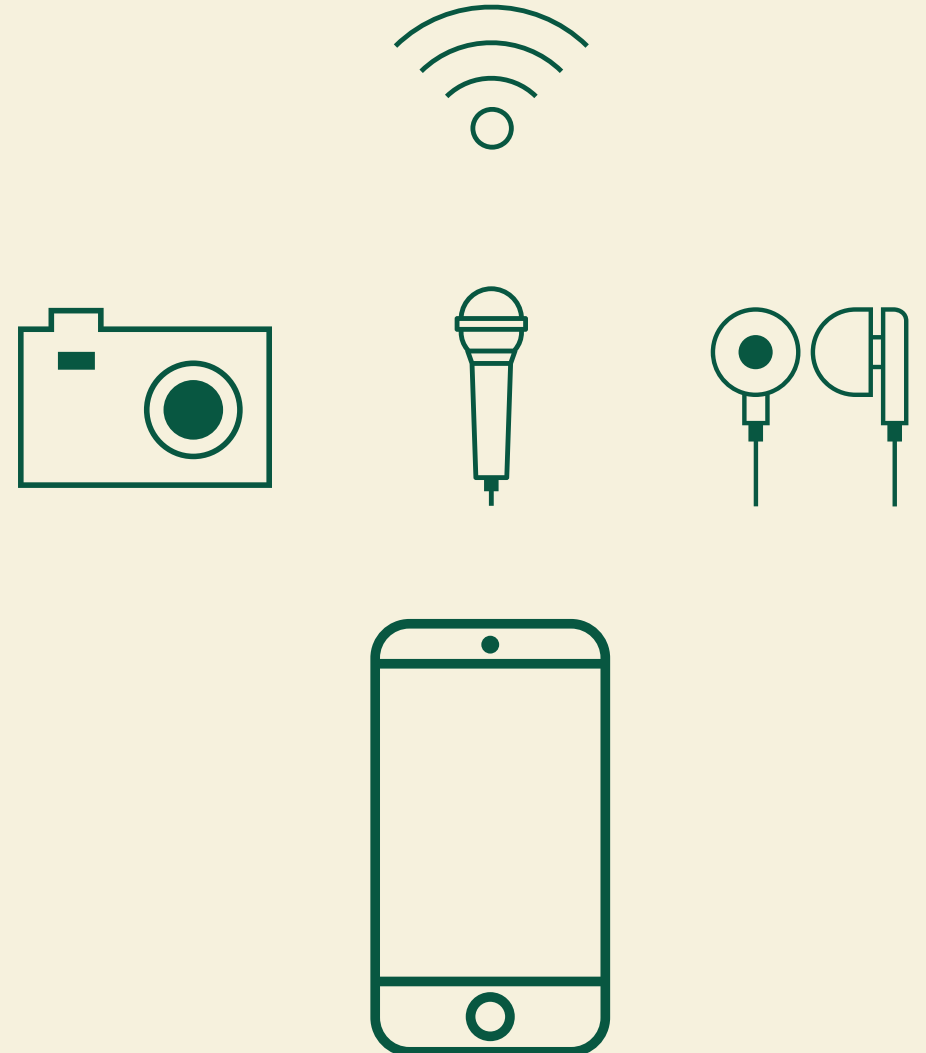


# CULTIGEN Partners

- City of Copenhagen
- Aalborg University
- Wonderful Copenhagen
- National Museum of Denmark
- We Do Democracy
- StoryHunt

# WP 5: Developing the Urban Listening Tool

- Co-creating the digital infrastructure
- Engagement, mock-ups and user experience
- Prototyping and feedback loops
- Data collection and analysis
- Data visualisation



# WP6: Neighbourhood-level solutions

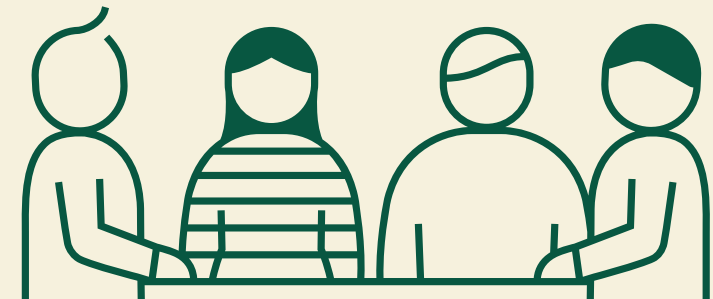
- Network of neighbourhood ambassadors
- Cultural identity of the neighbourhoods
- Local heritage valorisation
- Events and activities in pilots/ micro destinations
- Promotion/ branding





# **WP7: Participatory development of a blueprint model for citizen engagement and dispersion practices**

- City-planning domains discussions
- Stakeholder involvement through learning labs
- Citizens Assembly
- Context & best practices analysis
- A blueprint model for citizen engagement and dispersion practices







## **WP8: Sustainable tourism as a driver for socio-cultural, economic and environmental local development**

- Tourism as local driving-force
- Data-driven market & opportunity analyses
- Local capacity-building and upskilling in sustainable tourism
- Business model and sustainability plan development
- Acceleration of new sustainable tourism start-ups

# Transfer partners

- Municipio Roma III – Montesacro, Italy
- Bordeaux Métropole, France
- Municipiul Constanta, Romania





# Thank you!



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