



# Pia Sandin

Former Chief Executive  
Malmö City Partnership



Norwich  
Business  
Improvement  
District

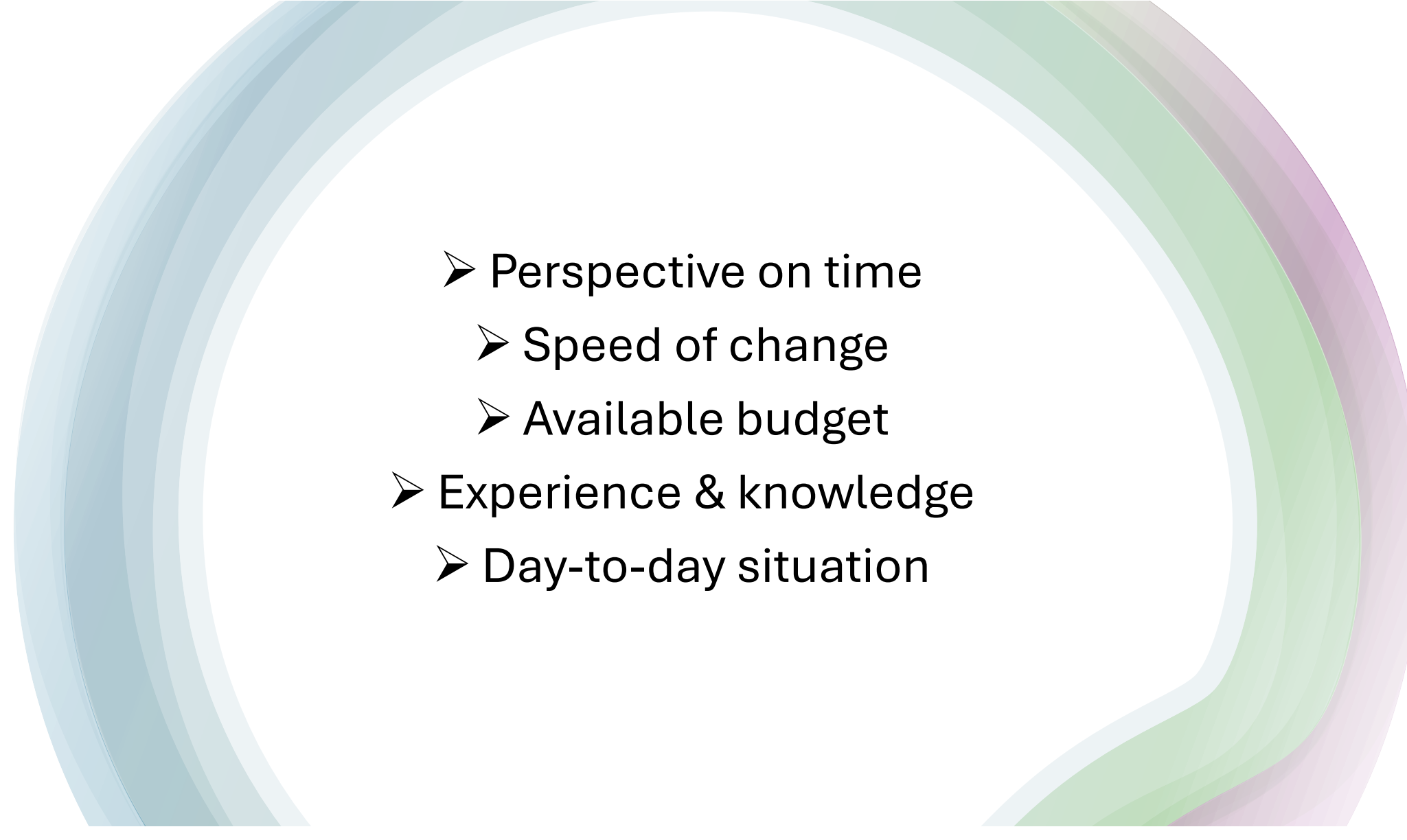
# Inclusive collaboration

Pia Sandin



"...resting on genuineness, trust, openness and an understanding for each others positions and situations, purpose and goals. Also a relationship where there is mutual interest and respect."

# What is collaboration?

- 
- Perspective on time
    - Speed of change
    - Available budget
  - Experience & knowledge
  - Day-to-day situation

# Differences



How do you do it?

# PULS KICK-OFF

PLACE – DEVELOPMENT - LEADERSHIP - STRATEGY



SVENSKA  
STADSKÄRNOR

# WORKSHOP CONTENT

- Organisation
- Financing
- Strategy
- Businessplan
- Knowledge, Products and Services

Create common ground and mutual understanding:  
Questionnaire – individual + group discussions

1. Have we given different answers – why? Explain different perspectives.
2. Have we given the same answers – can we build on that?
3. What can we agree on?
4. What are the most important things to continue working with?



SVENSKA  
STADSKÄRNOR

# Extended collaboration model 1

## Anmälan Projektidé

Vad roligt att du vill genomföra ett projekt tillsammans med dina grannar!

Beroende på vilken typ av idé det är så behöver vi ha tillräckligt med tid för att få eventuella polistillstånd, bygglov, inhämtning av underlag, framtagande av material, tryck, bokning av lokaler, inköp, kommunikation till parter och till besökare samt annat som kan vara kopplat till insatsen ni föreslår. Inkom därför med er idé i så god tid som möjligt, för att vi även ska kunna få med den i vår årsplanering.

Fyll i uppgifterna nedan så utförligt som du kan. Kontakta oss gärna om du har frågor!

### Beskrivning av projektet

Kort beskrivning:

Tidsperiod:

Genomförandeplan:

### Ansvar

Huvudansvarig/Kontaktperson & dess ansvarsområde:

Nyckelpersoner och deras ansvarsområden:

### Deltagare/engagemang

Vilka verksamheter i området är med?

Hur är de med, vad bidrar de med?

Vilka får vara med/är inbjudna? (Ex. geografiskt/branschvis/endast medlemmar.)

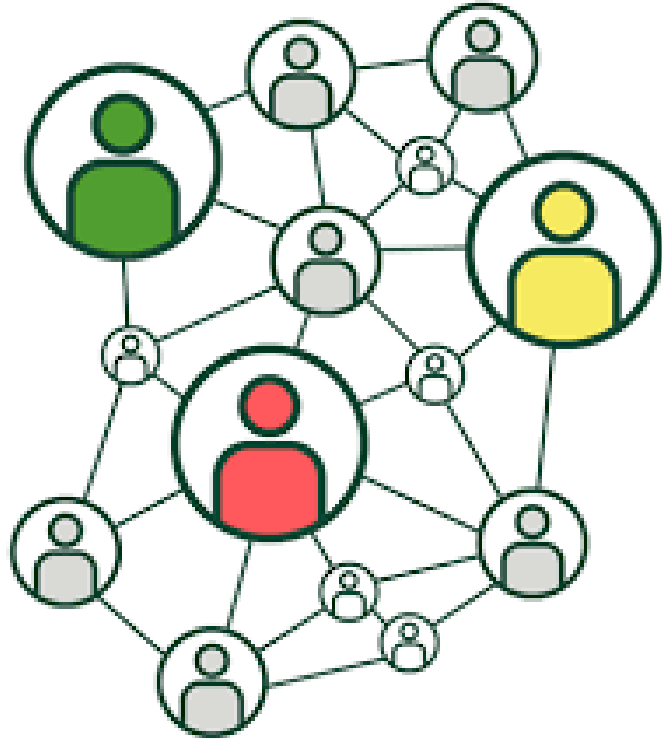
Vad skulle ni vilja att Malmö Citysamverkan bidrog med?

- **Short description** – purpose, goals, target audience, marketing, longevity, legacy
- **Time frame and plan of action**
- **Areas of responsibility** – key persons + their tasks
- **Participants** – Who is invited? Who is involved? How, and what do they contribute with?
- **Contribution** – what is needed from Malmö City Partnership?

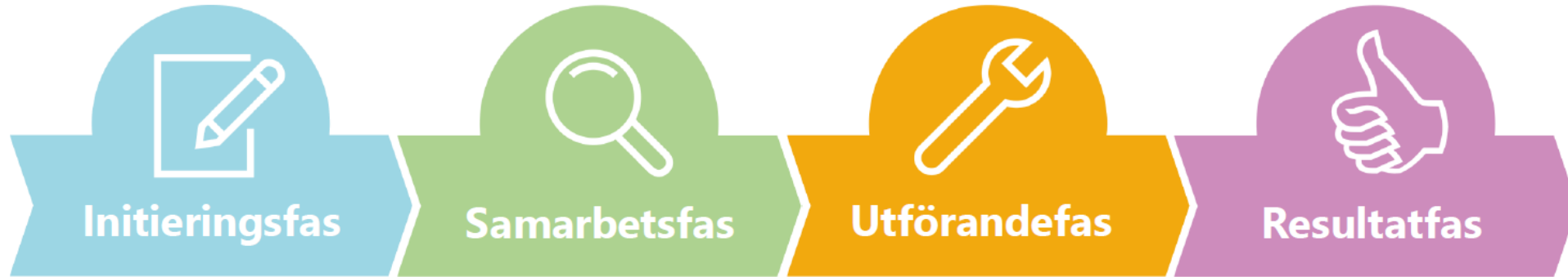




# Extended collaboration model 2



1. In what **geographical area** will the idea take place?
2. **What businesses** are located in the area?
3. Which ones are interested in **taking part**?
4. Is there **information from others** (inhabitants/businesses/visitors) that supports the suggestions?
5. What **challenges and possibilities** does the area have today according to the parties/businesses?
6. What **added value** can the suggestion contribute with locally? Also possibly other parts of the city or to visitors.
7. What is **required from the municipality** for the suggestion to become reality? Specify.



**INITIATING**

Someone has a suggestion of how they want to develop an area together with the municipality. Their suggestion is sent to The Technical Board.

**COLLABORATION**

Carry out activities for dialogue and map out needs and requirements.

**IMPLEMENTATION**

Implement activities and other actions according to agreed timetable.

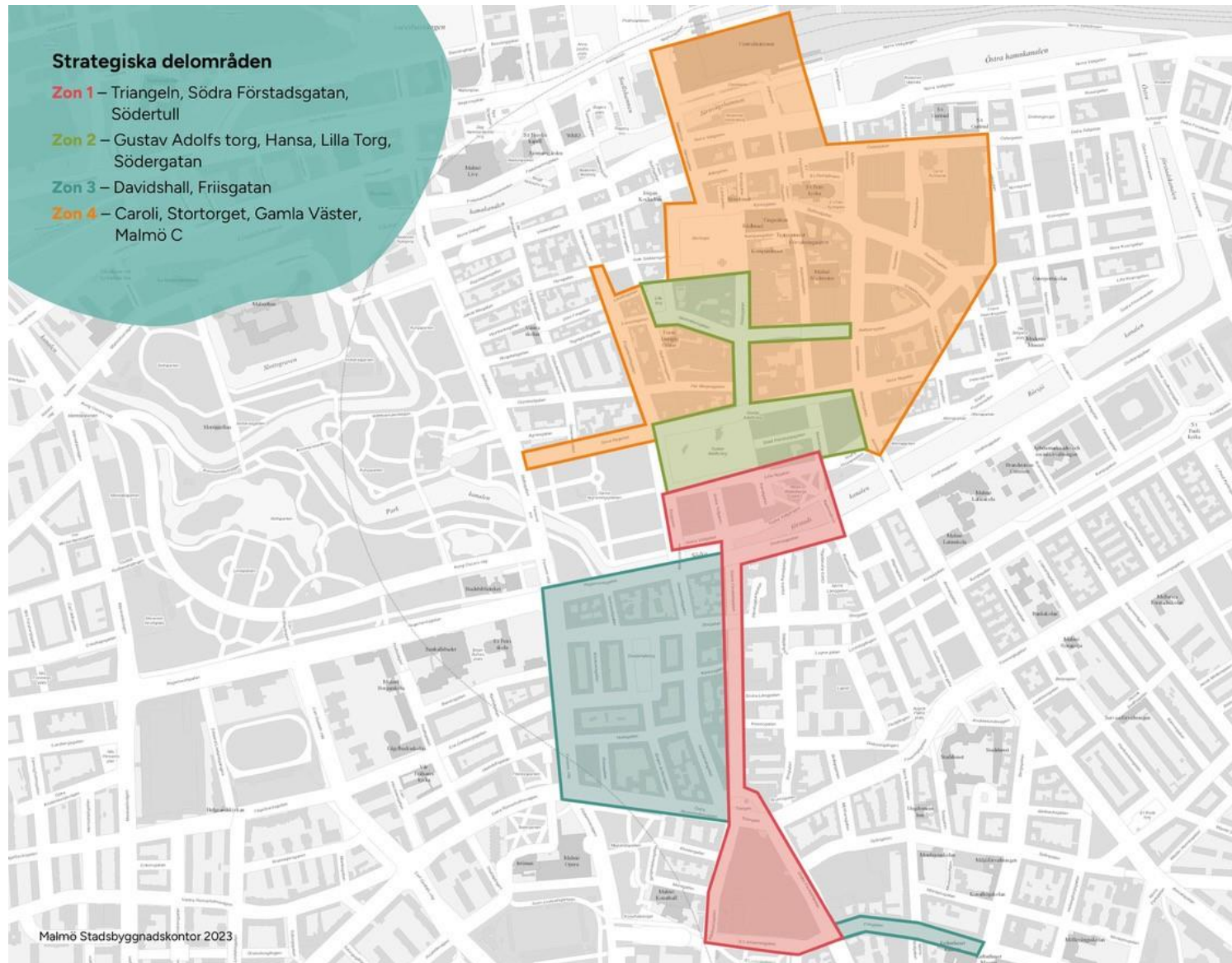
**RESULTS**

Measure results and effects with a focus on added values.





# Increasing area collaboration





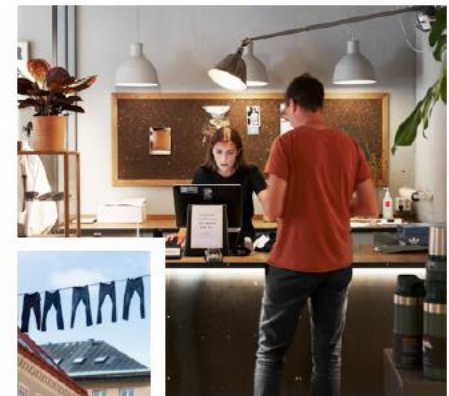


**100 000** PERSONER BESÖKER GATAN VARJE VECKA

**2 219** PARKERINGSPLATSER UTÖVER OMRÅDETS GATUPARKERINGAR

- P-HUSET ANNA: 833 PLATSER
- PARKERINGSPLATS SPARVEN: 46 PLATSER
- PARKERINGSPLATS DAVIDSHALLSTORG: 120 PLATSER
- P-HUSET RIPAN: 270 PLATSER
- P-HUSET TRIANGELN: 950 PLATSER

**X3** DET ÄR 3 GÅNGER VANLIGARE ATT CYKLA I MALMÖ ÄN I STOCKHOLM!



**48** PROCENT AV INVÄNARNA ÄR UNDER 35 ÅR.

**360 000** SÅ MÅNGA INVÄNARE HAR MALMÖ 2023. 36 000 PERSONER ARBETAR I NÄROMRÅDET. 33 270 BOR INOM 1 KM RADIE.

**450** TÅG OCH 1400 BUSSAR STANNAR VID STATION TRIANGELN VARJE DAG.





# Zone 1

Redeveloping a square

Joint venture

Results:

- ✓ Unwanted loitering gone
- ✓ Increased footfall
- ✓ New businesses established



# Vacant shops



# FUN FACTS ABOUT MALMÖ



Malmö is a cycling city with a network of almost 800 km of lake paths.



The Öresund Bridge connects Malmö and Copenhagen and is 15.9 km long. It includes a bridge, a tunnel, and the island of Peberholm.

The 2 km long Ribersborg Beach, also known as "Blåstun" is only a 10-min bike ride from here.



The Malmö Festival was founded in 1965. It is the largest and oldest city festival in Northern Europe.



Malmöhus Castle is Scandinavia's oldest renaissance castle, originating from 1434. Previously used as a royal residence, it is now home to Malmö Museum.



Malmö has over 4 km of canals. It is narrowest between the Moresco and Davidshäls bridges (16.5 m) and widest next to the Malmö Central Station (90 m).



The big statue of Christ in Rio de Janeiro, one of the new seven wonders of the world, is partly made out of concrete from Malmö.

MORE FUN IN MALMÖ



VISITMALMO.SE



CASH FREE



Host City  
Eurovision Song Contest  
2024



# Eurovision

- Artwork to complement the official branding
- Various material produced
- Encouraging local businesses to use it
- Collaboration with external shopping centres
- Workshops before-after





# Eurovision

- Workshops before-after
- Before: expect, hurdles, planning, maximise collaboration
- After 1: general evaluation
- After 2: insights and legacy
- After 3: report and future





# Weekend Malmö

Marketing collaboration five main stages

- Aim:
1. Overall: Increase interest in Malmö as a weekend destination based on events, performances, concerts.
  2. Specific: Attract more visitors to their stages

Target market: both group tour organizers and other visitors

- Joint website with full offer, linking to their own booking site
- Joint advertising in various channels



# Three examples of collaboration nationally

**1.**

**NATIONAL CAMPAIGN**

Information to consumer

**2.**

**CITY COMPETENCE**

Courses online

**3.**

**OPEN LETTER**

Consequenses of the  
pandemic

## Awareness campaign

# National awareness campaign

- Why do we need our city centres?
- Responsibility and influence
- Enlighten and engage
- Approx 50 cities together
- [www.ingenpulsutandin.se](http://www.ingenpulsutandin.se)

Gå på konsert,  
få ännu bättre  
bibliotek.



INGEN PULS  
UTAN DIN

Ta en AW,  
få en vackrare  
stadskärna.



INGEN PULS  
UTAN DIN

Köp en tröja,  
få fler behöriga  
lärare.



INGEN PULS  
UTAN DIN

Beställ in en  
dagens, få  
bättre sjukvård.



INGEN PULS  
UTAN DIN



**INGEN PULS  
UTAN DIN**

Ett levande centrum ökar  
skatteintäkterna, pengar som  
skapar ett bättre samhälle.



# City Competence

- Members' need for **new/improved knowledge** during the pandemic – social media, visual merchandising
- **Fast**, only a few minutes per day
- **Available** – any time, any where, how ever many times, via mobile, tablet or computer
- **Cost efficient**, only £2300 per city
- All **members** and their **staff** welcome to participate
- Led to grant from Swedish Retail Association to pay for keynote speaker at a hybrid tutorial event



Courses online

# Open letter to the Prime Minister



# Impact

## Results

- Local media
- National media
- Meetings with Minister of Enterprise
- Appreciation from local businesses: proving the benefits of working together
- National trade associations want to widen the collaboration
- Our issues are now on the agenda of the Government

# ”Skills gives opportunities”

Trianon + Employment Agency

Long-term unemployed

Local housing areas

3 months internship and 12 months employment

Internship paid by Employment Agency

Salary 12 months paid by Trianon

Aim: new skills and experience give new chances

Started 2023 – 20% have permanent employment

# Further examples:

- Joint marketing campaign towards Denmark
- Collaboration around activities in December
- Shops collaborating around events and window dressing, exchanging products to include or show
- Joint "cleaning day" with municipality, tenants and property owners
- Shops contributing at conferences/awards with clothes, furniture etc
- Outdoor fashion shows
- Summer Youths intership municipality + local businesses
- And much much more...

# Summary





# Thank you!

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