

# **the city of tomorrow**

## **an integrated sustainability approach**



**Trevor Graham, City of Malmö**

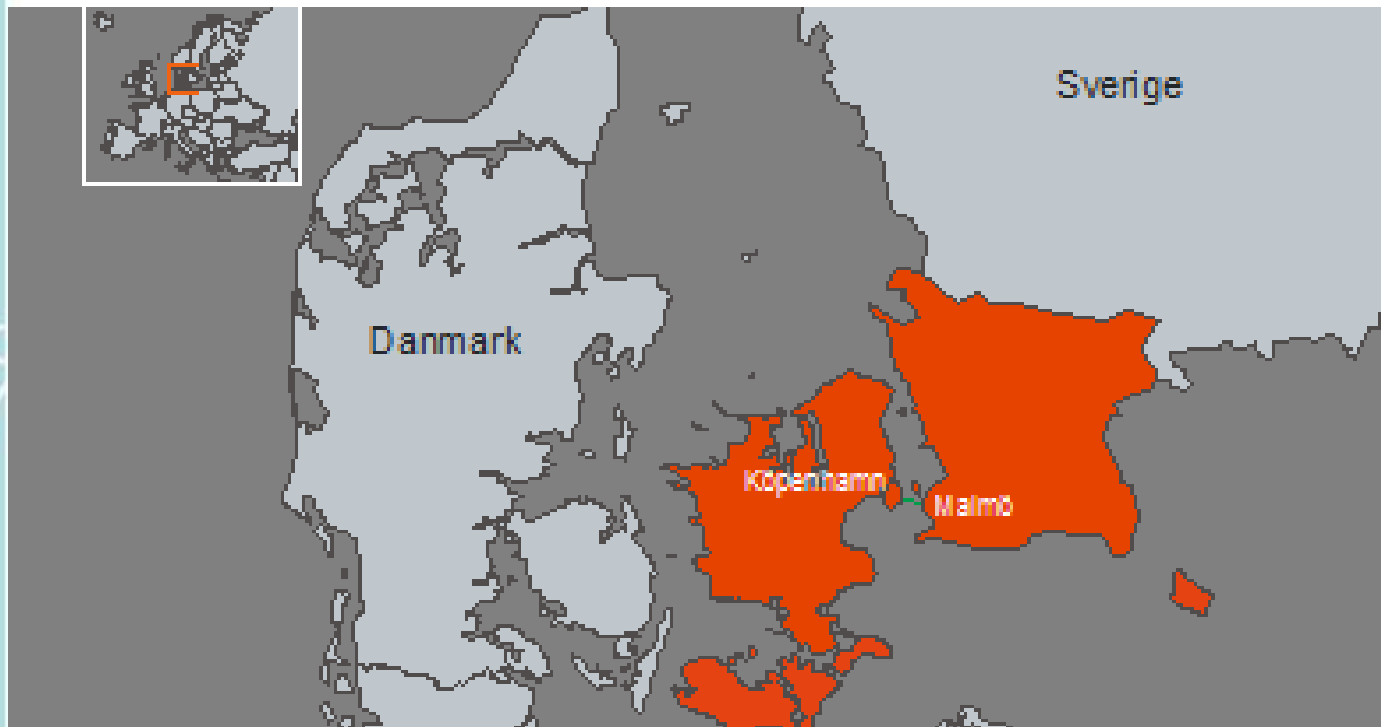
# Welcome to Malmö

– a diversity of meetings and possibilities



- **Malmö is the growth centre of the region**
- **293 988 inhabitants**
- **Population expanding for the twenty-fifth year in a row**
- **29% of the city's inhabitants were born abroad**
- **174 nationalities represented**
- **Young population: 48% are under 35 years of age**

# The Öresund region one of the most expansive regions in Europe



- The Öresund region covers Skåne, Själland, Lolland-Falster, Mön and Bornholm, an area of 21 203 km<sup>2</sup>
- 3.6 million inhabitants, 1.2 million on the Swedish side and 2.4 million on the Danish side

Source: [www.oresundsregionen.org](http://www.oresundsregionen.org)



## Urban space for contemplation







## Background to Malmö

### Some historical dates

- 1275 **The fishing settlement of Malmhauga is mentioned for the first time**
- 1437 **Malmö receives its city arms from Eric of Pomerania**
- 1500 **Prospering large town in the Kingdom of Denmark with 5,000 inhabitants**
- 1658 **Malmö becomes part of Sweden**
- 1870 **Kockums is established in the Western Harbour**
- 1915 **Population of Malmö passes 100,000**
- 1952 **Population of Malmö passes 200,000**
- 1998 **Malmö University founded**
- 2000 **The Öresund link inaugurated**





**Pedestrians, boating and bikes  
have priority**







**Variety of forms, colours,  
shapes and moods**







50% Green Energy for the  
whole City within 2020







**Education & Research**

**Governance**

**CITIZENSHIP**

**Business**





















## From industrial city to knowledge city. The route to becoming a growth centre

- **22 700 university students**
- **12 000 high school students**
- **6 500 in adult education**
  
- **Malmö University**
- **Research institutes such as Interactive Institute, IKED and Pronano**
- **World Maritime University (UN)**
- **Øresund University is a partnership between 14 universities and colleges, including Malmö University, in Skåne and on Zealand**



# Malmö Incubator





Malmö stad





Malmö stad







CLEAR CHANNEL

# Här cyklar en bilist

Hälften av alla bilresor i Malmö är löjligt korta

The most  
unuseful  
auto trip



CLEAR CHANNEL





Wendelstrafikskola.s

EcoDrivingSchool







# Bio digestion





# Green Buses, fueled by Bio gas from city organic waste

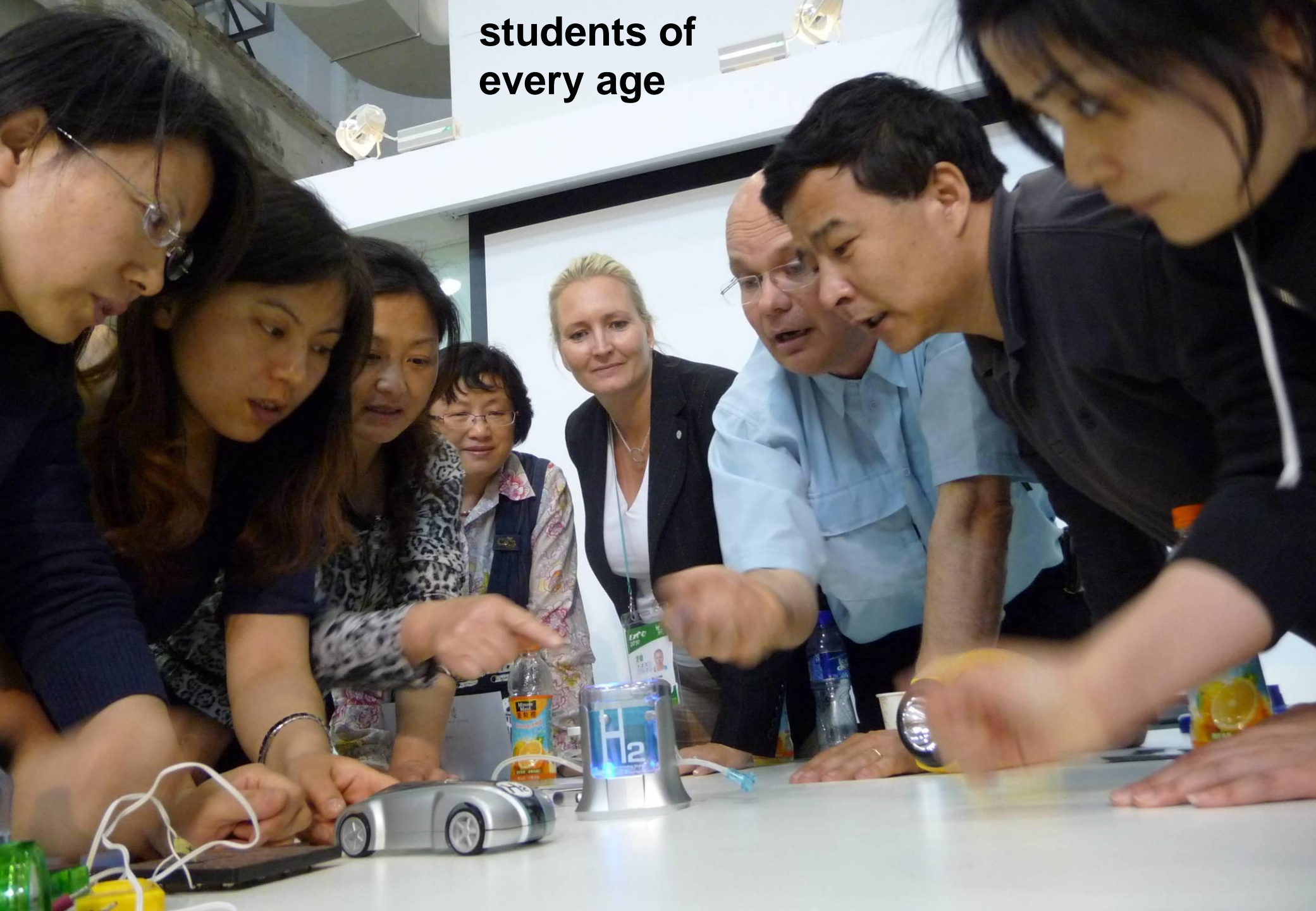








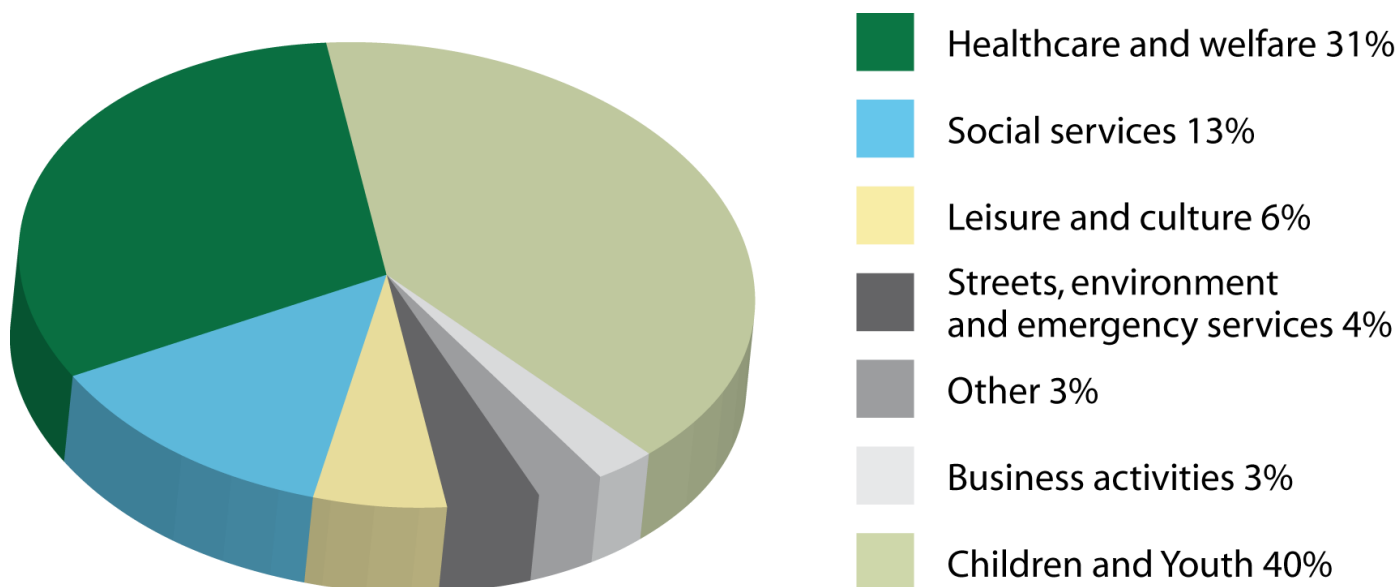
**students of  
every age**





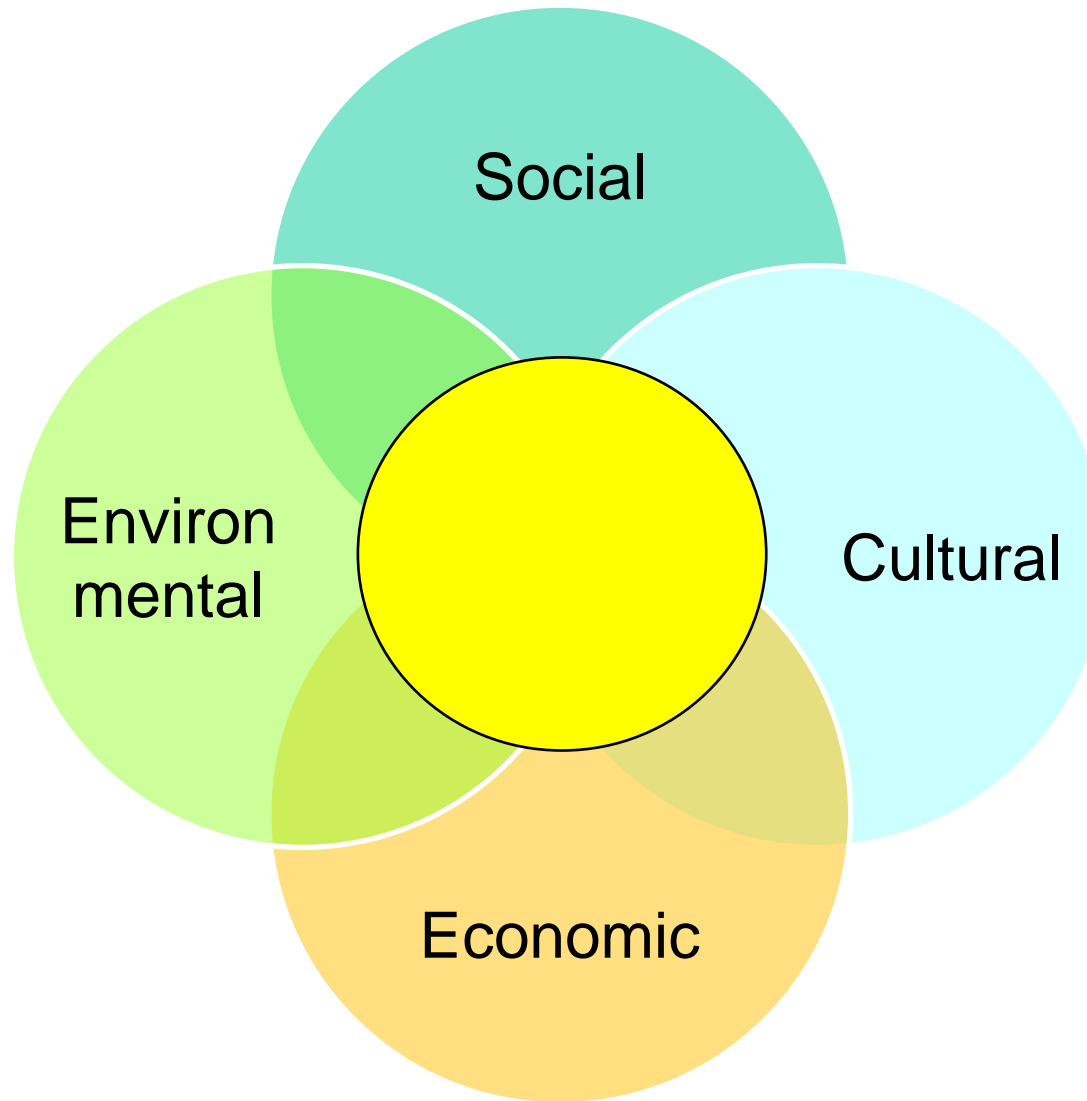
# How is the municipal tax used?

**Municipal tax in Malmö: SEK 20.84**





# The Four Dimension of Sustainability
















**MORE QUALITY**  
**MAKES YOUR WARDROBE, MONEY**  
**AND PLANET LAST LONGER**









**Thank you**  
**For the attention**





**Thank you**  
**For the attention**