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# Sustainability as a driver of change

A municipal perspective

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## Malmö, Sweden

- Population 300,000
- Private service sector domination
- An international city, with 175 different nationalities and 147 languages...
- ...and a young city: 48% are younger than 35 years







## Malmö, part of the Öresund region

3.7 million  
inhabitants, 1.2  
million on the  
Swedish side and  
2.5 million on the  
Danish side

Integrated area:  
about 20,000  
people a day  
commute over the  
Öresund bridge

**From an industrial city  
with an old shipyard...**



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...to a sustainable area...



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**...with even more employees today.**



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**Locally produced  
renewable energy from  
the sun...**



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**...and from the wind. 60 000 households in Malmö are powered by the windmill park Lillgrund in Öresund.**



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Collecting organic waste to create biogas.

Only 2% of the waste goes to landfill; the rest is recovered material and energy




**Sustainable transport:  
cycling, walking and  
public transport by biogas.**



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**Promoting bicycling –  
app 30% of all travelling  
within Malmö is by bike**





**Green roofs and open storm water systems for climate change, for biodiversity and for greening the city.**



# Education for sustainable development for capacity building.



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**New clean technologies based on knowledge  
from Malmö's industries.**



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**Creating meeting points in a socially divided city: within an urban environment...**



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...using the parks...



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...encouraging urban, social farming...



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**...and developing areas by the sea.**



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# Proud but not complacent

*A selection of awards*

- Malmö "Environment City of the Year ", 2014, 2013 & 2010
- Fourth most innovative city in the world, OECD, 2013
- Cycling promoter city of the year, 2013, 2012 and 2011
- CIO Awards, Sustainable IT procurement, 2013
- Electric Car City of the Year, 2013
- City to City FAD Award, Ecocity Augustenborg, 2013
- Sweden's Fairtrade City-Capital, 2012
- European Green Capital , finalist 2012/2013
- Earth Hour Capital, WWF, 2011
- World Habitats Awards – Ecocity Augustenborg, 2010
- Malmö is ranked among the world's 13 most creative cities – Fast Company, 2009







s för ett grönare M

ARRIVA

14 Valdemarsro  
via Värnhem

Skåne




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HOME IS WHERE YOUR HEART IS 



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# Sustainable Malmö 2020





# Sweden's most climate friendly city

- Efficient energy consumption
- Renewable energy
- Reduction of emissions
- Transport and travel
- Climate adaptation





# Malmö – tomorrow's city today

- Sustainable urban development
- Resource efficiency
- Cleaner city
- Green and blue city
- Pleasant living environment





# Sustainable use of natural resources

- Grow with minimal resource usage
- Sustainable agriculture
- Water resources
- Protect nature





# It's easy to do good in Malmö

- Sustainable procurement
- Recycling
- City of knowledge
- Sustainable lifestyle





# Success factors





- **Cooperation:** local, regional, national, international and across specific borders
- A shared **vision:** this is what we want
- **Innovation:** involve companies and academia, encourage innovation, promote cleantech
- Strong **political will**
- **Involve the citizens** – they must want it as well
- **Holistic view:** everything is connected
- **State of mind:** to see environmental issues as a driver of change





[malmo.se/sustainablecity](https://malmo.se/sustainablecity)

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