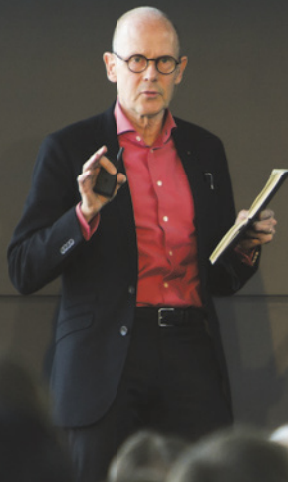




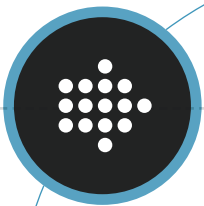
PITTSBURGH MAY BE DIFFERENT GEOGRAPHICALLY AND DEMOGRAPHICALLY FROM MANY CITIES IN EUROPE'S NORDIC COUNTRIES. BUT LOCAL CIVIC AND PHILANTHROPIC LEADERS HOPE THAT SOME NORDIC DEVELOPMENT APPROACHES TRANSLATE SUCCESSFULLY ON THIS SIDE OF THE ATLANTIC. BY JEFFERY FRASER. PHOTOS BY JOSHUA FRANZOS.

PITTSBURGH



During the p4 Pittsburgh summit, urban development experts from Europe's Nordic countries eagerly shared their lessons learned and goals achieved in making the quality of life in their cities more sustainable. Above, Heinz Endowments President Grant Oliphant, right, interviews Jesper Nygård, CEO of Realdania, about the ways in which that philanthropic organization supports architectural and planning projects in Denmark. Below, Christer Larsson, director of city planning for the city of Malmö, Sweden, describes urban development projects in his city.

NORDIC CONNECTION



It came as little surprise last year when the executive body of the European Union recognized Copenhagen, Denmark, as the “green capital” of Europe.

The city has moved swiftly to consume less energy and generate more from renewable sources like the wind farm in its harbor. It aspires to be carbon neutral within a decade. It has adopted sustainable urban design principles to reinvent its waterfront, streets and transit. And it has nurtured an innovation economy in which clean technologies, pharmaceuticals and information technologies have emerged as key sectors.

The ascent has been deliberate, nearly two decades in the making, during which sustainable policies and practices were conceived, tested and refined at scale, with the support and direction of public-private partnerships. Along the way, Copenhagen and several other cities in Europe’s Nordic countries have shown that sustainable cities can be created, and they provide insight into the paths they took to get there, the challenges they faced and how they overcame them.

“They teach us that, in a world of 7 billion and rising, metros of 1 million like Copenhagen or 2 million like Stockholm can punch well above their weight—that relatively small cities can become globally significant and attract capital and investment, grow more jobs and bring more people along for the ride,” says Bruce Katz, vice president and founding director of the Metropolitan Policy Program at the Brookings Institution.

The Nordic region’s commitment to redesigning cities with people, environment and quality of life in mind has produced and attracted some of the leading experts in urban sustainability. Several of them traveled to Pittsburgh in April to share their experiences during the p4 Pittsburgh summit, which was hosted by The Heinz Endowments, the City of Pittsburgh and Mayor William Peduto, and organized by the nonprofit Sustainable Pittsburgh.

Malmö, Sweden, like Pittsburgh, was a heavily industrialized city that spiraled into decline when shipbuilding and other industries contracted two decades ago. In years since, the city reinvented itself and embraced sustainable principles when plotting its course. An innovation economy has taken seed, attracting new industries such as biotechnology and information technology. Bold initiatives have been undertaken, such as redeveloping a harbor district brownfield into a sustainable urban setting with energy-efficient buildings, its own energy supply and few automobiles.

The Nordic delegation to p4 Pittsburgh included individuals who talked about their expertise in sustainable urban development within discussion groups rather than on the conference stage. With the exception of John Manoochehri and Joakim Jardenberg, who were event speakers, some participants from Sweden who did not make presentations are pictured below.

LINDA SCHUUR
STOCKHOLM
KJELLANDER +
SJÖBERG

STEFAN SJÖBERG
STOCKHOLM
KJELLANDER +
SJÖBERG

HEIDI HARMAN
STOCKHOLM
AND MOUNTAIN
VIEW. CA.
LOOKBACK AND
GEEKGIRL.COM

NICLAS IHRÉN
STOCKHOLM
FUTURE PERFECT

LORENTZ TOVATT
STOCKHOLM
GREEN YOUTH
SWEDEN

MATTIAS GOLDMAN
STOCKHOLM
FORES



JOHN
MANOOCHERI
STOCKHOLM
RESOURCE VISION
AND
FUTUREPERFECT

EVANGELINA
LINDBERGER
STOCKHOLM
UNGDOMAR

JOAKIM
JARDENBERG
HELSINGBORG
CITY OF
HELSINGBORG

OLA KJELLANDER
STOCKHOLM
KJELLANDER +
SJÖBERG

SANDER SCHUUR
STOCKHOLM
WHITE ARCHITECTS





HELINGSBORG, SWEDEN: STAYING CONNECTED

The 200 sites hosting free Wi-Fi in Helsingborg, Sweden, are just one example of the numerous ways this city has embraced the age of the Internet. Recognizing the importance of online savvy in the 21st century, the city developed programs to help transition older residents into the digital world. The city's recently established Head of Internet position in government is another affirmation of this critical component of modern life. Helsingborg accomplished these innovations through the collaborative atmosphere it has fostered within the city.



STOCKHOLM, SWEDEN: GETTING AROUND

As the largest metropolitan center in the Nordic countries, Stockholm, Sweden is widely known for its sustainability projects and commitment to an innovation economy. Its chamber of commerce spearheaded efforts to expand the subway system in the city, ensuring its large population efficient and reliable transportation. Through collaboration with local organizations and leaders, the chamber advocates for the inclusion of computer programming in public schools in order to provide students with the tools they need to build successful careers.



COPENHAGEN, DENMARK: RUSH HOUR

The EU-proclaimed "green capital" of Europe, Copenhagen, Denmark, hopes to become carbon neutral within the next decade. With a focus on public-private partnerships that have shepherded the growth of an innovation economy, the city has transformed its built environment. Left with a number of industrial sites after Denmark moved into a post-industrial economy, Copenhagen was tasked with the challenge of repurposing these areas for more sustainable urban use. The innovative design project that followed created public swimming areas and a diving platform along its canals that led to improvements in water quality, property values and public space in the surrounding area.



MALMÖ, SWEDEN: BROWNFIELD DEVELOPMENT

What might be termed Pittsburgh's European sister, Malmö, Sweden, is a former industrial city that faced distress after shipbuilding and other industries began to collapse. The city organized a sustainable plan for redevelopment, bringing in biotechnology and information technology as key players. Other projects include transforming a former brownfield into a sustainable urban district with energy-efficient buildings and its own energy supply. Malmö serves as an example to post-industrial cities that are considering how such spaces might best serve the community.



Among the p4 speakers providing business perspectives on sustainable urban revitalization was Kai-Uwe Bergmann, right, a partner at the international architectural firm Bjarke Ingels Group, or BIG, which is based in Copenhagen and New York. He described how future light rail development in Copenhagen will help push forward city improvements. Maria Rankka, far right, CEO of the Stockholm Chamber of Commerce, explained how she generated support among her city's corporate community for more innovative and sustainable approaches to local business practices in view of the global economy.

"This was visionary led and politically led," Malmö's Planning Director Christer Larsson told the p4 audience. "We have established a planning process. We collaborate, and we have experimented. Most of the time it went well. It didn't always, but we did it. That is very important."

Copenhagen employed innovative urban design and architecture to transform the forbidding industrial cluster along its canals into inviting public swimming areas that include an iconic diving platform. Soon, water quality improved, property values rose and a four-mile waterfront promenade lined with shops and culture came to life. The project, said Kai-Uwe Bergmann, partner in the architecture firm Bjarke Ingels Group, "demonstrates what social infrastructure is and how you don't have to spend a lot of money to create cataclysmic change."

Helsingborg, Sweden, offers free easily accessed Wi-Fi in some 200 places throughout the city and created programs to train older residents and others how to use it. The city sees the Internet as so critical to its future that it established a Head of Internet position in the government.

"I think we are at the tipping point where the public sector has to realize that the Internet is an enabler," says Joakim Jardenberg, who



holds the post. “It’s not the most important fight that we have. We have gender equality, economic balance, jobs. But every single one of them will be won or lost on the Internet. It is something that is absolutely necessary to enable a city to flourish.”

The decades-long progress toward sustainability in these Nordic cities has relied upon the support of diverse stakeholders and their collaboration in achieving a sustainable future.

“In cities in Denmark and Sweden, the willingness to collaborate and the ease by which visions can become mandated ideas is tremendous,” says John Manoochehri, founder and director of Resource Vision, a sustainable architecture and urban design studio in Stockholm, Sweden.

In Stockholm, the chamber of commerce has become a leading advocate for citywide projects related to sustainability, its CEO, Maria Rankka, told the p4 summit audience in April. “In the future, there will be no place for growth unless it is sustainable and inclusive.”

The organization, for example, has pushed for building a more efficient, expanded subway system to accommodate a population that has outgrown existing public transit capacity. It also is collaborating with others to add computer programming to public school curricula to fuel an innovation economy and better position students to benefit from the jobs and careers it offers.

In Denmark, support for advancing sustainability has shifted from a model that saw foundations working individually on projects to one that has taken a collaborative approach, according to Jesper Nygård, CEO, Realdania, a member-based organization that operates as a foundation, directing resources toward improving the built environment.

Most of the issues Realdania engages are complex, and their solutions defy attempts by local government and individual organizations to solve them on their own. Realdania emphasizes investing to help convene multiple players, and today it is involved in some 680 projects representing a total investment of \$5 billion, says Mr. Nygård. It is responsible for providing about half of the funds, with its partners providing the rest.

Nordic cities may have never had to deal with a racial gap in workforce participation as wide and deep as that found in southwestern Pennsylvania, where African American, Asian and Hispanic workers hold only 11 percent of the jobs. But looking at how sustainable policies and innovation economies in those cities are elevating workers and swelling the ranks of the middle class can offer lessons on inclusion, says Mr. Manoochehri.

“One of the profound reasons why you want to look at the Nordic cities as a model is that the principle of economic inclusion has been so well executed that it has become much less of a problem than people imagine,” he explains. “Whether that is racially specific or not doesn’t detract from the fact that lots of people of working age have been brought into a new metropolitan economy.” *h*