

**CAPITAL OF  
CHILDREN**



**PRESS KIT** 2021

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CHILDREN**



# Introduction

For almost a hundred years, Billund has had a focus on children, and for ten years, it has had a vision of Billund as the Capital of Children. The vision is: Billund is the Capital of Children. Here children learn through play and are creative world citizens.

As a city, it will help to focus on the fact that children today are growing up in a time marked by constant change, global challenges, and a world that is closely connected. That is why we must give children the best conditions and put a global focus on world citizenship competencies, for example, that children become good at collaborating, communicating, solving problems, and thinking creatively. Play and co-creation with children are good ways to support children in acquiring world citizenship skills.

In 2018, we formed a partnership in Billund across public institutions, companies, schools, and associations. We want to lift together and help children learn through play and are creative world citizens.

We have prepared this press kit intending to make knowledge and facts about the Capital of Children easily accessible to the press. If you want more information, Kristine Schmidt, VP, Strategic brand & marketing, is available. You will find contact information on the last page.

On behalf of the Capital of Children Partner Group

Kristine Schmidt  
VP, Capital of Children

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# Billund as Capital of Children

## Vision:

Billund is the Capital of Children. Here children learn through play and become creative world citizens.

## What is the problem?

Today, the world is facing climate change, economic crises, and many other challenges. COVID-19 has only made the issues more present for everyone in the world. We want to give children the best conditions for the future, and prepare them for jobs and technologies that can solve the world's future problems. Such a great ambition can only come alive with multiple partners on board.

Billund, the Capital of Children, wants to leave a better day tomorrow and invest in children's competencies. When the whole of Billund comes together to build the Capital of Children, it's not for fun. It's for the future. A wiser future, more fun and human. This is where Billund can make the biggest difference.

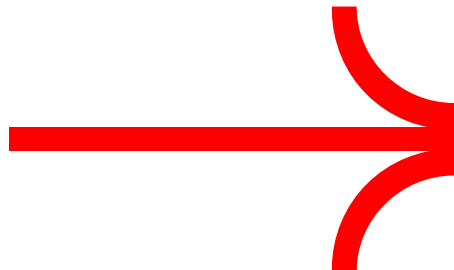
## Partnership

In the partnership, we work with two ambitious goals:



**SUBSTANCE:** To give children the opportunity to learn through play and to become creative world citizens

**COMMUNICATION:** To make Billund visible as the Capital of Children



## How can you experience that Billund is the Capital of Children?

The LEGO Foundation 



The **LEGO Foundation** contributes to the Capital of Children with learning through play in multiple projects in schools and day cares in Billund municipality.

**KIRKBI** contributes to the development of Billund as the Capital of Children through construction projects and other activities.



**CoC Playful Minds** co-create children products with children for children, new forms of learning, and urban spaces at child height. This is how they contribute to Billund becoming the Capital of Children. CoC Playful Minds also brings together entrepreneurs, established companies, and researchers within children's play and learning in Playful Hub, an innovation environment, where co-creation with children and knowledge sharing is the common denominator.



**Drive** are dedicated to deliver and showcase the best possible environment and methods for personal, social, and academic growth for children with special needs. Drive believe in partnerships and co-creation and for that reason, Billund is a fantastic place to start their journey and establish their first flagship school.

**Billund Airport**  
- verden direkte



You must be able to feel that **Billund Airport** is located in the Capital of Children. 3.5 million travelers come through Billund Airport every year. The airport is super efficient, and as an airport in the Capital of Children, it could become a place where you get excited.

**Lalandia Billund** contributes with hugely diverse experiences in one place – experiences that develop the little citizens of the world – and create a good basis for shared experiences with the family across generations.

## CAPITAL OF CHILDREN



**LEGO House** contributes to the Capital of Children with an experience center where children, young people and adults can live out their creative potential.



The **International School of Billund** plays with a focus on learning through play, an active part in developing Billund as the Capital of Children.



**WOW PARK** Billund celebrates play in order to stimulate creativity, curiosity, and community. They also value physical play and imaginative adventure in the great outdoors.



The **LEGO Group** contributes with exciting LEGO experiences in the local community. Children from Billund get to test LEGO's play experiences, they therefore have a decisive impact on the LEGO products of the future.



The First **LEGOLAND** park opens in Capital of Children, Billund. The amusement park invites to play and loves activities for the whole family.



**Billund Municipality** work with many different programs and projects that involve and collaborate with children. The urban development program Playline is one of them.

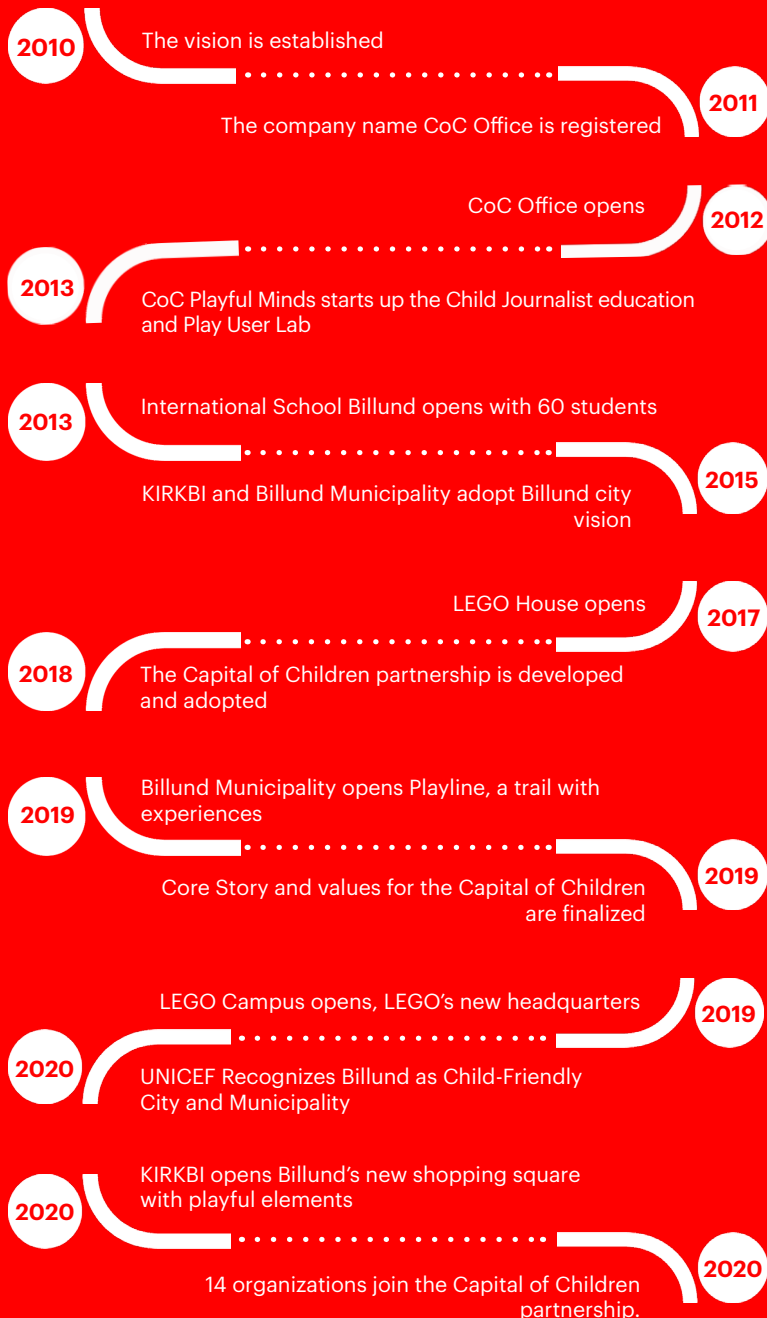


In **Grundejerforeningen Poppelen**, we see great potential for Billund, for activities for children and their families in the city, and for the work of making the city the Capital of Children.



The **Sculpture Park's** vision is to provide locals, tourists, and hotel guests with visual experiences of high artistic quality.

# The Timeline



# Contact

Press Contact

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*The Capital of Children is a city. It is Billund.  
It is good to live in the Capital of Children  
because children's are heard and taken seriously.*

- Mille Søgaard, teenager in Billund.



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Capital of Children