

**CAPITAL OF  
CHILDREN**



**BECOME A  
PARTNER IN  
CAPITAL OF  
CHILDREN**

# Billund as the 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 urgent 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 to life with multiple partners on board.

Billund, the Capital of Children, wants to create a better day tomorrow and invest in children's competencies. When the whole majority 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 greatest difference.

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

## In return

The Capital of Children will be known globally as a great place for children and for everyone else.



National knowledge (helped).

CPI: from 8% \* - 30% 2019-2023



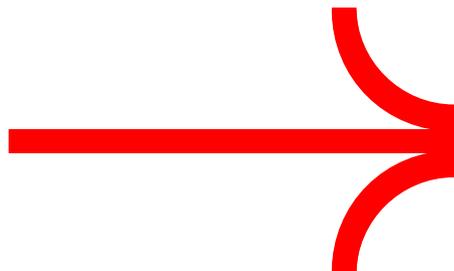
Global reach.

CPI: from 0-20 million. 2019-2023

## The partnership

Your organization or association can be a supporter or partner. For both, a number of benefits apply, as the secretariat works on 4 value-creating activities:

1. visibility
2. realization
3. content
4. network





# Would your organization like to join?

We are a broad circle of organizations, authorities and foundations that have joined forces in the Capital of Children partnership to give Billund's children - citizens and visitors - the opportunity to learn through play and become creative world citizens. And together, make Billund known globally. Are you in?

## Benefits

Benefits	Supporter	Partner
Your organization is made visible through Capital of Children channels (web)	😊	😊
Your organization is made visible through Capital of Children channels (S SoMe, digital, PR, Outdoor, print o.a.)		😊
Plug'n play content delivered to you for easy communication and to position your own organization as "Proud supporter of Capital of Children"	😊	
Plug'n play content delivered to you for easy communication and to position your own organization as "Proud partner of Capital of Children"	😊	😊
Participation in the Capital of Children's partner group		😊
Joint initiatives that create national knowledge and global reach		😊
Reference to your particular organization through the communication of the Capital of Children		😊
Sparring on how your organization can develop children's competences	😊	😊
Graphic package with logo and examples of use		😊
Partner meetings 4 times/year		😊
Network meeting once a year with inspiration cases from organizations that contribute to children's competence development	😊	😊

## Contributions

Contribution	Supporter	Partner
Annual subscription	10.000 kr	100.000 kr **
Contributes to projects that contribute to children's world citizen competencies in an enthusiastic, playful and respectful way	😊	😊
Communicates Billund as the Capital of Children at least 3 times / year For example "Proud supporter of Capital of Children"	😊	
Communicates Billund as the Capital of Children in own channels at least 5 times / annually "Proud partner of Capital of Children"	😊	😊
Deliver cases to the Capital of Children secretariat at least once a year	😊	😊
Contributes to joint events	😊	😊

\* Epinion image survey January 2019.

\*\* Amounts follow a partner decision on specific initiatives, and amounts are determined by agreement in the autumn of the previous year

# Proud partner of Capital of Children



The LEGO Foundation



# Proud supporter of Capital of Children



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