

## Aarhus 2017 rethinks sustainability

***The ink has just dried on an operator agreement between Aarhus 2017, Samsoe Energy Academy and sustainability agency WorldPerfect. An agreement to ensure that Aarhus 2017 lands its vision of making sustainability a core value and programme track for the Capital of Culture.***

Aarhus 2017 creates a close collaboration with two important partners on sustainability.

Samsoe Energy Academy is internationally recognized for its citizen involving sustainability projects and as a catalyst for Samsoe's transition to 100% renewable energy island.

WorldPerfect is recognized for their close collaboration with the music festival Northside, which in 2014 received the international environmental award 'Greener Festival Award' – being the first in Denmark to achieve that honor.

CEO of Aarhus 2017 Rebecca Matthews is very pleased with the partnership:

*"Aarhus 2017 will rethink sustainability from a cultural angle. We know that cultural experiences of high artistic quality manage to engage new audiences and have a unique ability to discuss social problems and show us alternatives to the reality we know," says the 2017 CEO.*

*"We want to create a movement that can motivate and inspire people to reflect on sustainability and how they can contribute solutions to the challenges, society faces today. For example, a number of selected projects will help discuss and demonstrate how the rapidly growing cities can be developed with more life and better urban spaces," explains Rebecca Matthews.*

Specifically, Aarhus 2017 is already supporting a number of projects that engage culture in a creative and different way and weighs sustainability high:

Rethink Urban Habitats', with a focus on strengthening biodiversity in the city.

'Seven Deadly Sins', where seven museums in the region have come together to create seven exhibitions, each with a mortal sin on the menu. Here, gluttony has the potential to stir up the debate on sustainability.

In 2017, 'Smart Sustainable Valley' gathers 1000 international young people in the University Park in Aarhus. Together, they will help develop solutions to some of the challenges of tomorrow.

'Hidden Places' is another 2017-project, which opens a number of sustainable urban gardens in Aarhus C in May 2015.

These 2017-projects have in common that they without raised fingers present concrete examples that can motivate and inspire our politicians, urban planners, cultural institutions and ourselves to rethink and act more sustainably. The new 2017 sustainability operators will help both ensure that sustainability is maintained as a common DNA in the projects; and also help create and tell the good stories.

*"Aarhus 2017 is entering a crucial phase, where the many visions must be translated into concrete projects and events. It is an exciting time. Sustainability is often about technique but the Capital of Culture is a great opportunity to involve culture. We cannot wait to get started to engage the region and help lift the individual 2017-projects with networking, sparring and pointing out international relations," says Peter*

Christensen, project manager at Samsøe Energy Academy.

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