

The shops in the city – a toolkit for the municipalities

While e-business continues to grow, there are many examples of how to strengthen the commercial life by introducing the right initiatives. The measures applied are for example a concentrated and accessible town centre, an active attraction of missing shops, a strong chamber of commerce and competent shopkeepers, who understand the advantage of combining a physical shop with a web shop. There are many individual examples, but they lack a comprehensive view.

The project will map the numerous examples and present them in a structured model including concrete cases from all city sizes, both those in Denmark and abroad. The target group comprises local politicians and municipal planners, who will receive a concrete tool for developing the commercial life of the Danish town centres.

We will compile the knowledge gained in a publication of 150-200 pages and invite municipalities and other players as sparring partners along the way. We will present the publication at two conferences in 2016. COWIfonden has made a substantial contribution to the project financing.