

## Search for project partners- Sustainable city centres

Filipstad is a small municipality in the middle of Sweden. Filipstad has 11 000 inhabitants. Filipstads kommun is experienced in project management.

### Background

Shopping/stores and city centres are going through a revolution.

To create a vibrant city centre with a good range for everyone (citizens, commuters and visitors) which they would like to stay in and use, we need to strengthen the local stores competitiveness, develop property ownership and create conditions for developing new business ideas. Broaden the enterprises, promote interaction solutions in different levels and work for an attractive physical environment. This could include creative attractive strings for shopping, restaurants and cafes in the city centre. Increase the demand for store premises, increase the profitability of the stores and increase the property value.

The big store-chains (like H&M, Zara, etc.) are reduces their store area and are developing their e-commerce and other digital services in the stores. Small stores, which does not belong to a chain, are really feeling the progress of e-commerce and many of them are closing when the customer base is reducing. This in turn are affecting the property owner, who are getting empty facilities.

We are currently involved in two city centre developing projects:

- 1)   **BID Filipstad**  
We have been working with development of a Business plan for the City organization.
- 2)  **EUROPEISKA UNIONEN**  
Europeiska regionala utvecklingsfonden  
**Sustainable shopping development in the city**  
Shops needs to have both a digital and a physical presence.  
Showroom, a concept that has come to stay.

### Identified method and reaming needs:

- **INSPIRATION**  
General Seminars  
*How is shopping working today?*  
*Which are the market motivations and how are consumers shopping today (and tomorrow).*  
*The need of both a digital and physical presence.*



- KNOWLEDGE  
Information Technology (IKT)  
*Consulting/Coaching before investments/choice of routing*  
*Round table discussions for knowledge exchange and inspiration*  
Showroom  
*How can showrooms look like in small city centres*
- DEVELOPMENT  
Start of using digital channels for marketing, web-shops, showrooms, etc.

**New areas to work with:**

Topics to address in all three areas: inspiration, knowledge and development

- Store concepts/showroom
- Information Technology Solutions
- Online solutions (web-shop, social media mm)
- Logistics / Flows
- Artificial and virtual reality
- The cooperation between facility owners and store managers

We need to think fresh and new and be on the edge with new solutions that we not even head seen yet.

**The benefit with a European cooperation:**

Many places in Europe has the same challenges as us with the urbanization, we can and need to learn from each other. What works in one small city can of course, be used in other small cities and therefore we would like to cooperate with any organisation used to work with city development with 5 000-20 000 inhabitants.

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<http://www.filipstad.se/toppmeny/naringslivocharbete/centrumochhandel.4.2967160d15a1361d8727fa.html>

