

2010



## LESS CRIME, INCREASED SAFETY

-University students competed to develop creative solutions tailored for the Copenhagen setting.

While Copenhagen is a safe city, the last couple of years have witnessed an increase of crime and gang rivalry in the city. This has resulted in increased human, social and economic challenges. Based on this, Mayor Frank Jensen created the Safe City programme ("Sikker By") with the intention of preventing crime in Copenhagen.

The Challenge: Less crime – Greater safety  
The Copenhagen Municipality sought concrete initiatives to reduce crime among 18–25 year olds.

### RESULT

Based on their thorough research of the social, economic and the more "human" reasons behind why people become criminals, competing groups developed ideas. Human values and an examination of the human needs behind crime served as the project's point of departure.

The winners were a group called 'The Carrots'. Their idea united resourceful and disadvantaged youth in a project based on realising dreams.

Quote from the jury: " 'The Carrots' display a proactive solution that is both locally-based and unites those with fewer resources with empowered youth to create a sense of community. It is evaluated that the idea of innovative local thinking, paired with creating an incentive (dangling a "carrot") for those who wish to participate, is so powerful, that 'The Carrots' are the winners".

### THE PROCESS

The problem was addressed during a one-week innovation process. Students worked in interdisciplinary, international groups and were guided by professional facilitators. They based their work on people, and their needs as citizens.

### FACTS

Innovation Competition:  
Copenhagen Welfare Challenge  
Participants: KU and CBS students.  
Duration: 1 week  
Principal actor:  
The Municipality of Copenhagen  
Facilitator: Marie Roloff Clausen, Katalyst, Lucia Velasco, CSELab and Peter Conrad Ottesen, Katapult  
Jury: Hanne Løngreen, The Faculty of Humanities, Tonni Johansen, Rambøll Management and Lea Bryld, Municipality of Copenhagen