



NUUK – ARCTIC CAPITAL

Capital strategy for Nuuk



Capital strategy fuelling joint progress

I am delighted to present Sermersooq Municipality's first capital strategy for Nuuk: "Nuuk – Arctic capital". Adopted by the municipal council, the strategy will form the basis for the future development of Nuuk as the capital. The strategy is the result of joining forces with the different stakeholders of the town, who contributed input to the strategy activities at a series of conferences and workshops.

Nuuk is the capital of Greenland – a source of pride for everyone in the country. Nuuk is a capital that contributes to and supports every citizen's right to be active and legally competent – providing everyone with real possibilities of building a good life in our capital.

A key prerequisite to achieving this goal is our ability to improve Nuuk together in close and dedicated cooperation, thereby strengthening the settings for each individual and our community.

Nuuk is the natural centre of much of Greenland's political scene, the Greenland central administration, large parts of the business community, the country's university and other educational institutions. Nuuk is the centre of much of Greenland's cultural life, trade and fashion. Nuuk is a magnet to young people, who orient themselves towards an increasingly globalised world and use

Nuuk as a stepping-stone to their future. Nuuk is the town that is visited by a wealth of tourists, researchers, politicians and businessmen.

A strong Nuuk will mark Greenland internationally, and economic growth in Nuuk can boost growth in the rest of the country. Therefore, we are working to achieve high growth in Nuuk. We are in a great position to create growth in Nuuk, in light of the increasing population, the high number of international companies, the educational institutions, and the infrastructure, which is being significantly expanded these years and will considerably improve our relations to the surrounding world.

The capital strategy describes, for the long and the short term, what measures we will take in Sermersooq Municipality to realise Nuuk's potential.

The capital strategy will be the strategy for all of Nuuk. A strategy that unites the town's different actors – citizens, associations, institutions and companies – and is realised in cooperation among stakeholders.

I hope you will enjoy reading the capital strategy, "Nuuk – the capital of the Arctic".

Asii Chemnitz Naarup



Mayor

KOMMUNEQARFIK SERMERSOOQ



Table of content

• Capital strategy fuelling joint progress	p. 3
• Heading for the future	p. 7
1. NUUK AS ARCTIC CAPITAL	p. 8
• Nuuk as an internationally leading town in the Arctic	p. 10
• Nuuk as a centre of politics and administration.	p. 12
• Nuuk as Greenland’s international port	p. 14
2. NUUK AS THE BREEDING GROUND FOR HUMAN DEVELOPMENT	p. 16
• Nuuk as the town where citizens thrive and develop	p. 18
• Nuuk as a town of education and knowledge.	p. 20
• Nuuk as a cultural and creative growth town	p. 22
• Nuuk as a sports town	p. 24
3. NUUK AS THE CENTRE OF BUSINESS GROWTH	p. 26
• Nuuk as an attractive city for business	p. 28
• Nuuk as a centre of fishery	p. 30
• Nuuk as a centre of extraction of raw materials.	p. 32
• Nuuk as an international tourist attraction	p. 34
4. NUUK AS A SUSTAINABLE CAPITAL	p. 36
• Nuuk as a capital that grows and innovates	p. 38
• Nuuk as a leader in sustainability	p. 40
• Nuuk as a recreational capital	p. 42



Heading for the future

Human and economic growth must go hand in hand and drive development, and we must be open to opportunities both domestic and international. In this way, we can build the settings for the good life locally in our town.

NUUK IS THE TOWN OF OPPORTUNITIES

Everyone agrees that our town is amazing, and that there are vast possibilities of growth and development. The possibilities are out there. The Arctic has truly received worldwide attention in recent years. Now is the time to seize the opportunities. There are also challenges. In the future, the public economy will be under massive pressure, unless we act. We have to create more private jobs. We need to make money in order to be able to afford a good standard of living.

At the moment, the situation is favourable. The economy is good and we are able to invest. However, we are aware that the economy will be under pressure in the long term. Consequently, we must take care to make the right investments. We want to invest in a better framework for growth, which can generate new income, and in optimisation measures that can limit our costs. Both elements will contribute to ensuring welfare in the future and to securing Sermersooq's economic independence. Utilising our possibilities of growth will require large-scale investments. The municipality is ready, but we are also highly aware that a large part of the investments must be obtained from external sources.

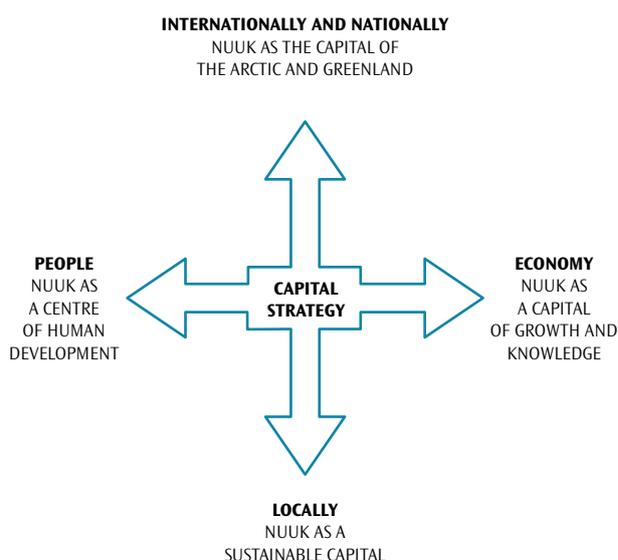
CAPITAL STRATEGY WITH TWO KEY MESSAGES

One message is that human and economic growth must sustain Nuuk's development. The two aspects are inextricably linked. By strengthening the human resources, we are creating the basis for economic growth, and economic growth enables us to invest in human development. Economic and human growth must go hand in hand and be given equal priority. Too many find themselves on the outside of society. That constitutes a problem for the individual persons and a problem for our city and community. More people should get a job, more should complete an education, more should want to set up a business, and more should involve themselves in art, culture and creative activities. In short, we must involve ourselves in each other's lives more.

The second message is that the sources of Nuuk's development are both international and local. In terms of development, our mind-set must be local, national and international. As a small capital in a small national economy, we have no choice but to orient ourselves towards the world. We cannot produce everything in Greenland. The welfare of the future depends to a high extent on our ability to utilise possibilities internationally. But we need to come up with sustainable solutions locally, in our town. This is where we need to build the settings for the good life and for the business community and the willingness to invest.

NUUK IS READY

Nuuk is ready to assume responsibility and take action. We want to invest in the future. We have a strong will to identify the right solutions and be part of whatever cooperation – local, national and international – it takes to realise this strategy.



Developing Nuuk as a capital must be sustained by:

- human and economic growth and
- international, national and local sources.



1. NUUK AS ARCTIC CAPITAL

- Nuuk as an internationally leading town in the Arctic
- Nuuk as a centre of politics and administration
- Nuuk as Greenland's international port



»Nuuk is the northernmost capital in the world located between Northern Europe and North America«

OUR GOALS

- Nuuk must be known as the Arctic capital
- Nuuk must have an international mind-set
- Nuuk must be the base for international companies
- Investments must be made in developing Nuuk as Arctic capital

OUR ACTIONS

- We need to prepare an international branding and marketing strategy that is based on:
 - Nuuk's current strengths (fishery, transport etc.)
 - Nuuk's new potentials (tourism, raw materials etc.)
 - International priority areas (climate, art, culture etc.)
- Nuuk will have an internationally recognised symbol
- Nuuk will be marketed as a host city of international events
- Competencies in languages and IT must be strengthened
- The possibilities of attracting head offices for Arctic companies must be clarified and pursued
- There needs to be financial latitude for investing in Nuuk's development as Arctic capital

»Nuuk is already an international town with representatives from 41 nationalities«



Nuuk as an internationally leading town in the Arctic

Nuuk is already a town with an international mind-set. We must get better at branding Nuuk's qualities and potential globally.

NUUK AS ARCTIC CAPITAL

Global interest in Greenland and the Arctic is on the steep rise. It is evident when top politicians visit Greenland to investigate climate change, when international travel guides rank Greenland on lists of the most attractive destinations in the world, or when major companies explore raw materials in our country. We enjoy a great deal of attention. And for that reason, it is time to tell the world that Nuuk is the Arctic capital.

Nuuk needs to be even higher prioritized on the world agenda. Our town should be the preferred choice when international politicians, companies and tourists look towards the Arctic.

We need to brand and market Nuuk internationally. Nuuk is home to a lot of attractions and landmarks. We must have one single symbol of Nuuk, which can achieve international renown, and when guests arrive at Nuuk, we will showcase all of the interesting qualities of Nuuk and Greenland.

Nuuk is already a town with an international mind-set and representatives from many nationalities. Nuuk is and must be an open and inclusive town. A town where meetings between people fosters new inspiration and development.

We must seek out international cooperation and be in-

spired by other capitals. Nuuk needs to be developed to have all the features suitable for a capital. For instance, we need to market Nuuk as a host of international events, and when international companies set up in Greenland, it must be appealing for them to establish head offices with us. Being a capital, we are subject to responsibilities and expectations that we will do everything to fulfil.

NUUK AS NATIONAL PRINCIPAL TOWN AND GROWTH CENTRE

Urbanisation is worldwide. Nuuk is growing, more people live in Nuuk, and much of the business activities take place in Nuuk, but we need more in the future.

Being a small country, we really need to be international. We depend on our business community to sell goods and earn money in the international market to secure welfare in the future. Greenland needs a bigger and stronger capital that can make its mark internationally. A bigger and stronger Nuuk will generate a larger critical mass, which is necessary if we are to realise the possibilities of growth in more fields than today.

We will work hard to ensure that Nuuk continues to develop into a bigger, stronger and even more attractive town for commerce, research, education, culture etc. Nuuk needs to be more attractive. Expanding the airport and building our new port is a good start, and we will continue to develop the town in many other ways.

OUR GOALS

- Nuuk must be a stronger capital for politics and administration in Greenland and the Arctic
- National public functions must be placed in Nuuk
- International relations must be strengthened
- Nuuk must take the lead as a good example of sustainable development in the Arctic

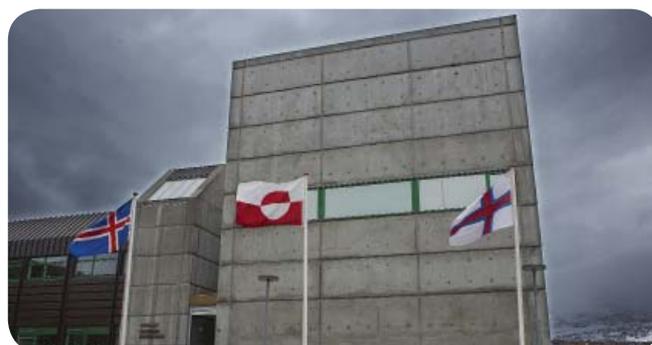
The World Wildlife Foundation (WWF) opened a division in Nuuk on 1 October 2015, and was the first global environmental and nature organisation to set up business in Greenland.



OUR ACTIONS

- The cooperation with the Government of Greenland and Denmark on marketing and development of Nuuk must be even closer
- Cooperative relations must be established with even more capitals and other key towns, and more consulates must be established
- Nuuk must be marketed as a host town of international political meetings on the Arctic
- Specific examples of Nuuk as a pioneer in, e.g., climate and sustainable business development must be developed
- We need to strengthen the municipality's international organisation and secure the necessary resources for international activities

In August 2015, the USA, headed by President Barak Obama, held the large-scale Glacier conference in Alaska. That is just one example of the vast political interest in the Arctic.



Nuuk as an centre of politics and administration

Nuuk must be the obvious choice for political meetings on the Arctic, and our cooperation with other capitals must expand even more. As the political interest grows, Nuuk must develop as a centre of politics and administration for Greenland and the Arctic as a whole.

NUUK IS ALREADY HOME TO MANY CAPITAL FUNCTIONS

As the capital, Nuuk is already the centre of Greenlandic national politics. Nuuk is home to the Parliament of Greenland, the Government of Greenland, the central administration, the Danish High Commissioner of Greenland, the national hospital and the Arctic Command.

We also number other national functions such as NAPA (the cultural link between the Nordic countries), and the new secure prison is currently being constructed in Nuuk. All of this contributes to making Nuuk the centre of politics and administration in Greenland.

GROWING INTERNATIONAL INTEREST

The international political interest in the Arctic, and thereby Greenland, is growing rapidly. The world's most powerful nations such as the USA, Russia, China and Japan have strong interests in the Arctic. Climate change, the possibility of extracting minerals, oil and gas, the possibility of navigating the North-West Passage etc. have drawn attention to the Arctic. On the large scale, Greenland's overall interests are managed by the Government of Greenland, through the Danish Realm by Denmark, and through the Arctic Council, but Nuuk needs to assume the role as a strong capital that builds relations to other capitals and become the town where things happen.

NUUK AS AN INTERNATIONAL VENUE

The vast increase in attention that the Arctic enjoys leads to the need for an Arctic capital, which can serve as the centre of the many political events and activities that will take place in the Arctic. It is our ambition for Nuuk to seize the possibility and become the venue for meetings between top politicians, and meetings between professionals for whom the Arctic is high on the agenda.

NUUK MUST BE READY

In our efforts to become the centre of events, we must work even closer together with the Government of Greenland and Denmark to market and develop Nuuk as a centre of politics and administration, and must build even closer relations with key capitals and towns across the world. We already have strong relations to, e.g., Reykjavik, Torshavn, Aalborg and the EU, but we can benefit more from Northern European cooperation, and we must build even closer relations with our North American neighbours.

We must also lead by example by demonstrating that we take climate-related challenges seriously, and that Nuuk is among the best at utilising the new possibilities of business development in the Arctic in a sustainable way. We must be able to showcase interesting examples and we must be good at marketing Nuuk as the town where things happen. To support it all, we must strengthen the international organisation of the municipality.



OUR GOALS

- Nuuk Airport must be an international airport and the main airport in Greenland
- Nuuk Harbour must be the main port in Greenland, and must, in the long term, play an international role by being a hub for maritime transport in the north Atlantic
- Nuuk's great relations to the world must be used as leverage for creating growth and must be integrated in urban development
- We want to utilise the great internet connection, facilitated by the submarine cable, to generate growth in the business sector, the tourism sector, distance teaching etc.



In 2008, the Peter Faber was the first commercial ship to navigate the North-West Passage.

Once the expansion projects have been completed, Nuuk Port and Nuuk Airport will make Nuuk Greenland's international port and the hub of internal transport in Greenland.

OUR ACTIONS

- We want to complete the infrastructure serving Nuuk Harbour in 2016
- The municipality will deliver its part of the airport expansion
- Limitations regarding use of the Internet must be clarified in order to increase utilisation



Nuuk as Greenland's international port

Nuuk will truly become Greenland's international port once the new port and the airport expansion are completed and our good internet connections are utilised.

NEW TRANSPORT LINKS ARE THE KEY TO GROWTH

Nuuk will soon become Greenland's transport hub. The expansion of the port on Qeqertat will be completed in 2016. A majority in the Government of Greenland has agreed that, in 2018 at the latest, Nuuk will have an international airport. These two projects will turn Nuuk into an international transport hub. Our competitive ability will be strengthened. Nuuk's potential for growth and development will truly be brought into play.

NUUK AIRPORT AS AN INTERNATIONAL AND NATIONAL MAIN AIRPORT

Expanding the airport by adding a runway that is at least 2,200 metres in length will allow for direct routes to Copenhagen and other international destinations. An international airport will make Nuuk Airport the main airport in Greenland. The domestic and international connections will be both better and cheaper, and we will be able to establish direct connections to new destinations. Expanding the airport will be a major improvement that will open brand new perspectives for commercial development and tourism. We will collaborate closely with the Government of Greenland on planning the works. The airport must be integrated in urban development in order to maximise the return on our investment. Between the airport and the port, a commercial band should be established, targeting international, national and local companies that need high-quality transport links.

Generally, the airport is intended to be a major airport with more and better facilities, which will be an opportunity to present travellers to the many qualities of Nuuk and Greenland.

NUUK HARBOUR AS THE MAIN PORT IN GREENLAND AND AS AN INTERNATIONAL HUB

Expanding the port on Qeqertat will strengthen the port's position as the main port in Greenland and generate all new possibilities of growth. Nuuk Harbour is and must continue to be the main terminal for traffic on the west coast, and Nuuk Harbour must strengthen its role as the centre of fishery. The new port areas will be highly attractive locations for companies in fishery, extractive industries, offshore, transport and other port-related companies.

Down the line, Nuuk Harbour may become a North Atlantic hub that combines traffic to and from Europe, the Faroe Islands, Iceland, the USA, Canada and Nunavut. The port's location is also great should it prove possible for vessels to use the North-West Passage to get to Alaska, East Asia and the Pacific Ocean.

BETTER UTILISATION OF THE INTERNET

The submarine cable has secured good Internet connections, but they are not fully utilised. Consequently, we will work to ensure that the internet is used far more by the business community, the tourism industry and by the town's citizens.



2. NUUK AS THE BREEDING GROUND FOR HUMAN DEVELOPMENT

- Nuuk as the town where citizens thrive and develop
- Nuuk as a town of education and knowledge
- Nuuk as a cultural and creative growth town
- Nuuk as a sports town

OUR GOALS

- Everyone is entitled to a good and valuable childhood
- When children are in need of help, we must act swiftly and effectively
- Nuuk should offer the best schools in the Arctic. The quality of teaching must be raised
- More young people must complete a post-secondary education programme
- We must provide support to help everyone succeed in the transition from young person to adult
- All adults must be able to take care of themselves and build a good life for their families
- Senior citizens must be able to lead an active, safe and good life, and take care of themselves as long as that is possible and reasonable, and continue to contribute to society
- We must get even better at caring for each other
- Associations and volunteers should increasingly be involved in communal assignments
- There must be a good balance between the municipality's support and the individual's responsibility for himself and his immediate family



OUR ACTIONS

- It must be assessed whether 24-hour care centres for children and young people are good enough, or whether better solutions exist
- We must also examine whether it is possible to take action faster when a child is in need of help
- We need to develop a vision for the kindergarten of the future and identify solutions in regards to recruitment as well as staff and management training
- We need to develop a vision for the school of the future and focus on staff and management training
- We need to pursue the project about the World Class School.
- The two schools, Ask and Usk will be closed and replaced by a new school
- We must continue and strengthen our efforts regarding employment, supplementary training and upgrading of skills
- We must make sure that healthy senior citizens play a role in volunteer work, wherever needed and possible
- Efforts must be made to enable senior citizens to remain in their own homes longer and to reduce time spent in nursing facilities
- We need to build more homes that are suited for senior citizens
- We need to prepare a strategy for increased volunteer work
- We will stay on top of development and assess our efforts

Nuuk as the town where citizens thrive and develop

The basic view is that everyone in Nuuk should be part of the social life. Everyone can contribute. The good life starts with ourselves, and we build it together. In Nuuk, we invest in human growth.

EVERYONE SHOULD BE PART OF SOCIETY

Everyone should feel part of the social life. It is best for the individual citizen and best for the community. Nuuk should be a town that brings out the best in everyone and includes everyone. Everyone can contribute something.

The children are our future. Everyone is entitled to a great childhood, to learn and to prepare themselves for the coming years. More young people should pursue an education after graduating primary and lower secondary school. Adults should be able to take care of themselves, build a good life for their families and contribute to developing our society. We must make sure that senior citizens enjoy a safe, good and active senior life. Senior citizens can contribute a lot and should be considered a resource.

WE MUST GET EVEN BETTER AT PREVENTION AND MOTIVATION

We must take early action to prevent problems with children. We will base our actions on the entire family and the close relations around the child, in order to break the patterns that keep them in poor conditions. We are well on our way, but there are more steps ahead. We must assess whether the 24-hour care centres for children and young people are good enough, or whether better solutions exist. We will work on developing the good kindergarten of the future. We need more educators and social workers, and we need to improve the education programmes and strengthen the management.

We need to have a vision for how we want the school of the future to be. Our goal is for Nuuk to have the best schools in the Arctic. Some steps have already been

decided. Ask and Usk will be closed and replaced by a new school located on Radiofjeldet. Schools must be inclusive and have room for everyone. We will support the weak and make sure they are included, and we will motivate everyone to find and develop their talents. Teaching must be of a higher quality, and management competencies must be strengthened.

Most young people have a place in society. We must maintain this good trend, but we want fewer to drop out of their youth education. Many more should complete a post-secondary education programme, and a higher percentage should train for jobs in the private sector.

We will continue our efforts to boost employment and provide support in terms of supplementary training, adult apprenticeships etc., and we must take swift action when adults experience problems.

The number of senior citizens is increasing, and they are fitter and live longer. Many wish to lead an active life, and we must support that desire. Senior citizens must be able to live in their own homes, but we need more and better homes for senior citizens. That need can be met by establishing clusters of senior homes near our care centres for senior citizens.

WE MUST TAKE RESPONSIBILITY FOR EACH OTHER

The good life is something we build for each other. Associations do massive, invaluable work for our children and teenagers, but we must get even better at involving volunteers in task performance. For instance, getting young people to volunteer as visitors for senior citizens, or getting senior citizens to help children with their homework.

OUR GOALS

- 80 per cent of everyone completing the primary and lower secondary school must pursue an education
- Nuuk must be strengthened in its role as Greenland's centre of education
- Nuuk must offer more possibilities of further education that match the needs
- The public sector, the business community and educational institutions must work together to generate growth
- We need to attract more students and researchers from the outside

Greenland perspective is a cooperation between the University of Copenhagen, the University of Greenland and others. The cooperation unites researchers, companies and the public sector in the study of how Greenland's human and natural resources may be used to develop new technologies and business possibilities.



Triple Helix is a model for cooperation among universities, the business community and the public sector which aims at generating innovation, growth, prosperity and jobs. Cooperation takes work. Somebody has to drive cooperation and make sure that good ideas are implemented in companies.



OUR ACTIONS

- We need to set up a permanent cooperation between the municipality, educational institutions and the business community
- We need to look into the possibility of attracting departments of education programmes in Aalborg or other cities
- We must create attractive internships for students in cooperation with the business community and the educational institutions
- We must provide accommodation, child-care etc. for students and researchers that relocate to the town



Nuuk as a town of education and knowledge

We have many young people whom we must prepare so they get the best possible start to their professional life, and we need life-long learning for everyone to ensure that future business development results in jobs, growth and welfare in Greenland.

EDUCATION IS THE KEY TO THE GOOD LIFE AND DEVELOPING OUR TOWN

We need more people to complete further education programmes and become prepared to take on a good job and be part of the community that develops our town. Nuuk is home to the vast majority of the further education programmes in Greenland. For that reason, Nuuk has a solid base for developing into an attractive town of education and knowledge. That implies:

- a town where young people want to complete an education and where everyone learns throughout their life.
- a town that offer knowledge and competencies of a high level that meet the needs of the business community.
- a town that is characterised by top-level research in select areas.
- a town that attracts students and researchers from the outside world.

CLOSER DIALOGUE AS THE KEY TO DEVELOPMENT

Educational institutions, companies and the public sector operate successfully on their own, but a closer co-operation will open new possibilities of creating growth, jobs and welfare. Research and education must be tied closer to the needs that companies are experiencing, and to citizens' wishes of education and life-long learning. The municipality will initiate a permanent cooperation with the Greenland Institute of Natural Resources and the University of Greenland, the Arctic research environment, and public and private employers. The first task will be to determine a strategy for developing Nuuk

as an Arctic educational and research hub. Nuuk must offer more possibilities of education in areas that are in demand in our society, and we must develop a strong knowledge environment in particular niches where we hold special possibilities.

NUUK AS AN ATTRACTIVE PLACE TO STUDY AND INTERN

The Government of Greenland is responsible for further education programmes in Greenland, but we can do a lot to ensure that more of those who complete the primary and lower secondary school pursue a further education. We have set the ambitious target that 80 per cent of all teenagers should pursue an education after the primary and lower secondary school, and we will act to ensure that they choose the programmes that we need the most and that offer the best of chances of employment.

Nuuk as a town of education is also about attracting students and researchers from the outside world. They can inspire us and add new knowledge. When they get to know our town, many will stay and contribute to developing our society. Others will leave, becoming ambassadors to Nuuk and Greenland. For instance, we must create summer jobs, internships offering technically interesting challenges, or research stays in cooperation with private companies or educational institutions. This may involve Greenlandic students abroad who want to intern in Nuuk, or students from other countries. We must be able to provide accommodation for researchers and students, and we must identify internships in fields that we expect to grow. Examples include minerals, tourism or food technology.

OUR GOALS

- Nuuk must be the capital of Arctic and Greenlandic art, culture and sports
- We want to strengthen and develop Greenlandic contemporary art
- Nuuk must be the town of the creative and sub-cultures
- Our art and cultural institutions must continually develop and improve
- More talents must become stars
- The general cultural and sports scene must be strengthened
- More should be able to make a living on creative professions

In the autumn of 2015, Nuuk hosted the Nuuk Nordic Culture Festival. Numerous Nordic artists filled the streets of the town, setting up stages showcasing music, dance, art, literature, street art, theatre and clowning.



NUUK'S ART AND CULTURE SCENE HAS A WIDE RANGE:

Musicians, dramatists, writers, painters, singers, photographers, chefs, designers, craftsmen, storytellers, intellectuals and many more.

OUR ACTIONS

- Nuuk must host art and cultural events
- Nuuk must be branded as a town of art and culture
- Creative talents must be backed to develop
- When we undertake construction projects, one per cent of the budget must be dedicated to art
- Nuuk must offer spaces for volunteer and informal activities
- Locations for street art must be identified
- The possibility of establishing a music school must be clarified

Nuuk as a cultural and creative growth town

Creativity offers all of us a source of development and community, and it is the road to a career for some. We are well on our way and we will take the next steps as a cultural and creative growing town.

NUUK IS A COLOURFUL TOWN WITH A DIVERSE CULTURAL LIFE

Art and culture are what excites us and fosters community, and what we want to showcase and be known for. Nuuk already has a vibrant culture and an art profile. We live in a beautiful, colourful town surrounded by wonderful landscapes. The inspiration to create art is right outside our doorstep. Just observe the tourists, who immediately start snapping pictures of our beautiful town, the sea and the landscapes. We have a lot of talented artists and creative entrepreneurs who are making their mark and may inspire young talents.

Katuaq is a beautiful, vibrant setting for our diverse cultural life and a gathering point in the town. The place is used as a venue for concerts, movies, conferences, theatre productions, lectures, major public events and art. Nuuk Art Museum includes a unique collection of Greenlandic visual art and figurines, and we are home to the only art school in Greenland. We boast a budding environment of young design companies, which create beautiful clothes for the international market and much more. Creativity is a source of development and, to some, a path to a job or setting up their own business. The creative industry allows talents to develop outside the framework of the educational system and thereby fuel social mobility.

NUUK IS GREENLAND'S CAPITAL OF CULTURE

Nuuk is a strong art and cultural town, but we will work to be even better. Nuuk must be the leading town in Arctic and Greenlandic art and culture.

Therefore, our art and cultural institutions must continually develop and improve. A big step in the right direction

would be to realise the plans of establishing a Greenlandic national gallery. The municipality supports the project, among other things by making a plot available.

As the cultural capital of Greenland, we will work to have Nuuk host art and cultural events. For instance, events such as the Nuuk Nordic Cultural Festival, which in 2015 filled the streets of Nuuk with 100 artists, more than 40 activities and more than five stages. Contemporary art is budding in Nuuk, but it needs to develop further. We will make an effort to fulfil this need. We also want art to be more visible in the townscape, e.g., in the shape of great murals or sculptures. Art and culture must contribute to creating a vibrant town.

We must be good at thinking across disciplines. Art, culture and sports interact successfully in Nuuk. The Arctic Winter Games is a fine example of how art and sports can be integrated. For instance, four young, talented artists from Nuuk Art School created a line of amazing Go Cards for the games.

The art and cultural life in Nuuk should be wide and appeal to the general public. The effort to broaden the range of art and culture begins in primary and lower secondary school, and onward through recreational classes, leisure offers, libraries, association activities and anywhere where art and culture are taught and practiced.

We must get better at spotting and developing talents. They must be given a chance to learn and be inspired. The good teacher, the creative environment and high ambitions play a large role. We must also support talents in becoming financially successful, and Nuuk must be a brand that professionals can use to market themselves.

OUR GOALS

- Nuuk must be the leading town of sports and athletics in the Arctic and Greenland
- The facilities for both organised and unorganised sports must continually be developed and improved
- Sports appealing to the general public must be strengthened
- More talents must become stars and more should participate in international sports events
- We need to innovate and be inspired by integrating sports, culture and art
- We must recognise and support volunteer work, and the number of volunteers must increase
- The Arctic Winter Games must be used as a source of inspiration to attract new sports events to Nuuk



OUR ACTIONS

- We must prepare a plan for extending and renovating the settings for organised and unorganised sports and athletics
- The possibilities of a combined sports and cultural folk high school must be examined
- Physical education in schools must be strengthened, and we must cooperate closely with associations
- We must cooperate with the Sports Confederation of Greenland to develop the competencies of volunteers, to relieve the administrative tasks of volunteers, and to attract more volunteers
- The possibilities of turning the many people involved in the Arctic Winter Games into new sports managers and volunteers must be examined
- We must prepare a strategy for future sports events that Nuuk could host



MANY POSSIBILITIES OF SPORTS IN NUUK::

Alpine skiing, Arctic sports, arm wrestling, badminton, basketball, biathlon, bodybuilding, boxing, climbing, cross-country skiing, cycling, gymnastics, handball, karate, kayaking, kyosho, martial art, Nord Shaolin Kung Fu, orienteering, paragliding, running, senior sport, snowboarding, snowmobiles, soccer, swimming, table tennis, taekwondo, tennis, Thai boxing and volleyball.



Nuuk as a sports town

Sports and exercise foster enthusiasm, build team spirit and contribute to health and wellbeing, and we have talents that can take it far. Nuuk is a town that loves sports, but we have to keep innovating and developing to accommodate both the general public and the elite.

NUUK IS A SPORTS-LOVING TOWN

We offer more than 30 sports. Many are active in sports organisations, and we also engage in unorganised exercise. We have much to offer to both the general public and the elite. Several athletes from Nuuk have reached the top, winning national championships or participating in the Olympics or world championships.

Sports and exercise have a positive effect on everything. They foster enthusiasm, health and wellbeing, and they include everyone, regardless of age, disabilities, gender or background. For the young, sports is an important means to becoming active and responsible citizens. Sports teaches them to take responsibility, to lead and to be part of a community. For the best, sports could be a profession. International top sports enjoys high media attention and is big business. Major sports events such as the Arctic Winter Games can really promote a capital.

The Sports Confederation of Greenland pursues the ambitious target that half of the population should be active by 2019. Everything is based on the many volunteers who act as managers and coaches.

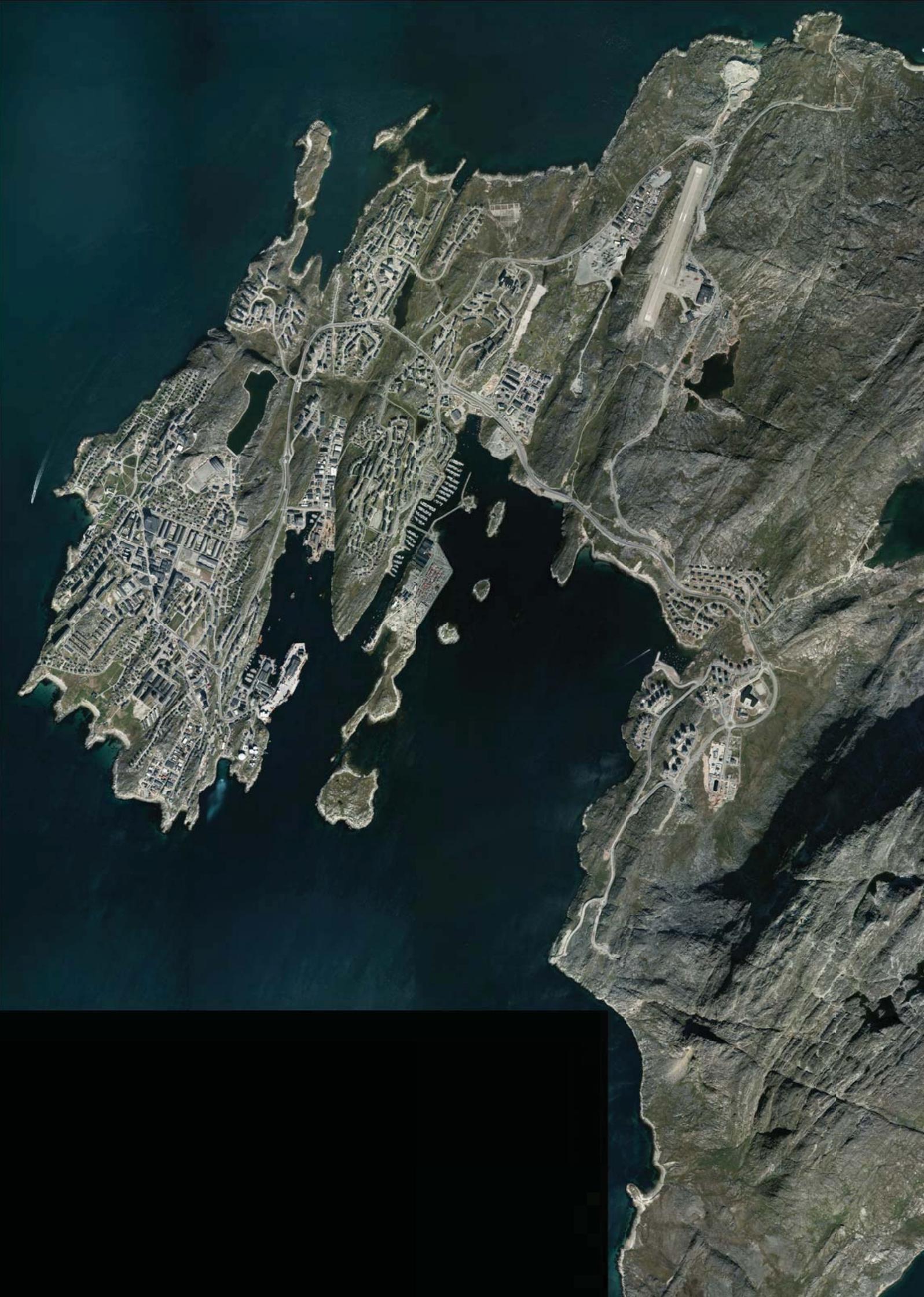
INNOVATION AND DEVELOPMENT FOR THE GENERAL PUBLIC AND THE ELITE

We have come a long way as a town of sports, but we are not there yet. Our efforts will centre on the following:

- Facilities for sports and exercise must continually be developed and improved. We now have several artificial grass football fields. This trend must continue. To this end, we must prepare a plan for extending and rehabilitating our sports facilities.
- We need places where children and teenagers across

classes can meet in informal settings to engage in self-organised activities. For instance, street soccer, skating, hip-hop, parkour, street art or rap music. Sports and culture can be combined to create interesting environments for young people. For all age groups, we want to secure even better possibilities of walking, running, skiing, sailing, and generally make sure that our town, the sea and the landscapes can be used for activities.

- We must be good at combining disciplines to develop new, interesting offers. Art, culture and sports interact successfully in Nuuk. We will kick off this development by looking into the possibility of establishing a joint sports and cultural folk high school.
- We want to boost physical education in order to add more physical activity to the primary and lower secondary school, and we will work together with associations to develop and strengthen athletic activities.
- We must be good at spotting talents and supporting them in their development, in order for them to become the stars of the future, represent our country and town, and inspire and motivate others to start pursuing their goals.
- We will be very aware of the value of volunteer activities. We will appreciate their efforts and work to motivate even more to take up volunteering. Consequently, we will join forces with the Sports Confederation of Greenland to make it easier and better to be a volunteer.
- We must use the experience from the Arctic Winter Games to attract more large sports events to Nuuk.



3. NUUK AS THE CENTRE OF COMMERCIAL GROWTH

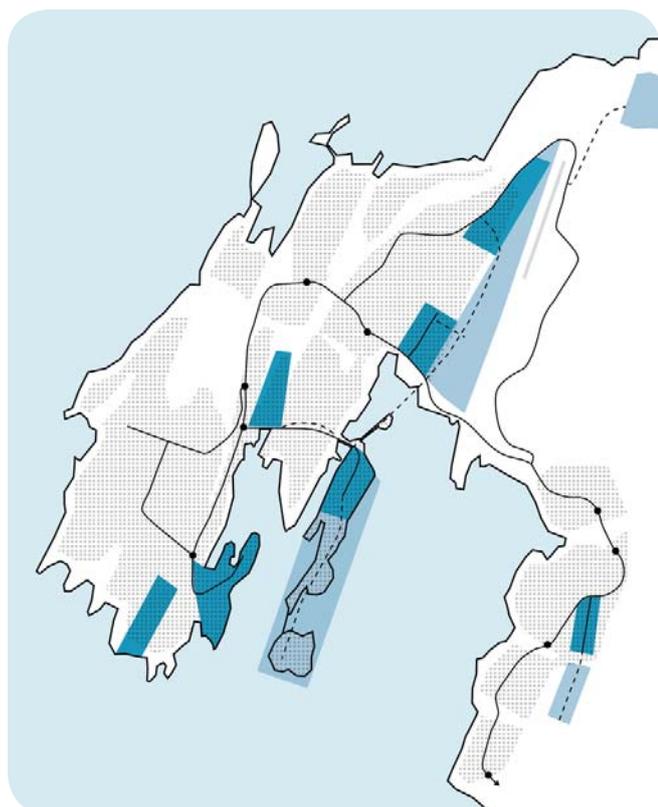
- Nuuk as an attractive commercial city
- Nuuk as a centre of fishery
- Nuuk as a centre of extraction og raw materials
- Nuuk as an international tourist attraction

OUR GOALS

- We need to secure commercial growth and many more jobs, primarily within the private sector
- We must be able to offer attractive areas for business development
- We must develop the commercial band as an attractive area for international, national and local companies
- We must improve the overall conditions for businesses
- We must strengthen the possibility of securing external financing of business development
- The municipality must provide competent and effective services to businesses
- It must be attractive for the labour force to relocate to Nuuk

OUR ACTIONS

- We must prepare a strategy for business development
- The municipality will prioritise investments in business development
- Public investments must be linked to business development, for instance ensuring that construction projects result in apprenticeships
- It must be clarified what job possibilities the airport expansion and the new port will create
- The possibility of establishing a knowledge centre for companies and universities must be examined
- The commercial band must be planned, established and marketed
- The possibility of financing via the Danish Growth Fund and the EU must be examined in cooperation with Aalborg Municipality
- The cause of barriers to investments and growth in business must be clarified as well as how the barriers can be mitigated
- Case processing times must be reduced
- Businesses should have one single point of entry to the municipality
- We must obtain better commercial statistics and better monitoring of the development in the need for labour



Expanding the port and the airport will truly secure a basis for growth and development.

We have integrated the airport and port, in ambitious commercial development.

A new commercial band with a new bridge will link the two transport hubs, creating a highly attractive area boasting 30 hectares for future businesses.

We will be able to offer attractive sites to companies in fishery, extractive industries and transport, and we will be able to secure efficient call facilities for cruise ships and great onshore facilities, etc.

The town centre must be denser and higher, and that will generate attractive possibilities for urban businesses.

Nuuk as an attractive commercial city

Together with general improvements of the overall conditions, the new port, the airport expansion and the commercial band will make Nuuk a highly attractive town for businesses.

PRIVATE BUSINESSES MUST BE STRENGTHENED

Private businesses must take up a bigger percentage of our economy. Nuuk and Greenland hold many possibilities of growth, and there are vast potentials ahead. The airport expansion and the new port will boost business development in Nuuk, but there are still challenges in other areas that we will address and solve.

COMMERCIAL BAND WITH ATTRACTIVE SETTINGS FOR BUSINESSES

The plan is for a commercial band to link the new port and the expanded airport. The two areas will be connected by a bridge. The area will have top-level traffic links, while being close to the facilities of the town centre and to the University of Greenland, the Greenland Institute of Natural Resources etc. Thanks to the commercial band, we are able to offer highly attractive locations to national and international companies in key industries such as fishery, extraction of raw materials, transport, construction and many others.

BUSINESSES MUST ENJOY BETTER GENERAL CONDITIONS

Cross-subsidisation and lack of adaptation to international commercial rules are mentioned as some of the growth barriers. We must elucidate this, and we want

to resolve this in cooperation with the Government of Greenland and other affected parties. We want to increase the desire to invest, and we will look into the possibilities offered by growth funds etc.

WE MUST UTILISE NUUK'S POTENTIALS

We need to create good conditions for commercial development in the broadest sense, and we must be especially aware of some highly promising areas: Fishery, extractive industries and tourism. Opening the North-West Passage and the potential of the Buksefjord hydroelectric power plant supplying power to energy-intensive companies are examples of other potentials, and we have a strategically great location between the large markets of Europe and North America.

WE MUST COOPERATE AND PROVIDE SERVICES

The municipality must do its part in promoting private businesses. We must be proactive and solution-oriented. Case processing must be quick, competent and effective. Companies should have one single point of entry to the municipality.

When the municipality builds and invests, we must integrate commercial development and competency development in projects.

OUR GOALS

- Nuuk must be strengthened as a centre of fishery and utilisation of live resources in general
- It must be more attractive to work in fishery
- The new port, the airport expansion and the commercial band must be utilised to generate growth in fishery



»The Faroe Islands have developed a method that allows them to maintain year-round production in the fishery industry.«



OUR ACTIONS

- A cooperation must be set up between the fishery industry, educational institutions and the municipality regarding:
 - Development of the trade as a year-round trade offering more stable employment all year around
 - Better educational possibilities for the young entering the trade and for those looking for supplementary training
 - Marketing of the trade
 - Fresh thinking and innovation
- The areas in the new port must be constructed and marketed at an international level
- New educational offers for the fishery trade must be developed

Nuuk as a centre of fishery

Nuuk is a strong fishing town, which we want to build on. It must be attractive to be part of the fishery trade, and we need to think fresh. Fishery and sustainable utilisation of live resources in general hold many opportunities, which we want to make the most of.

FISHERY IS TRULY IMPORTANT AND MUST RECEIVE MORE ATTENTION

Fishery is our largest export business. It generates money for our society, and it generates jobs, possibilities of education as well as many positive effects for the on-shore service trades. Fishery needs more attention. We must make it more attractive to be part of that trade. For instance, we need to develop fishery to offer year-round employment, and training is needed.

NUUK HAS A STRONG STARTING POINT FOR GROWTH

Today, fishery covers everything from small fishing boats to large trawlers. Nuuk Port is attractive to fishermen, and Nuuk is home to companies working in processing, sales, logistics, repair, supply and other service trades. Nuuk is also the home of the Ministry of Fisheries, Hunting & Agriculture, the Veterinary and Food Safety Authority, and the Customs Office. The Maritime Centre of Greenland offers training programmes, and the Greenland Institute of Natural Resources delivers top-level research and statistics on the development in populations. Altogether, the fishermen, the processing companies, the sales, logistics and service trades, the educational institutions, the research and the regulatory processes make Nuuk a strong fishing town.

NUUK AS A CENTRE OF FISHERY AND UTILISATION OF LIVE RESOURCES

Once the port expansion is completed, we will be able to further boost the fishery trade. There will be more space

for vessels to moor, and better room for handling hauls on shore. There will be space for new companies that process and sell fish to set up in the port, and for the existing companies to expand or relocate to new premises. All this will make it more attractive to land fish at Nuuk Harbour. Perhaps we can also make it attractive for Canadian and other foreign fishermen to land fish with us. We have witnessed interest in establishing new fishery industries in Nuuk. The possibilities offered by the new port must be marketed internationally.

Fishery is already strong, but developing the trade is more than fish; it is about sustainable utilisation of live resources in general. For instance, there is a potential in utilising seaweed.

GROWTH POSSIBILITIES THROUGH COOPERATION AND DEVELOPMENT

The potentials of better fishing methods, further refinement of fish and selling to new markets must be uncovered. We must unite the different parts of the fishery trade and researchers, and we must learn from good experience obtained elsewhere, in order to create the most value and as many jobs as possible.

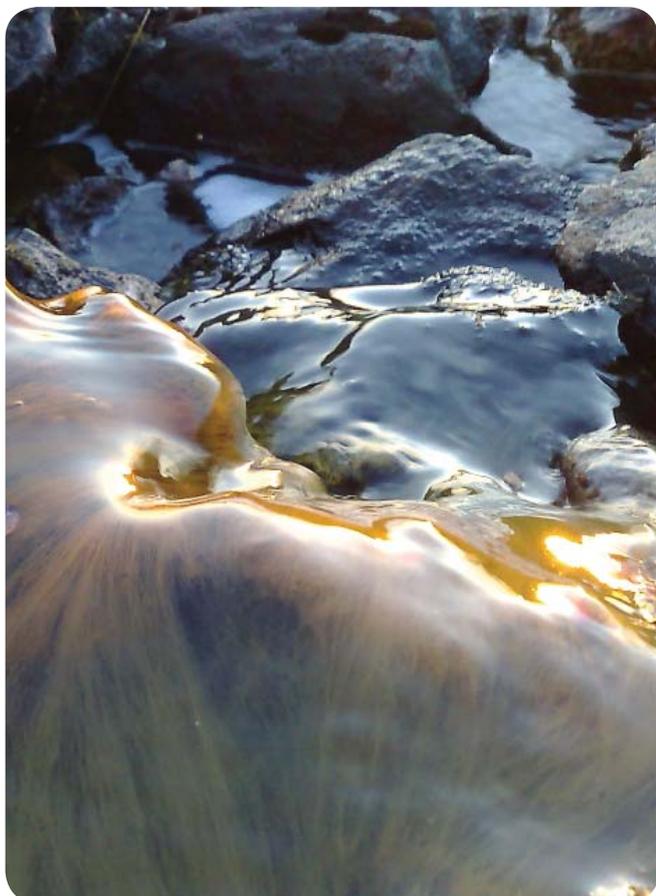
Marketing fish from Greenland as clean and sustainable fishery may open doors to new markets, and if we involve skilled chefs in the development activities, it may lead to brand new products. The Greenland Institute of Natural Resources will be a key cooperation partner, and Aalborg University and other research facilities may provide valuable knowledge and inspiration.



OUR GOALS

- Nuuk must be the centre of the extractive industries and must develop as activity picks up
- Greenland and Nuuk must achieve the greatest possible positive effect of extractive activities

For every job in a mine, we will create 1.8 jobs in catering, institutions, commerce and other support trades.



OUR ACTIONS

- Nuuk must be marketed to the extractive industries
- New activities must soon be backed by training
- The possibilities of researching niche areas must be clarified
- The possibilities of creating an information centre on geology and raw materials must be examined
- We must quickly plan new extraction areas

Nuuk as a centre of extraction of raw materials

The goal is for Nuuk to develop into a strong raw materials town i, that can ensure that extraction activities lead to jobs, welfare and growth in Greenland.

MAJOR POTENTIAL OF EXTRACTION OF RAW MATERIALS

Greenland holds vast deposits of oil, gas and minerals. Experts estimate that the Arctic may hold as much as 30 per cent of the world's undiscovered gas resources and around ten per cent of its oil resources. The sea to the northeast and west of Greenland is estimated to contain some 50 billion barrels of oil and gas. Our country is also rich in minerals such as zinc, copper, nickel, gold and diamonds, and there are considerable amounts of rare earth elements that are used for high technology. Extraction of raw materials in Greenland is currently hit by the low prices on the global market, but eventually prices will go up again and spur an interest in extracting raw materials in Greenland.

NUUK AS A CENTRE FOR THE EXTRACTIVE INDUSTRIES AND SERVICE TRADES

When the interest in extraction of raw materials picks up again, Nuuk must be ready. The mines will be scattered across Greenland, but regardless of the location of the mines, Nuuk must be a centre of knowledge, services and logistics for the extractive industries. The extractive industries need great logistics, which Nuuk will be able to deliver. Once the airport is expanded, labour, specialists and spare parts can be flown in at short notice. The

new port will form the ideal settings for receiving raw materials for processing and shipping. We already have the companies in town. Nuuk's great transport connections, the town's service trades, the access to labour and its proximity to the Government of Greenland, which is the authority on matters relating to the environment and raw materials, open possibilities for the extractive companies to set up their local head offices in Nuuk. And we are taking steps in the right direction. The goal is to develop the extractive industries and the related trades in Nuuk as the level of activity increases, and education programmes must keep up to maximise the positive impact on Greenland.

RESEARCH IN NICHE AREAS MUST BE DEVELOPED

The large deposits make the Arctic interesting to researchers. Our current research competency is modest, but the possibility of cultivating niches in the extractive industries under Arctic conditions must be examined, for instance by having guest students and researchers choosing to stay with us.

One possibility that we will examine further is to establish an information centre on geology and raw materials, which is interesting from both a research and educational perspective and as a tourist attraction.

The international travel guide Lonely Planet has ranked Greenland on the top-ten list of must-see destinations. The National Geographic Traveler ranks Greenland among the 20 must-see destinations in 2016.

OUR GOALS

- Nuuk must be a centre of tourism in Greenland
- Nuuk must be developed as a destination together with our unique fjord areas and landscapes
- Several different types of tourism should be targeted, such as commercial tourists, events and private vacation



OUR ACTIONS

- We must prepare a new strategy for developing tourism in Nuuk and the surrounding areas, with the airport being a new precondition for growth. The strategy must be coordinated with the national strategies, and cooperation must be set up with tourism organisations and the business community
- The marketing of Nuuk as a tourist destination must continue and develop
- A collaboration must be established with Destination Reykjavik and other interesting partners on development of tourism in Nuuk
- We must prepare an architectural policy that ensures that Nuuk continues to develop its qualities as a town



Nuuk as an international tourist attraction

Greenland has made it onto the world map of tourism. We have a lot to show. The potential is huge. Now, we are really starting to utilise it.

THE WORLD HAS OPENED ITS EYES TO GREENLAND

Worldwide, there were 1.1 billion tourists in 2014, according to the UN World Tourism Organisation (UNWTO). Tourism is expected to grow, and adventure tourism, which is Greenland's strength, is expected to see the highest growth. In short, the tourism market is huge and will continue to grow in size.

EXPANDING THE AIRPORT OPENS NEW POSSIBILITIES

The conditions for developing tourism will vastly improve when the airport expansion is completed. It will become both faster and cheaper to travel to Nuuk. We will become a hub for Greenlandic domestic traffic, and we can develop routes for brand new destinations. The new port will allow us to improve cruise ships' possibility of calling at the port and our ability to receive them. We must know how to utilise this.

NUUK AS AN ATTRACTIVE DESTINATION

We must build on what Nuuk stands for. Nuuk, the country's capital, must be a destination on its own. Nuuk must be the place where the journey begins and ends, no matter which part of Greenland you visit. We want to take further steps to develop Nuuk's attractiveness – the town's beauty, charm and characteristics, the architecture, the art and the views, and our museums, cultural institutions, hotels, restaurants, bars, swimming bath and the many facilities that our capital houses.

The fjord areas and the landscapes must be integrated into the development of Nuuk as a destination. We have one of the world's largest fjord areas and can combine a stay in Nuuk with a stay in the wilderness, trekking, fishing, hunting, skiing, mountain climbing, a stay in a settlement, a trip to the ice sheet etc.

MANY TYPES OF TOURISM AND NEW POSSIBILITIES OF COOPERATION

We need to work to attract many different types of tourism, and target both international visitors and domestic tourists.

The Arctic Winter Games let us demonstrate that we can host major international events. We need to build on that experience and take further steps to become a town for events and conferences. We have facilities at the cultural centre and at the hotels, but we must get better at marketing ourselves. As regards climate, Arctic architecture, research, art and culture, Nuuk has special possibilities of hosting conferences. We must also have the courage to want to host a large, annually recurring international event in, e.g., sports.

The airport expansion must include an information centre that will present all of the exciting experiences that Greenland and Nuuk have to offer. An international airport will open new possibilities of establishing a cooperation with Destination Reykjavik, to mention one example. Many who visit Iceland would also like to visit Greenland. It is also interesting that Nuuk is the halfway point when travelling between Northern Europe and New York.



4. NUUK AS A SUSTAINABLE CAPITAL

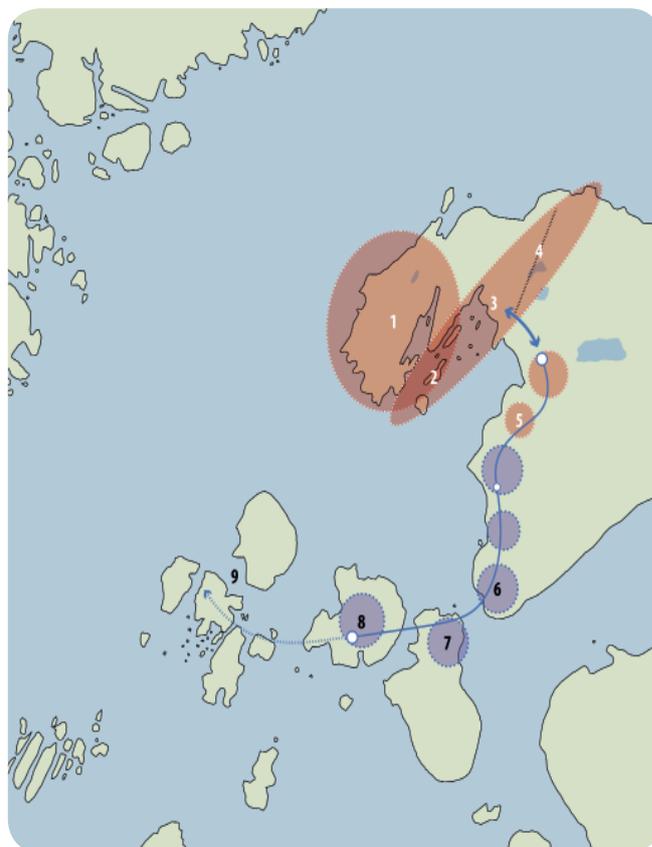
- Nuuk as a capital that grows and innovates
- Nuuk as a leader in sustainability
- Nuuk as a recreational capital

OUR GOALS

- Nuuk must develop into a larger, stronger town with 30,000 inhabitants by 2030
- Nuuk's qualities and characteristics must be refined:
 - unique, beautiful, attractive
 - healthy and safe
 - dense and vibrant
 - close to the sea
 - urban spaces for activities and stays
 - sustainable and adapted to the climate
 - adapted to the landscape

OUR ACTIONS

- We must introduce a housing guarantee
- We must make plans to meet the need for homes, entailing that we must construct some 7,000 new homes by 2030
- We must prepare a plan for renovating and maintaining existing homes in cooperation with housing associations
- The homes to be constructed must vary in type and cater to different types of families and age groups
- We must construct more youth and senior accommodation
- A larger percentage of the homes to be constructed must be private homes, and the tenant-to-owner principle must be extended
- It must be examined how to reduce the costs of constructing homes
- We must construct a demonstration home that can set out the direction for the homes of the future
- We must invest in improving urban spaces, gathering points, as well as spaces for health, exercise and art in the town's spaces.
- Imaneq must be strengthened as a shopping street
- Private investments in urban development and homes must be promoted



PLAN FOR NUUK'S DEVELOPMENT FOR YEARS TO COME

The plans for how to develop Nuuk for the coming many years are in place. Nuuk is to develop by the town becoming both denser and higher and by expanding into the surrounding area.

Past Siorarsiofik, Nuuk will expand to the islands south of Nuuk, in time creating a coherent town along the bay near Nuuk. All new urban areas will be located onto the sea, like pearls on a string, making it easy to establish bus services for the entire town band.

In total, it is estimated that there is room for establishing 15,000 homes.

The largest urban development areas are:

- 1: Densification in old Nuuk town
- 2: Port expansion
- 3: Commercial band
- 4: Airport expansion
- 5: Urban development at Qinngorput
- 6: Siorarsiofik
- 7: Aqissersiofik
- 8: Tartunnguaq
- 9: Qeqertarsuaq

Nuuk as a capital that grows and innovates

Nuuk will become a larger town with attractive homes. We will ensure that Nuuk not only grows, but keeps innovating its identity and becomes an ever better place to live, work and visit.

NUUK IS GROWING, BOOSTING ITS ROLE AS A CAPITAL

Nuuk numbers more than 17,000 inhabitants, having doubled its population since 1977. Today, 30 per cent of the Greenlandic population lives in Nuuk. According to prognoses, it will have 25,000 inhabitants in 2030, equaling 40 per cent of the country's population. Many want to relocate to Nuuk. Consequently, we want to enable Nuuk to grow even faster. Our goal is to number 30,000 inhabitants in 2030.

A larger Nuuk will be a town with many more jobs. We can also look forward to new cultural and leisure offers, more shops and much more. We will need new schools, and the young generation will enjoy more possibilities of educating themselves and finding jobs in the town.

THE PLANS FOR GROWING ARE READY

We have prepared plans for how to develop Nuuk for many years to come. That establishes clear lines and a degree of certainty for those involved in urban planning.

Nuuk will grow in two ways. The current urban areas will become denser. We will create even more life, and it is both sustainable and economically advantageous to utilise the roads, utility lines, child-care institutions, schools and other facilities that we already have. Nuuk will also expand into the surrounding areas. Past Qinnqorput, we will build a tunnel to allow the town to grow along the coastline and eventually spread onto the islands towards the south. Nuuk will become the town by the sea.

NUUK MUST HAVE MANY MORE HOMES

We have made ambitious plans for constructing homes in Nuuk to meet the vast demand. Our goal is to provide everyone with a good and healthy home in Nuuk. Many of the homes will be similar to what we already offer, but we will do our best to ensure a varying selection in order to make it easier to fulfil the needs and wishes of Nuuk's inhabitants. We will also work to develop future-proof homes that are adapted to the climate and provide good and attractive settings for the residents. In order to meet the vast demand for homes, we need to identify new possibilities of financing. A larger part of the homes must be constructed by private clients, and more should own their own home.

A CAPITAL WITH A UNIQUE STYLE

The large development that Nuuk is facing offers us an outstanding possibility of developing and refining Nuuk's profile and charm. We will develop Nuuk according to some fixed principles. We want to create a town that signals that we are the capital of the Arctic. As a capital, Nuuk must be even more vibrant and diverse. The capital functions must stand out architecturally, reflecting their importance. The town centre must be even more intense and full of life, possibilities and experiences. We need more urban spaces to promote outdoor life, play and activity. Art and architecture must show that Nuuk is a town with a unique style. We must be careful that new urban areas are located beautifully along the bay around Nuuk and that the new residential areas become areas full of life, where homes are mixed with other facilities.

OUR GOALS

- Nuuk must be a leader in sustainability in select areas where it is realistic to achieve our targets
- Nuuk must reduce its CO₂ emissions considerably



The vital phrase in the agreement signed at the COP21 in Paris »Holding the increase in the global average temperature to well below 2 °C above pre-industrial levels and to pursue efforts to limit the temperature increase to 1.5 °C above pre-industrial levels, recognising that this would significantly reduce the risks and impacts of climate change«.

A demonstration home is being developed by Tegnestuen Vandkunsten, Rambøll and the Technical University of Denmark. The house will be constructed in Nuuk in 2016 and will showcase new climate-adaptation measures and energy-saving initiatives.

OUR ACTIONS

- We must prepare a strategy for Nuuk as a leader in sustainability in select areas. The following areas are considered interesting:
 - General transition to renewable energy
 - Energy-efficient inland transport by promoting electric cars
 - Green construction
 - Waste management and recycling



Nuuk as a leader in sustainability

Nuuk takes climate challenge seriously. We will set ambitious targets, we will identify the good solutions, and we will be a leading town in areas where we have special conditions and needs.

CLIMATE CHANGE IS A FACT AND NOW IT IS TIME TO ACT

Climate change is evident across the world and most clearly in Greenland. At the COP21 climate summit in Paris, the world's nations agreed to hold the increase in temperature to less than 2 degrees and to try to limit the increase to 1.5 degrees. The world's nations send a strong signal to pursue a quick phasing-out of coal, oil and other fossil fuels and to switch to sustainable energy. Cities across the world are taking the lead in promoting the transition. Many cities are undertaking exciting and ambitious projects. International investors have already invested large sums in green transition and are expected to increase their green investments following the COP21. Recent years have seen vast technological progress. The price of solar cells has gone down considerably and it is likely to continue to fall. The sale of electric cars is going up. Zero-energy houses are a reality, to mention some of the trends.

NUUK AS A LEADING TOWN

Nuuk must be a leader in sustainability in the Arctic. That position holds many advantages. It would be difficult to make Nuuk completely CO₂ neutral, but Nuuk can become a leading town in select areas. Three areas are interesting at first glance:

1. Nuuk could aim at becoming a leader in the transition to renewable energy. We have the Buksefjord hydroelectric power plant, which can be extended. Solar cells, hydrogen and geothermal energy are other possibilities, and we can utilise excess heat from industries and waste incineration.
2. Nuuk can be a leader in energy-efficient inland transport. The Buksefjord hydroelectric power plant and other renewable energy sources can supply electric cars with power. The distances in Nuuk mean that modern electric cars have sufficient range, and electrically powered buses can meet much of our transport need.
3. Nuuk can be a leading town in climate-adapted construction under Arctic conditions. We need to build many new homes and renovate many old homes. Since we will be constructing and renovating, we have an obvious possibility of integrating energy-optimising measures.

As a leading town, Nuuk will send a strong signal to the world that we take climate challenges seriously. We will have examples of climate projects to showcase to politicians, researchers and companies. We will also secure a better environment, save expenses relating to import of oil, and green transition can drive the development of our business community.

Nuuk as a leader in sustainability is an option. The first thing is to prepare a strategy that states where to focus, how to get started and what the financial implications are.

OUR GOALS

- The fjord area and the landscapes around Nuuk must be developed and integrated in the urban development
- The fjord area and the landscapes must be made even more attractive and accessible to the town's inhabitants and tourists
- We must promote the desire to invest in facilities for citizens and tourists
- There must be a sound balance between development and protection



»Remember the areas outside the town. The fjord is beautiful and must be branded. We must also get better at telling the good stories about Nuuk«

»The nature around Nuuk is stunning«

OUR ACTIONS

- We must make a plan for developing the fjord areas and the landscapes around Nuuk
- We must make it possible to establish long-term licensing agreements that may promote investments in outdoor activities and tourism



Nuuk as a recreational capital

Nuuk is situated near one of the world's largest fjord areas. Its location is part of what makes Nuuk an attractive place to live and it is a true treasure trove for tourism. We can extract much more value from it. Therefore, we need to prepare a plan where development and protection go hand in hand.

THE FJORD AREAS HAVE EVERYTHING THE HEART DESIRES

Nuuk is located at the entry to an amazing fjord landscape. Nuup Kangerlua and the Ameralik Fjord represent one of the world's largest fjord areas. From the coast to the inner section of Nuup Kangerlua, you cover some 160 kilometres by sea. The area is very diverse. It starts at the skerries off Nuuk and ends via high mountains and lush valleys at the ice fjords and the ice sheet. The fjord area is home to rich fauna and flora. Among other things, the area boasts whales, seals, reindeer, musk oxen, arctic foxes, hares, white-tailed eagles, ravens and grouses. The water is full of fish such as cod, char, halibut and rosefish. The area also features the world's largest coherent part of the earliest crust of the Earth. For this reason, the area is also interesting from a geological perspective.

At the head of Nuup Kangerlua lies Kapisillit and its some 70 inhabitants. The area holds several abandoned settlements, which are used for holiday homes, camp schools etc. The fjord area is also full of history. There are several Inuit and Northerner ruins.

DEVELOPMENT POSSIBILITIES MUST BE PLANNED

The fjord system offers countless nature and cultural experiences. It is a popular destination for Nuuk's inhabitants. The fjord area's many recreational possibilities are

part of what makes it attractive to live in Nuuk. Many hunt or fish, and travel agencies organise sightseeing and fishing trips on the fjord for tourists. You can also engage in skiing, mountain climbing and trekking, stay in a settlement, or go on trips with a historical theme, visit the ice fjords, the ice sheet and many more places. The fjord area is an important fishing, whaling and sealing area. The area has been tested as a site for agriculture, and the possibilities of extracting iron deposits in the area have been looked into. The lake at the Buksefjord is used for generating hydropower. Many possibilities and interests are linked to the fjord area and the landscapes around Nuuk. The first step is to prepare an overall plan for how we want to make the fjords and landscapes around Nuuk even more attractive to citizens and tourists and how they can be used to generate business. We want to open and develop the area, and we want to be very aware of protecting the qualities of the area. We need to find the sound balance between development and protection.

We have seen a lot of questions and great ideas about how to develop the fjord area. For instance, would it be a good idea to develop the skiing area by Lille Malene even more, or can we establish a wheel track to Kapisillit? Those are just some of the possibilities that we will decide on in the plan. It is also important that we lay out the framework for licensing agreements in order to future-proof them and promote the desire to invest.

List of illustrations

Page	Source
1	ImaneqSermersooq Municipality
2	Nuuk seen from Store Malene Mountain.Source:www.visitgreenland.photoshelter.com, Copyright© Mads Pihl
4	ImaneqSermersooq Municipality
6	RadiofjeldetSermersooq Municipality
8	Urban space in front of Katuaqwww.visitgreenland.photoshelter.com, Copyright© Mads Pihl
10	Qoornoq, Sermitsiaq, snowSermersooq Municipality
12	The town hall, KatuaqSermersooq Municipality
14	Air Greenland Dash 8Sermersooq Municipality
16	StudentsSermersooq Municipality
18	Happy childrenSermersooq Municipality
20	Pupils and students, Ilimmarfik.Sermersooq Municipality
22	Street art.Sermersooq Municipality
22	Artistvisitgreenland.photoshelter.com, Copyright© Mads Pihl
24	Marathon, skaterpark, children/senior citizens .Sermersooq Municipality
26	Aerial photo of NuukAsiaq
28	Diagram over the city developmentSermersooq Municipality
30	Atlantic Port, fishermanSermersooq Municipality
32	Rubies, ruby mine at QeqertarsuatsiaatTrue North Gem's website
34	Kapisillit, NuukSermersooq Municipality
34	Qooqqutvisitgreenland.photoshelter.com, Copyright© Mads Pihl
36	Nuup KangerluaSermersooq Municipality
38	Chart of future urban development.Sermersooq Municipality
40	Power lines from the BuksefiordSermersooq Municipality
40	Demonstration home.Copyright© Tegnestue Vandkunsten
42	Qoornup Sullua, Bonfire, Nuup KangerluaSermersooq Municipality
46	Nuussuup MannguaSermersooq Municipality

