



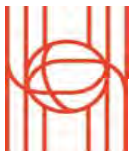
Hafnia – our world of innovation

IDAN, Sport Innovation Day

Copenhagen, 9.th of October 2017

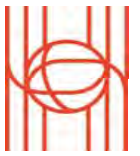
9th of October 2017

About Hafnia



- +9.000 m² modern facility under one roof
- Opened 1st of May 2017
- Municipality of Copenhagen is owner of the building
- Hafnia-Hallen (Hafnia Sport Facility) is operator on a 4 year contract
- Hafnia is the Latin name for Copenhagen





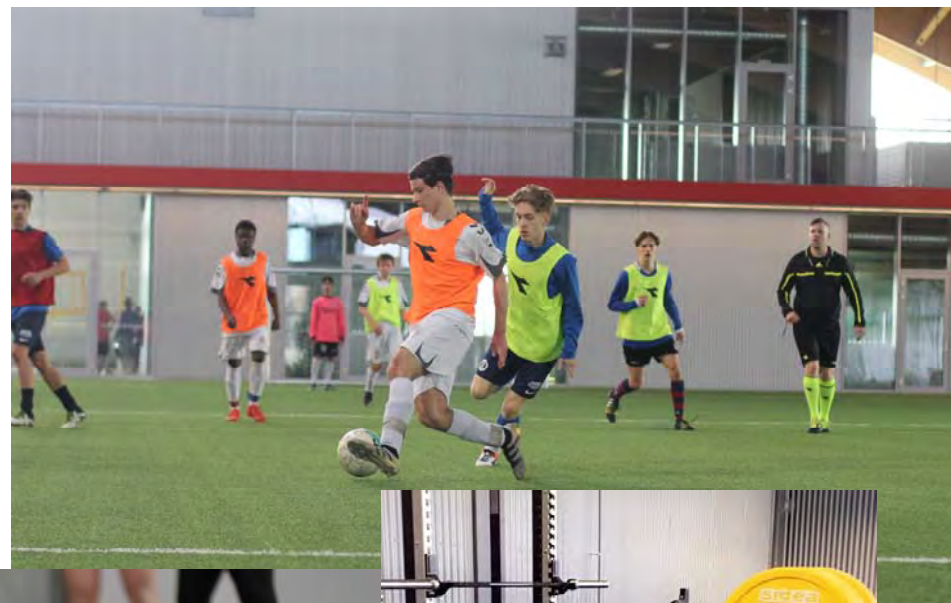
”Together we
change the limits
of sports”



Our values



- Presence
- Co-operation
- Energy
- Service
- Innovation



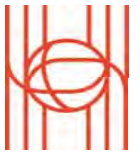
3 levels of innovation



1. New innovative ways of structuring facilities in the Municipality of Copenhagen
2. Innovation as part of the day to day operation
3. New innovative partnerships



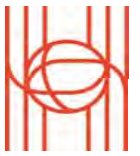
1. Owner structure



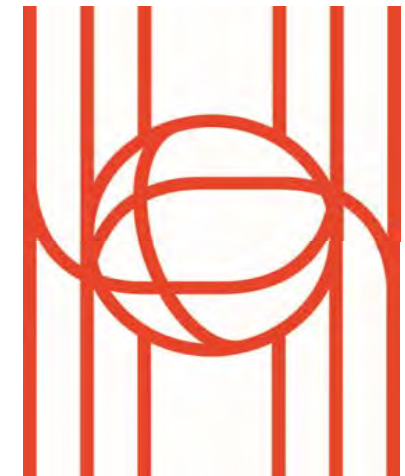
- The Municipality of Copenhagen wants to challenge the existing way of organising facilities in Copenhagen.
- The operation was offered as a public offer with corresponding tender documents
- A group of local associations and institutions presented a comprehensive plan and won the offer
- After 4 years the Municipality of Copenhagen will evaluate Hafnia Hallen.

The management want to be measured on diversity, usage, new target groups, black numbers and of course - innovation

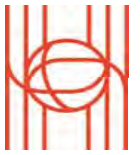
2. Innovation as part of the organisation



- Hafnia contains a number of free areas (spaces). It calls for new activities
- Hafnia Hallen has a pipeline of new innovative projects.
- Several projects will be realized in 2017-18, including:
 - ▣ Concept of facilitation schools and organisation with their sport related education
 - ▣ New layouts of rooms
 - ▣ Using free spaces with new children activities
 - ▣ many others



3. New innovative partnerships



- Hafnia wants to create an environment, where sport, health and education are seen in new contexts

- Hafnia is looking for partners, who can contribute with new projects.
 - ▣ Creating activities in the open spaces
 - ▣ New ways of facilitating activities
 - ▣ New ways to connect indoor- and outdoor activities
 - ▣ New ways of organising activities
 - ▣ Cooperation with knowledge based companies in the field of sport
 - ▣ Connecting with entrepreneurs and start-ups



See you in Hafnia

....or today in the exhibition area

Frejo  **Steen**

Vi udvikler idrættens organisationer

9th of October 2017

Introduction text (UDGÅR)



Innovation is crucial to [Hafnia Hallen](#) – a new sports arena only a few kilometers from the venue of Idan Sports Innovation Day. New ways of organising sport for all and an important partnership with the Municipality of Copenhagen and other partners are key to the future success of the facility.