



PRESS FEATURE, April 2008, Green Living in the Øresund Region

A Convenient Truth

As the rest of the world turns its focus to environmentally conscious “green” travel, business and living, the Øresund region is being recognized as a world leader – at the forefront of environmentally sound design, development, energy production and social programs. Green has always been the color of choice in the Øresund region of Denmark and southern Sweden.

The Øresund region is renowned for its natural beauty, clean air, clean water and respect for the earth; and the people who live and work there want to keep it that way. It’s an oasis of calm and beauty in a hectic world, but it’s also a magnet for forward-thinking designers, scientists and architects who have turned the region into an incubator for ideas and projects that address the world’s predominant environmental issues and prepare us all for the future through smart planning, clean living and fair trade.

One example is **Västra Hamnen**, or Western Harbor, in Malmö, Sweden. Here, what was once a gray, rundown part of the city has been reborn as a dynamic business and residential district that blends cutting edge architecture and design with grassroots sustainable living practices. Among the newer developments in the area is Malmö’s first World Trade Centre, taking advantage of the Western Harbor’s convenient and attractive location. The district’s landmark is **Turning Torso**, the remarkable undulating mixed-use skyscraper designed by architect Santiago Calatrava.

Västra Hamnen is also the site of the innovative **Bo01** residential community, powered by energy from renewable sources such as the sun, the wind and the water. Rooftop reservoirs on many of the homes collect rainwater that is then channeled to the sea, helping to develop a long-term surface-water system in which naturally occurring water is put to its best use. Household gardens feature nesting boxes for bats and plantings to attract butterflies. Residents are encouraged to grow their own



vegetables and herbs, and household recycling includes disposal systems that convert food waste into biogas. It works and it thrives, making Malmö's Western Harbor a model for the world.

Another successful "experiment" in green living can be found in the "eco-town" of Augustenberg in the Fosie area of Skåne. The world's first **botanical roof garden** was developed here in 2001; more than 100,000 square feet of green roof space that is now open to the general public for visits and tours.

When visitors come to the Øresund region and see how comfortable and convenient environmental living can be they immediately want to take part in the process. And they can, simply by doing things they'd happily do anyway: eating, sleeping and shopping.

Organic food and products are readily available in Copenhagen, the world leader in organic food consumption. It's estimated that 45 percent of food served and consumed in Copenhagen's restaurants and other dining establishments is organically grown – no other city even comes close to those levels. And the Danish capital is working hard to improve upon its own outstanding performance – aiming for a level of 90 percent by the year 2015.

If you think that organic food begins and ends with veggies and sprouts, Copenhagen's master chefs have a big surprise for you. **Restaurant Geranium**, located in the royal gardens at Kongens Have, is an all-organic fine-dining establishment where even the top-rated wines are organically produced. Supervising the kitchen are two of Denmark's top chefs, Rasmus Kofoed and Søren Ledet.

On the Nyhavn Canal, one of the most popular and picturesque spots in the city, **Restaurant Cap Horn** satisfies diners with organic cuisine from its "global country kitchen." At this, the first organic restaurant in Copenhagen, everything on the menu, from the meat, fish and produce to the eggs, butter and coffee, is organic.

Not only do many of Copenhagen's restaurants and cafés serve outstanding organic food, they often go the extra mile to create an entirely organic environment for diners. At **Biom**, a casual



café in the Østerbro neighborhood, even the paint on the walls is earth-friendly. **HuksFluks**, an attractive new restaurant in the heart of Copenhagen's pedestrian district, has an 80-percent organic menu and employs sustainable practices throughout the kitchen – right down to the dinner plates, which are thinner than usual so more can fit into the dishwasher, thus reducing the restaurant's water consumption.

Denmark's celebrity chefs have made a strong commitment to organic food as well. **Meyer's Deli**, the creation of Danish celebrity chef Claus Meyer, sells and prepares a wide array of organic items. **Fuglebjerggaard**, the North Sealand site owned and operated by Danish cookbook author and TV host Camilla Plum and her husband Per Kølster, incorporates a farm that includes livestock, cornfields, fruit orchards, mills and a brewery where Kølster produces his own brand of organic beer.

Even Copenhagen's beloved Tivoli Gardens has gone organic with the spring 2008 opening of **NIMB**, a gigantic deli emporium that features organic dairy products from Sealand.

Other organic food locations in and around Copenhagen include **Gourmanderiet**, an organic butcher shop and food purveyor in Østerbro; **Egefeld**, Copenhagen's first organic supermarket; and the **Krogerup Avlsgaard** organic farm, about 22 miles north of the city, which is owned by the Danish Ministry of the Environment and leased to organic producer Aarstiderne. The farm's café serves light fare, coffee and cakes, and weekend brunch, and it's located just a short distance from the Louisiana Museum of Modern Art in Humlebæk.

You'll also find the Danish bakery chain **Emmery's** serving organic baked goods at locations throughout the Øresund region, including Malmö, Sweden.

There is a wealth of green dining options on the Swedish side of the Øresund as well. Southern Sweden's Skåne region is renowned for its superb cuisine made from fresh, local ingredients. Among favorite places to relax and enjoy "haute and healthy" cuisine is **Restaurang Brogatan** in Malmö; opened 15 years ago, it's considered one of the oldest organic restaurants in Sweden and owner David Kallos has made it his ambition to



give diners an enjoyable culinary experience “at no one else’s expense.”

In Malmö’s Western Harbor district, **Salt & Brygga** is a restaurant with an ecological concept right down to the finest detail. The furniture is locally crafted from sustainable materials and the leather on the chairs has been tanned with bark instead of chemicals. The staff uniforms are made from organic cotton. Chef/owner Björn Stenbeck buys most of his primary produce from local farms. Food waste is composted and transformed into biogas. In fact almost everything at Salt & Brygga is recyclable. Salt & Brygga has been certified by the Slow Food movement in Sweden and is a member of Skånska Matupplevelser (**Culinary Skåne**), a network of restaurants and food producers that safeguard local primary produce and Skåne food traditions.

At **Flickorna Fläderblom**, Lilly-Ann Borgström and Anna-Karin Olsson prepare innovative organic dishes with love and fantasy, from the organic breads baked fresh daily to the creamy hummus, licorice cake, potato burgers and spicy fillet of cockerel from free-range birds.

For a sweet organic treat, head to **Dolce Sicilia**, where the fresh-made ice cream is a pure delight in every sense. Other spots for the freshest fare in southern Sweden include the **Bondens Egen Marknad** farmers market on Drottningtorget in Malmö; **Barista Fair Trade Coffee**, the first ethical café chain in Scandinavia; and the **Astrid & Aporna** vegetarian supermarket in Malmö.

Even the dining options at Skåne’s favorite tourist sites have organic flavor. In Kommendanthuset opposite Malmöhus castle, you can eat an organic lunch at **Café Zenit** and afterwards shop for organic fair trade goods from coffee, tea, marmalade and different kinds of chocolate to soaps, jewelry, baskets, clothes and shoes. Just south of Malmö, **Katrintorps Gård** is an organic garden with a pleasant café and restaurant. And right behind Malmöhus Castle, **Slottsträdgården** is a lovely organic garden with a comfortable café.

Malmö’s commitment to world preservation reaches beyond the borders of the Øresund region into the world at large. Malmö is



Sweden's first fair trade city and, as such, it is home to many purveyors offering a wide variety of goods and services with a global environmental focus.

Jane Wikström designs and sells organic clothing in her own stylish shop. She has pioneered the concept of "slow fashion" creating eternally wearable clothing that never goes out of style.

Uma Bazaar is another top fair-trade emporium that sells a wide variety of merchandise including crafts produced by a women's cooperative in India. **Morot & Annat** is a 100-percent organic shop run by Hanna Olsson, whose family owns an organic farm. **Ingrid af Maglehem** carries an excellent selection of organic fashions from Swedish designer Camilla Norrback, Danish children's designers Ballade and Malmö's own **Design Fair & Righteous** lines.

If you're interested in immersing yourself in the fair trade community, **Humanitetens Hus** runs regular discussions and events of interest, and you can always stop in to savor a coffee at its fair trade café. Or let the whole fair trade concept go directly to your head at **Manatura**, a revolutionary organic hair salon specializing in dreads, dyes and highlights.

Fittingly, the hotels in the Øresund region also exhibit a deep green conscience. **Scandic Hotels** distinguish themselves with an exceptionally thorough eco-policy that ranges from their earth-friendly heating and ventilation systems to the low-impact furnishings in their guest rooms to the organic foods served in the hotel restaurants and cafés. All of the chain's 19 Danish hotels received the Nordic Swan eco-label in 2007.

Hotel Guldsmeden, in Copenhagen's Vesterbro neighborhood, is another good choice for the conscious consumer. The hotel serves a wholly organic breakfast and dinner in the restaurant is organically inspired. In addition, in-room amenities such as shampoo, body lotion and soap are organically produced especially for the hotel.

Copenhagen's **Hotel Alexandra** also has the environment on its mind. It has been awarded Denmark's Green Key certification for environmental activities, and it offers smoke-free floors and a

100-percent allergy-friendly floor. Guest rooms are furnished with classic pieces by Arne Jacobsen, Nanna Ditzel, Hans J. Wegner and other famed Scandinavian designers. Breakfast at Hotel Alexandra is primarily organic.

Hilton Copenhagen Airport is also Swan-labeled and participates in the Hilton "We Care" environmental scheme. It serves primarily organic food in its Hamlet Nordic Grill. Organic breakfast is also available.

Useful addresses and contacts – Green Living

Turning Torso

www.turningtorso.com
Lilla Varvsgatan 14
SE-211 15 Malmö
Tel: +46 40 35 7852

Västra Hamnen – Western Harbor

http://www.malmo.se/vastra-hamnen

Malmö World Trade Centre

www.wtcmalmo.se
Skeppsgatan 19
SE-211 19 Malmö
Tel: +46 40 627 8380

Augustenberg Botanical Roof Garden

www.greenroof.se
www.ekostaden.com
Ystadvägen 56
Tel: +46 40 948 520

Restaurant Geranium

www.restaurantgeranium.dk
Kronprinsessegade 3
Copenhagen
Tel: +45 33 111 304

Restaurant Cap Horn

www.caphorn.dk
Nyhavn 21
Copenhagen
Tel: +45 33 128 504

Biom

www.biom.dk
Fredericiagade 78
Copenhagen
Tel: +45 33 322 466

HuksFluks

www.huksfluks.dk
6-8 Gråbrødre Torv
Copenhagen
Tel: +45 33 919 293

Meyers Deli

www.meyersdeli.dk
Kongens Nytorv 13
Copenhagen
Tel: + 45 33 254 595

Meyers Deli

www.meyersdeli.dk
Gammel Kongevej 107

Copenhagen
Tel: +45 33 254 595

Fuglebjerggaard
www.fuglebjerggaard.dk
Hemmingstrupvej 8
3200 Helsingø
Tel: +45 48 393 943

Brasserie N
www.tivoligardens.com
Copenhagen

Gourmandiet
www.gourmandiet.dk
Rosenvængets Allé 7A
Copenhagen
Tel: +45 39 271 000

Egefald Food Company
www.egfeld.dk
Gammel Kongevej 113
Copenhagen
Tel: + 45 33 282 020

Krogerup Avlsgaard
www.aarstiderne.com/omaarstiderne/Krogerup+Avlsgaard
Krogerupvej 3
3050 Humlebæk
Tel: +45 49 163 579

Emmery's
www.emmerys.dk
various locations

Restaurang Brogatan
www.brogatan.com
Brogatan 12
Malmö
Tel: +46 40 307 717

Salt & Brygga
www.saltobrygga.se
Sundspromenaden 7
Västra Hamnen, Malmö
Tel: +46 0 611 59 40

Café Zenit
Kommendanthuset
Malmöhusvägen
Tel: +46 40 344 286

Barista Fair Trade Coffee
www.barista.cc
Södra Förstadsgatan 24
Malmö
Tel: +46 40 972 606

Dolce Sicilia
www.dolcesicilia.se
Drottningtorget
Malmö
Tel: +46 40 611 3110

Flickorna Fläderblom
www.flickornafladerblom.se
Köpenhamnsvägen 40
Malmö
Tel: +46 40 261 957

Culinary Skåne
www.skanskamatupplevelser.com/index_gb.html

Astrid & Aporna
www.astridochaporna.net
Gustav Möllersgatan 2 (next to the Concert Hall)
Malmö
Tel: +46 40 611 6083

Slottsträdgården
www.slottstradgarden.se

behind Malmöhus castle
Malmö
Tel: +46 40 304 034

Katrinetorps Gård
www.malmo.se/katrinetorp
Katrinetorps Allé 1
Malmö
Tel: +46 40 467 166
Café: +46 40 467 167

Morot & Annat
Drottningtorget 2A
Malmö
Tel: +46 40 302 150

Jane Wickström
www.janewikstrom.com
Södra Vallgatan 3
Malmö
Tel: +46 40 611 5955

Uma Bazaar
www.umabazaar.se
Östra Förstadsgatan 13
Malmö
Tel: +46 40 123 085

Design Fair & Righteous
www.designfair.se
www.righteousfashion.se

Ingrid af Maglehem
www.ingridafmaglehem.se
Södra Förstadsgatan 27
Malmö
Tel: +46 40 611 4445

Humanitetens Hus
www.humanitetenshus.se
Drottninggatan 8
Malmö
Tel: +46 40 326 540

Manatura
www.manatura.com
Drottningtorget 2B
Malmö
Tel: +46 40 797 40,

Hotels
www.scandic-hotels.dk
www.hotelguldsmeden.dk
www.hotel-alexandra.dk
www.hilton-events.dk
www.hiltonwecare.com

About Eco-labelling

The Danish mark of inspection for organic products is a red "ø" symbol. The Ø-symbol indicates that the product is inspected by the Danish authorities and is thereby required to meet stringent regulations. For example, a product can only be marketed as



organic if 95 percent of its ingredients are certified by the Ø-symbol. The Swan symbol is the Nordic Council of Ministers eco-mark, which is used in the Nordic countries while the Flower is the EU's official eco-label used throughout Europe. When a consumer buys a product that is either Swan or Flower labelled, they are sure that the product is manufactured with the least possible impact to the environment, that the quality and functionality is just as good as other products and that the product does not contain toxic ingredients.

For more information, visit
www.ecolabel.dk
www.green-key.org

For more information about the Øresund region:
www.visitoresund.info

Facts about Copenhagen / Øresund

The third fase of the Project Copenhagen / Øresund, runs from 2007 – 2009.

The budget is over DKK 81m, including DKK 8.3m from the EU's INTERREG IIIA. The markets targeted by the project are Germany/Switzerland, Great Britain/Ireland, USA, China, Italy and Spain. Copenhagen / Øresund partners are SAS, SPANAIR, Copenhagen Airport, the Oresund bridge, Avis, Malmö Tourism, Position Skåne, VisitDenmark and Wonderful Copenhagen. The aim is to place the Øresund region on the world map and make the destination more accessible.

Links to our partners:

www.visitcopenhagen.com
www.visitdenmark.dk
www.malmo.se/turist
www.skane.com
www.flysas.com

