



# EXECUTIVE SUMMARY

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At a time when the future of Europe on the global scene by many is viewed with increasing uncertainty, a new survey among the Copenhagen Goodwill Ambassador Corps shows strong optimism about the ability of Copenhagen and Denmark to compete globally.

The Copenhagen Goodwill Ambassador Corps consists of 80 Danish leaders living outside of Denmark in 30 different countries. With the external perspective of the Goodwill Ambassadors, their assessment of how the situation and capabilities of Denmark and Copenhagen are seen globally can prove important information for the Danish decision-makers.

The survey elaborated on two of the perceived most important challenges for Denmark and Copenhagen in the global competition. The first, that in the competition on the non-European global market, Denmark is placed on the wrong continent, as compared to the BRIC-countries. The second, that in the competition for becoming

a leader on the European level, Copenhagen is not perceived as a leading city compared to London, Paris and Berlin.

One of the most significant results of the survey among the Goodwill Ambassadors, shows a good amount of optimism about especially the Danish style of leadership, which according to 52 percent of the respondents, makes Danish companies, institutions and individuals uniquely suited for exercising international leadership.

A Goodwill Ambassador described this unique competence as 'The Danes still have integrity, honesty and humanity - something so rare nowadays in the market force'.

On the European scale, 49 percent of the Goodwill Ambassadors believe that Denmark has leadership qualities allowing the country to shape the Europe of the 21st century. Combined with another question, 62 percent of the Goodwill Ambassadors believe that Copenhagen

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has qualities and competencies allowing the city to compete with much larger European cities.

Assessing Copenhagen's current position, one of the Goodwill Ambassadors comments that 'In fact, Copenhagen has already attracted a significant amount of attention.' This provides a good basis for further improvement, as 83 percent of the respondents have a positive view on opportunities that Copenhagen could strengthen its international position with an increased marketing effort.

Combined, the results of the survey provide a good foundation for creating an even better position for Denmark and Copenhagen in the global competition, as one respondent comments: 'It is not enough to say that we are good in Denmark, we also have to show that we want the world.'

Coming at a time when much of the public narrative about Europe's future is negative in

nature, this survey shows the potential for a much more positive story about Danish global leadership.