

# Core narrative

## **BILLUND RECOGNIZED AS THE FIRST CHILD-FRIENDLY CITY AND MUNICIPALITY IN DENMARK**

In Billund, children have always been on the agenda. First with bricks, then in politics. But first and foremost with a child's point of view in mind. For young and old. In urban spaces and schools. In play and politics.

It is out of respect for children, their rights, and in equal child involvement that we pass on something precious to children - namely the experience of being valued, respected, and treated fairly. It is in fact a child's right for all children in the world.

The future belongs to the children, and it is our duty to send them well on their way. In Billund, children have always been something special. For the past ten years, Billund has worked with the vision of the Capital of Children, where children learn through play and become creative world citizens. The core element has always been respect for children. Today, respect for children is so ingrained that it is a central part of many initiatives. For this reason, Billund has been recognized as the first Child-Friendly City and Municipality in Denmark. Not by just anyone. But by the world's most respected international organization in the field of children's rights, namely the United Nations children's organization, UNICEF.

In Billund, children's rights are the foundation for the future. Billund is a municipality where children help to solve the big challenges. As well as the slightly smaller ones. From learning environments\* to urban environments. From safety in traffic to politics\*\*. Imagine growing up in a world where you are not only seen and heard, but also really listened to. Where one is an apprentice one day and a master the next. Where involvement and influence are natural. Where there is co-creation. We believe this makes one want to learn. And be. And we believe that it creates competencies across disciplines, generations, and cultures. For mutual respect, curiosity, and equality are a strong foundation on which to build the future. We know that it requires a well-developed sense, presence, and empathy. But the Capital of Children will not be built in one day. And the story of Billund as a UNICEF Child-Friendly City and Municipality has only just begun.

\* Our World Academy project

\*\* Kids Take Over project