

# TOMORROW

appendix to application to City of Copenhagen



An aerial photograph of a lush green landscape. A winding river flows through the scene, surrounded by dense vegetation. There are several dark, irregular patches scattered across the green field, possibly representing water bodies or different types of terrain. The overall scene is vibrant and natural.

**Be a part of shaping conversations,  
ideas and actions  
of the future!**





# Tomorrow's vision



**TOMORROW** is a distinct and unifying point of departure for everyone engaged in how we act to make our world sustainable. Collectively and individually. Always with science as the point of departure and a thriving future as our common destination.

We are the citizens, the young, the progressive forces, the forward thinking companies, the universities and the organizations.

**TOMORROW** is about changed behaviour. Born in Denmark, rooted in the world, shaping the future.

# Tomorrow's mission



The challenges ahead cannot be overcome alone.

**TOMORROW** believes in the necessity of partnerships across sectors, silos, functions, beliefs and conventional divides. Time is a luxury we cannot afford, we invite you to get involved.

**TOMORROW** is focused on translating the Sustainable Development Goals into concrete actions that everyone can incorporate into their lives.

# TOMORROW

- A new kind of festival combining areas of physical discovery, labs and innovative showcases with on-stage conversations, music and exhibitions.
- Connecting all senses to create changed behavior.
- For everyone.



TALKS



MUSIC



DISCOVERIES



VILLAGE



WALK THE TALK



# TOMORROW SUMMIT

- An action oriented one-day summit for innovative companies and organizations on the forefront of a sustainable transformation.
- The role model is the World Economic Forum, but a slightly more 'Green' Davos with a more diverse profile and in close interaction with the action tank and the festival.
- Head in the sky, feet on the ground.



TALKS



MUSIC



DISCOVERIES



VILLAGE



WALK THE TALK



# IMAGINE TOMORROW

- A 48 hour action tank, gathering 25 danish and international participants within natural and human sciences, business, activism, art and policy to co-create actions for a sustainable future.
- Takes place in the days leading up to the festival.



TALKS



MUSIC



DISCOVERIES



VILLAGE



WALK THE TALK



Julia Gillard, Fmr.  
Prime Minister  
Australia



Zeid Ra'ad Al Hussein,  
UN High  
Commissioner for  
Human Rights



Thomas Friedman  
New York Times



Stella McCartney,  
Fashion Designer



Kate Raworth, Author,  
Doughnut Economics  
(tbc)



Louisa Neubauer,  
Fridays for Future,  
Germany (tbc)

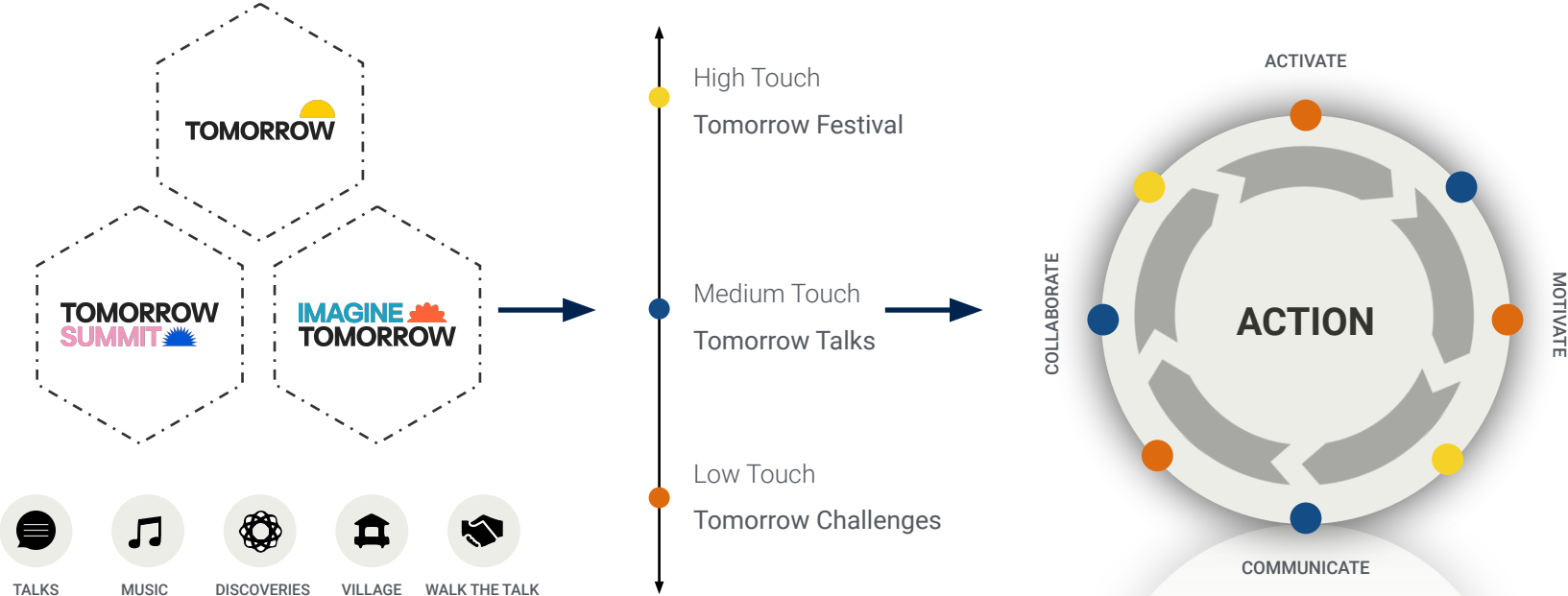


Sir Ronald Cohen,  
Chairman of the Global  
Steering Group for  
Impact Investment  
and The Portland Trust



18 more  
to be identified

# A continuous cycle throughout the year





# The people behind Tomorrow



**Caroline Søbørg Ahlefeldt**

CEO and Founder

MBA, serial entrepreneur  
and co-founder of Heartland  
Festival at Egeskov



**Michael Zöllner**

Chairman

Managing Director,  
Danmarks Grønne  
Investeringsfond

# The partners supporting Tomorrow



 OLE KIRK's Fond

PensionDanmark

  
BECKETT-FONDEN

VÆKSTFONDEN

Urgent.Agency

CARLSBERGS MINDELEGAT  
FOR BRYGGER J.C.  
JACOBSEN

nnovationsfonden

TUBORG  
FONDET



United Nations Development  
Programme

# Tomorrow festival

The following slides illustrate the festival location itself, visualizations of the various activities. Visuals have been developed by Tomorrow's production partner, Good Boys Agency.

## Pladsen

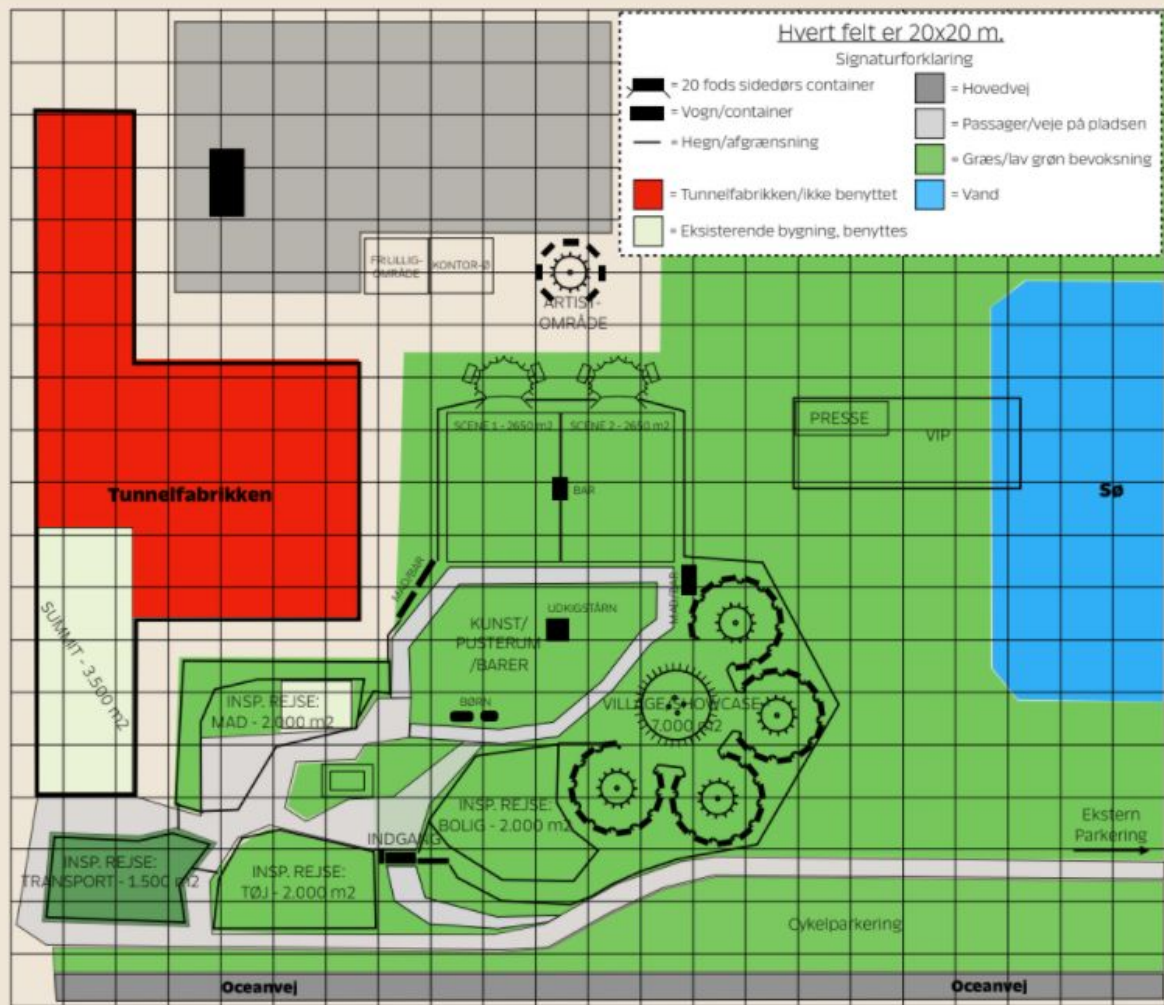
Normalt festival-setup

Vers. 1

Denne version af pladstegningen er der flit flow rundt på hele pladsen.

I alt antal personer = 5.000 pax

Denne pladstegning kan eksekveres hvis corona forholdene er på et minimum.

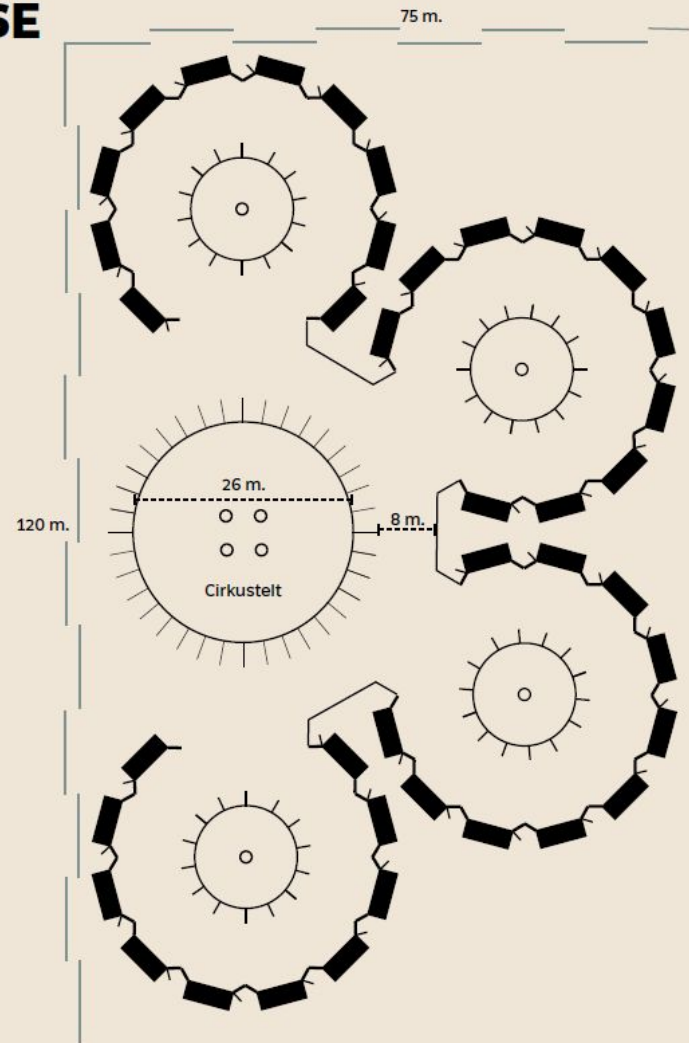
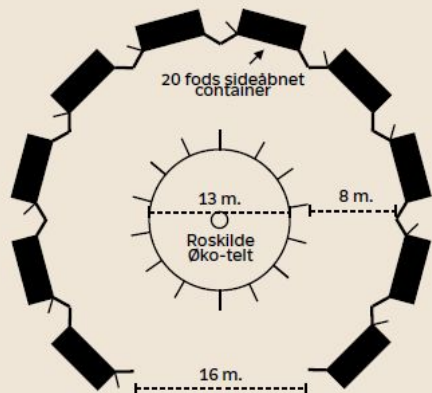


GOOD BOYS  
AGENCY

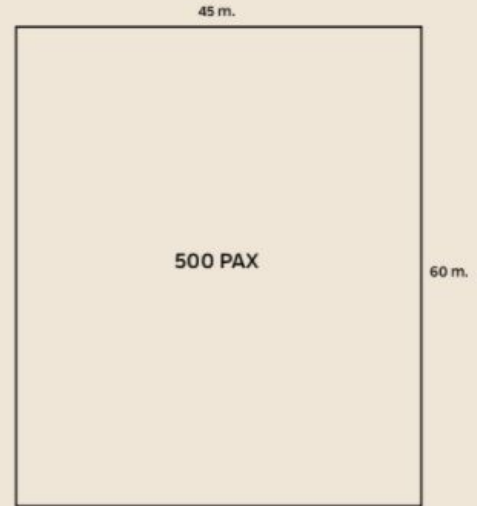
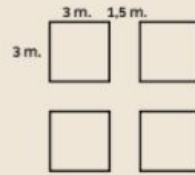
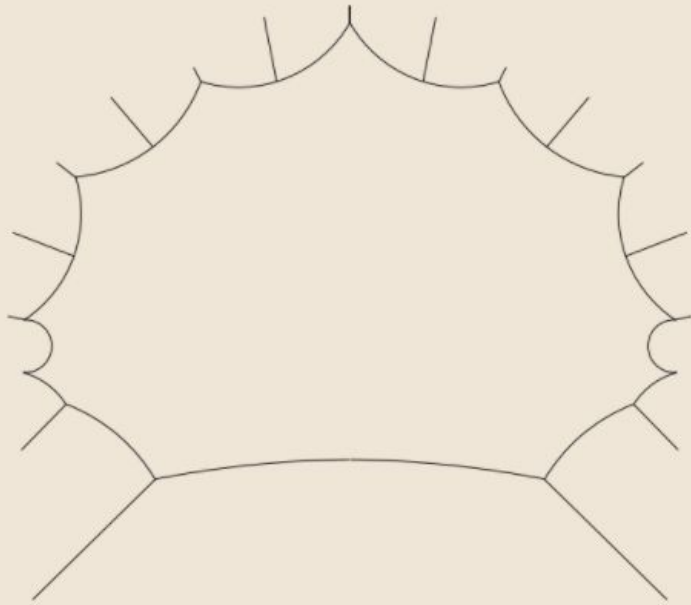


# VILLAGE & SHOWCASE

- Den samlede overdækning i midten af hver gade kunne være et Roskilde Øko-telt (se billede)
- Alle enhederne i gaderne kan være sideåbnede containere eller en blanding af telt/containere (se billede). Alle gaderne skal have hvert deres udtryk.
- Samlingspunkt i midten med scene



# INDHOLD SCENER

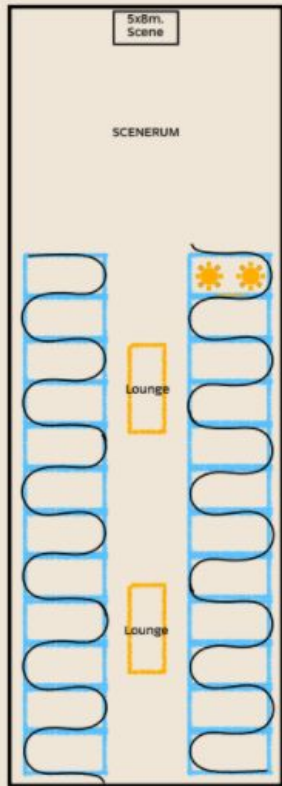


GOOD BOYS  
AGENCY

# SUMMIT

- Visuelt splash/unik setting
- Summit skal være indendørs
- Summit skal være et rum i rummet (evt. Overdækning)
- Der skal være god akustik, der skal kunne arbejdes i mindre breakouts
- Der skal være plads til ca. 400 pax
- Mindre scene
- Ca. 24 breakout-rooms (16 pr. gruppe) = 384 pax...  
- ca. 50 m2 pr. Breakout-room

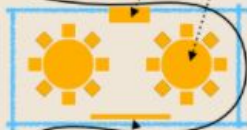
## INDRETNING/PLANTEGNING:



## INDRETNING AF BREAKOUT-ROOM:

Ø240 cm. Rundt bord m. 8 stole

Bord til mad/drikke  
+ workshop



B:300cm, H:150cm tavle

Stofgardin

### NOTE:

- De blå firkanter indikerer breakout-rooms på 5x10 m.
- Alle stofgardiner kan løftes, så der er frit gennemsyn i salen til scene.
- Åbning til breakout-room hvor der er stof, kan "døren" åbnes/ lukkes ved at trække i snor til stofgardin



GOOD BOYS  
AGENCY

# Tomorrow festival and Covid19

In light of Covid19 and the current challenges around large gatherings, TOMORROW is working with our partner Good Boys Agency as well as the convention and event department in Wonderful Copenhagen for updates, safety guidelines, crowd control measures and advice for organizers.

The following pages (in Danish) illustrate the alternatives should there be any Covid19 restrictions in September 2021.

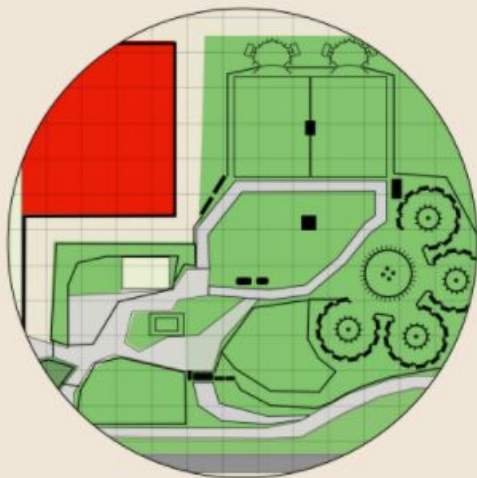


### Pladsen

Normalt festival-setup

Vers. 1

Denne pladstegning kan eksekveres hvis corona forholdene er på et minimum

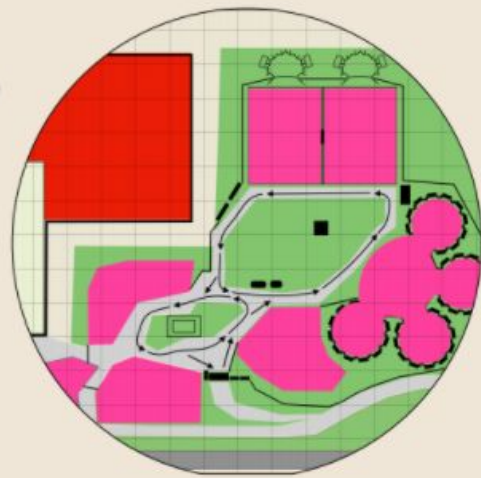


### Pladsen - Corona resistent

Zoneopdeling og cirkulært flow

Vers. 2

Denne version kan eksekveres med et corona-forbehold på 1 m. Afstand og samlet 500 pax pr. Forsamling



### Pladsen - Corona resistent

Venues fordelt over byen

Vers. 3

Denne version kan eksekveres med et forsamlingsforbud på maks 100 personer



### Pladsen - Den virtuelle

Pladsen laves virtuelt

Vers. 4

Denne version kan eksekveres uanset hvad



# Pladsen - Corona resistant

## Zoneopdeling og cirkulært flow

### Vers. 2

Denne version af pladstegningen er stort set den samme som vers. 1. Den store forskel er dog at alle elementer/områder (markeret med pink) er afskærmede og disse områder kræver tidsbooking og er begrænset til 500 mennesker. Derfor er der indgangstjek og fast flow rundt i hvert område.

På hele området er der faste ruter rundt, dvs. Alle veje er cirkulære og ensrettede så menneskemængdernes krydsfelter kan styres og der derved er minimum fysisk kontakt blandt publikum. Dette er illustreret med pile.

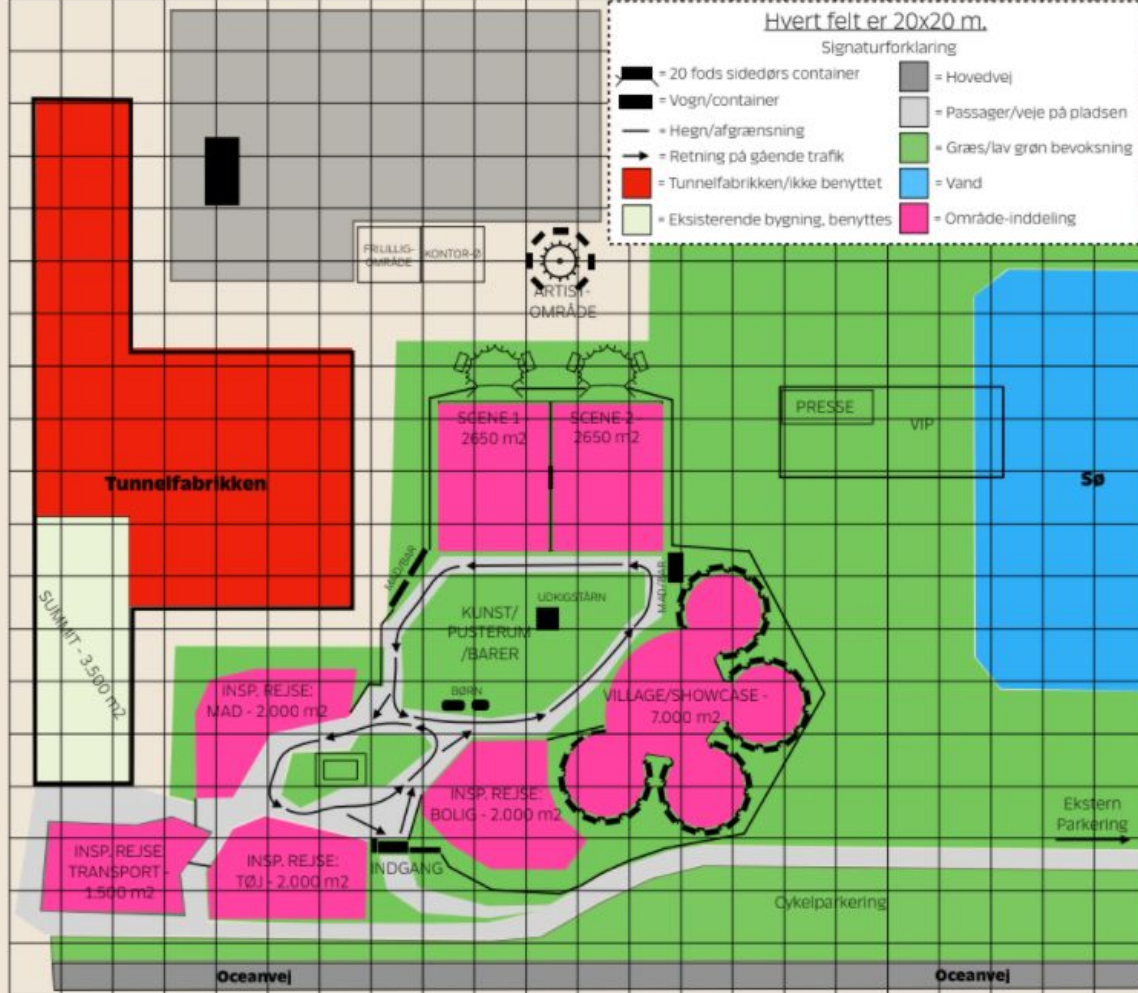
Fordeling af mennesker:

- Insp. Rejse Mad = 500 pax
- Insp. Rejse Transport = 500 pax
- Insp. Rejse Tøj = 500 pax
- Insp. Rejse Bolig = 500 pax
- Village/Showcase = 2x500 pax
- Scene 1 og 2 = 2x500 pax

Områder total = 4.000 pax  
Gangarealer og pusterum = 1.000 pax

**I alt antal personer = 5.000 pax**

**Denne version kan eksekveres med et corona-forbehold på 1 m. Afstand og samlet 500 pax pr. Forsamling**



**GOOD BOYS  
AGENCY**



## Pladsen - Corona resistent

Venues fordelt over byen

Vers. 3

På denne version af Tomorrows plads fordeler vi inspirations rejserne, village/ showcase og scenerne ud over hele byen. Hvert område vil have hvert deres tema ligesom ved Tunnelfabrikken.

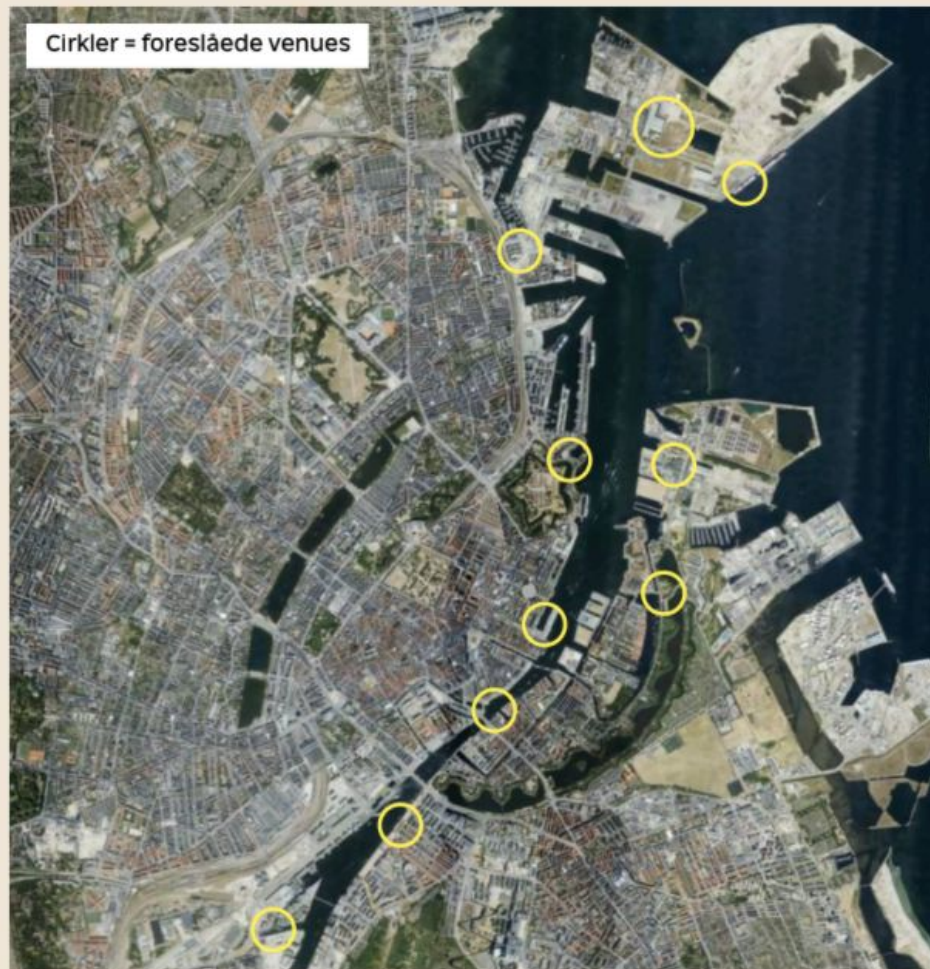
Der vil på hvert område også være en videoproduktion, så der kan live-transmitteres fra hver have udover der kan vises materiale fra de andre venues.

Der vil laves omkring 10 venues fordelt over hele byen på forskellige størrelser. Dog vil maks kapaciteten alle steder være 100.

- 10 venues á 100 pax pr. Seating
- 3 seatings om dagen
- Fordelt over 2 dage

**10x100x3x2 = 6.000 pax fordelt over 2 dage**

**Denne version kan eksekveres med et forsamlingsforbud på maks 100 personer.**



**GOOD BOYS  
AGENCY**



**TOMORROW**

*Let's create tomorrow today..*