

# CITY OF AARHUS

...at a glance...

BØRN OG UNGE

...me...

- Henrik Vinther Olesen
- Communication and Human Ressource manager
- Dep. of Children and Young People
- City of Aarhus



GREATER AARHUS



252.213



AARHUS CITY



319.094



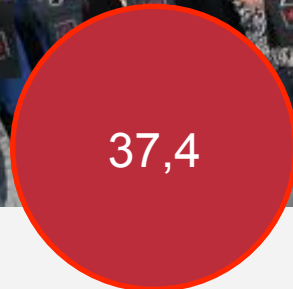
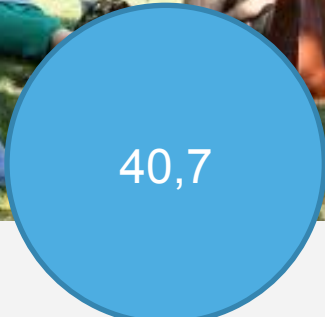
BØRN OG UN



# Young and educated



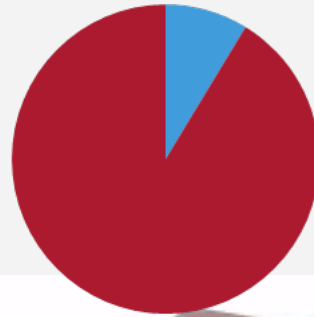
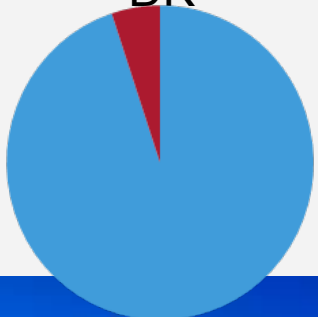
Mean age



DK

AARHUS

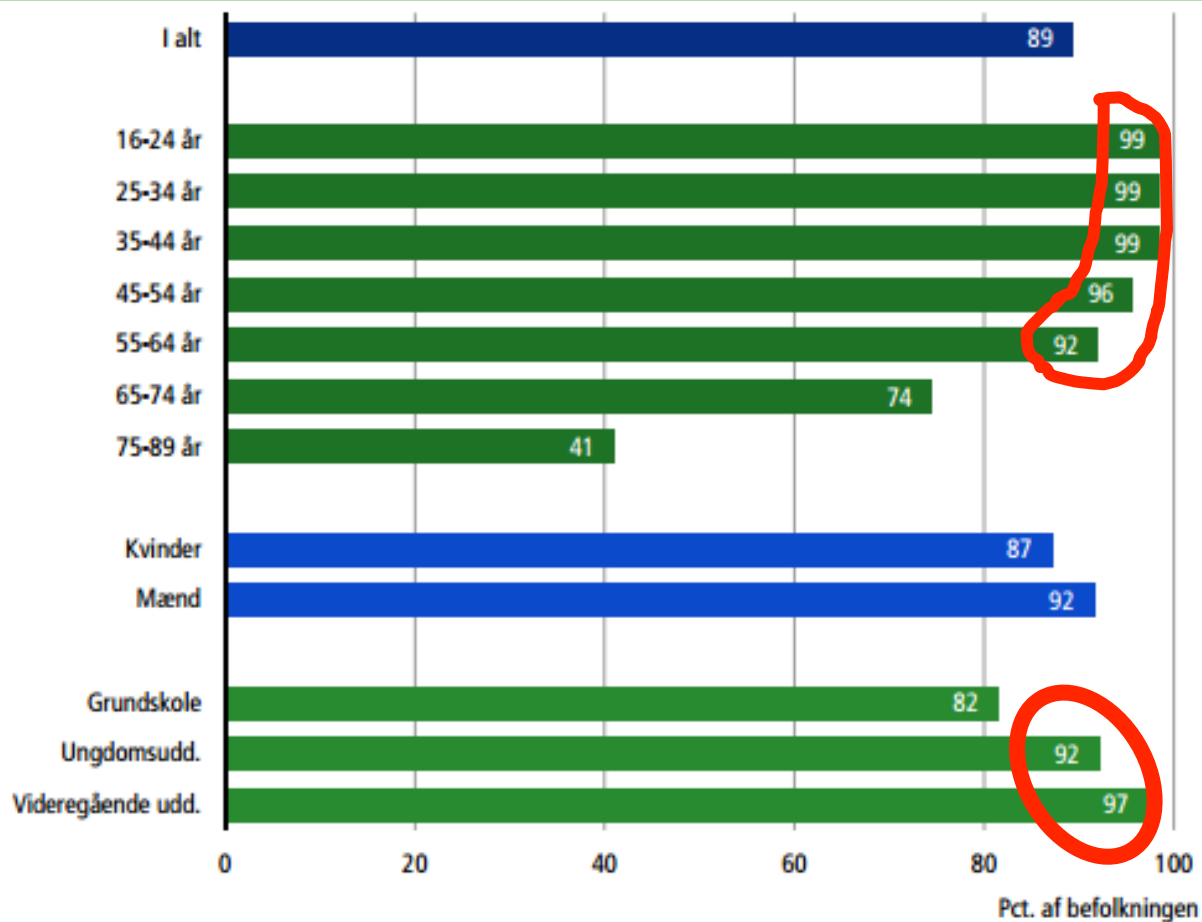
Education



■ PhD/  
graduate  
(8,7)

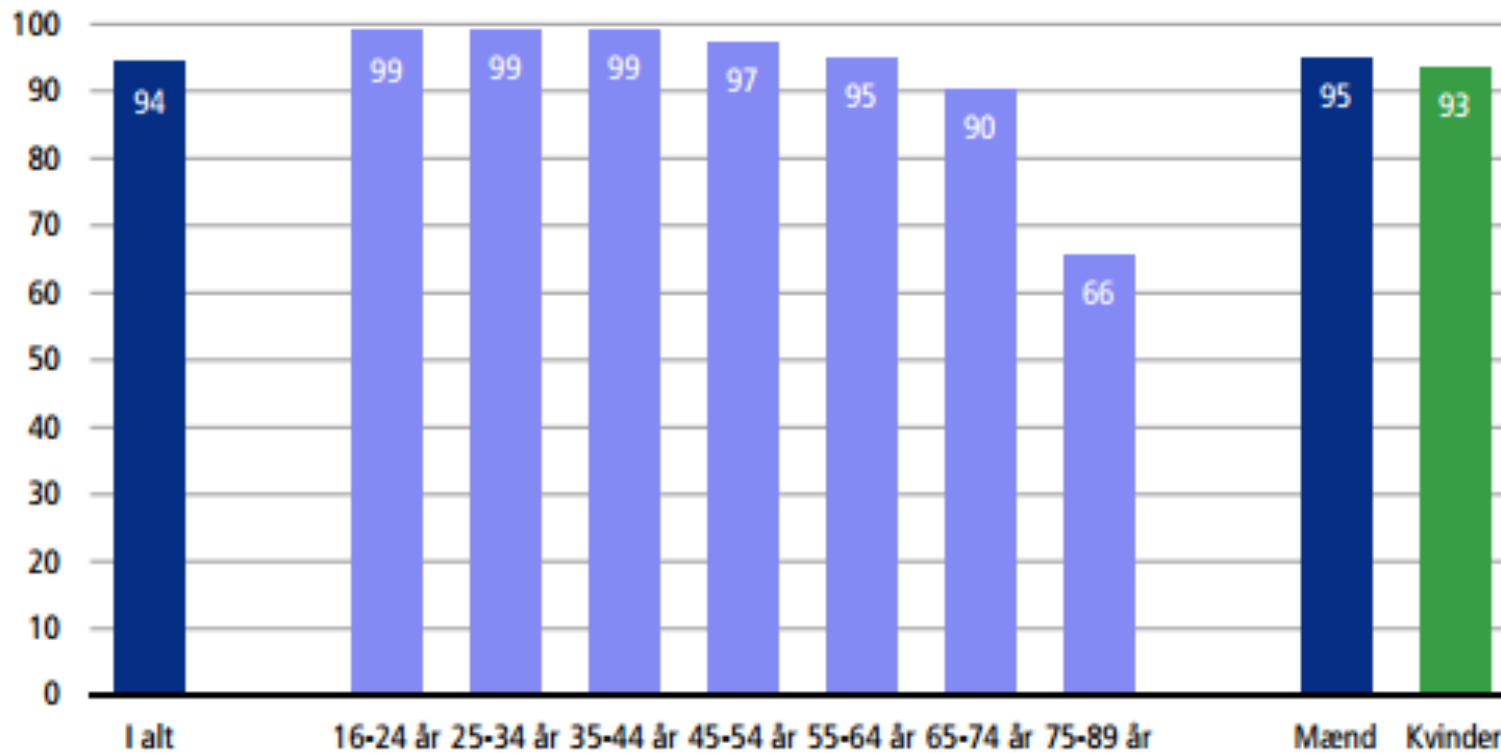


## Adgang til internet hjemme. 2012

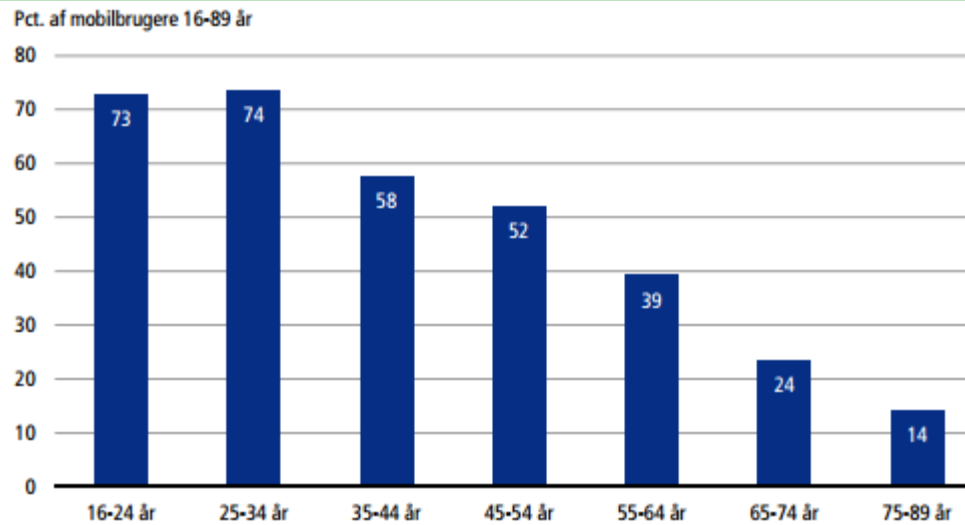


## Brug af mobiltelefon eller smartphone. 2012

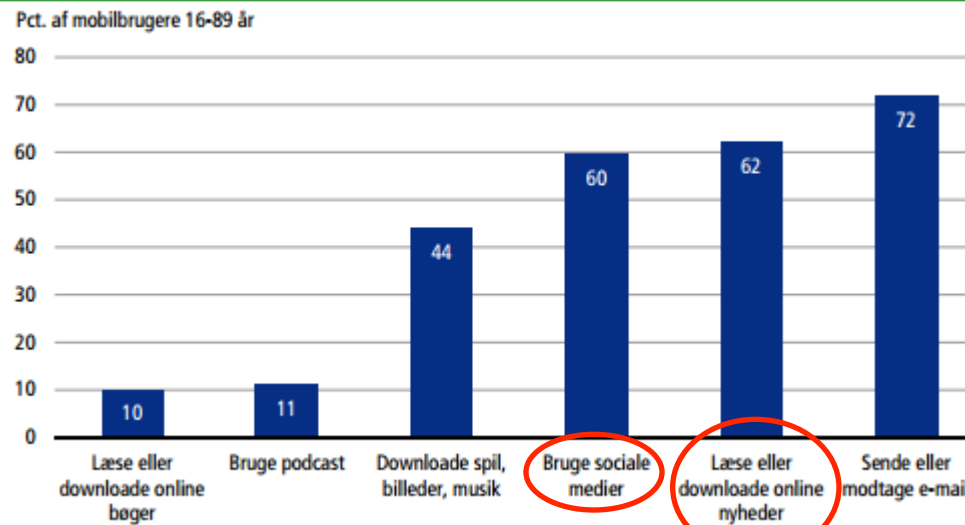
Pct. af befolkningen 16-89 år



### Daglig brug af internet på mobilen. 2012



### Formål med internetbrug på mobilen. 2012



**AARHUS CITY COUNCIL**  
31 members

**MAGISTRATE**  
1 mayor, 5 aldermen

**MAYORS  
DEPARTMENT**

**SOCIAL  
SERVICES**

**TECNICAL  
SERVICES  
AND  
ENVIROMENT**

**CARE FOR  
THE ELDERLY  
AND HEALTH  
CARE**

**CULTURE AND  
LEISURE**

**CHILDREN  
AND YOUNG  
PEOPLE**

**150  
EMPLOYEES**

- Corporate
  - Finance
  - IT
  - HR
  - Legal affairs
- Coordination i general
- Business promotion

**4.500  
EMPLOYEES**

- Social services
- Employment promotion

**1.400  
EMPLOYEES**

- Urban development
- Waste handling and heathing
- Fire department

**7.000  
EMPLOYEES**

- Care for the elderly
- General health care and promotion

**700  
EMPLOYEES**

- Musikhuset Aarhus
- Aarhus Symfonic Orchestra
- Libraries
- Sports facilities

**13.500  
EMPLOYEES**

- Childcare
- Schools
- After school program
- Dental services
- Healthcare nurses



# Emergencies

- Flooding



- Train crashes





- Water pollution



- Bomb threats





- Bad weather / cancellations





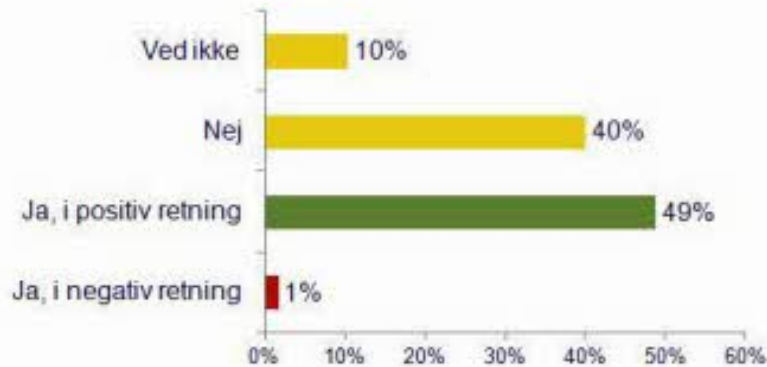
- Traffic information



# Image

Har siden ændret din opfattelse af kommunen?

...perception...



Kommune	Indbyg.	Likers	Penetration
1 Kolding Kommune	89.412	4.633	5,18%
2 Morsø Kommune	21.474	1.049	4,88%
3 Odder Kommune	21.749	1.030	4,74%
4 Tønder Kommune	39.083	1.195	3,06%
5 Assens Kommune	41.443	1.185	2,86%
6 Gladsaxe Kommune	65.303	1.515	2,32%
7 Aalborg Kommune	201.142	4.391	2,18%
8 Allerød Kommune	24.043	460	1,91%
9 Frederiksberg Kommune	100.215	1.902	1,90%
10 Sorø Kommune	29.393	538	1,83%

?? Aarhus

319.094

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**Aarhus**  
Danish for progress

1250



1938



2005



2009



ARHUS  
KOMMUNE

2010



AARHUS  
KOMMUNE

...so what do...

WE WANT  
WE WANT  
WE WANT  
WE WANT  
WE WANT  
WE WANT

a channel for crisis communication  
it to be usefull in every day life  
to be able to reach all in Aarhus 15+  
it to work when other channels fail  
to use social media(s)  
it to be cost effictive  
it to easy to maintain