



A
NEW
WORLD

Case

Balloons send
Business Strategy
on Climate Change
soaring

"Taking people out of their normal surroundings often works very well, and it certainly did here."

Carina Ohm
Project Manager, Ministry of Economic
and Business Affairs

**MIND
LAB**

Case

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80 white helium-filled balloons, furnished with green cords and decorated with words, drawings or symbols float about in MindLab's workshop space. The balloons have been decorated by participants in a workshop at MindLab during Copenhagen Design Week. Their job is to express what climate change means for citizens, business and society.

The workshop was the culmination of MindLab's work on a new strategy that focuses on how businesses can contribute to Denmark's goals for combating climate change while still producing economic growth. The Business Strategy on Climate Change was one of the Ministry of Economic and Business Affairs' core projects since the autumn of 2007. Led by a committee of ministers and representatives from the business world, officials from six ministries worked on policy initiatives that are both innovative and visionary and that cut across ministerial policy areas. In order to discourage the ministries from focusing solely on their own turf, MindLab used a broad range of techniques that assigned a key role to art, design and visualization. The process was kicked off with a key note from the Danish-Icelandic artist Olafur Eliasson, who inspired the visionary efforts.

MindLab involved:

- Companies and institutions that are leading the way towards sustainable climate solutions.
- Artists and designers.

Principal results:

- A common vision for the Business Strategy on Climate Change across a range of ministries.
- A large number of policy proposals for the forthcoming Business Strategy of Climate Change, many of which are being incorporated.
- New ideas on how to visualize the Business Strategy on Climate Change during the COP-15 summit in Copenhagen.