



MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK  
*The Trade Council*

# OUT-SIDER: CRAFTING WELCOMING URBAN SPACES THROUGH THOUGHTFUL DESIGN

**DANISH COMPANY OUT-SIDER HAS EFFECTIVELY USED THE SUSTAINABLE DEVELOPMENT GOALS AS A CONVERSATION STARTER TO GAIN TRACTION IN THE SWEDISH MARKET, SECURING A STRATEGIC ADVANTAGE IN THE PROCESS.**

Since its inception in 2007, OUT-SIDER has emerged as a frontrunner in innovative urban equipment design. Bridging design, social impact, and community engagement, OUT-SIDER is transforming urban landscapes in Sweden and beyond. Having established a robust presence in Denmark, the company is now set to expand its influence across Europe, beginning with Sweden.

OUT-SIDER specializes in creating multifunctional and aesthetically pleasing urban equipment, ranging from benches and tables to innovative lighting solutions. With a strong focus on sustainability and community well-being, OUT-SIDER's products are designed to enhance public spaces, encourage outdoor activities, and foster social interactions.

Currently, over half of the global population resides in cities, a figure the United Nations predicts will rise to 68 % by 2050. This trend of urbanization carries significant implications for the world's social, economic, and environmental systems.

"For 15 years, we've been crafting outdoor equipment and have observed the growing centrality of sustainability and the SDGs within our industry," notes Bjørn Cronquist, Sales Director and Partner at OUT-SIDER.

The swift expansion of urban areas brings challenges, notably the need for public spaces that are sustainable, inclusive, and health-enhancing. OUT-SIDER addresses these challenges by providing innovative urban equipment that encourages people to spend more time outdoors, engage with their community, and live healthier lives. In doing so, OUT-SIDER enhances the quality of urban living, thus contributing to the well-being of individuals and communities alike.

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Bjørn Cronquist, Sales Director  
and Partner at OUT-SIDER



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## TIPS TO ENHANCE YOUR SUSTAINABLE EXPORT STRATEGY IN SWEDEN

**Document Your Efforts:** Transparency is non-negotiable. Ensure your sustainability claims are backed by verifiable data. This will become even more relevant in the coming years.

**Use the Right Rhetoric:** Refer to Agenda 2030 when discussing sustainability to align with the Swedish sustainability framework.

**Holistic Solutions Over Products:** Swedes prioritize comprehensive solutions that contribute to societal well-being. Position your offerings within the context of larger sustainability challenges such as the Agenda 2030.



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## Creating Nurturing Urban Environments

OUT-SIDER's commitment to the SDGs is fundamental to its mission of delivering urban equipment that transcends mere aesthetics and functionality. The company designs its products with a profound appreciation for their social impact, aiming to cultivate not only good health but also mental well-being. This commitment is reflected in their thoughtful approach to creating urban spaces that are not only functional but also nurturing and inclusive.

Bjørn Cronquist elaborates on this ethos: "Through our work, we've learned that our customers, who are often public authorities, really value the social aspect of our products. We strive to create urban spaces that are welcoming because when people find a place appealing, they spend more time there, which fosters mental well-being and encourages social interaction. It's not just about making furniture; it's about crafting pieces that invite engagement and support mental health, ultimately leading to better and more welcoming cities."

## Working With SDGs in the Swedish Market

In 2021, as OUT-SIDER ventured into the Swedish market, they carried with them the notion that the Nordic sensibilities towards sustainability and SDGs would be similar to those in Denmark. Reflecting on the journey, while there are undeniable parallels, they've also encountered distinctive elements that set the Swedish approach apart.

"The Swedish government has adopted Agenda 2030 as the guiding framework for its sustainability initiatives.

This framework is crucial for engaging in dialogue with public entities, from national to municipal levels. Understanding this concept is essential for those entering the Swedish context," explains Bjørn Cronquist.

Rikke Edsjö from the Trade Council in Sweden agrees with this notion and elaborates: "Sustainability is a prerequisite for being relevant in the Swedish market. The market pulse is more about addressing social challenges and crafting solutions, rather than just selling products."

She urges companies to use sustainability as a conversation starter when reaching out to potential clients and companies, as the Swedish market is characterized by high consumer consciousness regarding sustainability. This has created a fertile ground for businesses to integrate sustainability into their models, not just as a moral imperative but as a strategic differentiator in the global market.

In discussing the unique challenges and strategies in the Swedish market, Bjørn Cronquist highlights the extended nature of the sales cycle in their industry: "In our field, the sales cycle is quite long. Ultimately, our customers are usually public institutions or major developers. Therefore, there can be a substantial delay, sometimes several years, from when we first engage with our target audience to when we receive concrete orders. However, we've made significant headway in generating interest among our target group for our sustainable approach to urban equipment. We are optimistic about reaping the results of these efforts by 2024 and in the following years," explains Bjørn Cronquist.

Participated in the SDG Business Accelerator, 2022. An initiative driven by the Trade Council with focus on sustainability and export.



**SDG BUSINESS  
ACCELERATOR**

## OUT-SIDER'S CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS

**11 SUSTAINABLE CITIES AND COMMUNITIES**



### Sustainable Cities and Communities

By enhancing public spaces, OUT-SIDER helps create more inclusive, safe, and sustainable urban environments.

**3 GOOD HEALTH AND WELL-BEING**



### Good Health and Well-being

OUT-SIDER's product range promotes active living and mental well-being, contributing to healthier communities.

**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**



### Responsible Consumption and Production

OUT-SIDER is committed to sustainable practices, aiming to use materials from recycled sources in all its products by 2030.