THREE COMMON GOALS

#1 HEALTH & SOCIAL ENGAGEMENT
The health and well-being of the users is a central part of the park’s design.

Inviting design. The nature park is designed as a huge 31,000 m² open, generous and wild nature park. With more than 2,000 new trees, it is a green heart in the middle of the grey urban area.

Employees. The park is an easy and attractive way for the employees at Novo Nordisk to take a walk in their break among fragrant flowers, gnarled trees, wild vegetation and natural rain lakes.

For the citizens. With its open and inviting design, the nature park accommodates local residents who want to enjoy the park while jogging, walking their dog or having a picnic.

#2 SUSTAINABILITY & CLIMATE ADAPTATION
The nature park is designed to positively impact the environment of the local area.

Cradle-to-cradle. Environmental sustainability is a dominating factor of the park. All lampposts are produced by cradle-to-cradle, and by treating the slate material manually, there is only 5% material waste in the process.

Biodiversity. The park’s wild vegetation nurtures maximum biodiversity, wildlife and robustness, and dead trees are purposefully placed to provide optimal habitats for fungi and insects.

100% water balance. The topography of the park is shaped to collect all rainwater in the landscape, where the water will percolate locally. Excess rainwater is collected and reused for irrigation.

#3 INNOVATION & BRAND VALUE
The park strengthens Novo Nordisk’s position in the highly competitive pharmaceutical world.

Stimulating nature. The untamed nature provides the employees with a maximum of light, shade, fragrance, colors and sounds, stimulating all their senses in an informal, relaxed atmosphere.

Innovation lab. The winding paths are specially designed to encourage chance meetings and brainstorm walk-and-talks in highly inspiring, lush and creative surroundings.

Green brand. The whole idea of creating an open and publicly accessible nature park creates a strong, ethical and highly tangible green “brand” for the company.

“Above all, do not lose your desire to walk. I have walked myself into my best thoughts”
Søren Kierkegaard, Danish philosopher (1813-55)