



# DENMARK OF THE SOUTH – GREECE OF THE NORTH

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NOVEMBER 2014

**DENMARK OF THE SOUTH –  
GREECE OF THE NORTH.**

**CAN GREECE AND DENMARK INSPIRE EACH  
OTHER?**





# TOPICS

- Comparison – with a smile..
- Happiness and well being
  - Social and political culture
  - Political and social empowerment
  - A decent work – life balance
- The Economy
  - Innovation
  - The Green Agenda



## KOLONAKI - ATHENS

Enjoying outdoor cafe life...





## **THE LAKES - COPENHAGEN**

Enjoying outdoor cafe life...



**TRAFFIC JAM ATHENS..**





**TRAFFIC JAM COPENHAGEN...**



**GLYFADA BEACH - ATHENS**





**HARBOUR BATH - COPENHAGEN**

# HAPPINESS AND WELL-BEING



- Denmark ranked first in UN's World Happiness Report in April 2012
- Since 1973, happiness surveys have placed Denmark in top

# BUT....

## ALCOHOL CONSUMPTION

- Heavy episodic drinking by young people 15 - 19 year old:
  - 42.7 pct. of Danes
  - 24.5 pct. of Greeks







# SUICIDE RATES

Greece no. 87 in the world

- 2.8 suicides per 100.000 inhabitants

Denmark no. 41 in the world

- 9.9 suicides per 100.000 inhabitants



## **Divorce rates**

Denmark 46 pct.

Greece 25 pct.

## **Life expectancy**

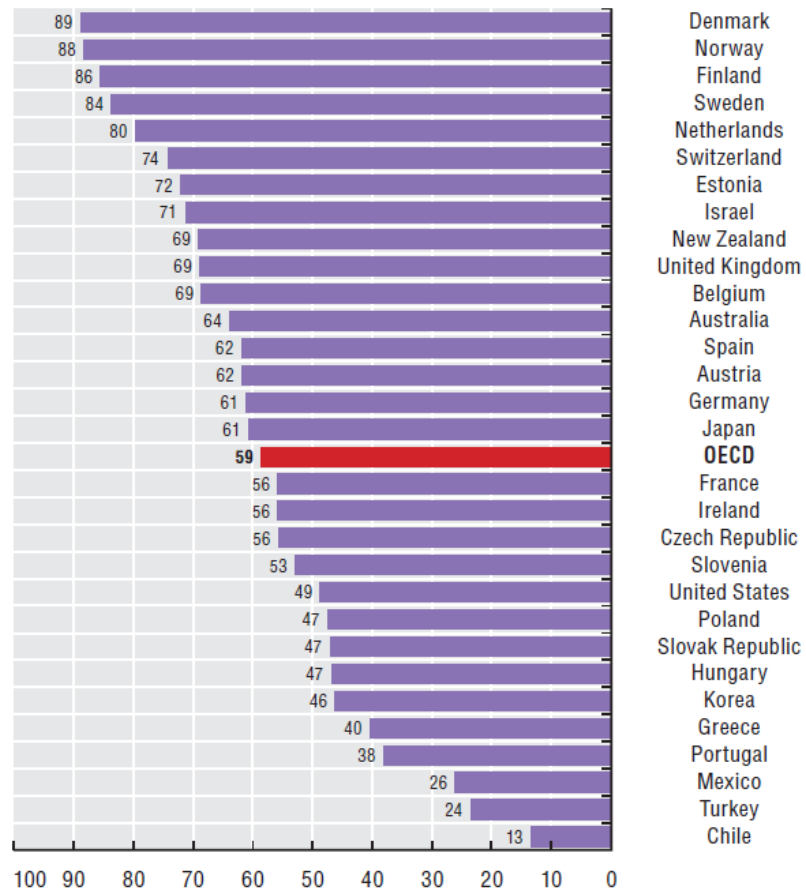
Greece 80.3 years

Denmark 79.1 years

# HIGH LEVELS OF TRUST

- High level of trust in each other, the government, and strangers

*Level of trust in OECD countries*





# POLITICAL AND SOCIAL EMPOWERMENT



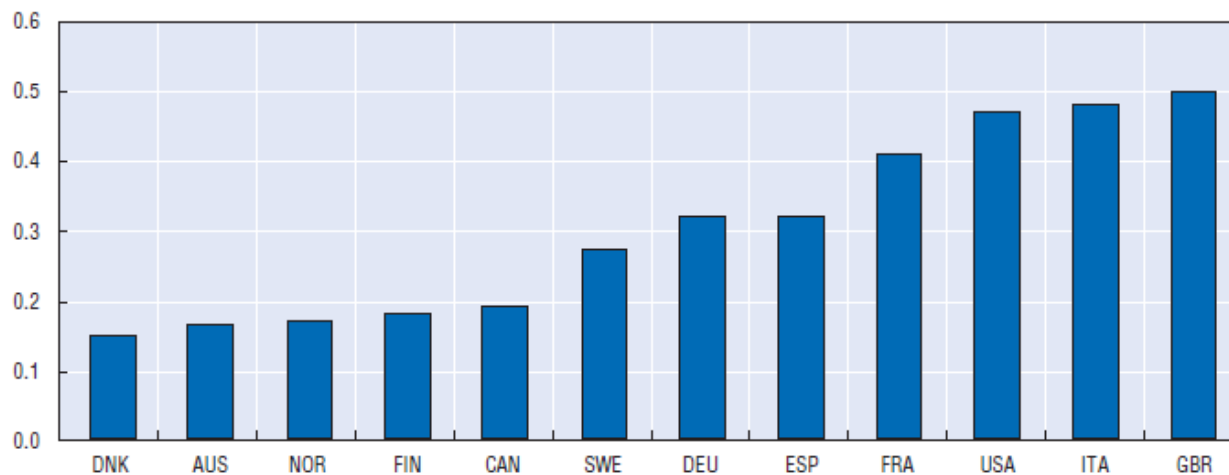
- Political freedom
- Social mobility
- Benefits from taxes
- Gender equality

# HIGH SOCIAL MOBILITY



Figure 5.1. **The strength of the link between individual and parental earnings varies across OECD countries<sup>1</sup>**

Intergenerational earnings elasticity: estimates from various studies



# DECENT WORK/LIFE BALANCE

- Extensive child care
- Spend money on socialising with others
- Pleasant working environment





# INSPIRATION FROM DENMARK



- Higher trust – less confrontation – more constructive engagement
- Family ties – but find your own way
- Women – use your strong educational position

# THE ECONOMY



- Innovation
- The Green agenda



# THE ECONOMY - INNOVATION

- The development of knowledge and ideas
- Transformed into products and processes
- Create value for businesses and societies

# GLOBAL INNOVATION INDEX



- Denmark no 8
- Greece no 50
- List of most innovative countries worldwide

# INNOVATION - ELEMENTS



- Strong education system
- Strong R and D
- Innovative workforce
- Public-private effort



# THE ECONOMY – THE GREEN AGENDA

- The growth strategy for the future
- Example: Renewable energy
  - Public-private effort
  - Grand coalition – consensus
  - Citizens on board





*THANK YOU VERY MUCH – AND HOPE TO  
SEE YOU SOON IN DENMARK!*