DENMARK OF THE SOUTH – GREECE OF THE NORTH

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CAN GREECE AND DENMARK INSPIRE EACH OTHER?

DENMARK OF THE SOUTH – GREECE OF THE NORTH.
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
<table>
<thead>
<tr>
<th>Divorce rates</th>
<th>Life expectancy</th>
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<tbody>
<tr>
<td>Denmark 46 pct.</td>
<td>Greece 80.3 years</td>
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<tr>
<td>Greece 25 pct.</td>
<td>Denmark 79.1 years</td>
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HIGH LEVELS OF TRUST

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