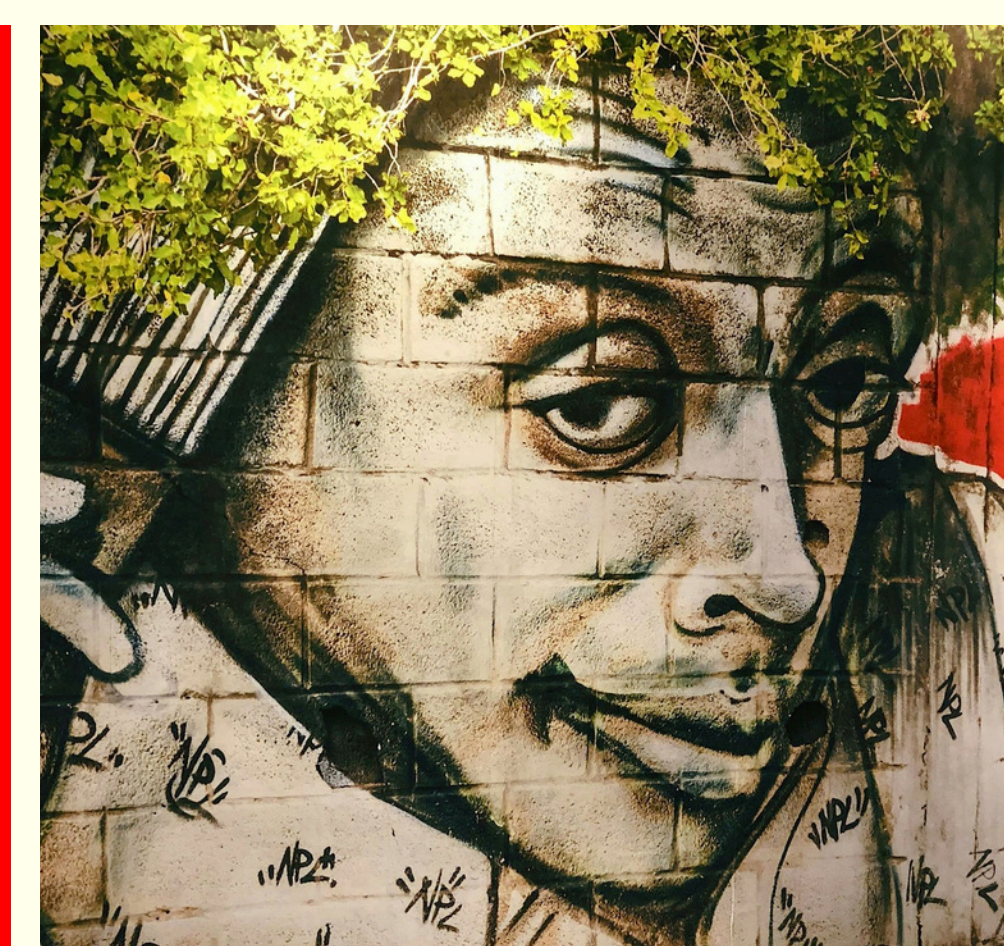
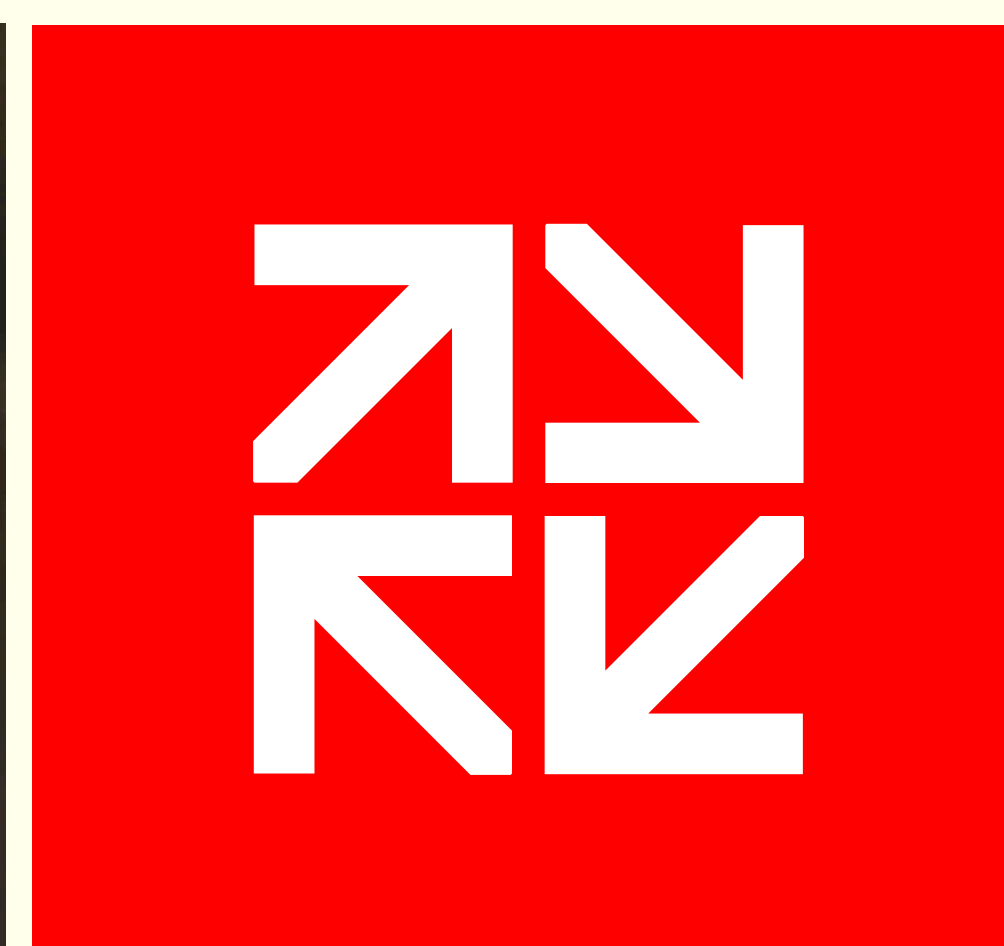
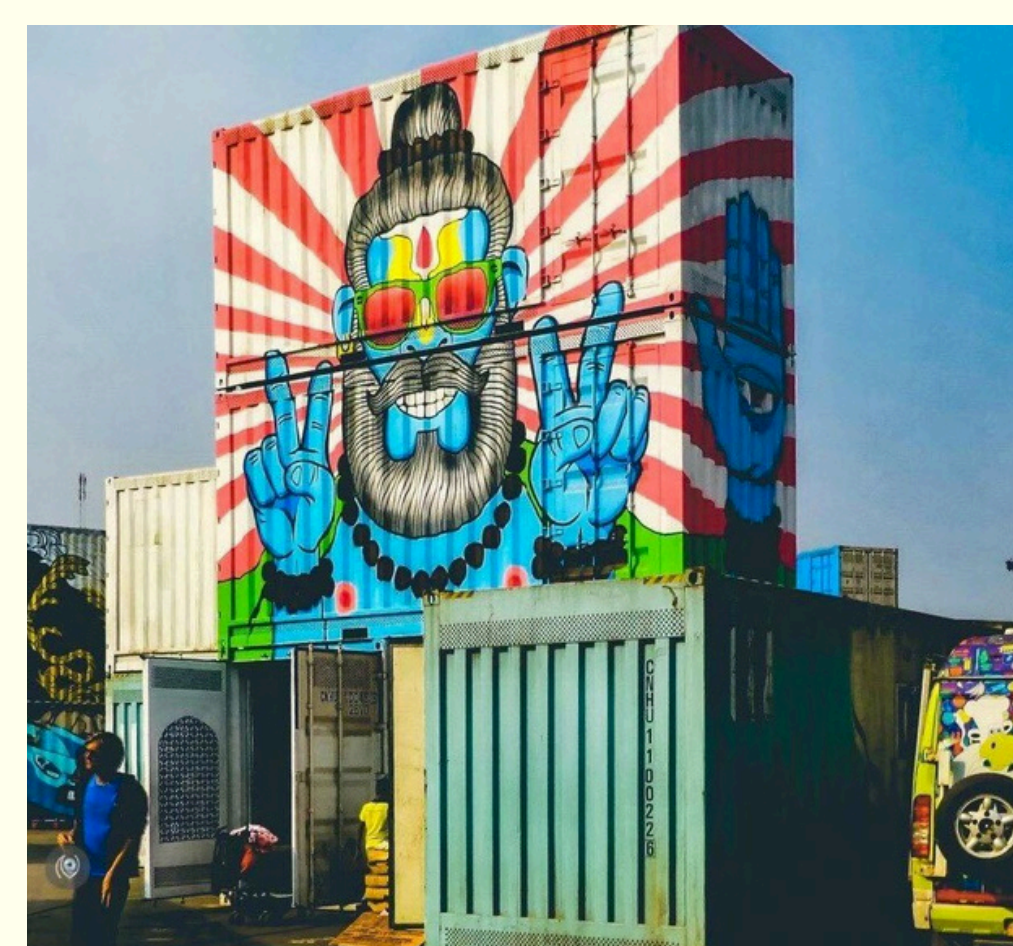
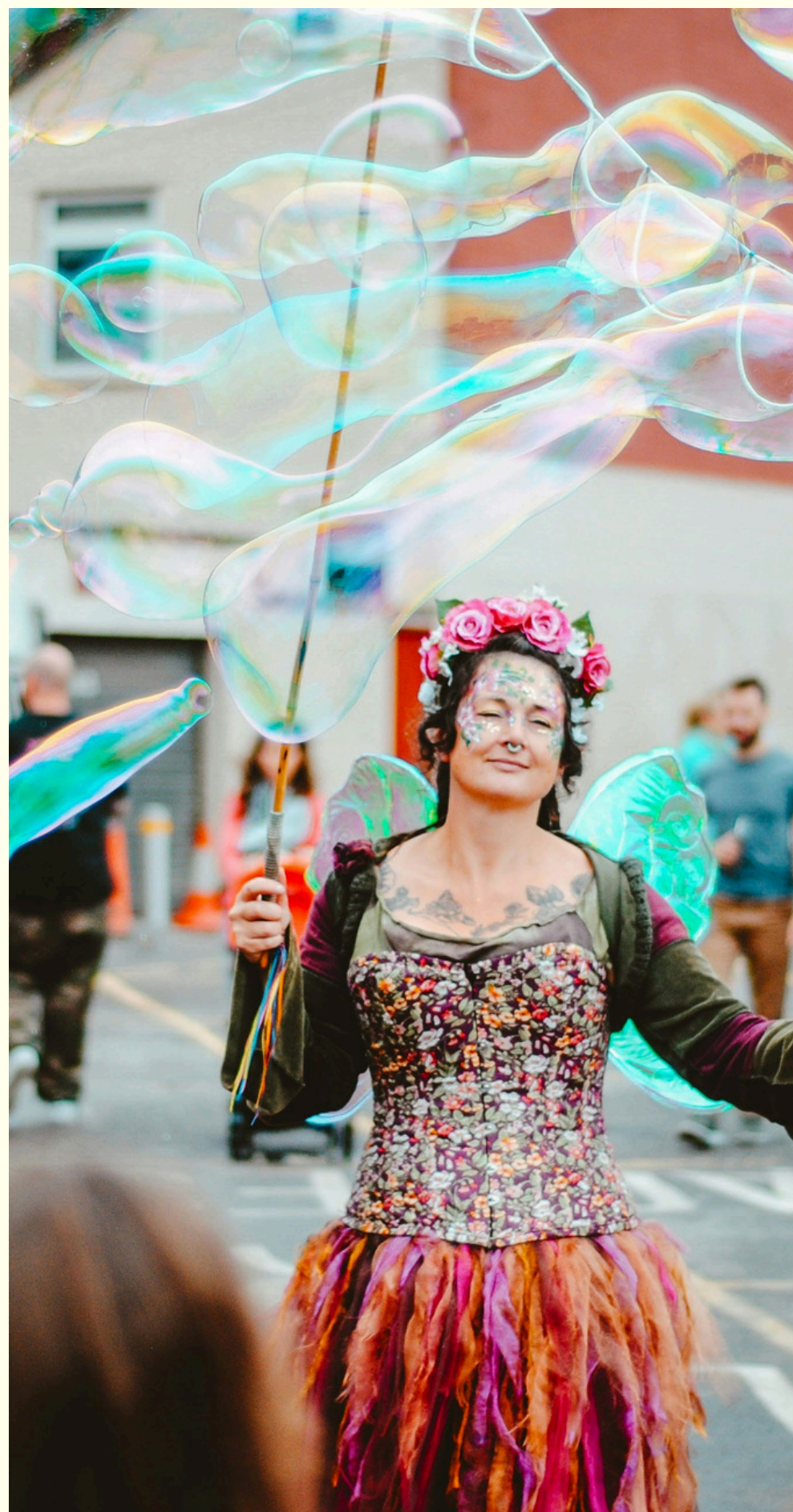
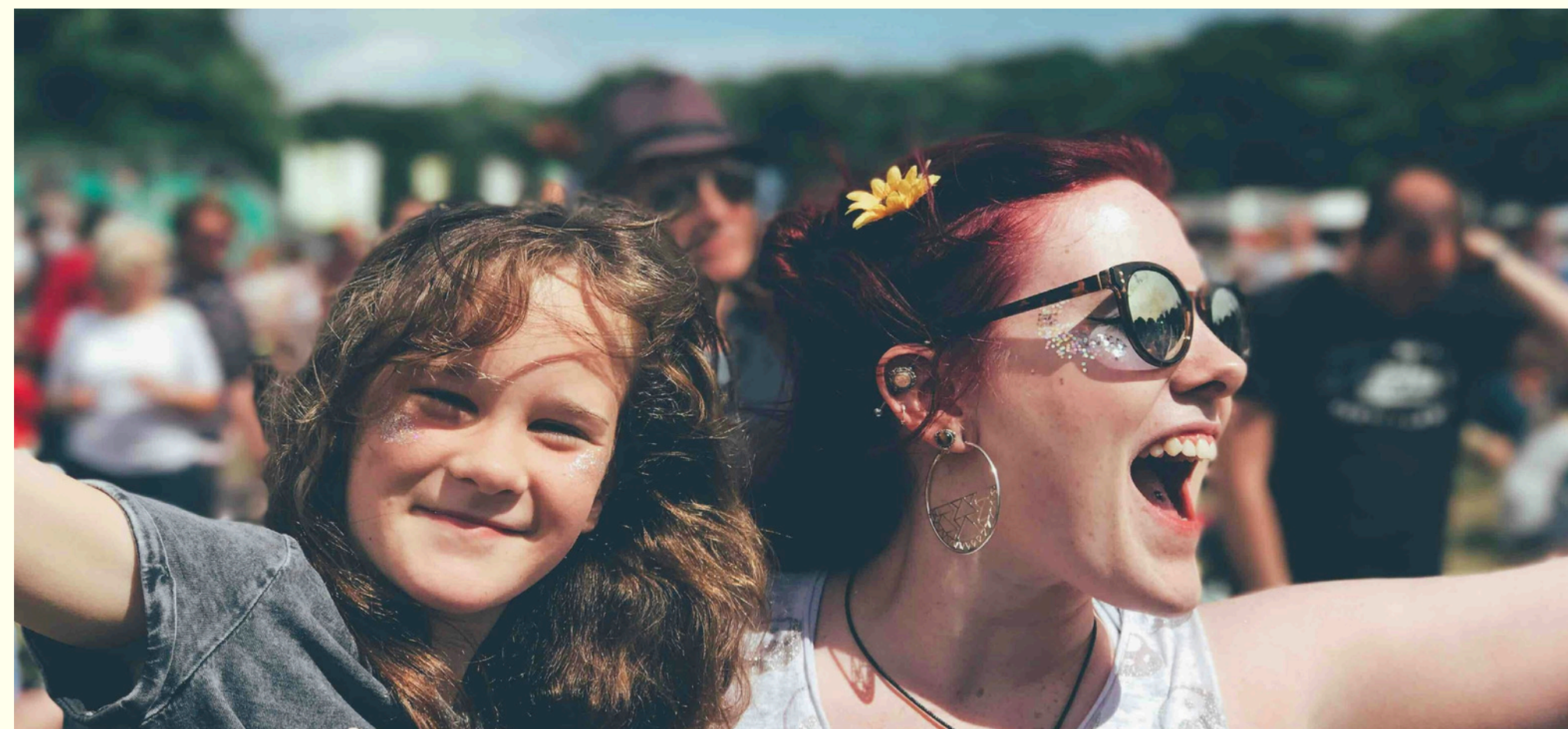


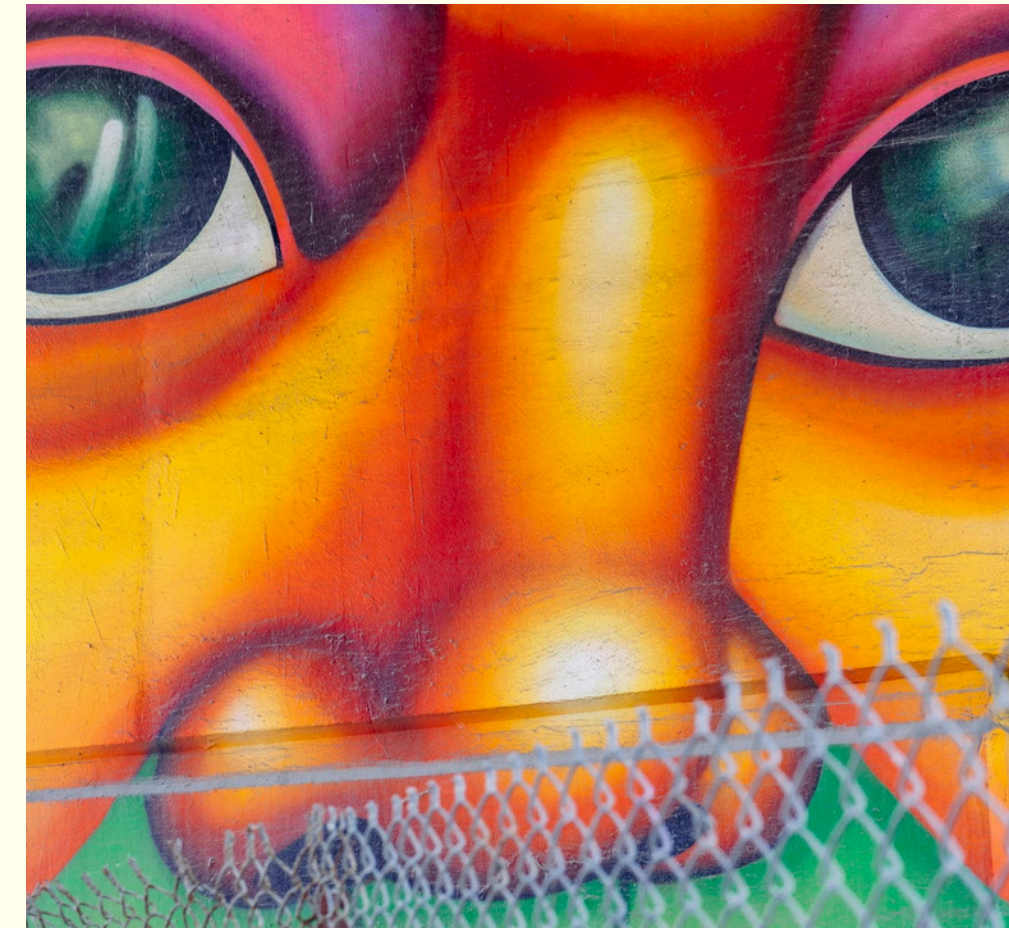
CONTAINERPARKEN™



CONCEPT



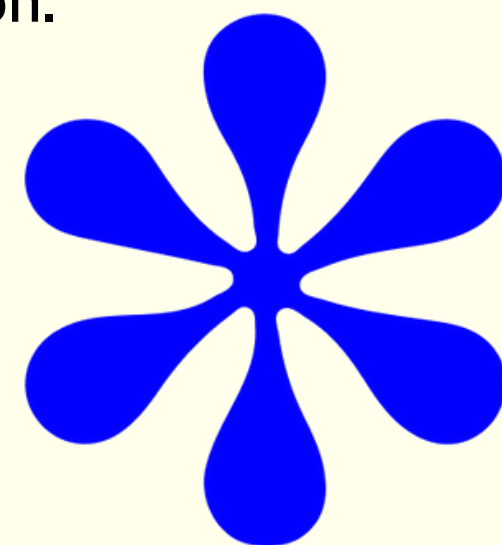
**LOCAL
FLEXIBLE
SCALEABLE**

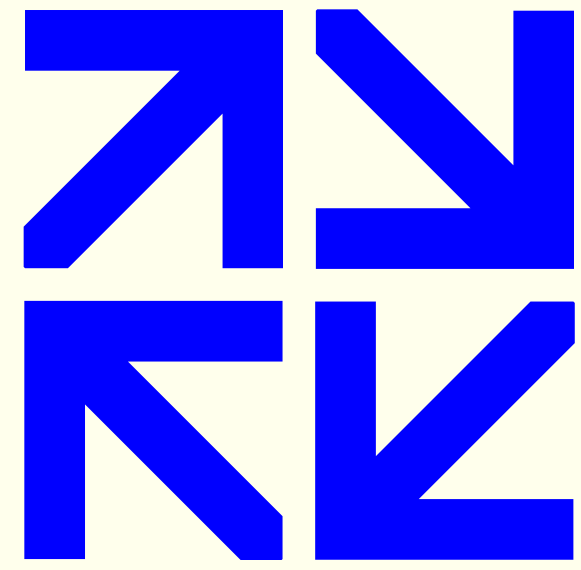


All over Europe, container parks have become a common feature of the urban scene as well as popular destinations for residents and tourists alike. They have emerged as modern venues, becoming focal points for cultural activities, cafés, restaurants, farm shops and retail stores in locations on permanent or temporary basis.

After witnessing the success of this format and understanding that we can only bring about a sustainable future together, we identified the opportunity for Containerparken to be a joyful entry point to the sustainability issue, attracting people and harnessing the power of storytelling to create positive change. Our ambition is to lead the way towards more sustainable location development. It is a flexible plug and play concept providing an efficient and effective way of making existing and future areas of development more attractive.

Containerparken acts as a catalysing force in the local area by attracting innovative activities, visionaries, circular entrepreneurs and visitors. There is an upbeat atmosphere in Containerparken, illustrating how real change can be brought about and sustained. It is both a temporary solution and one to help achieve long-term sustainability goals. A welcoming meeting-place for co-creation, innovation and entertainment for everyone on equal terms; no entrance fees, age limits or hidden costs. Just joy, public revelry and inspiration.





THE PARK

From the outset, Containerparken has been a meeting place full of vitality and with curated content, offering visitors the following:

Food and drink

Restaurants and bars with a focus on plant-based food, providing tastes from all over the world. Collaborating with carefully selected local and organic certified alternatives, we offer a delicious culinary experience that furthers both human and planetary health.

Involving children and youth

A vibrant urban meeting place for children and young people. An inclusive venue, bridging generations and facilitating encounters. Here you will find activating areas and programs that shape a space in ways both unexpected and vital.

Entertainment

This is a pulsating, independent cultural oasis for music, performance, dialogue, podcasts and film. Culture as part of everyday life, available to everybody, regardless of cultural and financial capital.

Circularity

In response to the 'throw away culture', we promote focusing on the need and function rather than the desire to acquire new possessions. Here visitors can share and repair their products and find inspiration to recycle what others no longer need.

Art

Using the power of art to bring people together and encourage encounters, conversations and inspiration. Art connects all areas of the venue, both physically and via the program activities.

Innovation

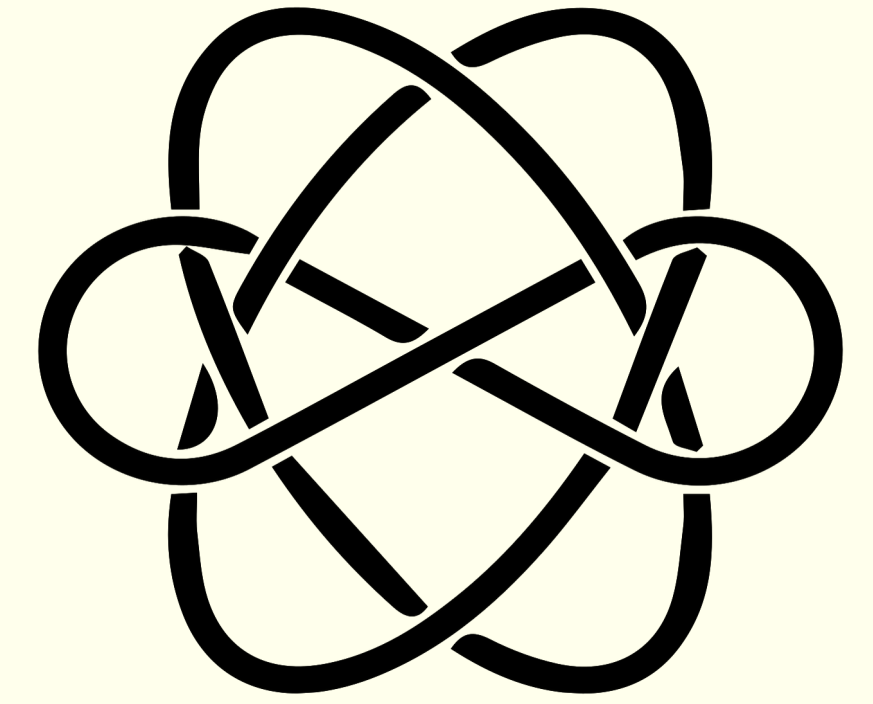
Exciting, cutting-edge stakeholders are on-site to showcase examples of actual change and new opportunities for reaching the common sustainability goals by working together.

Marketplace

With access to local farm shops and market gardens, a unique marketplace for food and other produce is born.



SUSTAINABLE LOCATION DEVELOPMENT



We can only create a sustainable future together. Energy transformation, urban construction, digitalization, health, wellbeing, climate change, democracy and culture are all examples of sustainability issues. Containerparken is a joyous and accessible entry point to these issues, while the cultural expressions in the park work as a tool for bringing people together and achieving change.

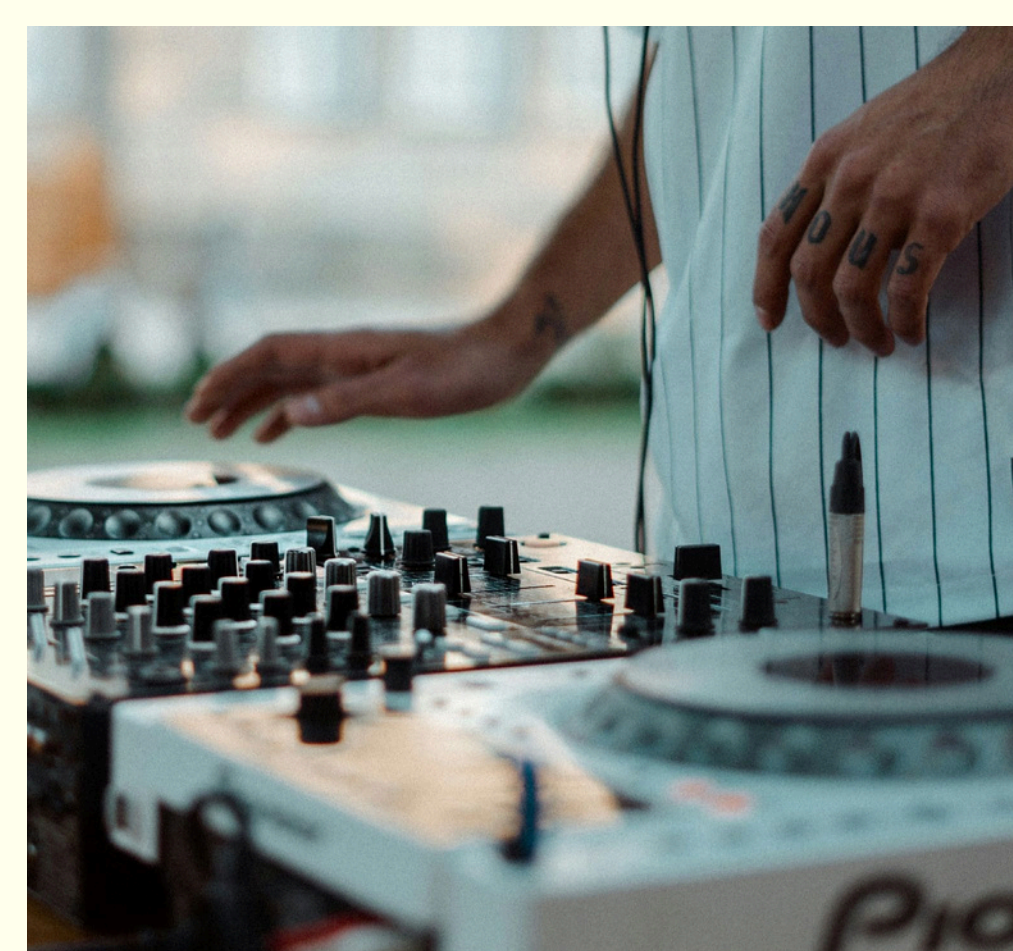
Places exert a gravitational pull based on what visitors experience there and how it makes them feel. If you have a personal, authentic and inclusive experience somewhere, you are more likely to want to be part of what the place offers and to identify with it.

Containerparken has credibility in the sustainability space, which helps attract various operators and collaborators with ideas and initiative. It has great potential for being the most innovative place for visionaries and circular entrepreneurs in the local area.

It is a venue and a destination for dining, creative expression, exploration, experiential discovery and socialising, making it the number one stop for visitors from near and far.

We believe creating a physical meeting-place as an embodiment of the vital transition to a more sustainable society is the most productive way to build long-term collaborations and strong, enduring partnerships.



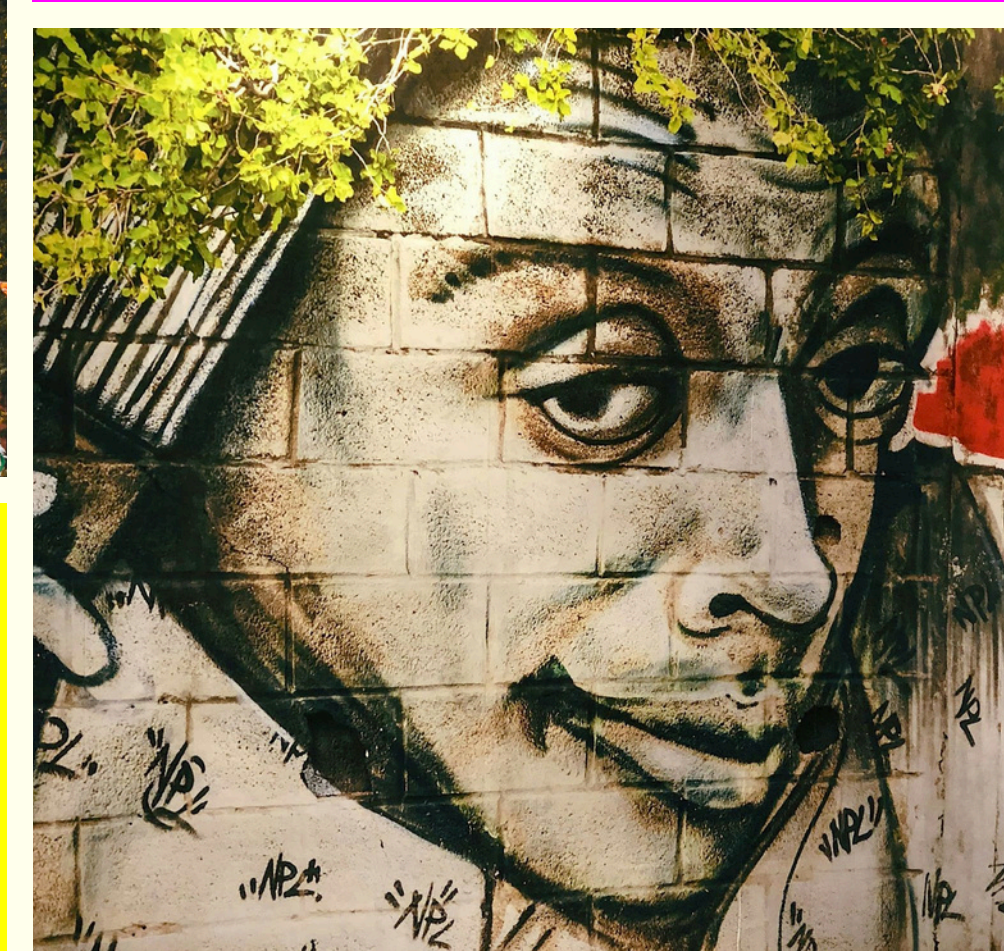


LOCAL

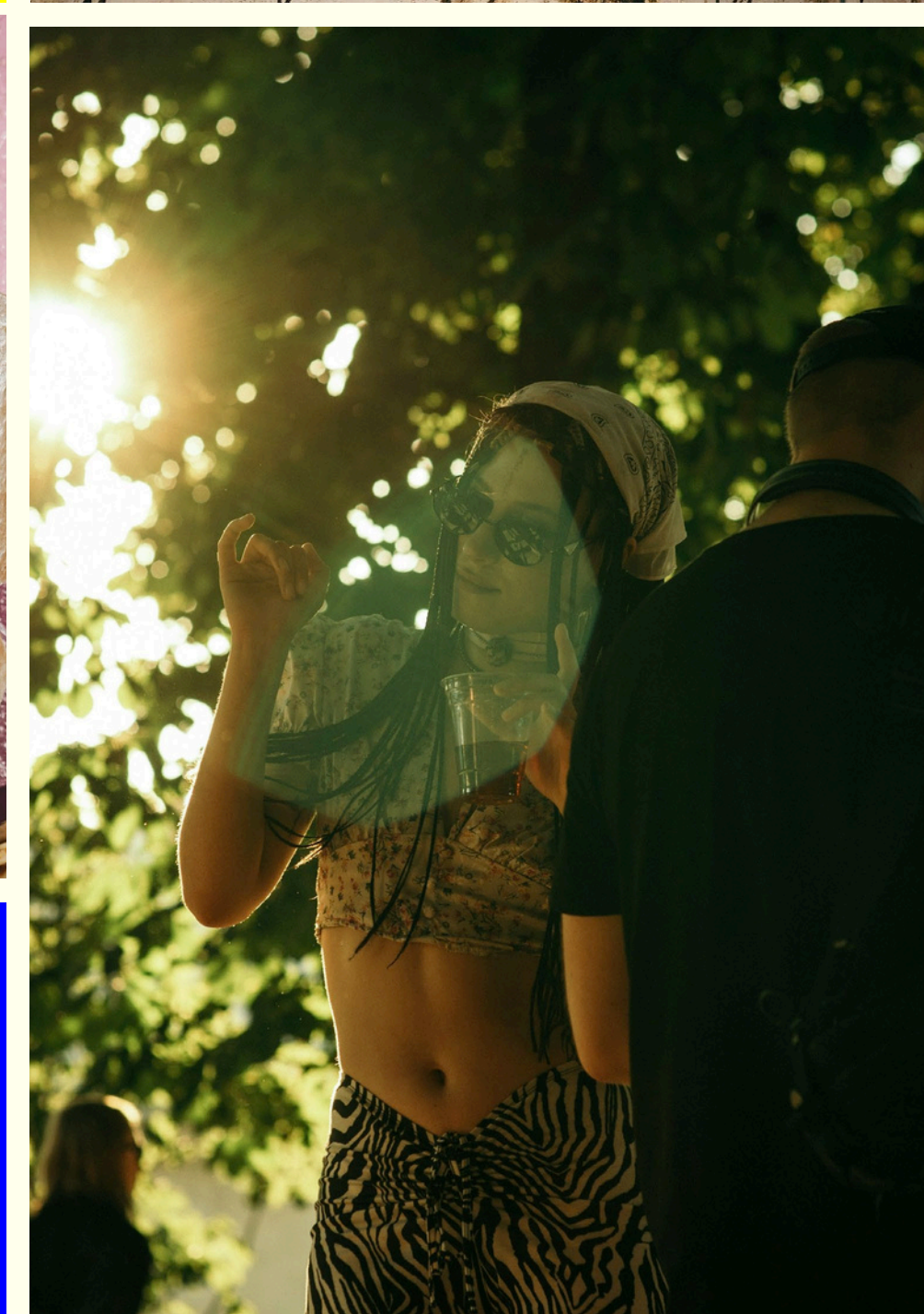
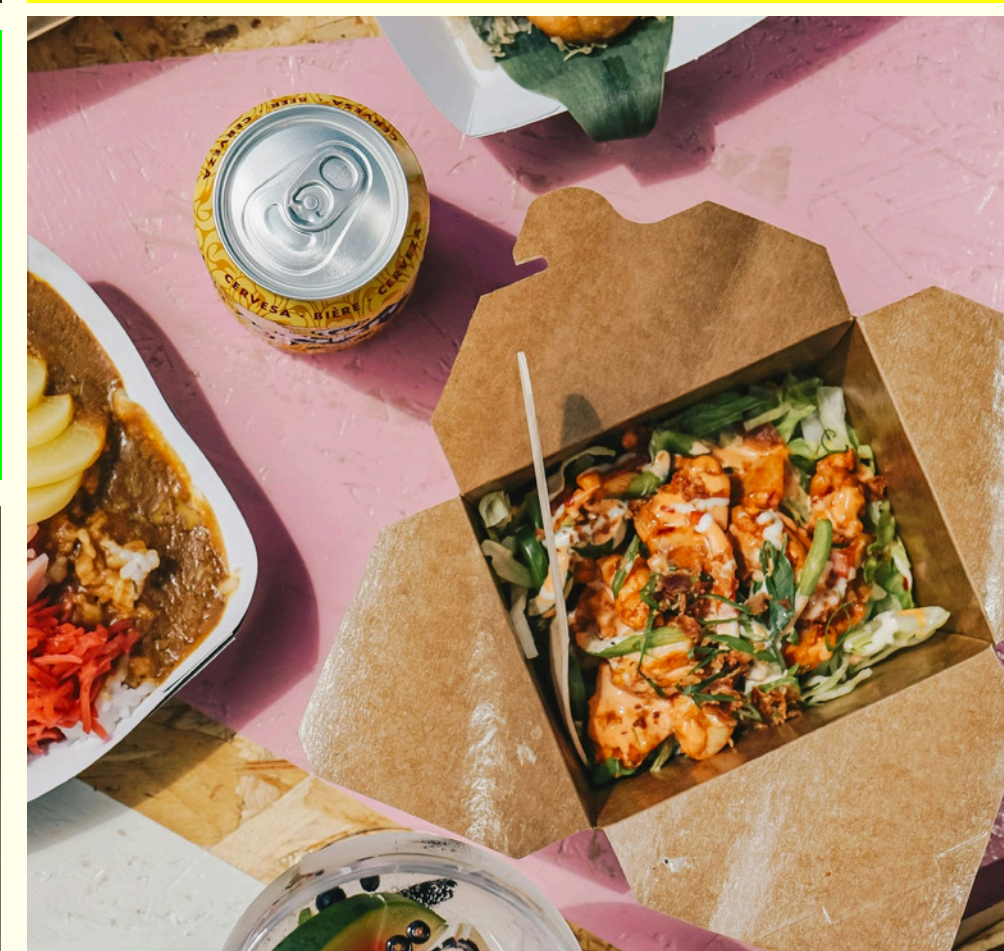


SUSTAINABLE

ENTERTAINING



INSPIRING



FOR THE PEOPLE

CIRCULAR



SOCIAL

AN INCLUSIVE MICRO-COMMUNITY



COMMON AGENDA ↘

↙ SHARED METRICS

CONTINUOUS COMMUNICATION ↗


↙ MUTUALLY REINFORCING ACTIVITIES


SUPPORTIVE INFRASTRUCTURE ↗

COLLECTIVE IMPACT ↗

The second site, HUS 33 | Containerparken Slakthusområdet opened 2nd July this year in Slakthusområdet, one of the most significant new neighbourhoods in Stockholm. There have been a number of successful examples of sustainable storytelling solved emerging from the venue:

 Community impact - Programme of initiatives by the youth organisation 'Drömstort'

 High profile brand validation - Adidas F50 football tournament and launch of Def Jam Sweden

 Industry recognition - Placebrander of The Year 2024

The concept has huge potential for enabling social impact, providing the opportunity to communicate ESG in an engaging and authentic way as well as attract people to engage with it and be commercially sustainable.

Expertise
Unique experience and insights have gained from developing the concept and executing it in multiple locations, managing the relationships with key stakeholders; Landlords, council, occupiers, social enterprises and events agencies to execute brand activations on-site.

One of the key learnings has been to maintain the local authenticity which engages people, creates a feeling of community and pride whilst delivering commercial value.

Collective impact
Containerparken is the platform for bringing together stakeholders from various sectors; Culture, business, civil society, academia and the public sector to bring about positive societal change and enabling local areas to thrive. Collective Impact serves as HUS 33's currency and future capital. Each actor invests in the initiative and contributes to the sustainable success which couldn't be achieved acting individually.

Go 'Live' in months not years – Containerparken proves it can be done.



SUSTAINABLE ↗



PARTNERSHIP ↘



PR ↗



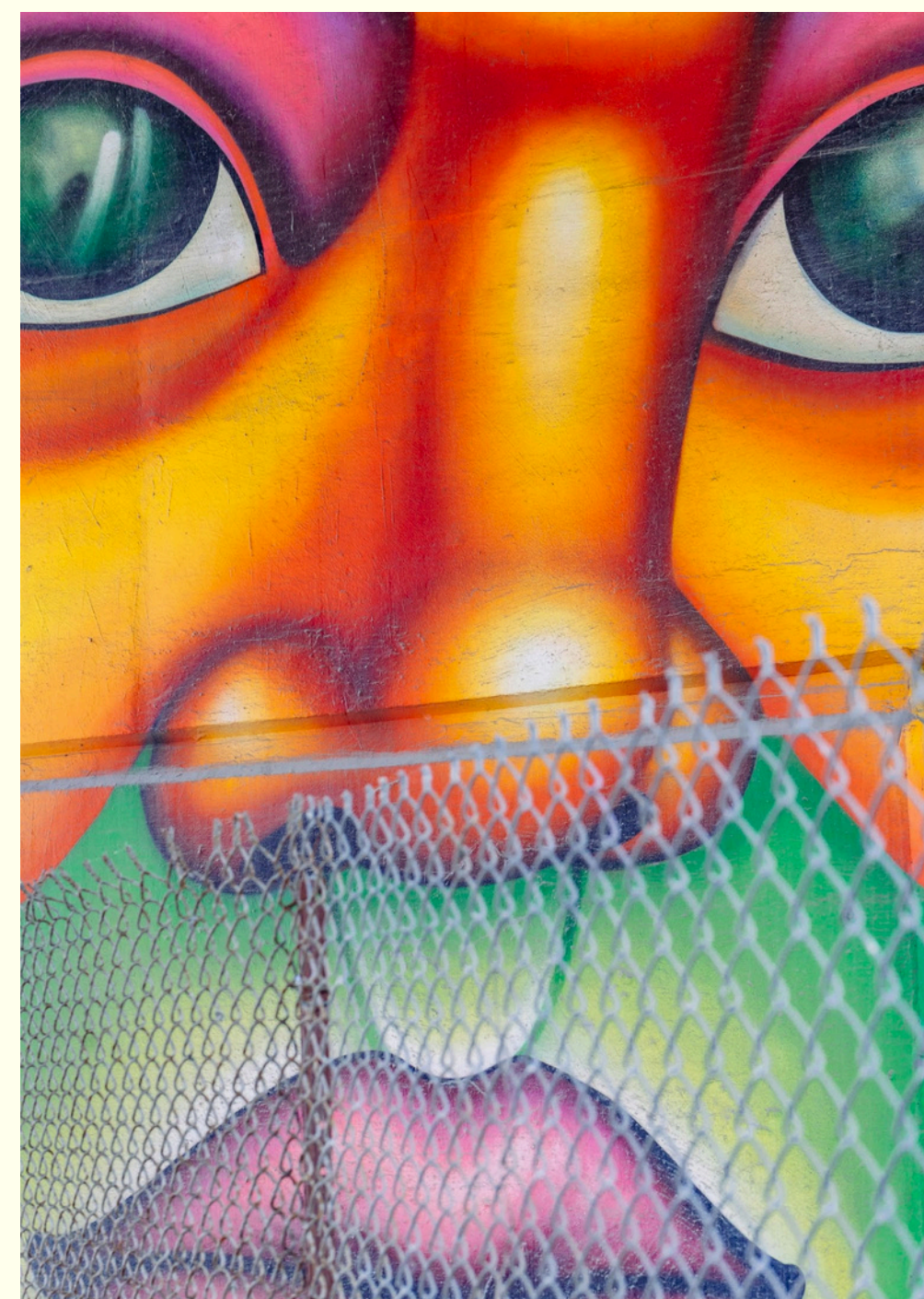
↖ **PROMOTION**



COMMERCIAL ↗



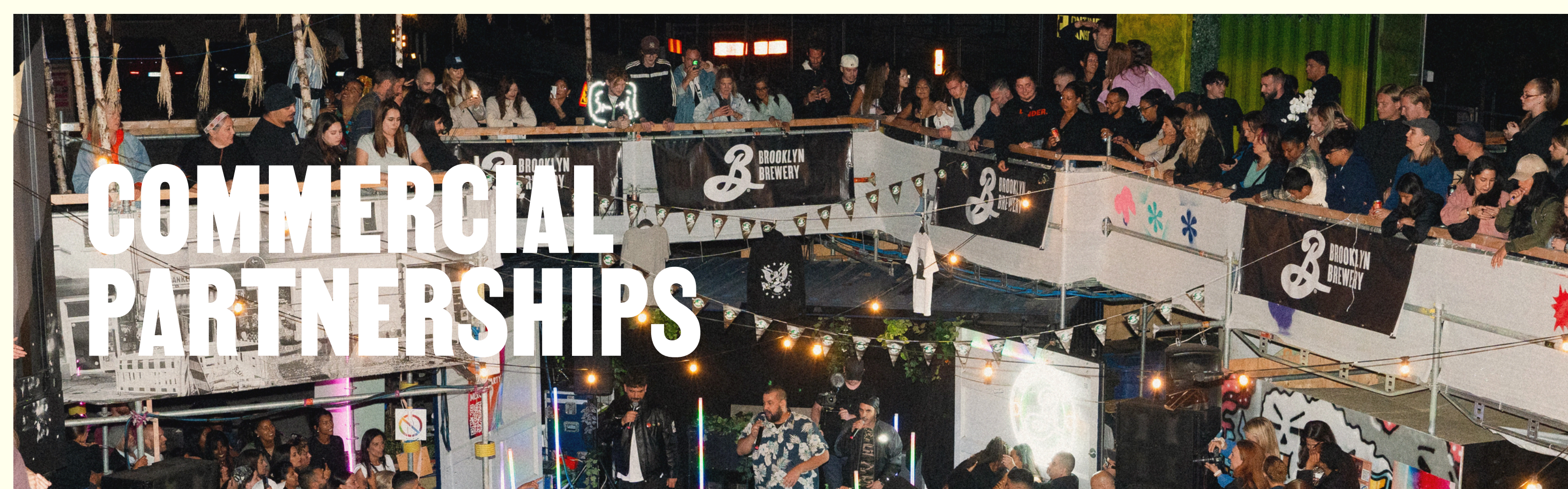
FOR THE BUSINESS



VALUE ↘

BRAND BUILDING ↘





Commercial partnerships

Being a Main Partner for Containerparken offers a unique opportunity to not only reach a young and engaged audience but also actively contribute to the development of a creative and inclusive meeting place. Corporate brands can engage with future leaders, creators, and consumers in a meaningful and authentic way whilst achieving their commercial objectives.

Potential partners must meet set criteria to be considered which demonstrates they want to create sustainable, safe and playful spaces in order to maintain authenticity.

Top tier examples

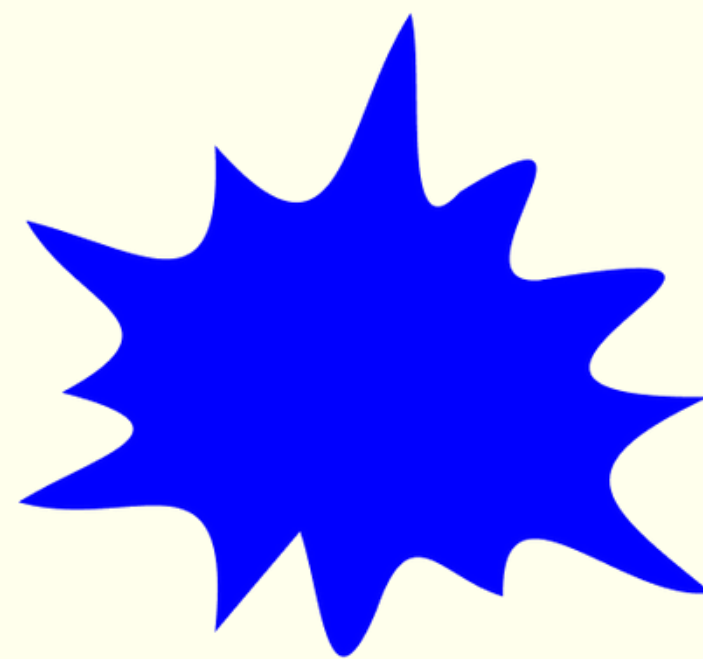
Each main partner will have exclusive rights, exposure on-site and digitally and opportunity to actively collaborate in the park's development throughout their association.

Main Partner for Creative Stage and Artistic Events

- Partnership with young creators, offering the company a chance to collaborate with local talents and/or co-create artworks or events.
- Exclusive opportunity to showcase the brand in a container dedicated to creative activities.

Added Value:

Establish the brand as a champion of creativity and innovation with our Gen Z audience.



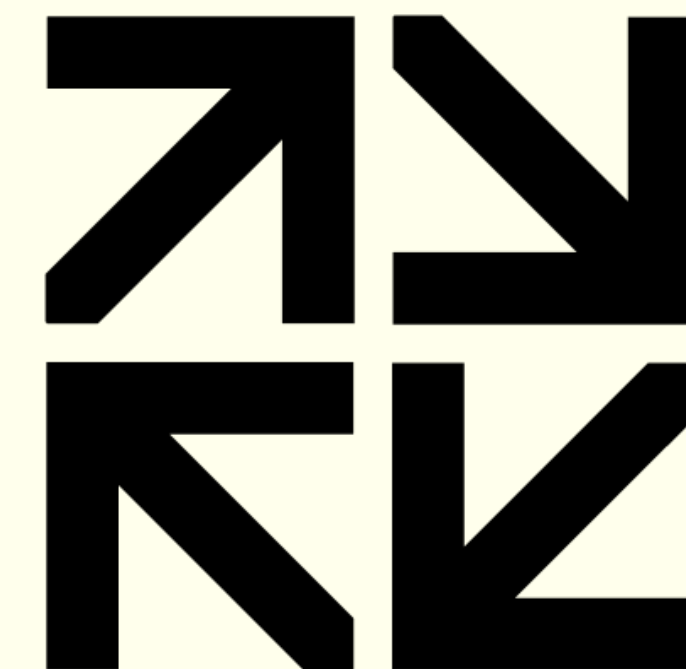
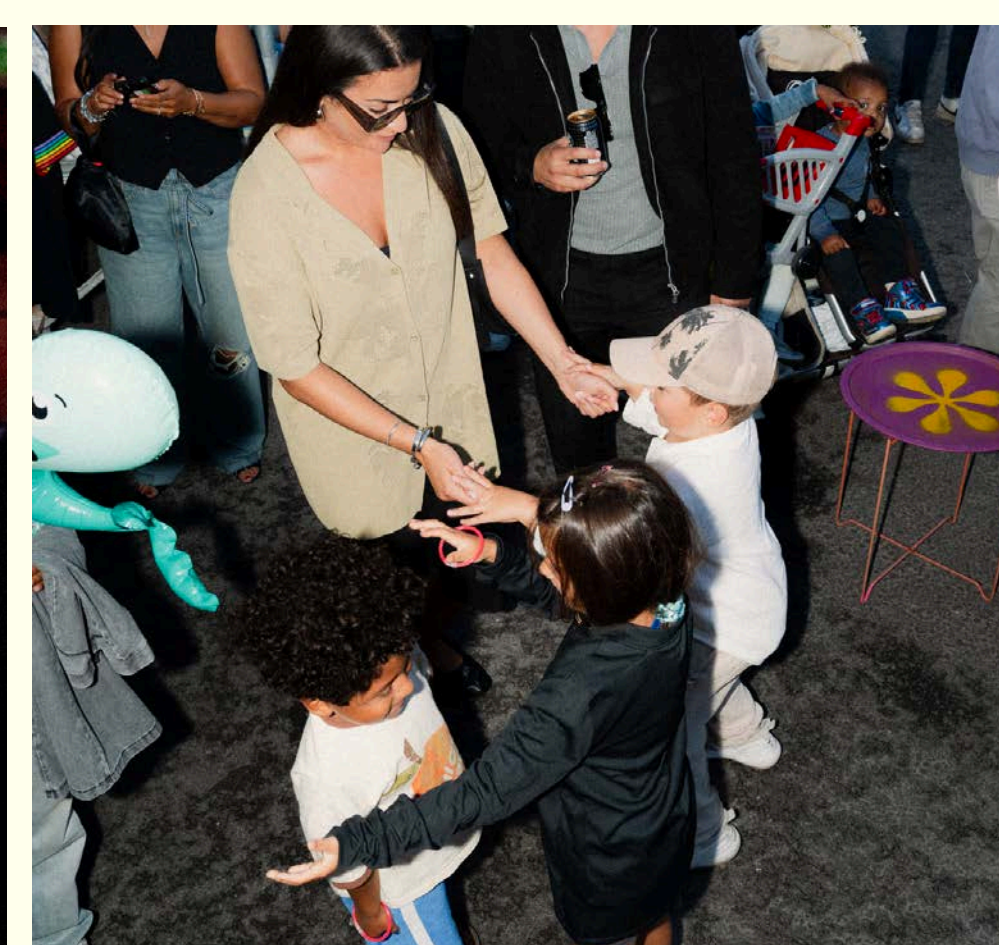
Main Partner for Music and Entertainment

- Exclusive rights to 'Containment' stage with priority for showcases, DJs and other music-related themed activities.
- Opportunity to feature own artists and/or collaborate with local young talents.

Added Value:

- Music and entertainment are among the strongest cultural connections for Gen Z. Through sponsoring music related events, the company gains direct contact with a passionate and engaged audience.

COMMERCIAL PARTNERSHIPS



Main Partner for Sports and Active Lifestyle

- The brand/company will host sports days and/or tournaments, creating its own competitions for the public and community organisations or developing feeder activities other specific sports competitions or for city events.
- Ownership of a sports and/or activity area in the park which the company has naming rights for and branding prominently displayed.

Added Value:

- Sports are an essential part of youth lifestyle. By supporting physical activities, the company positions its brand as an advocate for a healthy and active lifestyle, important to both Gen Z and their parents.

Main Partner for Family and Community

- Create a 'Family Zone' or similar area in the park, featuring activities that attract the entire family and unite generations.
- Host events such as family-friendly concerts, art workshops, or sports activities.

Added Value:

- Anchor the company's brand in the local community and demonstrate commitment to family-friendly values, which is important for Gen Z and other consumers.

Common Benefits for All Partners of Containerparken

EXCLUSIVE EXPOSURE AND MEDIA RELATED TO CONTAINERPARKEN



EVENTS



DIGITAL PRESENCE



MEASURABLE COLLECTIVE IMPACT

BRANDED CONTAINERS



Future possibilities

- A solution to address complex and challenging social issues.
- Creating a welcoming and inspiring meeting place while promoting positive stories which help a local area and its surrounding community thrive.

TODAY

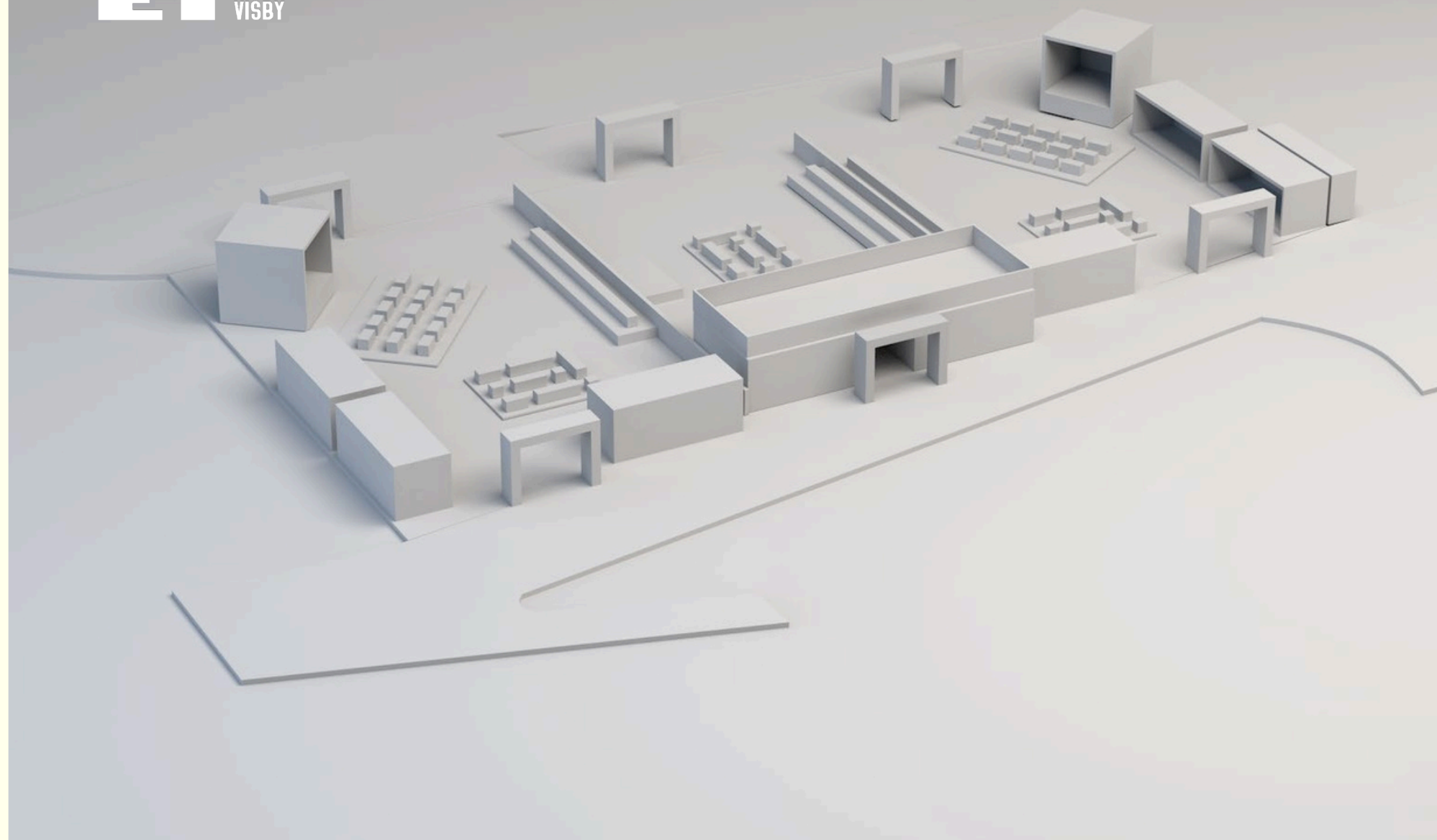
Open every year!
KRUTTORN | Containerparken Visby

In 2023 we opened KRUTTORN | Containerparken Visby as the test pilot for the concept during the Almedalen week, an annual event full of conversations, educational debates and transformative power. We created a circular meeting place for; food, drink, art, culture and innovation, based on sustainability and minimal environmental impact.

It has become known as the epicenter for the theme of sustainability during the week and already become a fixture in attendees diaries. We are very humbled that the concept has been selected as one of the finalists for the prestigious Swedish award 'Placebrander of the Year', an annual award given to Swedens best placemaking initiatives.

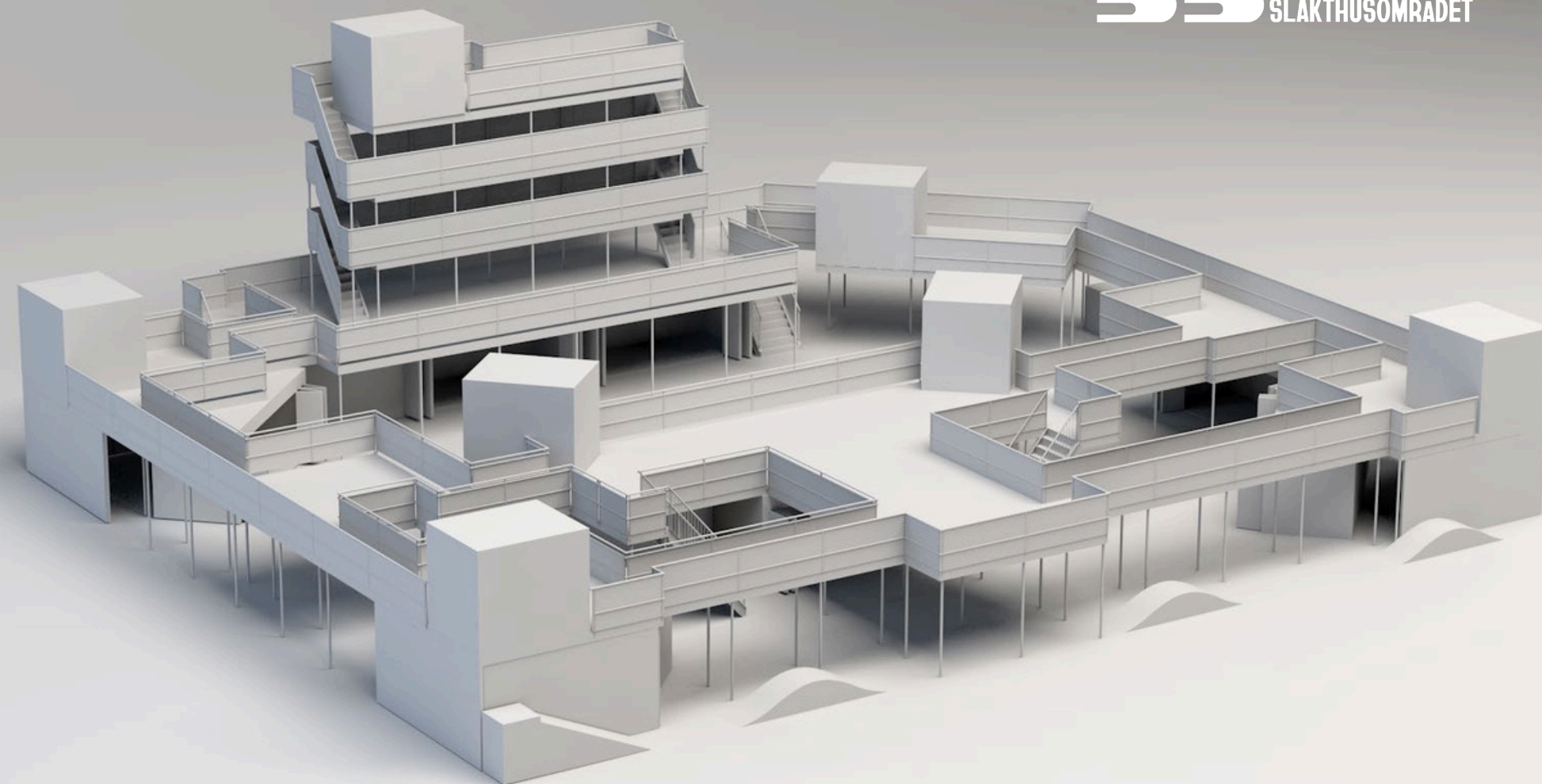
**KRUT
TORN
ET** CONTAINERPARKEN
VISBY

1 350 m²



975 m²

**HUS
33** CONTAINERPARKEN
SLAKTHUSOMRÅDET



2024
**HUS 33 | Containerparken
Slakthusområdet**

2024 we launched our first site in Stockholm on behalf of developer Atrium Ljungberg, one of Fast Company's Most Innovative Companies in Europe, the Middle East, and Africa for 2024. It provides the area with a concrete example of sustainable location development in every dimension, economically, environmentally, and socially.

The park is designed in alignment with the vision for Slakthusområdet area, 'transforming it from an industrial area to a unique destination focusing on food, culture and experiences'. It's open March to October annually, during the daytime and in the evening and a welcome addition to the cityscape for locals and visitors to enjoy.

CONTAINERPARKEN™





2 475 m2

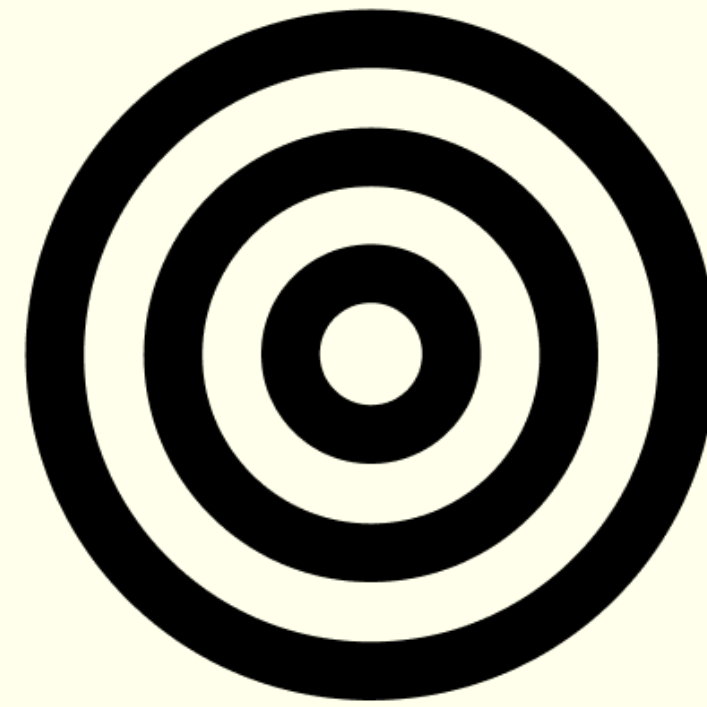
TOMORROW

Coming in 2025!

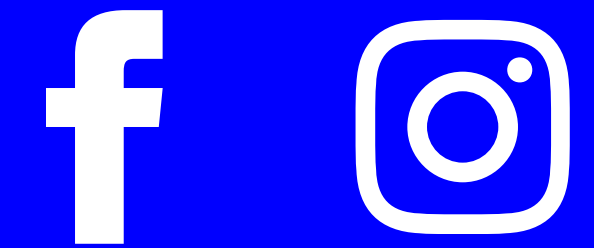
PIREN | Containerparken Visby

The current site is a carpark which has one of the best sea views in the entire area and has immense potential, a natural home for our concept. It will provide a place for sustainable location development for entrepreneurs and consumers alike, integrating the harbour with Visby town centre, further enhancing Visby as a summertime must visit for visitors and local alike. Gotland has a goal of becoming climate neutral by 2040, and our venue will become a natural testing ground for new ideas and initiatives as Gotland continues its sustainability journey.

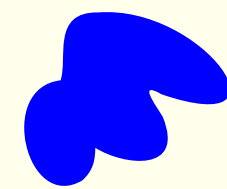
CONTAINERPARKEN™



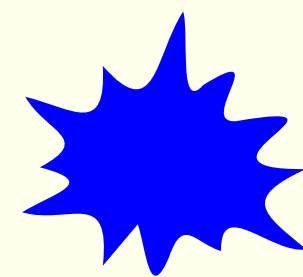
Containerparken
www.containerparken.se
 Filip Adamo
 Mail | filip@containerparken.se
 Tel | +46 707 77 00 37



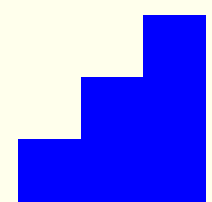
**WE ARE ON A
 JOURNEY
 TOGETHER**



**Three Containerparken to
 open every year**



**Sustainable destinations
 that pop up around the
 world**



For a better tomorrow