

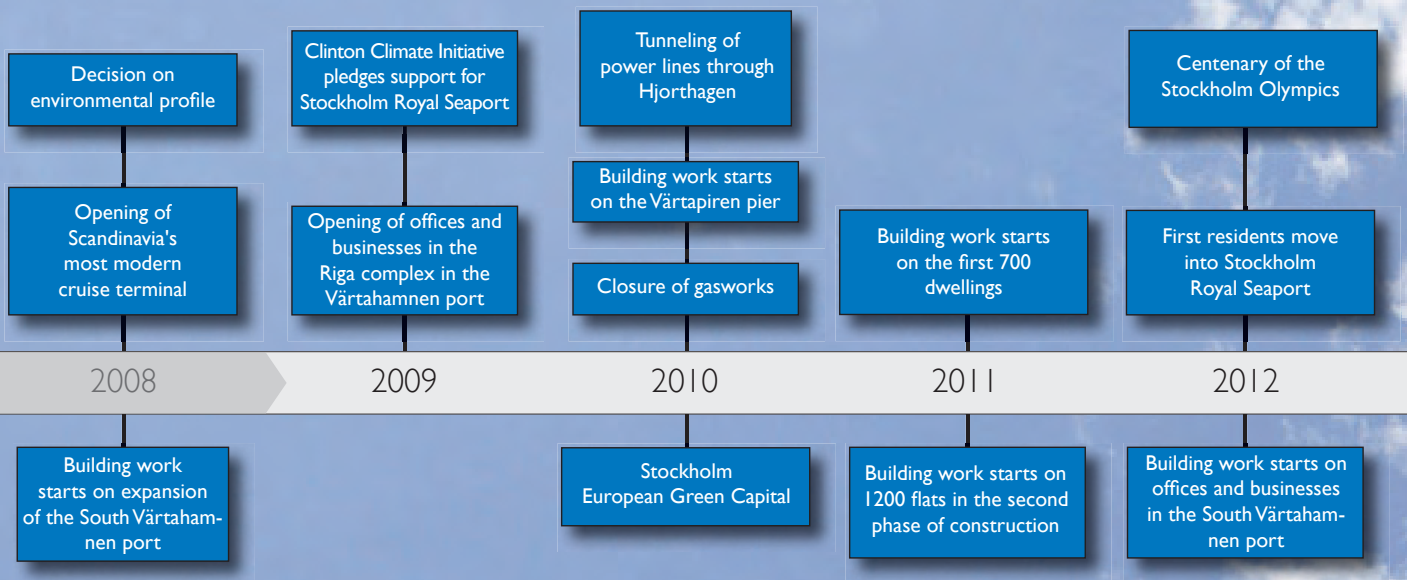
STOCKHOLM ROYAL SEAPORT

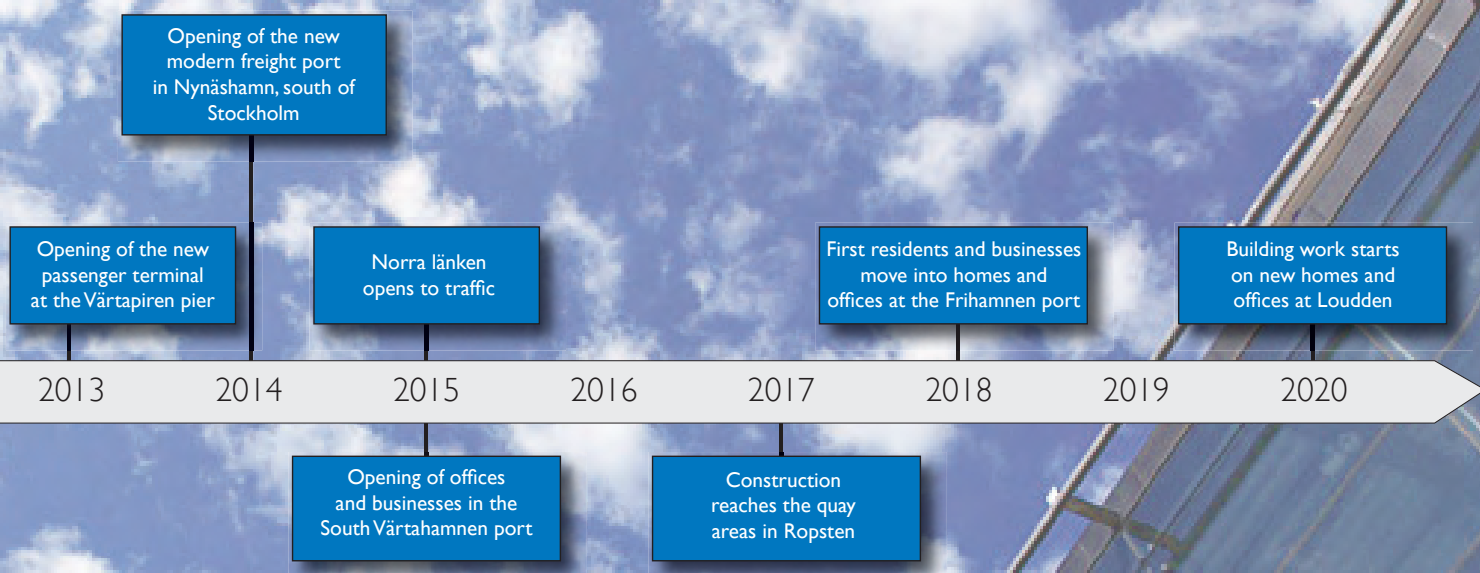
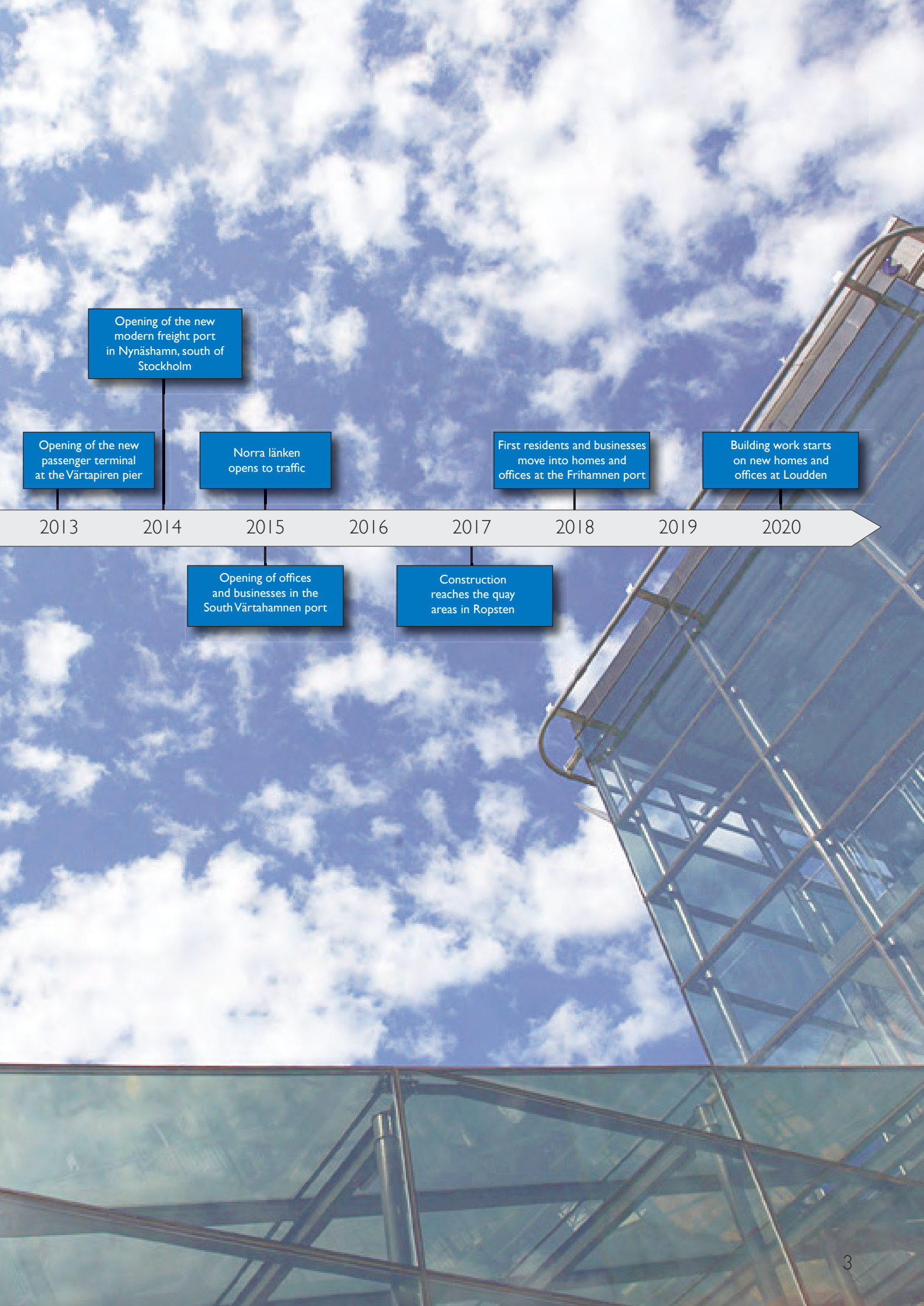
NORRA DJURGÅRDSSTADEN



VISION 2030

THE FIRST STEPS





A WORLD-CLASS URBAN DISTRICT

Globalisation opens up new opportunities and challenges for the Stockholm region. New markets are opening up and trade expanding at the same time as competition from other regions of the world for business start-ups and relocations, investments and visitors is increasing.

Major investments in various areas of Stockholm are needed to meet the international competition. Stockholm Royal Seaport, which extends from Husarviken in the north to Loudden in the south, is an important part of the expanding capital.

Stockholm Royal Seaport offers good conditions for the business community to continue to grow. It also offers unique opportunities to build a new vibrant and sustainable urban district with new jobs and homes in one of Stockholm's prime locations, with proximity to business and shopping centres, vast nature and areas of open water.

In its environmental programme 2008-2011, Stockholm City Council decided that Stockholm Royal Seaport should be given a distinctive environmental profile, drawing on experiences gained from Hammarby Sjöstad. Stockholm Royal Seaport will not only consolidate Stockholm's position as a leading capital city in climate work, but will also support the marketing of Swedish environmental technology and contribute to the development of new technology, benefiting all housing construction in Sweden.

Stockholm is already a world leader in many areas of the work to create a climate-adapted society – but we have good prospects to become even better.

Like other big cities, Stockholm must contend with the challenge of reconciling a rapidly growing city with a high level of environmental ambition.

Stockholm Royal Seaport offers unique opportunities for contributing to this work. The urban district will show that climate-smart development is entirely possible for big cities too.

Stockholm Royal Seaport will combine an environmental profile with a modern and efficient port for ferry and cruise traffic.

The first steps in realising this vision have already been taken - but there is much still to do. Stockholm Royal Seaport will be developed into a vibrant and sustainable world-class urban district, attracting the world's most highly skilled people and most successful companies.

Achieving this result will only be possible by working together. The work requires consensus, collaboration and dialogue. Together we can give Stockholm a world-class urban district and a new, modern entry point from the Baltic.

Achieving the best outcome will require the participation of many actors. This is why the business community and the City of Stockholm have come together around a vision that provides a shared basis for the creation of Stockholm Royal Seaport – a world-class urban district.



Sten Nordin,
City of Stockholm



Magnus Böcker,
Nasdaq OMX



Kadri Land,
Tallink Silja



Christian Lundberg,
Fortum Sverige



Fredrik Wirdenius,
Vasakronan



Håkan Danielsson,
Länsförsäkringar



Christer Ojdemark,
Envac



A NEW DISTRICT AT THE HEART OF STOCKHOLM

By 2030 Stockholm will have taken the lead in the transformation to a climate-adapted society. Today, our city is already a world leader in developing, marketing and applying new energy and environmental technology, a position that must be managed and reinforced.

Stockholm Royal Seaport has particularly good prospects of becoming an international prototype for sustainable and high-quality urban environments. Here the expanding city will be fused with the assets that make Stockholm unique: proximity to water and nature. Innovative environmental technology and creative solutions will make Stockholm Royal Seaport a showcase for sustainable urban planning.

The district will comprise 10,000 new dwellings and 30,000 new jobs in everything from port-related operations to financial services, media, and start-ups and relocations within the service and cultural sectors. The city district, situated in one of Stockholm's best locations at the interface between the built-up area and nature, will be a vibrant and vital part of the inner city.



Stockholm Royal Seaport will offer an urban environment characterised by a wide diversity of architecture and lifestyles. The design will make it easy for those who live and work in the district to take the initiative for a responsible lifestyle, one that also stimulates good social relationships. The blend of residential and business accommodation, nature experiences and cultural attractions means everyone can feel at home in Stockholm Royal Seaport.

The district will offer a large and varied range of amenities including restaurants, cafés, bars, shops, gyms, cinemas, conference facilities and hotels. Cultural venues for music, art, dance and other types of public event will also be established.

Stockholm Royal Seaport's excellent communications will be further improved by Norra länken (E20 European motorway), the future city tram line linking Ropsten and the port area, and the extension of Östlig förbindelse, the eastern section of the Stockholm ring road.



A WORLD-CLASS ENVIRONMENTAL URBAN DISTRICT

Stockholm is one of the world's cleanest capitals, but climate change requires continued investments and greater awareness of the challenges that lie ahead. Prudent investments, well-reasoned decisions and constructive dialogue will enable us to reconcile a rapidly growing city with a high level of environmental ambition and responsible, long-term resource management.

Stockholm Royal Seaport has been designated as an environmental profile area. In its environmental programme 2008-2011, Stockholm City Council decided to draw on experiences gained from Hammarby Sjöstad. It also decided that Stockholm Royal Seaport's environmental profile should:

- consolidate Stockholm's position as a leading capital in climate work
- support the marketing of Swedish environmental technology
- contribute to the development of new technology, benefiting all housing construction in Sweden

The vision for Stockholm Royal Seaport has three generic targets for "A world-class environmental urban district":

1. By 2020 carbon dioxide emissions will be less than 1.5 tonnes per person. This can be compared with the current Swedish average of approx. 4.5 tonnes per person.
2. Stockholm Royal Seaport will be adapted to future climate change, for example increased precipitation.
3. By 2030 Stockholm Royal Seaport will be fossil fuel-free. This ambition is higher than for the city as a whole, where the same target has been set for 2050.

In order to achieve these targets, efforts will focus on five areas: energy use, environmentally efficient transport, adaptation to a changed climate, cycles and cyclical models at system level, and lifestyle issues.



Global climate programme supports Stockholm Royal Seaport

The Climate Positive Development Program was launched in May 2009. The programme is a joint initiative of the Clinton Climate Initiative and the US Green Building Council, and will create a new global target for sustainable urban development. Stockholm Royal Seaport is one of 18 projects worldwide that the programme is supporting to serve as good examples of economically and environmentally successful urban development. Projects will demonstrate that urban areas can reduce carbon dioxide emissions and grow in a climate-friendly way.

European Green Capital 2010

The European Commission has named Stockholm Europe's first Green Capital for 2010. The distinction goes to a city that has long led the way in sustainable development and environmentally friendly urban living, and that is committed to measures to improve the environment as an integral part of its work. Among other things, the citation for Stockholm as European Green Capital 2010 mentioned the following. The city has:

- an integrated administrative system that guarantees that environmental aspects are taken into consideration in budgets, operational planning, reporting and monitoring
- reduced carbon dioxide emissions by 25 percent per inhabitant since 1990
- set the target of being fossil fuel-free by 2050



CITY AND PORT WORKING TOGETHER

Stockholm's position as a leading port and centre in the Baltic region will be reinforced by the development of Stockholm Royal Seaport. Stockholm is centrally located in the growing Baltic region and will have the best possible chance of being regarded as a key port by an increasing number of ferry and cruise operators.

The development will take place on several fronts simultaneously. In parallel with the growth of a vigorous urban district, visionary investments in the port's infrastructure will increase Stockholm's attractiveness as a visitor destination. At the same time, the city's efforts to develop and market

Stockholm as a cruise destination will be stepped up to attract even more turnaround passengers, that is passengers starting or finishing their cruise in Stockholm. These people often stay longer, thus making a greater contribution to Stockholm's tourist industry than other cruise passengers.

The development of Norvikudden in Nynäshamn will also provide Stockholm with a modern freight port, securing the region's future supply of goods. This will enable port operations in Stockholm Royal Seaport to focus more distinctly on ferry and cruise traffic.



The Värtahamnen and Frihamnen ports will be integrated with development of the new district, creating additional quay-berths and terminals. At the same time operations will be rationalised and concentrated at the Värtahamnen/Frihamnen port area, which is being developed as a ferry port.

A new passenger terminal at the Värtapiren pier with shops, amenities and cultural facilities will help provide passengers with a welcoming reception. Scandinavia's most modern cruise terminal opened at the Frihamnspiren pier in 2008.

By consciously working to reduce emissions, energy consumption, waste and noise, the Ports of Stockholm authority is among the most environmentally conscious in the world. As in Hammarby Sjöstad, Stockholm Royal Seaport's offensive environmental work on port operations will serve as a model that will reach well beyond Sweden's borders, encouraging study visits from all over the world.

Stockholm Royal Seaport will give Stockholm a modern, sustainable and welcoming entry point for everyone arriving in the city by water.



CLOSE TO EVERYTHING

Stockholm Royal Seaport will be part of Stockholm's inner city, close to it all. Completion of Norra länken (E20 European motorway) will enhance the area's connections to the northern parts of the region. Kista Science City and Arlanda Airport will be brought nearer, as will the new dynamic life science area at Karolinska-Norra Station.

Accessibility to the southern Stockholm region will be significantly improved by a possible future eastern section of the Stockholm ring road. The onward connections to key routes such as Södra länken (the southern link) and the Nynäsvägen road will promote effective contacts to the south.

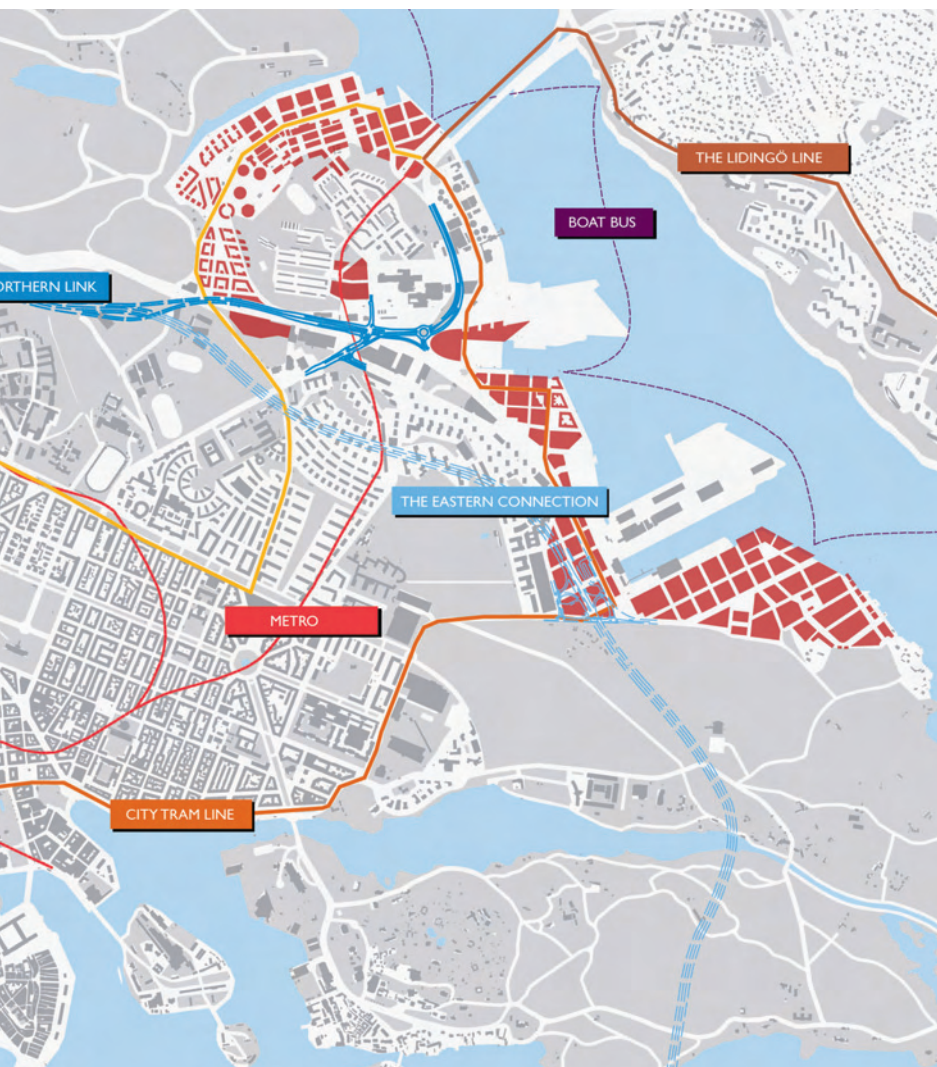
Big investments will be made in efficient public transport to and within Stockholm Royal Seaport. Among other things, the metro from Stockholm Central to Ropsten will be enhanced by a tram line linking the business and shopping centre with the port area and Ropsten.

Together with enhanced bus traffic linking the area to the stations of the future Stockholm City Line, an extension of the Tvärbanan light rail line to the area will be an important complement in handling an ever-increasing number of passengers.



Public transport by water will also be developed. Environmentally adapted boat buses will ply Stockholm Royal Seaport, linking the district with locations in surrounding areas.

Alongside public transport, important footpaths and cycle tracks will be laid linking Stockholm Royal Seaport to the island of Lidingö, the business and shopping centre, and the extensive green open spaces in northern and southern Djurgården.



FOR THE BUSINESS COMMUNITY OF TOMORROW

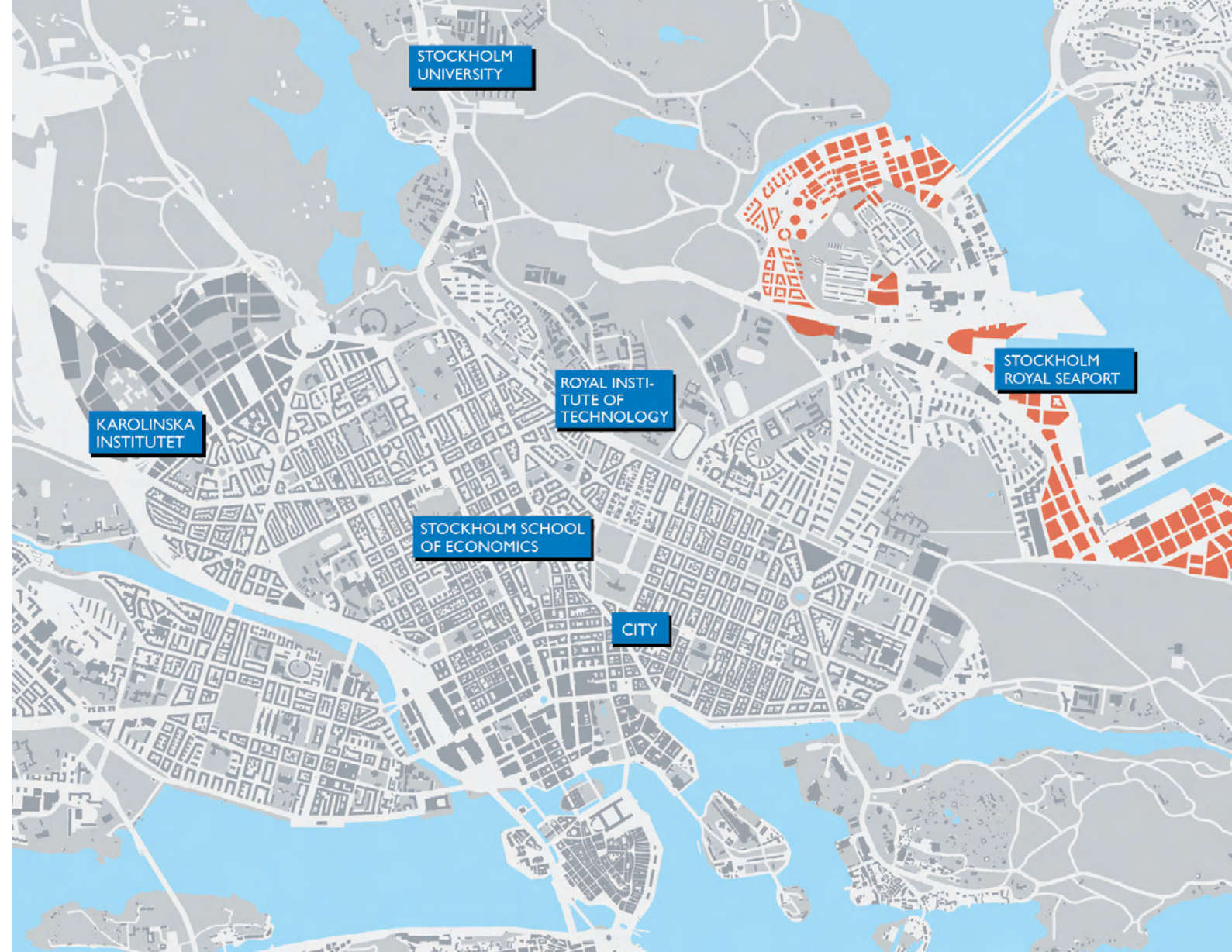
By 2030 Stockholm will have enhanced its status as the Baltic's leading financial centre with a prominent position at European level too. High-spec companies and consumers will make it interesting to develop and test new services in a region that attracts cutting-edge expertise and the most successful companies.

This means the business community will be characterised by knowledge-based activities with a high level of innovation. For many of the companies in Stockholm Royal Seaport, this will lead naturally to close collaboration with researchers at the Royal Institute of Technology, the Stockholm School of Economics and Stockholm University. In addition, an ever-increasing number of financial companies will gradually follow the lead of Nasdaq OMX, Länsförsäkringar and SalusAnsvar by relocating to Stockholm Royal Seaport.

The vision of a sustainable and climate-smart urban environment will become reality in a number of ways in Stockholm Royal Seaport, not least as a result of the new biofuel-fired combined power and heating plant that Fortum plans to build in close proximity to the port area. This will contribute to a further reduction in Stockholm's carbon dioxide emissions. Fortum is investing in production that will be free of climate impact from fossil fuels by 2020.

In order to stimulate development, Stockholm must offer excellent opportunities to develop and apply innovative technology. Stockholm Royal Seaport Innovation will show how solutions within environmental technology are being tested and applied in the new urban district, serving as an important showcase to the outside world. The centre will be an international meeting place where the city, the business community and research institutions work together to profile and demonstrate Swedish know-how in sustainability and city planning. The centre will furthermore serve as a platform for presenting the area to the public and interested parties.





A VIBRANT AND SUSTAINABLE URBAN ENVIRONMENT

Stockholm Royal Seaport offers a unique geographical location with a new urbanised area emerging at the intersection of the big-city pulse on the one hand and nature, water and extensive views on the other.

The generic starting point for development of the area is the creation of an urban environment that is sustainable in the long term. The objective is for Stockholm Royal Seaport to take the lead in realising the latest innovations within climate, environmental technology and sustainable development. The district will reconcile the requirements and expectations of the modern city-dweller with world-class climate work.

The emergence of a completely new district affords particularly good opportunities for climate-adapted and future-oriented development. From pioneering energy-efficient technical solutions in buildings and infrastructure to the development of smart electricity networks that enable local production and distribution of electricity, a new urban district offers the most fertile ground for new ways of thinking. The dynamism of the development work is exciting, both to observe and to participate in – not least for people living and working in the district. Lessons learned and experiences gained from Hammarby Sjöstad will be utilised and refined. Climate-adapted solutions will minimise energy use, waste and transport requirements. Carefully thought-out resource management and a prudent recycling philosophy will be the first considerations.

Stockholm Royal Seaport will buzz with life. The port area will be an important centre of development, with new quay-berths and terminals welcoming ferry and cruise traffic, and biofuel for the new combined power and heating plant arriving at the Energihamnen port. Quayside walkways will be laid out along the port areas, with offices, restaurants, bars and shops helping to create a mixed urban development full of life and activity.

By 2030 Stockholm Royal Seaport will be a landmark for everyone arriving in Stockholm from the east.



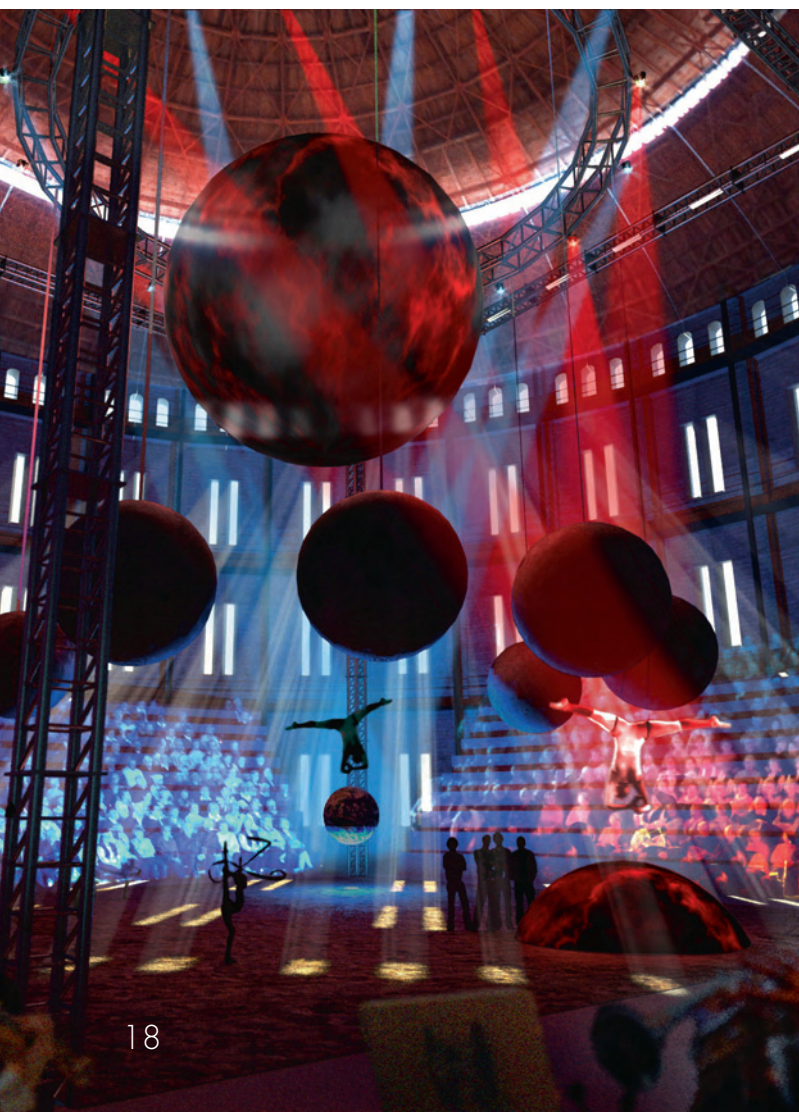


CULTURE AND SPORT IN A DYNAMIC LIVING ENVIRONMENT

Stockholm Royal Seaport will offer one of Europe's most attractive and modern residential environments. The dynamic of the city will be reflected in the diversity of living accommodation and the range of amenities, culture and entertainment. Housing, amenities and public spaces will be distinguished by accessibility and modernity.

Diversity leads to freedom of choice. People living in the district will be able to select local welfare services to meet their needs and requirements. Stockholm Royal Seaport will have space for everyone.

The diversity and the fusion of the traditional and modern will set their mark on cultural and sporting life too. The best-known attraction in the area will be the innovative performance space in one of the old gasworks buildings designed by Ferdinand Boberg.



The district will also boast a cultural venue for music and other events. Exciting new activities in historical buildings will attract visitors from near and far.

Berths for local residents' boats will be laid out where the gasworks area runs down to the water at Lilla Värtan. The district's long maritime tradition will be highlighted in various ways through activities and investments linked to seafaring.

Stockholm Royal Seaport and its immediate surroundings boast venerable sporting facilities, including the Stockholm Olympic Stadium and the Royal Lawn Tennis Hall. With its immediate proximity to Kungliga nationalstadsparken (the Royal National City Park) as well, the district will offer residents and visitors outstanding opportunities for active and experience-filled leisure time in Stockholm's new urban district.



STOCKHOLM ROYAL SEAPORT IN BRIEF

- Size: 236 hectares
- Start of construction: 2009
- First residents to move in: 2012
- New homes: 10 000
- New jobs: 30 000
- Commercial area: 600 000 square metres
- Rate of development: approx. 500 homes per year
- Distance to Stockholm's business and shopping centre: 8 minutes by bike
- Transport options: Biogas bus, tram, subway, boat bus
- Energy target: 55 kWh per square metre per year
- Environmental targets: Carbon dioxide emissions below 1.5 tonnes per person by 2020; adapted to changed climate; fossil fuel-free by 2030
- Character: Offices, businesses and varied housing reflecting Stockholm's diversity. An accessible, dynamic and climate-adapted district combining housing with businesses, cultural experiences and a rich outdoor life.
- Completion: 2030



STOCKHOLM ROYAL SEAPORT – EXECUTIVE SUMMARY

Globalisation creates new opportunities and challenges for the Stockholm region. The City of Stockholm is taking a number of measures to meet the international competition for tomorrow's investments, business ventures and visits. One example is a new urban district: Stockholm Royal Seaport.

CREATING A NEW DISTRICT IN THE CITY CENTRE

Stockholm Royal Seaport will offer the inhabitants of the district's 10,000 new homes proximity to both nature and the city centre. Some 30,000 people will be working in this new urban district. A diverse offering of homes and office space will attract a multitude of inhabitants and businesses. Restaurants, bars, shops, gyms, theatres, conference centres and hotels will make Stockholm Royal Seaport a vibrant and exciting district. Cutting-edge sustainable solutions will make it an international showcase for tomorrow's city planners.

CITY PLANNING WITH ENVIRONMENTAL FOCUS

The European Commission has named Stockholm the first European Green Capital for 2010. The award is given to a city that has demonstrated a long-term commitment to sustainable development and environmental improvements. Stockholm has reduced its CO₂ emissions by 25 per cent since 1990. Other efforts that contributed to Stockholm's nomination were the integration of environmental aspects in decision-making processes, and Stockholm's commitment to be fossil fuel free by 2050.

The Climate Positive Development Program was launched in May 2009 and is a joint initiative between the Clinton Climate Initiative and the U.S. Green Building Council.

Stockholm Royal Seaport is one of 18 Climate Positive projects in the world that will become examples of successful economic and environmental urban developments – demonstrating that cities can reduce carbon emissions and grow climate-friendly ways.

Three ambitious environmental goals have been set for Stockholm Royal Seaport:

- To reduce CO₂ emissions to a level below 1.5 tonnes per inhabitant by 2020 (in 2008 the average emission per person in Stockholm was 4.5 tonnes)
- To be prepared for climate change, e.g. increasing precipitation
- To be fossil fuel free by 2030

A WELCOMING PORT

The new district will also be home to the city's new main port for passenger ferries and cruise ships. Stockholm's strategic position makes the city a key port and an attractive cruise destination. The pier in the Frihamnen port features the most modern cruise terminal in Scandinavia.

The port Norvikudden in Nynäshamn, south of Stockholm, will instead serve as the primary port for container goods. Lowering emissions, energy consumption and noise is a key priority for the Ports of Stockholm. The goal is to be classed among the most environmentally sustainable ports in the world.

COMMUNICATION MADE EASY

The city's planned new motorway, Norra länken, will make entry and exit to and from the city easy. Several public transportation connections such as subway, buses, trams and ferry lines are also planned. In addition, attractive bike and walking tracks will be prepared.

INNOVATION AND GROWTH

The district's innovation centre - Stockholm Royal Seaport Innovation - will feature the latest developments in clean technologies and be an international meeting place for the City, the business and research communities and the public. Already the home of financial institutions like Nasdaq OMX, the district will become a new hub for Sweden's financial services industry. The financial as well as other dynamic industries will benefit from close collaboration with Stockholm's academic institutions: The Royal Institute of Technology (KTH), the Stockholm School of Economics and Stockholm University.

The planned bio-fuelled combined heat and power plant will generate 10 per cent of the city's electricity needs and 25 per cent of its district heating needs, thereby contributing to reaching the ambitious emission reduction targets.

NEW DISTRICT – ENDLESS OPPORTUNITIES

As Stockholm Royal Seaport is a completely new district, city planners will be able to pioneer cutting-edge solutions. The lessons learned in Hammarby Sjöstad will serve as a starting point in the quest for sustainable solutions for energy usage, waste handling and transportation.

The combination of private and commercial areas, recreational and professional spaces will create a dynamic and vibrant meeting place – both for the people who live and work in the district and temporary visitors. Stockholm Royal Seaport will become a new welcoming landmark of the city – a showcase and a dynamic living environment.

THE NEXT STEPS

Important steps have been taken – but to allow further progress, a number of institutions need to work together. Cooperation between the City of Stockholm and the business community is essential. We welcome all ideas and comments from stakeholders. Every aspect is important in the planning of Stockholm Royal Seaport – our new showcase district!

Vision Stockholm Royal Seaport 2030 has been produced by the Executive Office of Stockholm in collaboration with Stockholms Stadshus AB, the City Planning Administration, the City Development Administration, the Traffic Administration, the Ports of Stockholm and Stockholm Business Region.

If you would like to find out more about Vision Stockholm Royal Seaport 2030, please contact:

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STOCKHOLM ROYAL SEAPORT

NORRA DJURGÅRDSSTADEN

The planning work for new offices, homes and amenities in Stockholm Royal Seaport is already under way. Building work on the first 700 homes will commence in 2011, with the first residents expected to move in in spring 2012. Planning work is also under way in the port area, primarily on new offices, commercial premises and an extended pier.

Making the vision a reality requires a shared effort. One prerequisite is investments in the road network and public transport. An important element here is the extension of Norra länken (E20 European motorway), which is expected to open to traffic in 2015.

The construction of the new freight port in Nynäshamn makes it possible to concentrate port operations at the piers, allowing development of ferry and cruise traffic.

One of the prerequisites for implementing the vision is relocating the current oil- and fuel-processing plants at Loudden. In accordance with a decision from the City of Stockholm, work is under way to phase out these operations at their present location.

The business community and the City of Stockholm will coordinate and concentrate their efforts on implementing the future vision for Stockholm Royal Seaport.

The journey has only just begun, and many of the subprojects are still a long way in the future. But although there are still a number of key decisions to be made, it is important that all the partners and other stakeholders involved stand as one behind an expression of will that reflects the overall ambition.

We would therefore like to invite anyone with an interest in the development to contribute their views and ideas. All perspectives are important in the ongoing work to create Stockholm Royal Seaport – a world-class urban district.

www.stockholmroyalseaport.com

www.stockholm.se/norradjurgardsstaden

