



The Welcome Alliance

- From no. 65 to world-class

A handshake, a cup of coffee and three questions. That's all it takes for a new adventure to start. Every day, we meet new residents we don't yet know. At our workplace, at the football pitch, in the school yard, in the cafeteria and across the street. The welcome is always the first step towards a new friendship and good collaboration. A welcome and an invitation to a shared meal, football practice, parents' night or a cup of coffee at work is the beginning of meaningful interactions in terms of both language and culture.

Welcome to the Welcome Alliance

Denmark needs all the team players, experts, students and passionate souls coming to our country. So let's extend a proper welcome to the new residents who are here and want to be part of our community!

The Welcome Alliance is a movement of companies and organisations that want to unite, enforce and spread warm welcomes. We believe that new residents who quickly experience feeling welcomed in all of Denmark and our communities will contribute by sharing our common workload, participating in associations, improving schools, creating life in the city and creating a feeling of safety where we live.

Warm welcomes have given Denmark a lot of global successes

Danes have always sought outwards in the world and welcomed it with our culture, philosophy, beer, ships, service, windmills, pumps, food and sports achievements. We have always shown the world that Denmark is a society filled with safety, *hygge*, drive and lots of associations and communities where everyone is equal. Meanwhile, we have met the world with curiosity and a thirst for knowledge and brought the world home with us and into our lives. We eat food from all corners of the world, we discover the world through films, literature and art, and we raise families and do business with people from all over the world. When we have reached out our hand, others have grabbed it and welcomed us.

Few actions that make a great difference

Not everyone is met by cosy, self-ironic, curious and open welcomes and handshakes. Today, Denmark is ranked no. 65 of 65 countries when the sense of feeling welcomed is measured. We must move away from the bottom and all the way to the top of the countries which welcome new residents. New residents who feel welcome will not only experience fewer problems and cost society less, they will also increase the feeling of safety, strengthen cohesion and have a positive effect on Denmark's bottom line.

A handshake, a cup of coffee, an invitation and a good laugh are the keys to our hospitality. Any one of us can offer the handshake that says welcome to our communities.

We say welcome! – to new neighbours, new entrepreneurs, new colleagues, new students and teachers and all new fellow residents – young and old alike – who want to contribute to new, great adventures in our small fairy tale land.

We start with a handshake, a cup of coffee and three questions.