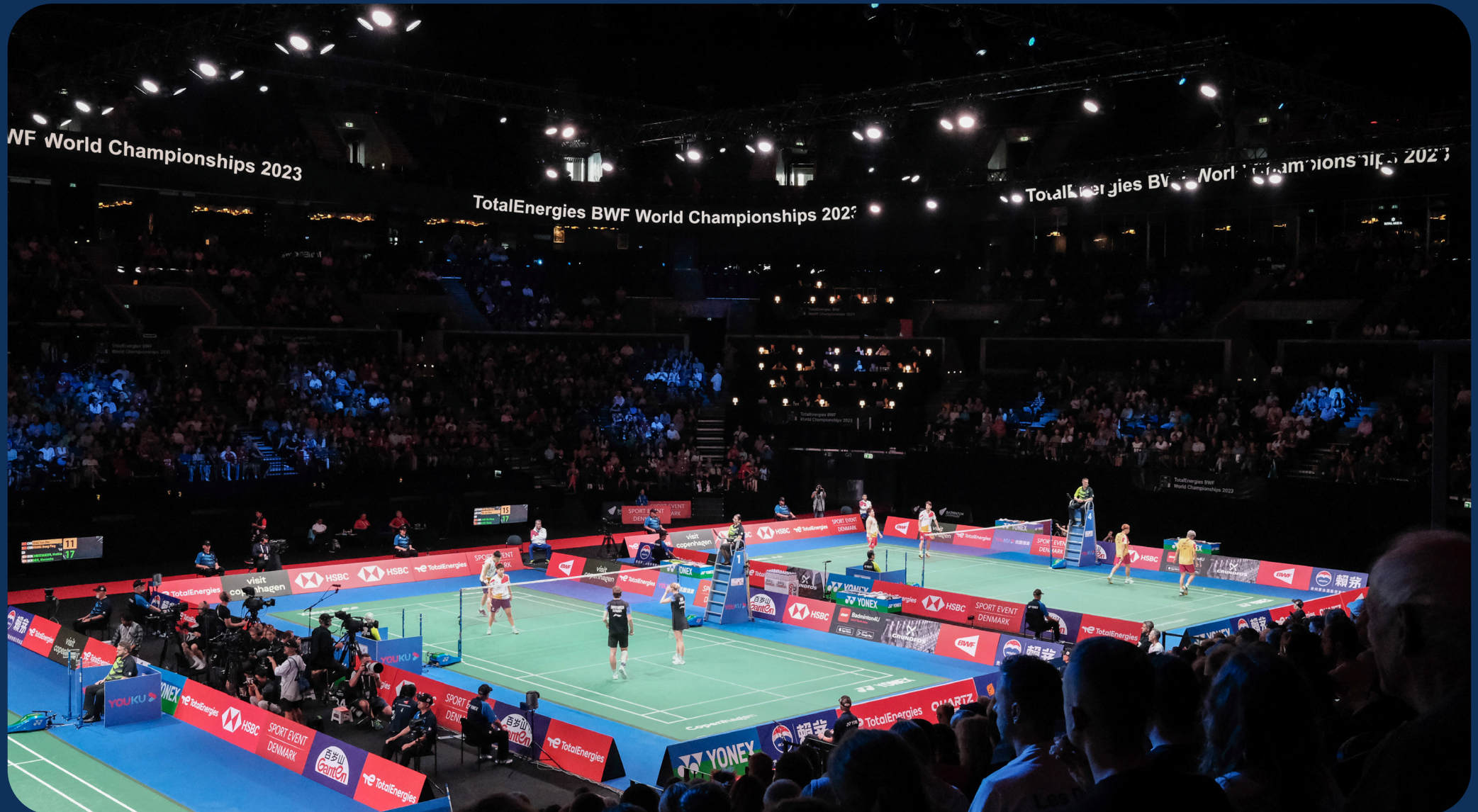


Involving seniors in the World
Badminton Championships



Legacy process

Objective

In connection with the World Badminton Championships, the City of Copenhagen, DGI Copenhagen and Badminton Denmark had a goal of promoting badminton for individuals aged 60 and above because of the numerous physical and mental health benefits associated with racket sports (Pekka Oja et al BJSM, June 2017). Benefits which would have a positive effect on each senior player, the City of Copenhagen, and society as a whole.

To support this effort, Copenhagen Legacy Lab (Wonderful Copenhagen) decided to facilitate creative workshop as part of a legacy process in collaboration with Danske Seniorer (Danish Seniors), Badminton Denmark, and DGI Copenhagen. The purpose was to establish new interdisciplinary collaborations among the partners and determine how senior members of Danske Seniorer could be actively involved before, during, and after the World Badminton Championships.

Activity

Activity 1: Senior volunteerism

A volunteer program for seniors was established to create new social communities for seniors during the tournament. Prior to the World Badminton Championships, Danske Seniorer informed their members nationwide about the opportunities to volunteer during the event. The members could register individually or sign up as a group through their local branch. Badminton, Denmark and DGI Copenhagen secured that the volunteer programs were outlined according to a senior lifestyle, considering factors such as physical exertion, task content, and working hours.

Activity 2: Promote senior badminton

The idea was to host a pre-event for seniors one week before the World Badminton Championships. The event was intended to focus on health, exercise, and social interaction, with the participation of politicians and celebrities interested in badminton. Unfortunately, this event was not realized.

Instead, Danske Seniorer plans to promote senior badminton after the World Badminton Championships in collaboration with DGI Copenhagen, who can provide support, training materials, and club contacts.

Evaluation

Activity 1: Senior volunteerism

The result was that around 30 members of Danske Seniorer assisted as volunteers during the World Badminton Championships. After the tournament, Copenhagen Legacy Lab and Danske Seniorer conducted a smaller study to assess the volunteers' experiences. More than half of the volunteers from Danske Seniorer was included in the study which suggests that:

- Nine out of ten respondents had a good or very good experience.
- Three out of four respondents agreed or strongly agreed that it was a fun experience and felt part of a social community.
- All respondents found it likely or very likely that they would volunteer again in the future.

Activity 2: Promote senior badminton

After the event, the new relationships between involved organizations and association have opened new opportunities to promoting senior badminton and clubs around Copenhagen by sharing information through Danske Seniorer's electronic newsletter.

"It was fun and challenging for our volunteers to be part of a mega event like the World Badminton Championships.

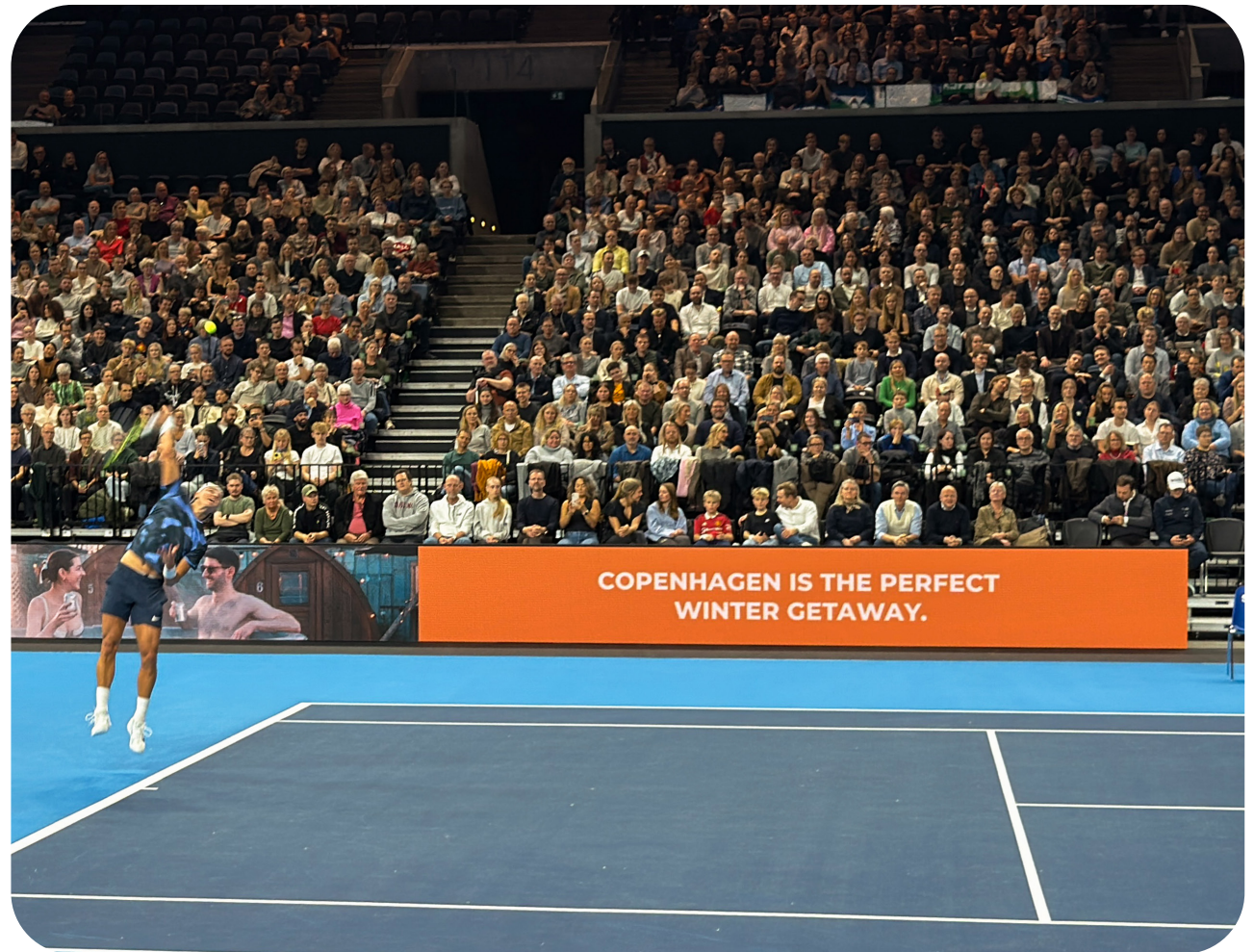
It provided seniors with new experiences and the feeling of being part of a global event. It has also broken down stereotypes about badminton and has encouraged even more seniors to engage in physical activity."

Katrine Lester
Director of Danske Seniorer

"It was a great experience to be part of the World Badminton Championships as a volunteer. I did especially enjoy the opportunity to get in contact with other volunteers and assist the spectators during the event.

If I was put in a difficult situation or asked a question that I was not able to answer, then I would just find someone that could solve the issue."

Anonymous volunteer from Danske Seniorer





Copenhagen Legacy Lab is an award-winning strategic initiative under Copenhagen Convention Bureau that drives positive long-term impact from congresses and events.

For more information and additional cases, visit
www.wonderfulcopenhagen.com/cll