

Legacy project encourages DIY organisations to
work with sustainability and responsibility





Global DIY Summit 2022 Wish Tree

A responsible DIY industry

The 8th Global DIY-Summit gathered more than 900 delegates from 55 countries and over 280 of the top retailers in the global DIY, home improvement, and garden sector. Jointly hosted by the leading DIY professional organisations, EDRA (European DIY-Retail Association), HIMA (Home Improvement Manufacturers Association) and GHIN (Global home Improvement Network), the event came to Copenhagen with the overall ambition to create a more responsible and sustainable industry and increase the awareness of responsible business models.

The 'DIY LEGACY PROJECT' was launched to support the overall ambition and included four legacy activities:

- An introduction to the DIY legacy process during the opening session of the Global DIY-Summit

- A dedicated exhibition area showcasing different legacy actions and a "wish" tree, where delegates were encouraged to hang written sustainability targets on the branches
- An annual digital trend report focusing on the major legacy impact of the DIY sector
- A sustainable tour in Copenhagen, visiting sites and local businesses

Creating legacy together

At the event, responsibility and global sustainability were launched as essential parameters for future summits and for the future of the industry. Though the launch was primarily a symbolic signal, it has the potential to inspire the DIY industry to become more sustainable, partly through increased knowledge

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Iñaki Maillard
General Manager
at Global DIY-Summit

"We didn't want to just focus on sustainability, but on the broader concept of responsibility"

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sharing between small companies and large enterprises globally.

Conferences and big business events may put a burden on the environment, but the meetings also hold a vast potential for innovative improvements created by the participating delegates to serve strategic goals and societal needs. This could help offset the conference's negative impact on responsible and sustainable development and instead bring positive change to the destination and more widely to the sector as a whole.

Legacy, however, can go far beyond the destination. When more than 900 delegates meet from 55 countries, the vision and messages they carry home with them can influence practices in many countries and change the world. It is possible to coordinate the

work and the research and exchange new ideas, which may greatly impact the conference's legacy. But there is no reason to wait until the conference takes place. The organisers can already start the legacy process in the early planning stages.

Copenhagen Convention Bureau and Copenhagen Legacy Lab got together with the Summit committee and local stakeholders to address challenges that the DIY industry faces on climate change, the tech revolution, and the lack of a diverse labour force. Copenhagen Legacy Lab also engaged with the Global DIY-Summit to design four tailor-made activities addressing the ambition of supporting a more sustainable and responsible future. They came up with the 'DIY LEGACY PROJECT', which approached the challenge from three angles: communication, education, and future planning.

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Iñaki Maillard, General Manager at Global DIY-Summit

The activities will not change the industry overnight, but it was a start towards making the DIY industry more responsible and sustainable.

Legacy process

Objective

Strategic alignment

The Global DIY Summit had a special focus on four of the UN Sustainable Development Goals (SDGs):

#9 Industry, Innovation and Infrastructure
#11 Sustainable Cities and Communities
#12 Responsible Consumption and Production
#13 Climate Action

Objective

- The overall objective was to create a more responsible and sustainable DIY industry.

Stakeholder involvement

A number of meetings and workshops between Copenhagen Legacy Lab, the Summit committee, and specific local stakeholders took place ahead of the Global DIY-Summit. These were both in-person and online due to the circumstances of COVID-19.

"During the legacy process, we discovered something fascinating - the project has the power to build legacies not only internally within the Global DIY-Summit organisation but also externally within the industry"

Iñaki Maillard
General Manager at Global DIY-Summit.

Activity

- The meetings and workshops resulted in the 'DIY LEGACY PROJECT', which included four types of activities:
- An introduction to the DIY legacy process during the opening session of the Global DIY-Summit
- A dedicated exhibition area showcasing different legacy actions and a "wish" tree, where delegates were encouraged to hang written sustainability targets on the branches
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Evaluation

Outputs (immediately after the activity)

- Overall, the 'DIY LEGACY PROJECT' was a good way to start a dialogue internally and externally between the summit participants.
- The introduction of the legacy process with legacy targets was very well received at the opening session.
- The dedicated exhibition area had 37 exhibitors, including strategic partners. Many delegates and exhibitors hung a piece of paper on the olive "wish" tree with their written suggestions on improving targets on responsibility and sustainability. The suggestions were displayed in the exhibition area.
- The first edition of the annual digital trend report was launched at the DIY-Summit's end. Delegates also received surveys to get insights into their sustainability work.
- Finally, the sustainable tour was successful and had 330 participants.

Legacy process

Outcomes (after 6 to 12 months)

The suggestions from the “wish” tree have since the event been analysed and tracked, and potential changed behaviour has been tracked through annual surveys.

The member companies' progression within sustainability, diversity, inclusion, and equity will be presented at the beginning of the future Global DIY-Summits.

Impact and legacy (after a year)

The 'DIY LEGACY PROJECT' has initiated a process that will enable the DIY industry to face future challenges and societal demands in a more sustainable and holistic manner.

A key element of the project is the reporting of the external ESG (environmental, social, and corporate governance) initiatives from a variety of manufacturers and retailers within the industry. Some of the reports can be found in the second edition of the annual digital trend report, released in 2023. Internally, the Global DIY-Summit has, as an example, increased the number of female speakers by 30% over the past years.

Two years after the summit in Copenhagen, the 'DIY LEGACY PROJECT' has met the strategic objective and contributed to a more responsible and sustainable DIY industry. Today, the project is an integrated part of the organisation's DNA and has as an example led to an increase in sponsorships.

“With respect to the 'DIY LEGACY PROJECT', we have fully embraced the initiative in the organization. Either you do it or you leave it, there is no other way”

Iñaki Maillard, General Manager at Global DIY-Summit.



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

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