

ENGAGING THE BROADER PUBLIC

Leveraging the congress to create value for a broader audience.

TOUR DE FRANCE 2022

Prior to the event in Denmark, 16,000 Danish citizens were given the opportunity to ride the second stage of the Tour de France route. The aim was to use the event as a platform to engage and activate the broader public, creating value for a wider audience while emphasising the sustainability of cycling as a mode of transportation.

Partners: The City of Copenhagen, Danish Gymnastics and Sports Associations (DGI), Danish Sports Confederation (DIF), Danmarks Cykle Union (DCU), and Sport Event Denmark.

WINDEUROPE 2025

To kick-off the conference, school children and families were invited to an Open House event at Energy & Water - Greater Copenhagen Living Lab (public-private partnership). The purpose was to engage the broader community and draw attention to wind as an essential energy source for the green transition, as well as to inspire school children to pursue a career in the wind industry.

Partners: WindEurope, Energy & Water - Greater Copenhagen Living Lab, Green Power Denmark, HOFOR, and Copenhagen Legacy Lab.

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