QUICK GUIDE

The purpose of this template is to explore the shared interest between the association and the local destination and identify an issue and/ opportunity that will serve as a focus for the legacy efforts. You will use the tree metaphor for exploring the problem in the local context. The aim is to identify a specific local problem and/ opportunity that you want to solve?

1. Begin by identifying the issue you want to address in your legacy efforts. This is usually an issue related to the association's vision and mission. Write it on a post-it note and stick it on the trunk of the tree.
2. Explore the root causes by brainstorming and mapping any causes and sub-problems contributing to the main problem in the local context. Write each root cause on a post-it note and stick it on the roots of the tree.
3. Explore the consequences by brainstorming and mapping all the consequences and sub-problems that derive from the main issue. Write each consequence on a post-it note and stick it on the branches and leaves of the tree.
4. Now it's time to narrow down and select a specific problem in the local context, that you want to contribute to solving through your legacy efforts (see criteria on the poster under 'Narrowing Our Scope').
5. Continue and use the template "Framing Our Legacy Challenge & Impact" to describe the selected problem in detail.



IDENTIFYING OUR LEGACY POTENTIAL

LEGACY LAB TOOLKIT

COPENHAGEN CONVENTION BUREAU

IDENTIFYING OUR LEGACY POTENTIAL

What problem could serve as an opportunity for the event to have a lasting effect on the local destination and global society at large?



3. BRANCHES AND LEAVES – CONSEQUENCES

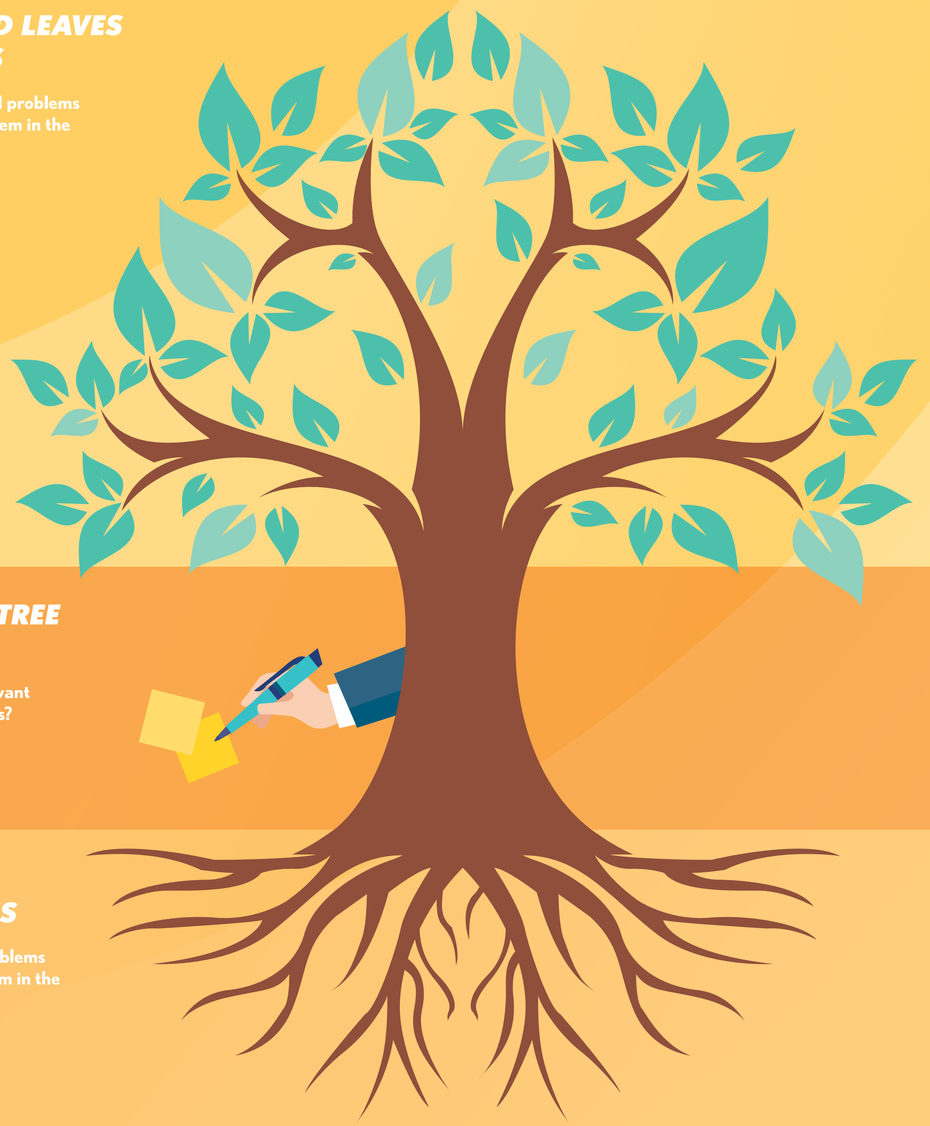
What are the consequences and problems that derive from the main problem in the local context.

EXAMPLE:

Decline in school performance.

Signs of depression.

Higher chance of unemployment.



1. TRUNK OF THE TREE – MAIN PROBLEM

What is the main problem you want to focus on in your legacy efforts?

EXAMPLE:

Child Bullying.

2. THE ROOTS OF THE TREE - CAUSES

What are the causes or sub-problems contributing to the main problem in the local context?

EXAMPLE:

Outdated school policies.

Lack of collaboration between school and parents.

NARROWING OUR SCOPE

What concrete problem will be the focus of your legacy efforts?

4. SELECTING THE FOCUS OF YOUR LEGACY PROJECT

Pick a concrete problem from the roots of the tree. Identify the problem with the most likelihood of solving the most important problem or sub-problem.



EXAMPLE:

Impact: *Which focus will have the greatest impact on the issue?*

(e.g., can this focus help prevent bullying from occurring in primary school in the first place? Can our focus on school policies help to reduce the extent of bullying (minimize negative consequences) and, at the same time, help to improve the students' school attendance (maximize positive consequences?)

Change: *Which focus has the potential to get critical actors to do something different?*

(e.g., primary school teachers, school leaders, children, or parents?)

Relevance: *Which focus is more suitable for our event and allows us to target a specific group of people?*

(e.g., politicians with a focus on school policy?)

Novelty: *Within which focus do we have new knowledge allowing us to test new approaches?*

(e.g., do we bring a new perspective to the chosen focus, e.g., focus on digital school policies? Do we have the opportunity to use new methods or optimize existing ones, e.g., AULA collaborates with Redbarnet?)

Measurerability: *Which focus area can we measure?*

(e.g., how many parents have been trained in relation to child bullying?)



©2022: Copenhagen Convetion Bureau. Concept and design created with Thomas Reibke Consulting and Julie Panton Studio.