

PUBLIC AWARENESS CAMPAIGN

Launching a campaign to raise awareness about a specific theme related to the congress (e.g., online platforms, public spaces, podcasts, and television).

ISA WORLD SUP & PADDLEBOARD CHAMPIONSHIP 2024

Before the championship, five basic safety rules when stand up paddleboarding was developed. During the event period, the safety rules were distributed among outdoor tourists in partnership with the 19 Danish tourist boards. The goal was to promote water safety and thereby contribute to preventing water accidents in the future.

Partners: Søsportens Sikkerhedsråd, Surf & SUP Danmark, VisitDenmark, the Danish tourist boards, and Copenhagen Legacy Lab.

UIA WORLD CONGRESS OF ARCHITECTS 2023

Ahead of the congress, a public awareness campaign featuring 15 pavilions under the theme Sustainable Futures – Leave No One Behind was launched at selected locations around the city of Copenhagen. The pavilions aimed to bring forward experimental architecture projects exploring themes related to the 17 UN Sustainable Development Goals (SDGs). The installations included pop-up structures and temporary exhibits and remained on display for several months.

Partners: The Danish Association of Architects, the UIA World Congress of Architects Copenhagen, the City of Copenhagen, CPH City and Port Development, and Copenhagen Legacy Lab.

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