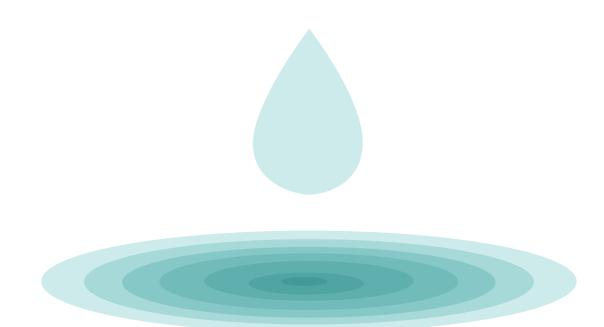
QUICK GUIDE

- **1.** Go through the association's and the destination's purpose & ambition with this event? What does success look like 5–10 years down the line? What should the event achieve?
- 2. Go through the wider societal opportunities and focus areas the event addresses, and talk about their relevance and value to the local and global communities.
- **3.** Go through the resources the event makes available to the local or global communities.
- **4** Go through the typical ways in which events can make a lasting impact on local and global communities. Use the checkboxes to highlight the most relevant potentials for the association and the destination.
- **5.** Let workshop participants share who they are, what companies and organisations they represent and what immediate interest they see in the event.



OUR EVENT'S LEGACY POTENTIAL

LEGACY LAB TOOLKIT



EVENT PURPOSE & AMBITION

What is the association's and the destination's purpose & ambition with this event?

EXAMPLE:

The purpose statement for the Olympic Games is; "Encourage the regular practice of sport by all people in society, regardless f sex, age, social background or economic atus



WIDER SOCIETAL OPPORTUNITIES

Where does the event have the biggest opportunities for achieving a positive impact?

Who are relevant target groups? And how could they benefit from the event?

EXAMPLE:

A key focus area for the Olympic Movement is Gender Equality. Their aim is to increase the number of female athletes and increase women in sports administration and management.

EVENT RESOURCES

What is important for stakeholders to know about the event's resources to inspire legacy activities? For example key program elements, number of delegates and their characteristics.

LEGACY POTENTIALS

Opportunities for events to have a lasting impact on local and global communities:

ASSOCIATION	DESTINATION	
		ADVANCING SCIE
		FACILITATE BUSIN PARTNERSHIPS
		CONNECTIONS W GOVERNMENT
		INCREASE LOCAL PRACTICES
		PROMOTE SCIENC BUSINESS COLLAB
		ACCESS TO NEW TECHNOLOGIES
		BRANDING DESTIL AS CENTER OF EX
		POLICY IMPROVE
		PUBLIC AWARENE RELATIVE TO THE S
		TALENT ATTRACTIC
		BUILD AND PROM LOCAL INDUSTRY
		PROMOTE LOCAL HISTORY
		CSR ACTIVITIES FO
		IMPROVED HEALT OUTCOMES / PUI WELFARE

EXAMPLE:

A potential legacy from hosting the Olympic Games could be; Creating positive social change by inspiring more young girls to pursue athletics – and athletic greatness.

Who is here today, and what are your interests in the event?

EXAMPLE

Resources accompanying the Olympics Games; Globa media attention, 3.6 billion viewers, Athletic role model





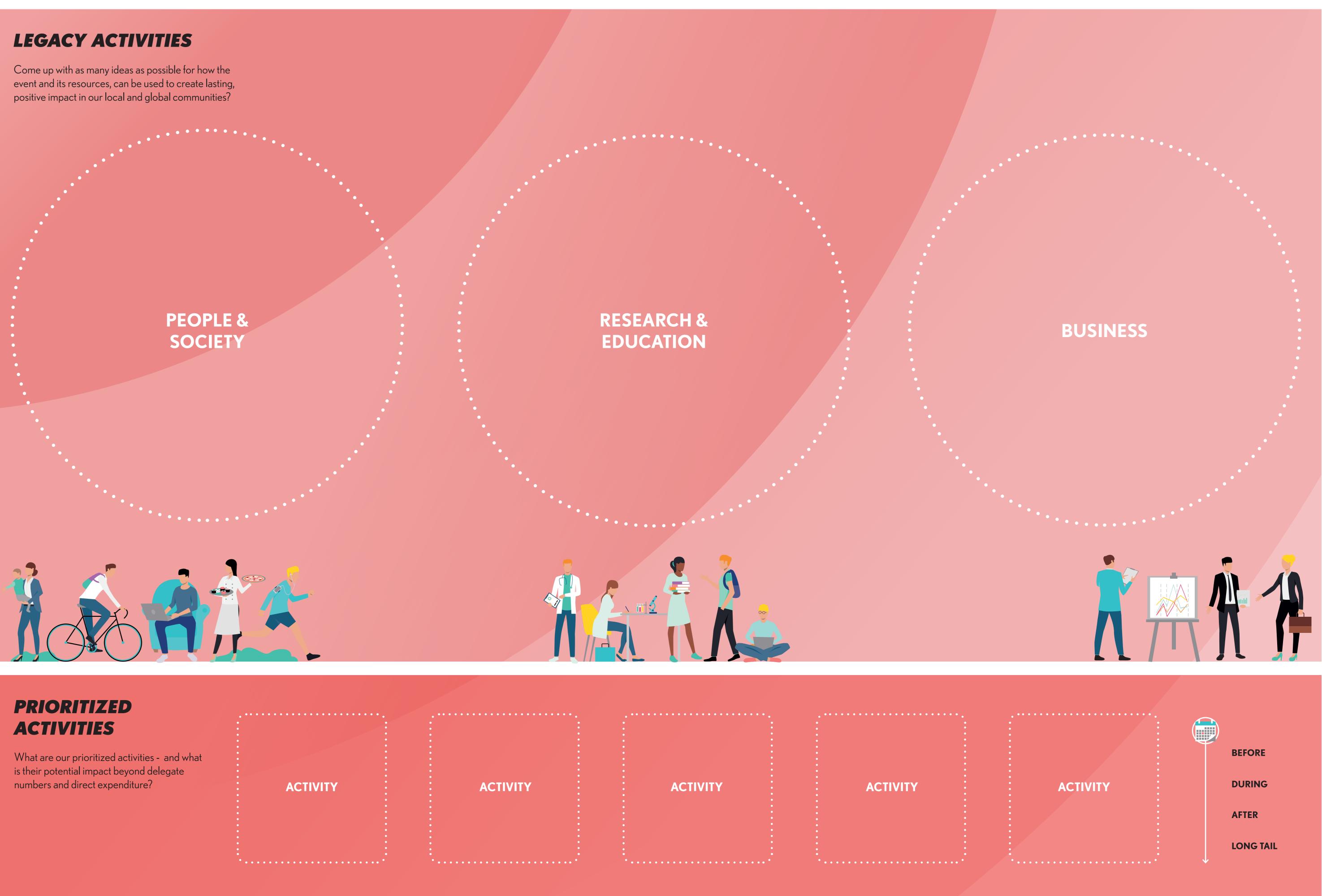
QUICK GUIDE

- **1.** Generate as many ideas as possible for activities that makes use of the event and its resources to create value for local or global communities. Work through three sectors or choose the one that seems most relevant to the group.
- 2. Prioritize and identify the activities that seems most promising to develop further - which activities will have the highest value? What is their feasibility? And most importantly, which ones are you interested in driving forward? Capture the prioritized ideas and their potential impact.

OUR LEGACY

ACTIVITIES

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