

COPENHAGEN LEGACY LAB

A Legacy Case Study





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ESPGHAN 54th Annual Meeting	6
2022 ISPIM Innovation Conference	To be published
8th Global DIY Summit 2022	To be published
EULAR 2022	To be published
ESTRO 2022	To be published

FOREWORD

The value that comes from hosting a large international congress can and should go far beyond the immediate economic gain. Not only to justify the carbon footprint and other adverse impacts an event like this may cause. But also because congresses are potential catalysts for positive societal change in the city and country hosting the meeting and for the global community.

The potential for congresses to leave a positive and lasting legacy is great if associations prioritise it in their strategic planning and if destinations offer a systematic and proven legacy methodology to help associations and local partners reach their objectives. Congresses provide the perfect platform for some of the brightest minds across sectors, industries, and borders to come together to share insights, research and solutions to some of the world's biggest challenges. This means that congresses present a unique opportunity to capture the immense value of the meeting itself and create value. In 2019 Copenhagen Convention Bureau launched Copenhagen Legacy Lab. Our key aim was to develop a methodology, tools and process that ensure that congresses and meetings held in Copenhagen are offered a strategic process to create a positive and lasting impact on society.

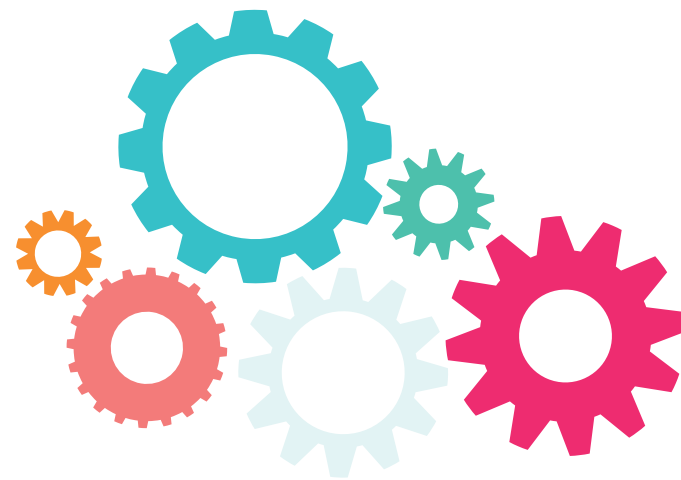
We work closely with international associations to identify and develop potential impact activities. And help associations design their event around a set of long-term legacy ambitions that align with the associations' purpose, objectives, and visions.

In the three years since the launch of Copenhagen Legacy Lab, we have gained many insights into the processes, challenges, and opportunities. And have been able to develop and finetune both methodology and tools. We have gathered our cases in this paper. They all differ, and each delivers different outcomes.

It has been an absolute joy and awe-inspiring to work with associations and local partners on this journey and to experience their commitment to positive change and legacy first-hand. We have not stopped learning throughout these processes, and the project has only grown more vital for this reason. Our hope and firm belief are that more associations will see legacy and positive impact as a natural extension of their congress and make it part of their business model. Not only will this create many new opportunities for the associations to explore, but the positive ripple effect on the global community will perhaps be the most significant positive legacy.

I hope you enjoy the read.

Bettina Reventlow-Mourier
Copenhagen Convention Bureau



THE APPROACH TO LEGACY

The 7-Step Model is the backbone of Copenhagen Legacy Lab's work and a structure upon which legacy projects can be based. The model builds on the intervention logic framework developed by the European Commission that connects impacts for participants to long-term impacts for society. Every legacy project is unique and will be customised with relevant decision-makers behind the congress to find the best way forward.

The approach to legacy values co-creation and democratic virtues, while it takes inspiration from 'Design Thinking' as a problem-solving technique. In practice, this means both divergent phases (open thinking) and convergent phases (focused thinking) throughout the process.

When identifying and selecting the most relevant congresses, Copenhagen Legacy Lab and Copenhagen Convention Bureau consider both Copenhagen's and Denmark's priorities and strongholds and are inspired by:

- The UN Sustainable Development Goals (SDGs)
- Six main drivers of economic and societal transformation

A purposeful identification of congresses should ensure that legacy projects are built on platforms with the potential to create a positive and lasting impact on society.



STEP 1

Strategic goals and societal needs

What are the most critical barriers to achieving impacts that meet the desired strategic goals and societal needs?

STEP 2

Objectives

What types of congresses are best suited to support the strategic goals and societal needs?

STEP 3

Inputs

Activities

What types of inputs (resources) and activities around the congress are best suited to address the most critical barriers? For which target group?

STEP 4

Outputs

To which extent did the activities remove critical barriers for the target group?

STEP 5

Outcomes

How did the removal of critical barriers improve the performance of the target group?

STEP 6

Impact

How did improved performance of the target group impact society?

STEP 7

Potential legacy

Did the achieved impacts/legacies meet the objectives of the organisers?



Copenhagen Legacy Lab is created by Wonderful Copenhagen Convention Bureau.
It is funded by Wonderful Copenhagen and Copenhagen City Council.
It is furthermore endorsed and supported by the following:



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INSTITUT



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For more questions or more information please see:
www.wonderfulcopenhagen.com/cll

Or contact:
Annika Rømer
Senior Manager of Copenhagen Legacy Lab
Email: anr@woco.dk



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