

# **COPENHAGEN LEGACY LAB**

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**Legacy Case Studies**





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# 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.

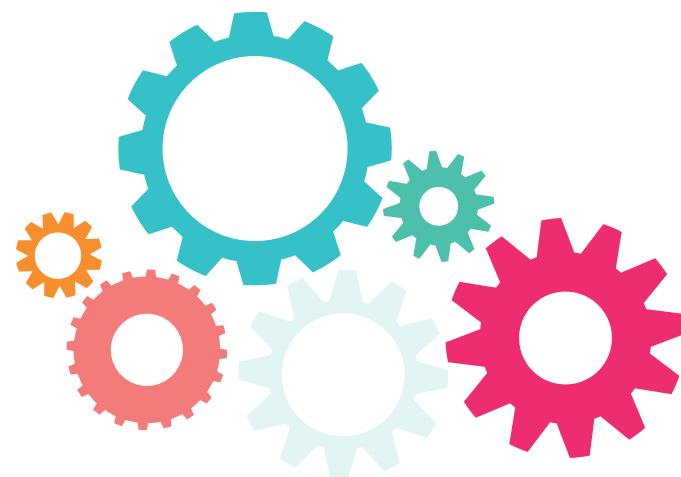
We work closely with international associations to identify and develop potential impact activities. And help associations design their event around a set of long-term legacy ambitions that align with the associations’ purpose, objectives, and visions.

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**



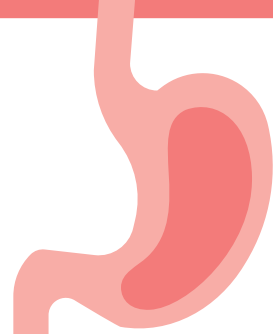
How did improved performance of the target group impact society?

## STEP 7

**Potential legacy**



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



# ESPGHAN 54<sup>th</sup> Annual Meeting

**COPENHAGEN, 22-25 JUNE 2022**

When children get sick, it affects the whole family. It can be difficult for the patients and their families to navigate the illness and understand the symptoms, which is why it is instrumental that they have access to the best possible information. Information that is also easily understood by the patients and their families. When it comes to autoimmune diseases, they may develop very differently and, therefore, must be treated in a very individual-oriented way. But how do you then ensure that the patients and their families are informed in the best way possible every time? This was one of the focus areas that The European Society for Paediatric Gastroenterology Hepatology and Nutrition (ESPGHAN) wanted to look at as part of its 54<sup>th</sup> Annual Meeting in Copenhagen.

ESPGHAN's Annual Meeting had special attention on the pediatric treatment of gastrointestinal tract, liver, and nutritional diseases. The conference also facilitated demonstration models and hands-on techniques such as endoscopy with different types of instruments. The vision of ESPGHAN was to disseminate know-how and mitigate research and talent gaps.

As a legacy activity, the conference opened its doors for a Family Education Day with about 100 children, parents, and nutritional experts. The activity included presentations by several international experts and conversations between these experts and the kids and their families. Medical professionals acted as 'translators' during the conversations to ensure smooth communication between the two groups. This provided a better understanding of the problems seen from different perspectives, just as it contributed to a positive connection to the patients associations, patients and their families.

The evaluation feedback from the families was very positive. The most important output was to learn about the latest science, practice, and new therapies from experts in the field. The questions and the debates were highly appreciated, and the children were all offered tickets to the Copenhagen amusement park "Tivoli" after the activity.

It is only recently that legacy targets have been part of ESPGHAN. Medical expert and former member of the local organising committee Anders Pærregaard, who designed the Family Education Day, said:

***"The first experience in Denmark has been positive, and the researchers, the kids, and their families have learned a lot from their dialogue."***

The legacy activities in Copenhagen also included a Talent Workshop for young researchers organised by Center for Molecular Prediction of Inflammatory Bowel Disease (PRE-DICT). This workshop presented the research centre's activities and possibilities for future collaboration.

Finally, there was an initiative from the local organising committee to establish a fund supporting young PhD researchers studying gastrointestinal and liver diseases in children. This fund will be funded by sponsors and the conference's surplus money and will be activated when it reaches one million DKK.

Looking ahead, the legacy activities at ESPGHAN have the potential to grow in the future.

## RESUME

ESPGHAN 54th Annual Meeting had more than 4.000 delegates from around 100 countries. In addition to the congress, three legacy activities supported the strategic objective of closing a research and talent gap within the field of pediatric treatment of gastrointestinal tract, liver, and nutritional diseases:

- Family Education Day
- Talent Workshop
- Research Fund

ESPGHAN will due to the success of the Family Education Day integrate the concept as part of future congresses. A minimum of EUR 130.000 is required to kickstart the Research Fund, while the Talent Workshop was a single event for this special occasion.

## TESTIMONIAL

The Local Organising Committee Chair Professor Steffen Husby stated:

***"The expectations of the conference were met with a surprising high number of participants and positive feedback on the legacy activities as well as the total event."***



PICTURES FROM ESPGHAN 2022 CONFERENCE



## SPECIAL THANKS TO








STEP 1

Strategic goals and societal needs

The local organising committee was chaired by Professor Steffen Husby from the University of Southern Denmark (SDU). The two UN Sustainable Development Goals (SDGs) this conference showed commitment to was:

- #3 Good Health and Well-being
- #4 Quality Education





STEP 2

Objectives


The conference aimed to promote children’s health with a focus on the gastrointestinal tract, liver, and nutritional status, through knowledge creation and close research and talent gaps within this field.



STEP 3

Inputs

Two legacy workshops were organised to prepare, decide on, and support the legacy activities.



STEP 3

Activities

The legacy activities at the conference were:

A **Family Education Day**, where families with kids could listen to experts talking about new developments on Pediatric Gastroenterology, Hepatology and Nutrition. The activity allowed families with patients to get new knowledge about their disease and have a dialogue with international experts. Each table had a medical professional translate and explain the questions and answers.

Center for Molecular Prediction of Inflammatory Bowel Disease (PREDICT) offered a second legacy activity. It was a **Talent Workshop** for young researchers, allowing them to learn about state-of-the-art research within the field.

The third activity was a **Research Fund** suggested by the Local Organising Chair, Professor Steffen Husby. The surplus money from the conference will be transferred to the fund.

STEP 4

Outputs

Family Education Day

A total amount of 100 children, parents, and experts attended the activity. It resulted in 23 survey responses. The speakers and helpers were satisfied with the debate, which was not only between the experts and the families but also between families at the tables.

Talent Workshop

A handful of people attended the workshop and everyone responded to the survey.

The Research Fund

Approximately 100 people visited the Danish Society for Paediatric Gastroenterology Hepatology and Nutrition (DaSPGHaN) stand throughout the congress. Flyers with information about the Research Fund were distributed among the participants.



STEP 5

Outcomes

Family Education Day

Two-way communication between the patient and the doctor is important for both to understand how to treat the disease. The doctor may have a plethora of practical and theoretical knowledge but is not the one with the actual symptoms. Likewise, the patient needs the help of a health professional to understand the different symptoms and what they mean in terms of treatment etc. The activity reiterated this with the majority of participants answering that they had learned something new about their disease.

Talent Workshop

The participants showed interest in doing a PhD or postdoc on the topic.

Research Fund

The fund will be established in connection with DaSPGHaN’s General Assembly on September 26, 2022. A minimum of EUR 130,000 is required to kickstart the National Research Fund – the first of its kind. Approximately EUR 100,000 is expected as a surplus from DASPGHAN.



STEP 6

Impact

Family Education Day

ESPGHAN will integrate the concept as a part of future congresses, which will likely affect even more families on a global scale. Copenhagen Legacy Lab will follow the development.


Talent Workshop

Copenhagen Legacy Lab will be able to track if participants from the workshop convert into talents in the future in close dialogue with PREDICT.

Research Fund

Gastrointestinal and liver diseases are common in children and nutrition is of foremost importance in healthy infants and children as well. However, there is too little research in this area. This is why the local organisers wanted to set up a Danish research fund to support young PhD researchers to mitigate research and talent gaps for the benefit of patients, relatives and (future) professionals.





STEP 7

Potential legacy

All activities support the strategic objective of closing a research and talent gap. The Family Education Day was a success but will need to be developed further, taking into account the participants’ feedback. The Talent Workshop was a single event which was made for this special occasion. The success of The Research Fund is still to be seen, but surplus money from the conference is expected, and the fund is about to be legalised.



# 2022 ISPIM Innovation Conference

COPENHAGEN, 5-8 JUNE 2022

ISPIM is the International Society for Professional Innovation Management. It is a community of members from research, industry, consulting, and the public sector, all sharing a passion for innovation management – how to successfully create new products, processes, and services from ideas to stimulate economic growth and well-being. Founded in Norway in 1983, ISPIM is the oldest, largest, and most active global innovation network.

At the 2022 ISPIM Innovation Conference, researchers, managers, policy makers, and business and thought leaders shared their insights on innovation management hot topics, specifically focusing on digitalisation, digital disruption, and digital transformation. The conference had approximately a total of 500 participants in-person and online.

One of the conference themes was sustainable digital innovation. The input from the Danish local organisers was to dedicate a day's workshop to discuss the need for a certified standard or specification for sustainable digital impact. The Danish organising committee member, Professor

Claus A. Gram Foss Rosenstand from Digital Hub Denmark and Aalborg University, suggested that the UN Global Sustainable Development Goals (SDGs) and the ESGs (Environmental, Social, and Governance) should be the reference of the innovation standards.

This was suggested since digital tech start- and scale-ups leveraging disruptive digital technologies probably represent the most radical innovative potential regarding digital transformation. Denmark has a wide array of tech start- and scale-ups working with sustainability and digitalisation; however, it is a qualitative assessment, making it difficult to claim their work to attract impact talents and investors.

The speakers and the participants at the workshop were asked: How might we connect digitalisation and sustainability in the international innovation management society by designing a special standard or other initiatives?

## RESUME

The need for a certified standard or specification for sustainable digital impact was discussed at the workshop during the 2022 ISPIM Innovation Conference. The idea of such a standard or specification was shared and approved by participants despite the complexity and open questions that still need to be clarified. A group of dedicated Danish innovation companies and networks will collaborate to raise money for the required preparatory work to initiate a certified standard or specification for sustainable impact with reference to the SDGs or ESGs.

## TESTIMONIAL

Executive Director at ISPIM Iain Bitran says:

*"As an association, it is really important that we are able to address legacy for all of our events as we are more conscious than ever that it is becoming more and more important that we are able to justify why events take place and what effect they have on the local destination and our membership. Earlier this year we held our conference in Copenhagen and we were delighted to work together with the Copenhagen Legacy Lab and our partners at Digital Hub Denmark to address the issue of Sustainable Digital Impact."*



PICTURES FROM 2022 ISPIM INNOVATION CONFERENCE



## SPECIAL THANKS TO





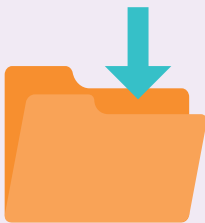
STEP 1 Strategic goals and societal needs

The legacy project had a special focus on the UN Global Sustainable Development Goals (SDGs) and the ESGs (Environmental, Social, and Governance).



STEP 2 Objectives

The overall objective of the legacy project was to discuss the need for a certified standard or specification for sustainable digital impact and make the 2022 ISPIM Innovation Conference the starting point of an international movement. A discussion is crucial to clarify if such a standard or specification is the best solution.



STEP 3 Inputs

Meetings between Digital Hub Denmark, Dansk Standard, ISPIM, and Copenhagen Legacy Lab took place ahead of the conference.



STEP 3 Activities

The meetings resulted in one legacy activity:

- A **workshop** with focus on sustainable digital impact

The workshop was split into two parts. The first part was an opportunity to present 14 Danish best practice cases from Digital Hub Denmark’s various ecosystems (e.g., fintech, health tech etc.). The second part of the workshop was the ‘Legacy Challenge on Sustainable Digital Impact’, where the specification related to the SDGs and ESGs was discussed in an international setting with various innovation managers.



STEP 4 Outputs

A total of around 100 participants attended the **workshop** throughout the day. The need for a specification was discussed and met the consensus in the audience. However, the workshop also addressed the complexity of creating a standard covering all impact aspects.



STEP 5 Outcomes

The **workshop** could lead to an alignment regarding the need for a specification. The Danish organising committee member, Professor Claus A. Gram Foss Rosenstand from Digital Hub Denmark and Aalborg University, took the positive feedback from the innovation ecosphere as a need and a consensus for the idea of a specification for SDGs and ESGs.

A group of dedicated Danish innovation companies and networks will collaborate to raise money for the needed preparatory work to initiate a certified standard or specification for sustainable impact with reference to the SDGs and ESGs.



STEP 6 Impact

A potential specification launch could take place at the ISPIM conference in Estonia in 2024. A potential launch could help attract investments and talents interested in sustainable digital impact.

Today approximately 50% of digital start-ups mapped by Digital Hub Denmark’s ecosystem partners claim to support at least one of the SDGs. An increased number of start-ups working with sustainable digital impact were mobilised and showed interest in working with a certified standard or specification. This is accelerating a societal transition using digital transformation to support responsible business models supporting a range of SDGs or ESGs. A process has started, which includes Digital Hub Denmark, Dansk Standard, and potentially other stakeholders. The growing number of start-ups and the clear messages from the conference will likely increase attention and political support for more resources to professional development for aligned governance around the sustainable digital impact to embed more impact start-ups, impact investors and talents driven by the impact agenda.



STEP 7 Potential legacy

The **workshop** made it clear that there is a need for a certified standard or specification for sustainable digital impact. It is still to be seen if the conference will kick off an international movement and materialise in a concrete standard or specification.



## LEGACY CASE STUDY



8<sup>th</sup> Global  
DIY-Summit  
2022

# 8<sup>th</sup> Global DIY-Summit 2022

**COPENHAGEN, 8-10 JUNE**

The 8<sup>th</sup> Global DIY-Summit gathered more than 900 delegates from 55 countries and over 280 of the top retailers in the global DIY, home improvement, and garden sector. This brought an international perspective to the Danish market. Jointly hosted by the leading DIY professional organisations, EDRA (European DIY-Retail Association), HIMA (Home Improvement Manufacturers Association), and GHIN (Global Home Improvement Network), the event came to Copenhagen with the ambition to increase awareness about responsible business models among their audience.

At the event, responsibility and global sustainability were launched as essential parameters for future summits and for the future of the industry. Though the launch was primarily a symbolic signal, it has the potential to inspire the DIY industry to become more sustainable, partly through increasing knowledge sharing between small companies and large enterprises globally.

*"We didn't want to just focus on sustainability, but on the broader concept of responsibility,"* said Iñaki Maillard, General Manager at Global DIY-Summit.

Conferences and big business events may put a burden on the environment, but the meetings also hold a vast potential for innovative improvements created by the participating delegates to serve strategic goals and societal needs. This could help offset the conference's negative impact on

responsible and sustainable development and instead bring positive change to the destination and more widely to the sector as a whole.

Legacy, however, can go far beyond the destination. When more than 900 delegates meet from 55 countries, the vision and messages they carry home with them can influence practices in many countries and change the world. It is possible to coordinate the work and the research and exchange new ideas, which may greatly impact the conference's legacy. But there is no reason to wait until the conference takes place. The organisers can already start the legacy process in the early planning stages.

Copenhagen Convention Bureau and Copenhagen Legacy Lab got together with the Summit committee and local stakeholders to address challenges that the DIY Industry faces on climate change, the tech revolution, and a lack of a diverse labour force. Copenhagen Legacy Lab also engaged with the Global DIY-Summit to design four tailor-made activities addressing the ambition of supporting a more sustainable and responsible future. They came up with the 'DIY LEGACY PROJECT', which approached the challenge from three angles: communication, education, and future planning.

## RESUME

The 'DIY LEGACY PROJECT' was launched to contribute to the overall objective of creating a more responsible and sustainable industry. The project included four activities to support the goal:

- An introduction to the DIY legacy process during the opening session of the Global DIY-Summit
- A dedicated exhibition area showcasing different legacy actions and a "wish" tree, where delegates were encouraged to hang written sustainability targets on the branches
- An annual digital trend report focusing on the major legacy impact of the DIY sector
- A sustainable tour in Copenhagen, visiting sites and businesses

The activities will not change the industry overnight, but it was a start to making the DIY industry more responsible and sustainable.



PICTURES FROM 8<sup>TH</sup> GLOBAL DIY SUMMIT 2022

## TESTIMONIAL

General Manager at Global DIY-Summit Iñaki Maillard says:

*"We wanted to become a messenger to the industry and highlight that sustainability and equality practices are vital and feasible. In the summit, there was a stage set up to showcase just that and provide inspiration."*



## SPECIAL THANKS TO

8<sup>th</sup> Global  
DIY-Summit  
2022





### STEP 1 Strategic goals and societal needs

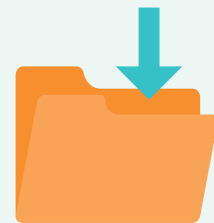
The Global DIY Summit had a special focus on four of the UN Sustainable Development Goals (SDGs):

- #9 Industry, Innovation and Infrastructure
- #11 Sustainable Cities and Communities
- #12 Responsible Consumption and Production
- #13 Climate Action



### STEP 2 Objectives

The overall objective was to create a more responsible and sustainable industry.



### STEP 3 Inputs

A number of meetings and workshops between Copenhagen Legacy Lab, the Summit committee, and specific local stakeholders took place ahead of the Global DIY-Summit. These were both in-person and online due to the circumstances of COVID-19.



### STEP 3 Activities

The meetings and workshops resulted in the 'DIY LEGACY PROJECT', which included four types of activities:

- An introduction to the DIY legacy process during the opening session of the Global DIY-Summit
- A dedicated exhibition area showcasing different legacy actions and a "wish" tree, where delegates were encouraged to hang written sustainability targets on the branches
- An annual digital trend report focusing on the major legacy impact of the DIY sector
- A sustainable tour in Copenhagen, visiting sites and businesses



### STEP 4 Outputs

The **introduction of the legacy process** with legacy targets was very well received at the opening session.

**The dedicated exhibition area** had 37 exhibitors, including strategic partners. Many delegates and exhibitors hung a piece of paper on the olive "wish" tree with their written suggestions on improving targets on responsibility and sustainability. The suggestions were displayed in the exhibition area.

**The annual digital trend report** was launched at the DIY-Summit's end. Delegates also received surveys to get insights into their sustainability work.

Finally, **the sustainable tour** was successful and had 330 participants.



### STEP 5 Outcomes

The presentation of legacy activities and targets for responsibility and sustainability was a good way to start a dialogue between the summit participants. The suggestions from the wish tree will be analysed and followed, while the surveys and follow-ups will be shared and discussed in the coming years. Potential changed behaviour will be tracked through annual surveys. Learnings from the sustainable tour can offer valuable inspiration for visionary leaders within the industry, and it also provided an opportunity for local businesses to establish new business relations.



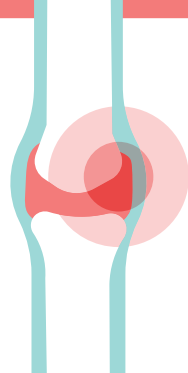
### STEP 6 Impact

The 'DIY LEGACY PROJECT' was not meant to change the industry from one day to another, but rather start a process that will enable the DIY industry to face future challenges and societal demands in a more sustainable and holistic manner.



### STEP 7 Potential legacy

It is still to be seen if the 'DIY LEGACY PROJECT' will end up creating a legacy. That said, the activities and initiatives designed to start a debate on responsibility and sustainability were aligned with local visions and traditions and were very well received by delegates to the 8<sup>th</sup> Global DIY-Summit.



# EULAR 2022 Congress

COPENHAGEN, 1-4 JUNE 2022

At its 75<sup>th</sup> years anniversary, the European Alliance of Associations for Rheumatology (EULAR) went back to its roots. EULAR was founded in 1947 at an event in Copenhagen and the same city was selected in 2022 to celebrate this milestone. Over the years the EULAR collaboration has matured and grown stronger.

The current organisation consists of three pillars: the people with arthritis/rheumatism, the health professionals in rheumatology (HPR) and the scientific societies of rheumatology of all the European nations. It organises coordinated training courses in member countries, with transdisciplinary options for participation based on the group the members belong to. Some countries have training at EULAR courses as a mandatory prerequisite for practising as a professional doctor in the field. As clearly expressed in the legacy activity, a European campaign based on the Danish example, it is essential to have a multi-disciplinary approach for successful treatment.

More than 14,500 delegates from around 130 countries participated in the EULAR 2022 congress. It was held both virtually and onsite in Copenhagen, offering the first-ever hybrid congress experience. EULAR successfully implemented this new and highly innovative congress structure, offering a combination of virtual and onsite sessions and activities in parallel meetings. The high number of participants reflects the need to address rheumatic diseases. Rheumatic diseases are a serious problem, affecting more

than 120 million people in Europe, and early diagnosis and treatment are essential to lower the effects of this group of crippling diseases. If treatment starts more than a few months after the first symptoms, there may already be irreversible damage to the bones and joints.

EULAR 2022 was an important event for European collaboration on research and the exchange of results among members of EULAR. The high level of participation in the congress and contributions to the preparatory work indicate that the community is motivated by the need for more experts to treat patients. The congress and its training programmes, scientific publications, and professional networks and committees have a substantial impact on the stakeholders. At the political level, advocacy groups across Europe communicate the need for rheumatoid specialists to treat an ageing population.

As part of their legacy bid to the EULAR 2022, the Danish hosting organisation presented the Danish example of waiting lists for specialist appointments guaranteed by law not to exceed four weeks. The Danish treatment strategy focuses on fast reaction and multidisciplinary "togetherness" collaboration to offer the best individual treatment, including healthy lifestyle, rehabilitation, and self-management for each patient. While it is an inspirational initiative that can lift the quality of treatment, it is still important to raise the need for more rheumatologists and doctors who are specialists in the field of rheumatology.

## RESUME

The EULAR 2022 Congress was an extremely professional hybrid event managed by a very competent and experienced team in close collaboration with the community behind the congress and the local organising committee. More than 14,000 delegates from over 130 countries participated in the congress that focused on rheumatic diseases affecting more than 120 million people in Europe.

The congress was supported by one legacy activity:

- A European campaign based on the Danish example

The campaign showcased the Danish treatment strategy and was clear on the need for more professional personnel and treatment. The legacy activity will support the EULAR organisation, while it will be among the EULAR Research Centre's tasks to compare treatment data with the number of rheumatologists and access to treatment throughout Europe.

Beyond the congress, EULAR continues to offer scientific communication and publishing, international training courses, coordinated advocacy for rheumatoid diseases, better and faster diagnosis, improved standards for treatment etc.

## TESTIMONIAL

Statement by EULAR President  
Annamaria Iagnocco:

*"2022 was an extraordinary year for EULAR, marking not only our first-ever hybrid congress but also our 75th anniversary! The EULAR 2022 Congress will offer a cutting-edge congress experience that will only be enhanced by the outstanding celebrations of the EULAR jubilee of the three EULAR pillars and the EULAR communities."*

*Copenhagen is an exceptionally significant city for EULAR, marking the location of our first-ever EULAR Congress (75 years ago). We look forward to going back to a city that acknowledges our organisation and supports its strategies, aiming to reduce the impact of RMDs on those afflicted and to improve their social position and quality of life."*



PICTURES FROM EULAR 2022 CONGRESS

## SPECIAL THANKS TO



The Danish  
Rheumatism Association



**STEP 1 Strategic goals and societal needs**

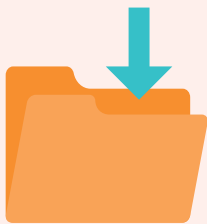
EULAR 2022 showed a special commitment to the following UN Sustainable Development Goals (SDGs):

- #3 Good Health and Well-being
- #4 Quality Education
- #10 Reduced Inequalities
- #17 Partnerships for the Goals



**STEP 2 Objectives**

The objective was to raise awareness about increasing the workforce and the quality of treatment by having chairs of rheumatology at each medical faculty. The objective supports the rapidly increasing mentor programme for young researchers, EMEUNET, which has more than 3,000 members throughout Europe.



**STEP 3 Inputs**

Two workshops with decisionmakers from EULAR and relevant stakeholders from the Danish Rheumatology Society took place before EULAR 2022.



**STEP 3 Activities**

EULAR and relevant Danish stakeholders decided to focus on one legacy activity:

- A European campaign based on the Danish example to set general standards for treatment together with more access.

The campaign showcased the Danish treatment strategy and was clear on the need for more professional personnel and treatment.



**STEP 4 Outputs**

The local organising committee launched the **European campaign based on the Danish example** during the opening event of EULAR 2022 and made it public on YouTube and relevant websites afterwards. The campaign has been seen by more than 11,000 people and is being shared on social media.

Link to the campaign:  
<https://www.youtube.com/watch?v=ZHXhLaPRDzc>



**STEP 5 Outcomes**

The **European campaign based on the Danish example** supported the clear message from EULAR 2022 concerning the need for more professional personnel and treatment.

As a follow up, EULAR has announced that they will set up a project for data collection to get a better overview of how rheumatism is treated in different countries. This will help to define the gaps and advocate for an increase of the workforce in rheumatology in those countries where a shortage has been identified. A comparative database will be an important tool for the national EULAR members and not the least the EULAR advocacy group.



**STEP 6 Impact**

With an ageing population, the disease will become more common, affecting the quality of life of the individual and the economic performance of society. The many participants and clear messages from the congress will raise further attention and political support for more resources to professional development. The contribution from EULAR 2022 can therefore be valuable for society in the future.

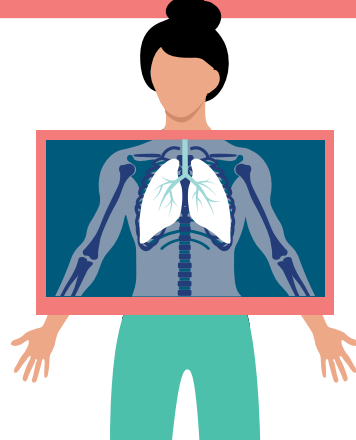


**STEP 7 Potential legacy**

There is a high need for developing EULAR activities to attract young professionals in the field of rheumatology. Copenhagen Legacy Lab will monitor the success of the European campaign based on the Danish example with EULAR to see if the quality of treatment and/or the number of rheumatologists increases. A potential increase in development will be based on the existing baseline vs EULAR's goals.



## LEGACY CASE STUDY



# ESTRO 2022

**COPENHAGEN, 6-10 MAY 2022**

When more than 5,600 radiotherapy and oncology experts from various countries meet, it is a unique opportunity for them to exchange new ideas on medical treatment with their peers. The congress can also provide a platform for learning and sharing best practices through strategic legacy activities. The legacy activities at ESTRO 2022 focused on improving the dialogue with patients, their relatives and everyone affected or working with treatment within the field. The legacy vision for the conference was "Learning from every patient", linking directly to the priorities of Denmark's cancer treatment with several clear patient targets.

Legacy activities have been an important priority for the European Society for Radiotherapy and Oncology (ESTRO) and the congress since 2018. The engagement activities suggested by the local organising group of Danish stakeholders were pivotal for choosing the Danish bid to organise the conference. The Danish bid for ESTRO 2022 comprised two parts: an engagement project and a functional bid. The engagement project was co-created by The Danish Comprehensive Cancer Center for Radiotherapy (DCCC-RT), Wonderful Copenhagen and Visit Aarhus. The functional bid was prepared by Wonderful Copenhagen, Bella Center Copenhagen, and members of the Meetingplace network.

To facilitate the engagement activities, the conference set-up had an open stage dedicated to cancer patients, their relatives and the public with no registration required. The conference had a large exhibition area for private companies as well as a comprehensive website with live recordings of sessions for remote participants, making it possible to watch the other 12 parallel sessions in the programme.

The legacy targets anchored in the local organising community ensured an ongoing improvement after the conference. In this way, the conference could act as an agent of change that will be an example to other countries. With the international perspective of the conference, it has a global impact.



## RESUME

ESTRO 2022 was an extremely professional event managed by a very competent and experienced team in close collaboration with the community behind the conference and the local organising committee. More than 5,600 radiotherapy and oncology experts attended the congress. The legacy objective was "Learning from every patient", which played an essential role as an integrated tool in achieving the local organisers' legacy vision of succeeding in:

- More cancer patients to receive a successful course of treatment with higher survival rates
- Fewer cancer patients experiencing the side effects and late effects due to radiation therapy
- More quality research in the field of radiation therapy.

In addition, the Danish national target for participation in clinical trials is to be raised from 10% to 50% after the conference. The long-term effects are still to be seen, but the Danish DCCC-RT is committed to reporting back on the targets.

## PICTURES FROM ESTRO 2022

## TESTIMONIAL

The two local organisers Jesper Grau Eriksen and Cai Grau commented on the national impact:

*"The conference was a good breeding ground for the exchange of ideas and new collaborations. It has been a particularly good experience to be able to present national data on Danish soil. We think it has sharpened the attention of the international participants on Danish results."*

*"With regards to the Danish legacy project, it became more visible that radiation therapy is an important treatment option to cure cancer, and that there is an interest from the professionals in creating a dialogue with patients about the future of cancer treatment."*

Statement by ESTRO President Ben Slotman:

*"The conference was not only a great event for all participants flying in from all over the world, but the combination with the engagement project gave it a much broader context. For ESTRO, the outreach to patients and local organisations, is strategic to improve health outcomes, also in the continuation after the congress."*

## SPECIAL THANKS TO



Danish Comprehensive Cancer Center



Kræftens Bekæmpelse





STEP 1

Strategic goals and societal needs

In 2012, ESTRO adopted a vision statement for 2020 with the intention to emphasise the activities of the scientific cancer society in developing and promoting the role of radiation oncology in multidisciplinary cancer care. This target has been debated by several dedicated groups of specialists and published as a new vision for radiotherapy and oncology for 2030, 'Radiation Oncology. Optimal Health for All, Together'. This sets the standards for research, education, best practices, treatment, exchange, etc., for all cancer patients worldwide.

The ESTRO 2022 vision of the Danish host community led by DCCC-RT was 'improving outcome and health by enabling and catalyzing large (national) networks across research, clinical services, treatment modalities, organ-specific groups and patients'. Thus well aligned with the ESTRO 2030 Vision 'Optimal Health for All, Together' and the subsequent common theme for the congress; 'Learning from every patient'



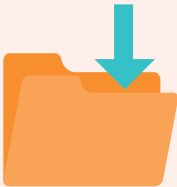
STEP 2

Objectives

The conference vision adopted by the ESTRO organisation for ESTRO 2022: "Learning from every patient", played an essential role as an integrated tool in achieving the local organisers' legacy vision of succeeding in:

- more cancer patients to receive a successful course of treatment with higher survival rates
- fewer cancer patients experiencing the side effects and late effects due to radiation therapy
- more quality research in the field of radiation therapy


In addition, the Danish national target for participation in clinical trials is to be raised from 10% to 50% after the conference. A group of representatives from all the regions of the national organising group will follow up and report on the targets in the following years after the conference. Targets are aimed at being included in the national health quality indicators for treatment.



STEP 3

Inputs

All sessions were carefully selected and curated by international expert committees organised by ESTRO, while Copenhagen Legacy Lab supported their work from a local perspective.




STEP 3

Activities

The target groups included researchers, treatment professionals and students. For industry and suppliers, a large exhibition area was available. The open stage gave access to nonpaying participants representing patients, relatives and caregivers, the general public and the press. Each day during the conference, the open stage provided two-hour presentations and a moderated English debate. Before and after the conference, the local organiser arranged an introduction and a final briefing from the conference in Danish.

The legacy activities focused on:

- Collaboration in Europe
- Oncopolicy (access, equity and waiting times)
- Research/ development collaboration
- Too few patients in clinical trials
- Radiotherapy in Denmark – is there really a gap?
- Patient involvement, value-based oncology and public awareness
- Patient engagement from direct dialogue on a stage
- Ideas for innovation and improvement



STEP 4

Outputs

ESTRO 2022 was an important event for European collaboration on research and the exchange of results among members of the European Society for Radiotherapy and Oncology. The high level of participation in the conference and contributions to the preparatory work indicate that the community is indeed "learning from every patient".

The Danish DCCC Radiation Therapy steering group distributed the open-scene programme to Danish patients and their relatives. Between 25 and 100 people visited the patient engagement stage daily (on and off). The stage supported the various focus areas.



STEP 5


Outcomes

The local organisers Jesper Grau Eriksen and Cai Grau commented:

*"The conference provided a good boost to the development of radiation therapy - both a clinical component as well as the more experimental one. In addition, there were several developments in the treatment of hematological, breast and esophagus cancers that will lead to a change in the individual clinics - if not already introduced."*

The recruitment of more patients to clinical trials is one of the changes that will be given priority as a direct outcome of the conference. This will strengthen the research, the improvement and benchmarking of treatment.

Introducing Danish stakeholders to the international society of ESTRO also had a significant effect. This resulted in the Danish Cancer organisation "Kræftens Bekæmpelse" will participate in ESTRO 2023 in Vienna.



STEP 6

Impact


20 years ago, it was common for cancer patients in Denmark to seek advice at the Second Opinion Panel at the Danish Health Authority, who would also pay for expensive treatments abroad if relevant. This kind of treatment traffic is no longer common because treatment and results are well documented, and there is trust in the local health system.

There are still countries where cancer treatment is not at the optimal level, where doctors need better training or where treatment is not updated. ESTRO works to minimise the gap between the actual and the best possible treatment. The ESTRO conference is where researchers exchange results, treatments are evaluated, and health systems are benchmarked.

The Danish DCCC Radiation community is committed to reporting back on the targets mentioned in step 2.

STEP 7

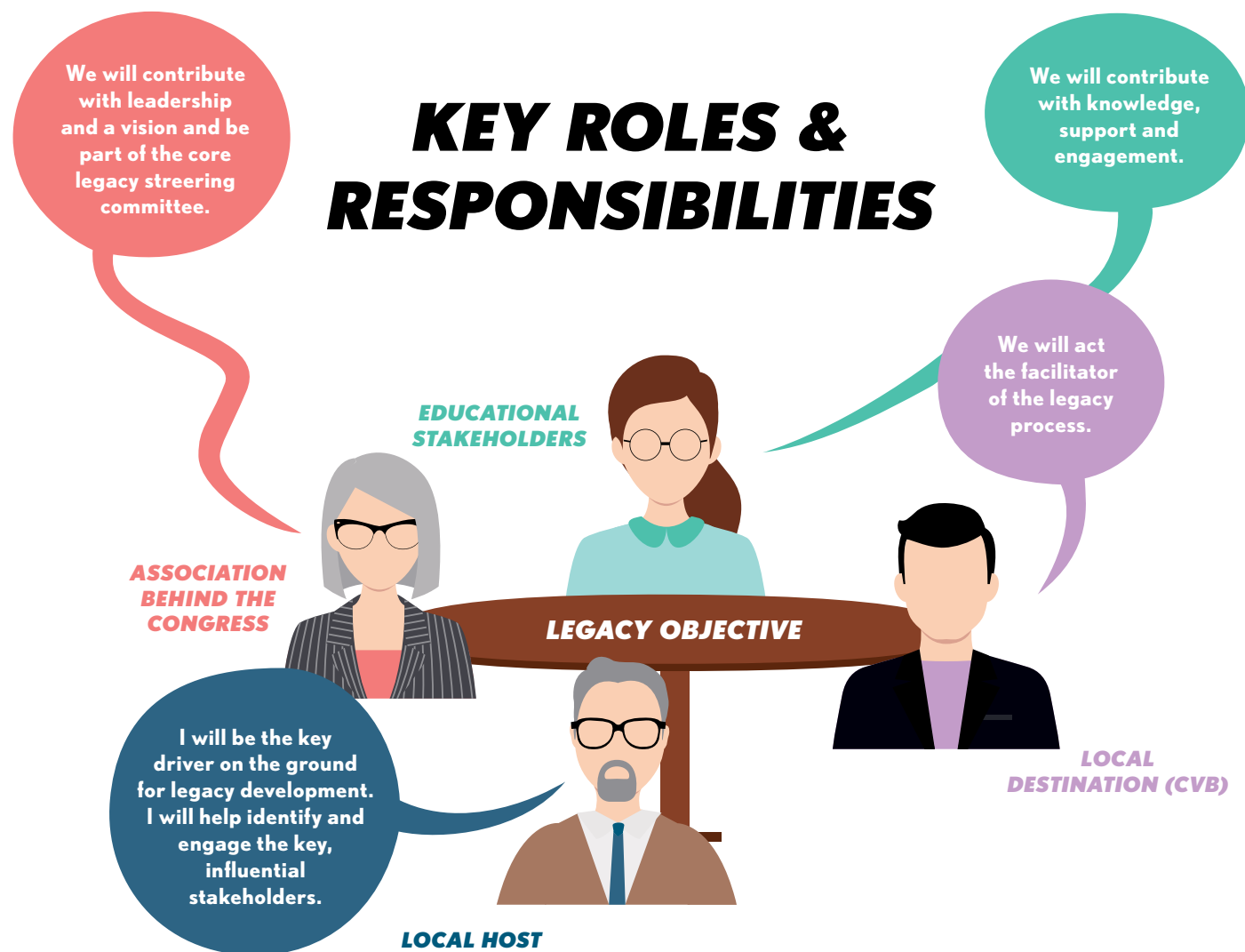
Potential legacy



The ESTRO vision statement from 2020 to 2030 shows a strong commitment to the positive development of cancer treatment, as summarised here below:

Vision statement 2020	Vision statement 2030	Evolution between vision statements
Every cancer patient	For all	Beyond patients, also caregivers and society
In Europe	For all together	Beyond Europe
Access	For all	Implies optimal access
State-of-the-art	Optimal	Based on the actual evidence and on specific possibilities and context
Radiation therapy	Radiation oncology	Beyond radiation treatment
Multidisciplinary approach	Radiation oncology together	With and beyond oncology, integrated patient-centric approach
Individualised for the patients' cancer	Optimal	The best that can be achieved for a specific patient, accounting for caregivers and society
Personal circumstances	Optimal	Personal, caregivers and social context considered.

# KEY ROLES & RESPONSIBILITIES

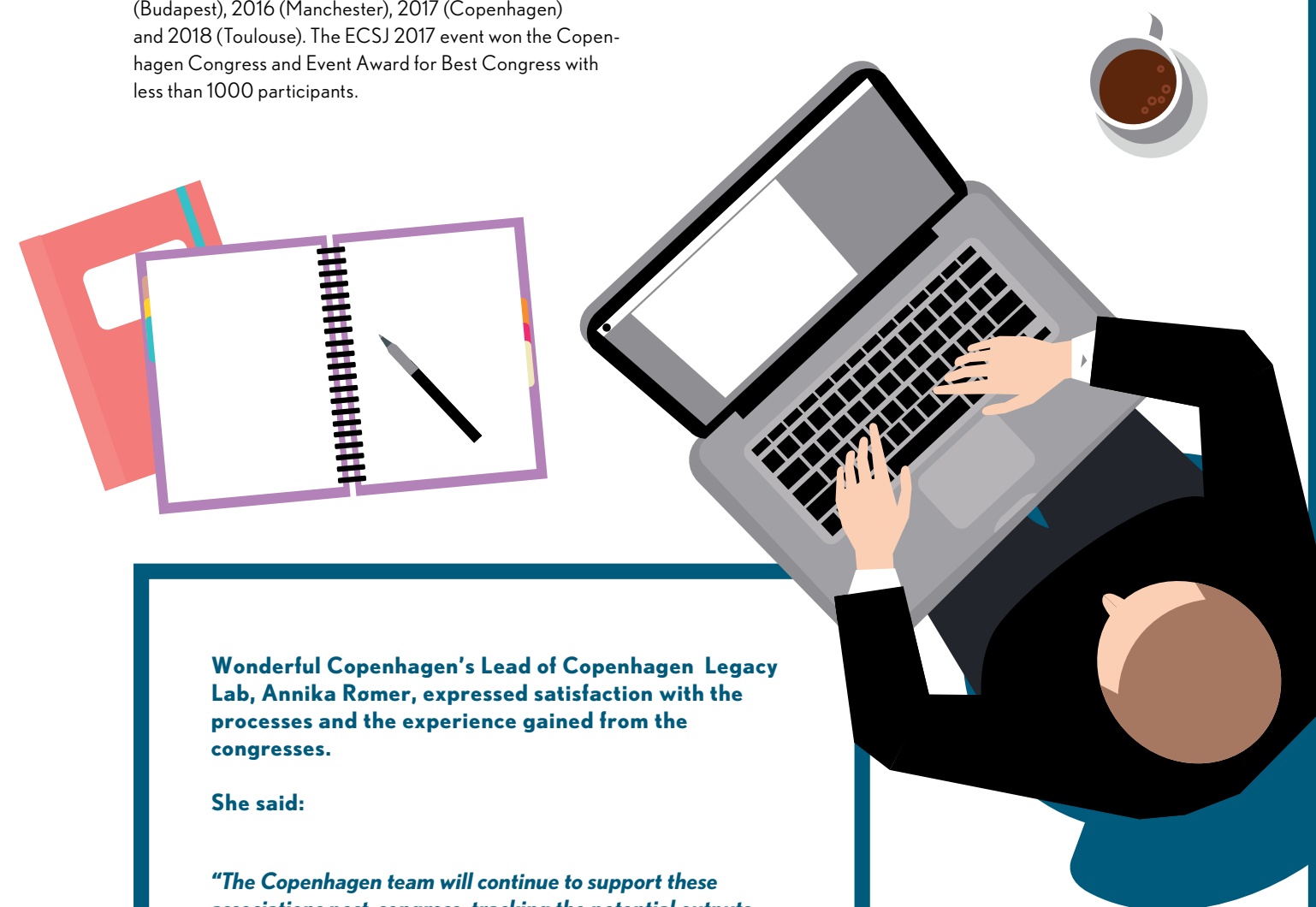


# ABOUT THE AUTHOR

Jens Degett is an experienced prize-winning conference organiser. He was one of the initiators of the EuroScience Open Forum (ESOF), a large biennial European forum for interdisciplinary and intersectional debate about scientific research and innovation, first organised in Stockholm in 2004.

He initiated and chaired the first European Conference for Science Journalists (ECSJ) in Copenhagen in June 2014 and co-organized the following ECSJ editions in 2015 (Budapest), 2016 (Manchester), 2017 (Copenhagen) and 2018 (Toulouse). The ECSJ 2017 event won the Copenhagen Congress and Event Award for Best Congress with less than 1000 participants.

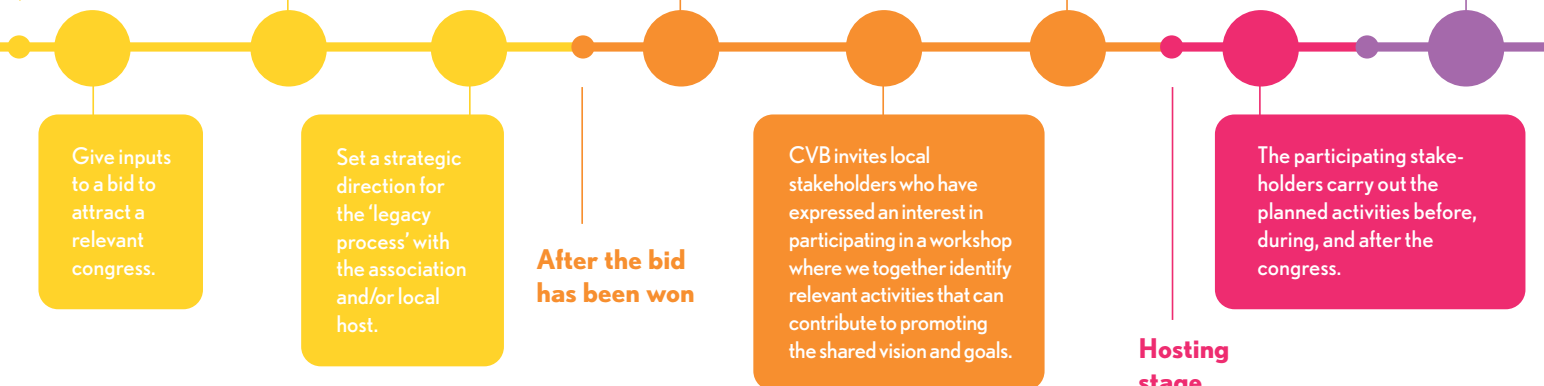
Jens Degett is Editor-in-Chief of Science Stories, a science media platform that produces engaging stories on science and technology to increase public interest in science. He is the President of the European Union of Science Journalists Associations (EUSJA) since 2016 and Chair of the Danish Science Journalist's Association (DV) from 2012-2020. A biologist by training, he has worked with science, journalism and communication since 1990.



# GENERIC CUSTOMER JOURNEY

## PLANNING

### Bidding process



**Wonderful Copenhagen's Lead of Copenhagen Legacy Lab, Annika Romer, expressed satisfaction with the processes and the experience gained from the congresses.**

**She said:**

*"The Copenhagen team will continue to support these associations post-congress, tracking the potential outputs, outcomes, impact, or even legacy these activities created and looking into future planning and activities."*

*This falls in line with the revised 7- step model that will be instrumental in deepening the strategic approach towards long-term legacy planning and measurements from international congresses in the future."*

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For more questions or more information please see:

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