

Copenhagen Legacy Lab



Agenda

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 - Why
 - What
 - How (7-step model)
- 3.0** Cases and measurement
- 4.0** Lessons learned
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Background



Background

Industrial PhD programme:

- Hansen, T. T. (2020). *The Impacts of Academic Events*. Aalborg Universitetsforlag
- Explored the impacts of academic events
- Published in 2020 following three years of research

THE IMPACTS OF ACADEMIC EVENTS

CYCLES OF CREDIBILITY AS AN ANALYTICAL
FRAMEWORK

by

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Dissertation submitted

PhD findings

Impact

Events probably generates more impact than direct tourism value

Examples:

- Knowledge exchange
- Scientific networking
- Research dissemination

Wording

Impacts are discussed under several headings

Examples:

- Intangible impacts
- Benefits beyond tourism
- Legacy

Measurement

Extended impacts and intangible effects are difficult to measure

Legacy (suggestion)

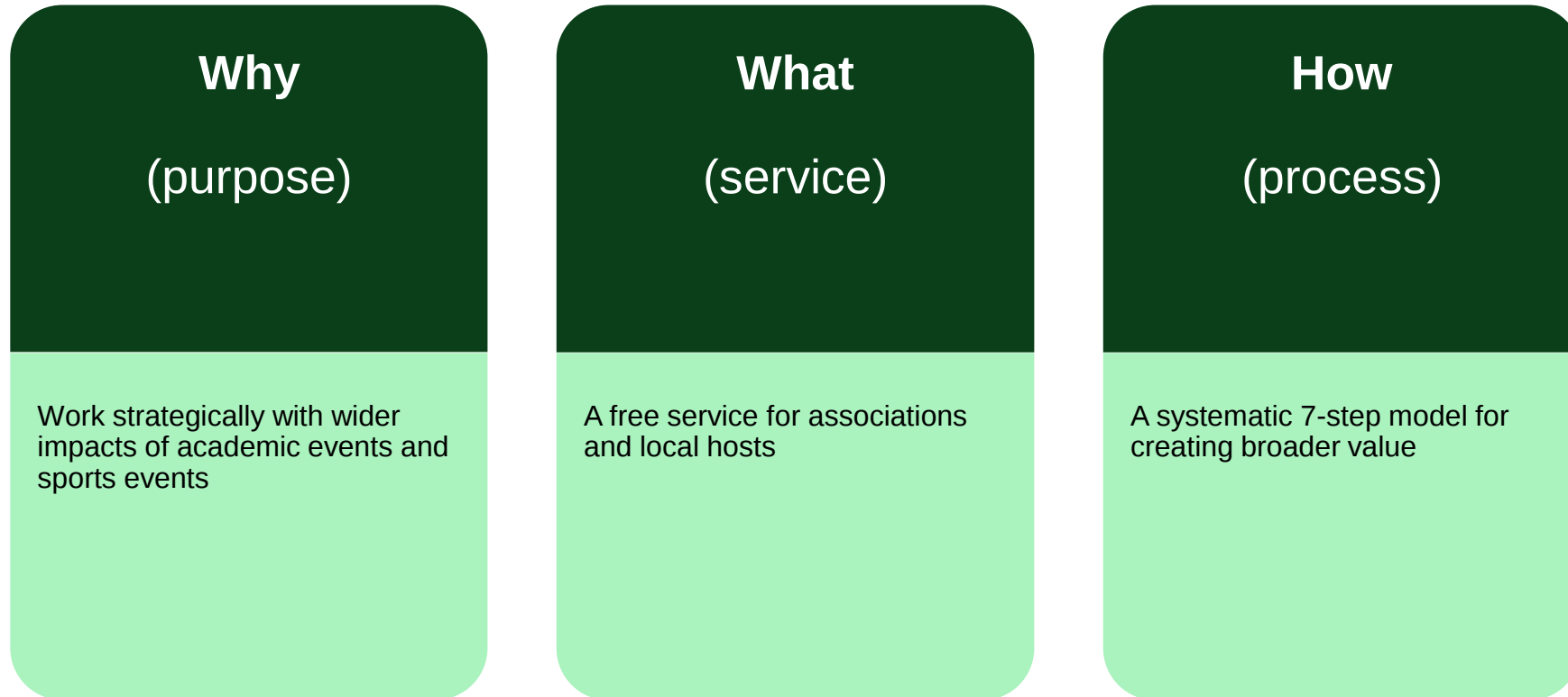
Work strategically with the extended impacts of events

Copenhagen Legacy Lab

A strategic initiative to creating long-term positive impact
from congresses and major events



About



Examples

Events can serve as platforms for creating broader value:

- **Attract investments** (e.g. connect investors with startups)
- **Inspire students** (e.g. encourage them to pursue a career in cyber security)
- **Influence policies** (e.g. shape everyday chemical legislation)
- **Involve patients** (e.g. educate people living with multiple sclerosis)
- **Attract talents** (e.g. young researchers and postdocs)
- **Start initiatives** (e.g. start a dementia running team)
- **Sign declarations** (e.g. commitment to tackling AMR)
- **And much more**



What

- **Team:** Three full-time employees
- **Cases:** 20 congresses and 8 sports events
- **Stakeholders:** Mobilised 100+ stakeholders across sectors
- **Legacy initiatives:** Delivered 45+ legacy activities

Gerda-Marie Rist
Head of Copenhagen Legacy Lab



Jakob Kjeldgaard
Senior Manager

Frida Toksvig
Manager





Strategies

Copenhagen Legacy Lab supports the following strategic priorities:

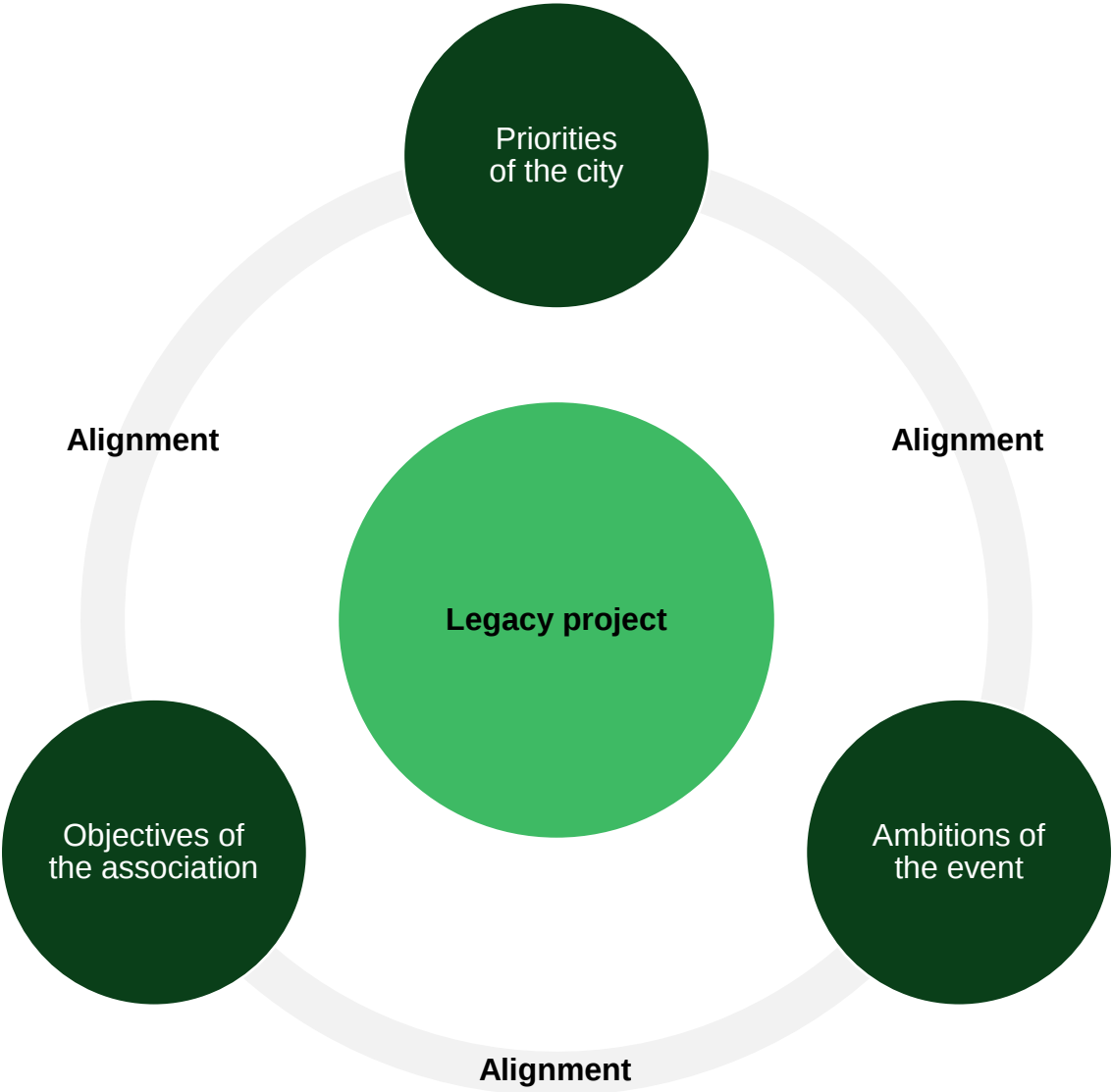
Examples of local strategies:

- **Wonderful Copenhagen** (e.g. enriching encounters and employment opportunities for people on the fringes of the labour market)
- **Municipality** (e.g. attracting talent and investment)
- **Meetingplace** (e.g. attracting more business to the city)

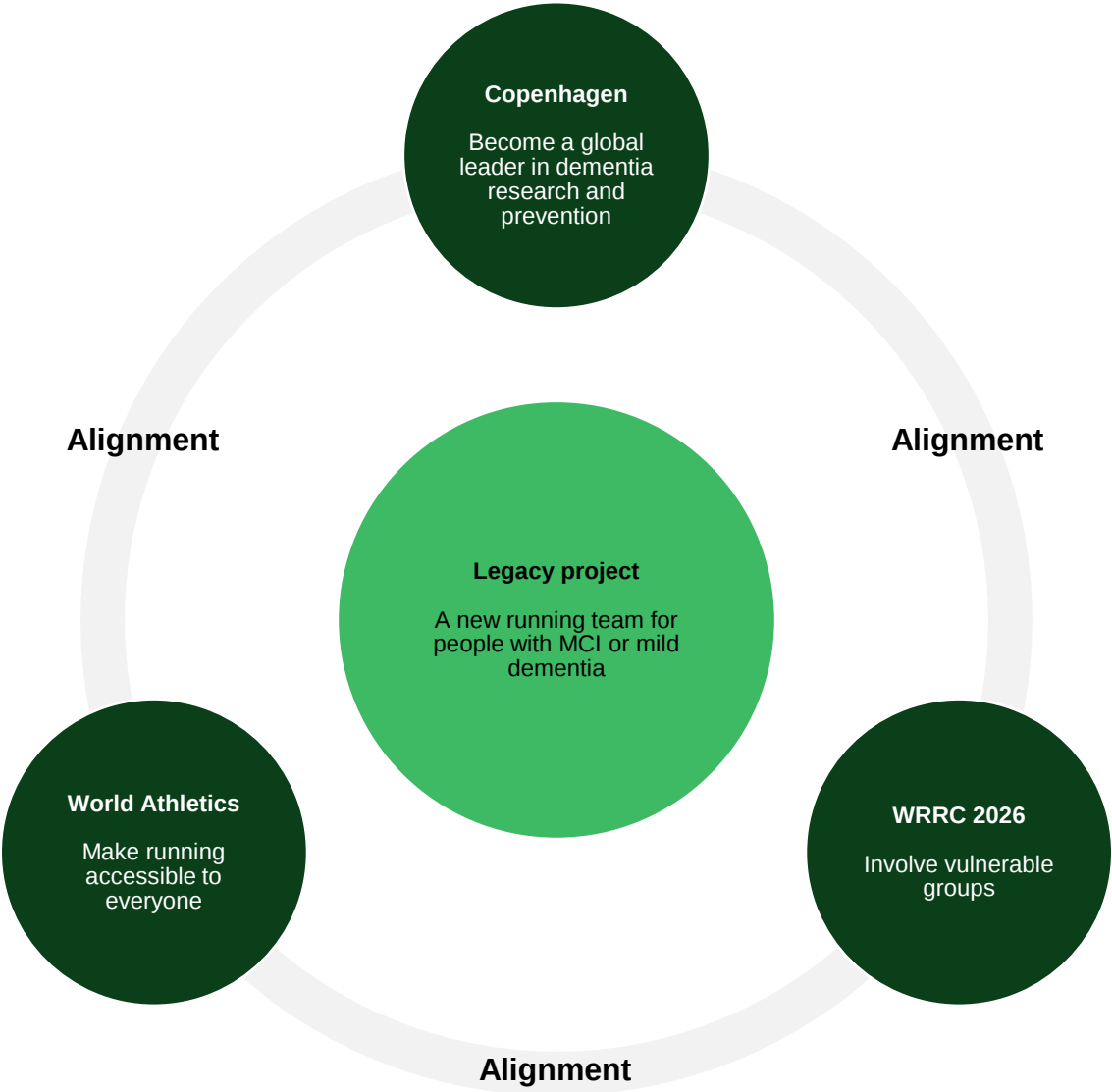
Examples of national strategies:

- **MeetDenmark** (e.g. creating value for citizens)
- **Danish Life Science** (e.g. fostering partnerships between research, hospitals and companies)

Step 1



Example



Cases and measurement



FIP 2025

Objective:

To combat antimicrobial resistance (AMR) by mobilising FIP member organisations in a coordinated effort

Activity:

- A full day of the program focused on AMR resistance
- The FIP Copenhagen Declaration on AMR was signed on the last day of the congress

Evaluation (after more than one year):

- **Goal 1:** Signing by +50 FIP member organisations
More than 80 organisations have signed the declaration
- **Goal 2:** Integration into FIP's strategy
FIP has anchored the declaration into the strategy and shared best practices (e.g. India, Spain and Ethiopia)



CGW 2025

Objective:

To minimise economic cybercrime among seniors

Activity:

A pre-event seminar for around 325 seniors:

Program:

- Welcome by the Danish Minister of Justice
- Presentation by the Danish Police
- Presentation by Danske Bank
- Presentation by Mastercard
- Q&A and guided tour

Evaluation:

- **Goal 1:** Continue the pre-event seminar in 2026 and 2027
The concept continued in 2026 and is currently being planned as part of the 2027 gaming festival
- **Goal 2:** Inspire at least two similar initiatives
Play! Festival Bergen has adopted the concept, and Danske Seniorer hosted several presentations



Lessons learned



Lessons learned

Identify unique synergies

Examples:

- Badminton: Asia
- Wind: STEM
- Media: Gen-Z news fatigue
- Gaming: Cybercrime

Invite unconventional stakeholders

Examples:

- Badminton: Ministry
- Wind: Families
- Media: International schools
- Gaming: Seniors

Challenge conventional thinking

Examples:

- Badminton: Asian delegation
- Wind: Open house
- Media: Gen-Z session
- Gaming: Pre-event for seniors

Learn from successes and mistakes

Examples:

- Existing frameworks
- Existing cases
- Existing theory

Questions



Copenhagen Legacy Lab

<https://www.wonderfulcopenhagen.com/cll>