

Best Practices in Outreach



Field or sector: Social Science, health care and human rights
Meeting Size: 6,000 (estimate)

Women Deliver

Women Deliver is a leading, global advocate for gender equality and the health, rights and wellbeing of girls and women. Women Deliver brings together diverse voices and interests to drive progress for all, including on maternal, sexual, and reproductive health and rights. Women Deliver builds capacity, shares solutions, and forges partnerships, together creating coalitions, communication, and action that spark political commitment and investment in girls and women.

OUTREACH CASE STUDY 11: WOMEN DELIVER, Copenhagen 2016

Nature of Outreach

- Youth engagement
- Local community engagement
- Boosting participation of young delegates
- Putting focus on gender equality
- Increase awareness and knowledge sharing about health, rights, and wellbeing of girls and women around the globe in the last decade

Outreach Activities

- +120 events and arrangements before, during and after the event
- Public activities such as exhibitions, concerts, debates, bike runs and happenings
- Two-day Youth Pre-Conference and the Youth Zone, to the plenary and concurrent sessions

Financing:

- DANIDA
- City government
- International donors and sponsors

Involved Stakeholders:

- Over 150 organisations
- Public and private companies, cultural institutions (incl. cafés and cinemas), sports- female-youth- and migrants- associations
- The City of Copenhagen, the Danish Monarchy, the Danish Parliament, Copenhagen CVB

Impacts:

- 132 international and national articles during the Women Deliver week
- 489 international and national articles during the conference week
- 1 Women Deliver special in World's Best News going out to half a million readers
- 100 Women Deliver posters in the city and 150 in the metro
- 6 printed features in national media
- 10 days with daily network coverage
- 7 features in local television and 4 new documentaries on national television
- 40 students covering events through 'I DeliverChange' platforms - over 50,000 viewers

Legacies:

- Young people made up 20% of all participants of Women Deliver 2016
- Partnerships was strengthened, eyes was opened, policies shifted and funding accelerated
- 'Girls Not Brides' helped end child marriage in Trinidad and Tobago through connection with civil society representatives
- The 'Safe Delivery' app soared to new heights due to media exposure and new partners
- Clean energy social enterprise 'GreenChar' earned top features in top-tier media since winning first place in Women Deliver's 2016 Social Enterprise Challenge

Best Practices in Outreach

DANISH
MICROBIOLOGICAL
SOCIETY

Field or sector: Biology
Meeting Size: 200

Danish Microbiological Society

The Danish Microbiological Society is a scientific society for microbiologists in Denmark. The Danish Microbiological Society is concerned with all fields of microbiology. The MiFFi Conference aims at binding together academia, industry and the regulatory levels to share scientific results, discuss current developments, push the regulatory agenda and foster the microbial food and feed ingredients community.

OUTREACH CASE STUDY 12: International Conference on Microbial Food and Feed Ingredients (MiFFi), Copenhagen 2018

Nature of Outreach

- Create public awareness about the use of bacteriae in foods in an involving way
- Present the latest Danish research, innovation and education within bacteriae and probiotics
- Encourage networking between students, companies and scientists
- Encourage fruitful and future dialogue between students, industry and scientists – discussing sustainable regulation of new foods and bioactive ingredients and future direction of food innovation
- Draw attention to industry needs and further implementation of these into education
- Showcase scientific best-practise examples

Outreach Activities

- Local community engagement and education through public 'Fermenting for Deliciousness' tasting session (closing keynote, Nordic Food Lab)
- Student showcases during the exhibition, incl. product presentations and Q&A's
- Cross-sector sessions, presentations and panel discussions
- Special feature issue in leading scientific journal within microbiology

Financing:

- Conference budget, incl. exhibition
- Cap-Partner covering eventual financial risk

Involved Stakeholders:

- CAP-Partner
- Confederation of Danish Industry
- The Danish Agriculture & Food Council
- Federation of European Microbiological Societies
- American Society for Microbiology
- Various larger companies and NGOs (exhibitors)

Impacts:

- Maintaining conference 'top-of-mind' due to showcasing in leading scientific journal - a vital element in promoting MiFFi 2020 and securing a wide knowledge-spectrum in relevant scientific circles
- Active social media approach and local community engagement through for example tasting session ensured high public awareness during the conference

Legacies:

- Strengthening of cross-sector collaboration and network – ensuring new types of collaboration and future dialouge across clusters

Best Practices in Outreach

Nordic Federation of Societies of Obstetrics and Gynecology



Field or Sector: Medical
Meeting Size: 925

The Nordic Federation of Societies of Obstetrics and Gynecology is a federation of the five national societies of obstetricians and gynecologists in the Nordic countries. The aim of NFOG is to promote the scientific and practical cooperation between obstetricians and gynecologists of the Nordic countries.

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Case Study 13: 41th Nordic Congresses of Obstetrics and Gynecology, Odense 2018

Nature of Outreach

- Local Community Engagement
- Sharing Knowledge and strengthening collaboration
- Involving the citizens

Outreach Activities

- Public meetings and lectures in the city centre in corporation with local societies
- Nordic trainee fellowship
- Presentation of local food made with local ingredients outside venue
- Involvement of local artists
- Possibility for delegates to register for different activities in the city

Financing:

- Congress budget
- Corporate sponsors
- City Government
- The University Hospital

Involved Stakeholders:

- The International association
- Danish Women's society
- City Government
- Local citizens
- Media
- Corporate sponsors
- University Hospital

Impacts:

- Funding
- 14 pre-congress workshops at the University Hospital
- For the first time Nordic Trainees took part in the daily routine in departments at the University Hospital with a Danish doctor as host

Legacies:

Legacies

- Community engagement through public exhibition
- The insight in the Danish science and practise is strengthened
- Maintaining focus on science and practise in a Nordic and global health perspective