

Technical Tours, Communication & Marketing

Tanya Gottlieb Jacobsen
State of Green

Technical Tours

Working group for Technical Tours

- IWA-DK
- HOFOR
- Kamstrup (DI Vand)
- Spildevands Teknisk Forening
- Hillerød Forsyning
- Region H
- BIOFOS
- State of Green
- (Dansk Miljøteknologi)
- CALL Copenhagen
- DI



A larger group of stakeholders on the information mailing list

Received input for sites

- 76 site suggestions received!
- All focus areas covered (some more extensively than others)
- Most suggestions for sites near Copenhagen (but also from other parts of the country)

Does the visit include multiple Danish stakeholders?

Is there something physical to see –a “Wow-effect”?

Novelty: Is the technology “known” /simple or advanced/innovative?

Thematically aligned with the conference program?

Proximity to Bella Center?

Are IWA sponsors part of the visit?

Tours during and after the congress

Weekly programme

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Opening session Keynote	Keynote Forum Summit Keynote	Keynote Forum Forum Keynote	Keynote Forum Forum Keynote	Keynote Forum Closing session Keynote <i>End of congress</i>	½ day tour: Wastewater & Nature restoration (Solrødgård WWTP + Fredensborg Caste Lake)	
	<p style="text-align: center;">Afternoon tours</p> <ol style="list-style-type: none"> Urban water loss (Leakman partnership) Groundwater based water supply (Marbjerg Waterworks + small consumer owned waterworks) Climate adaptation (various sites in Copenhagen) Wastewater as a resource (Avedøre WWTP and Varga Project) A daily(?) boat trip in CPH Harbour (Transforming the harbour (+ alternating theme of "climate adaptation" and "water quality and wastewater treatment")) <p>All tours will depart at and return to Bella Center. Duration: 2-4 hours incl. transportation time</p>				<p>All day tour: Industrial water (incl. Kalundborg Symbiosis)</p>	
					<p style="text-align: center;">2 day tour: To Funen and Jutland <i>(still under planning!)</i></p>	

Nordic Technical Tours

- Nordic Technical Tours
 - Sweden:
 - Finland:



If your suggestion didn't "make the cut"

- At least 30 Danish stakeholders involved in Technical Tours!
- We are looking into ways we can promote the many good solutions which didn't make it into the programme, incl:
 - Promotion via Stateofgreen.com and IWA blogposts etc.
 - Customized tours prior to congress if topic match the demand
 - Join the exhibition at Bella Center!
 - Other possibilities?

Communication & Marketing

Communication initiatives: Worldwatercongress.org



World Water Congress & Exhibition

worldwatercongress.org

International Water Association

HOME CONFERENCE AWARDS EXHIBITION SPONSORS OTHER EDITIONS MEDIA 18 - 23 OCTOBER 2020

Shaping Our Water Future

IWA World Water Congress & Exhibition

Water for smart liveable cities

18 - 23 October 2020 / COPENHAGEN / DENMARK

[INVITATION TO SPONSOR](#)

Key Dates	20 JUN 2019	30 OCT 2019	15 APR 2020	1 JUL 2020	18 OCT 2020
	ONLINE SUBMISSION OPENS	SUBMISSIONS DEADLINE	AUTHORS NOTIFICATION	AUTHOR REGISTRATION DEADLINE	CONGRESS & EXHIBITION STARTS

The 2020 IWA #WorldWaterCongress & Exhibition

The IWA World Water Congress & Exhibition is the global event for water professionals covering the entire water cycle. As the Congress rotates through cities and countries each event has an extra emphasis on issues of specific interest to the region.

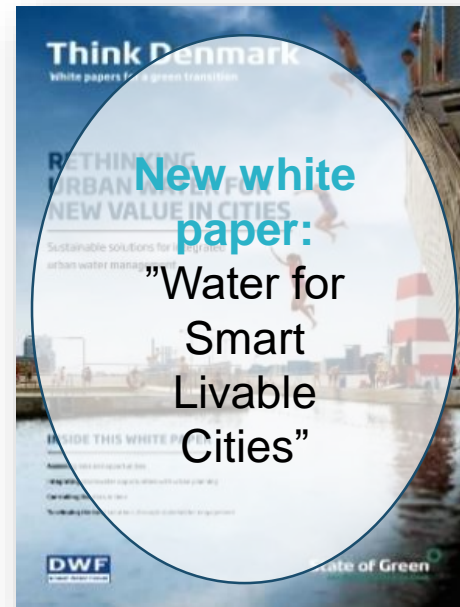
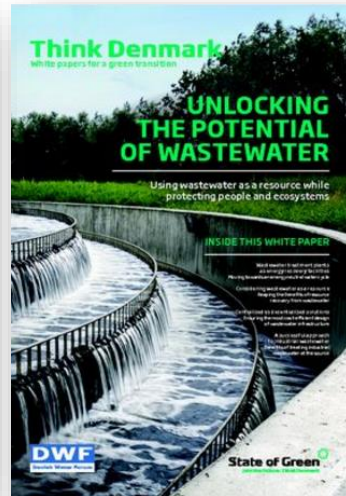
There will be a strong representation and contribution from Nordic and Baltic Sea countries, making the IWA Congress & Exhibition a vital opportunity to learn about the Nordic water challenges and solutions, including participation in technical site visits.

Communication initiatives: IWA blogposts

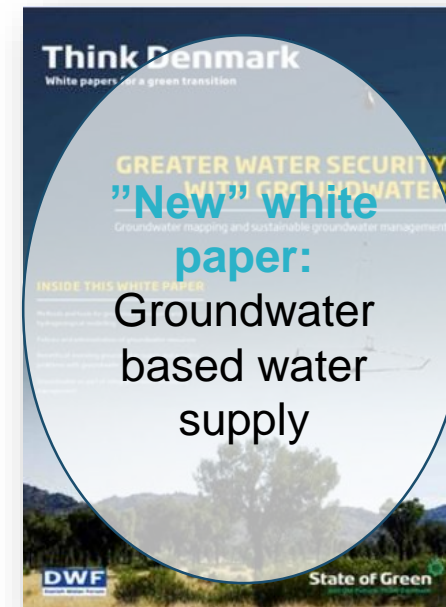
- At least 1 per month based on the Danish “core narrative”
 - E.g. City of Copenhagen linking C40 Mayors summit to IWA2020 congress
- Additional blogposts (contact me with suggestions!)

The screenshot shows the IWA Denmark website interface. At the top, there is a navigation menu with links for ABOUT US, AGENDAS, EVENTS, COMMUNITIES, AWARDS, LEARNING, BLOG, MEDIA, RESOURCES, and MEMBERSHIP. The main content area features a large article titled "Energy from Wastes – Achieving Self-sustenance in Sewage Treatment Plant" with a sub-headline "Power Generation". The article includes a diagram of a sewage treatment plant process labeled "3 Sludge Digestion & Gas Generation". To the right of the main article, there are three smaller blog post thumbnails: "Computational fluid dynamics, a key tool in moving towards sustainable water tre...", "Nature is teaching ... are we learning?", and "Tensions in the Water-Energy Nexus Will Deman...". Below the main article, there is a search bar and a "Thematic Areas" section with links for Agriculture and Climate Change. The article content includes the author's name "YAGNAPRASAD" and the date "NOVEMBER 14, 2019".

Communication initiatives: White papers



New white paper:
"Water for Smart Livable Cities"



"New" white paper:
Groundwater based water supply



Communication initiatives: SoMe & Press mentions



- Close collaboration with IWA HQ on social media and press activities

[#worldwatercongress](#)



Communication initiatives: "Danish ambassador corps"

- Close collaboration between IWA-DK/DANVA and State of Green
- "Promotion kit" – Download via www.stateofgreen.com/toolbox

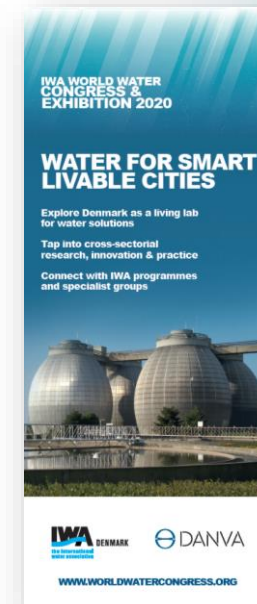
Promotion slides (powerpoint)



Mini brochure

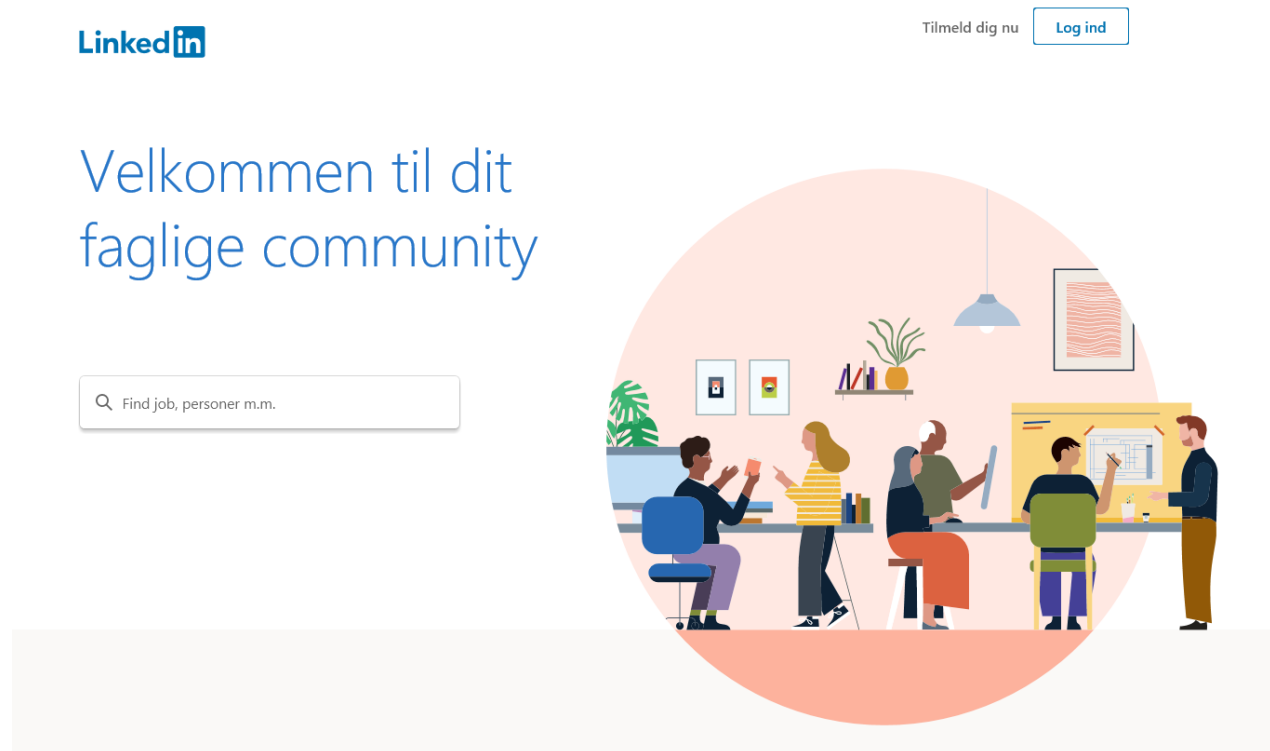


Roll-ups



Communication initiatives: "Danish ambassador corps"

- LinkedIn group for Danish Host Country Committee (coming soon!)



Contact

Tanya Gottlieb Jacobsen

tja@stateofgreen.com

Phone: +45 2249 6514