

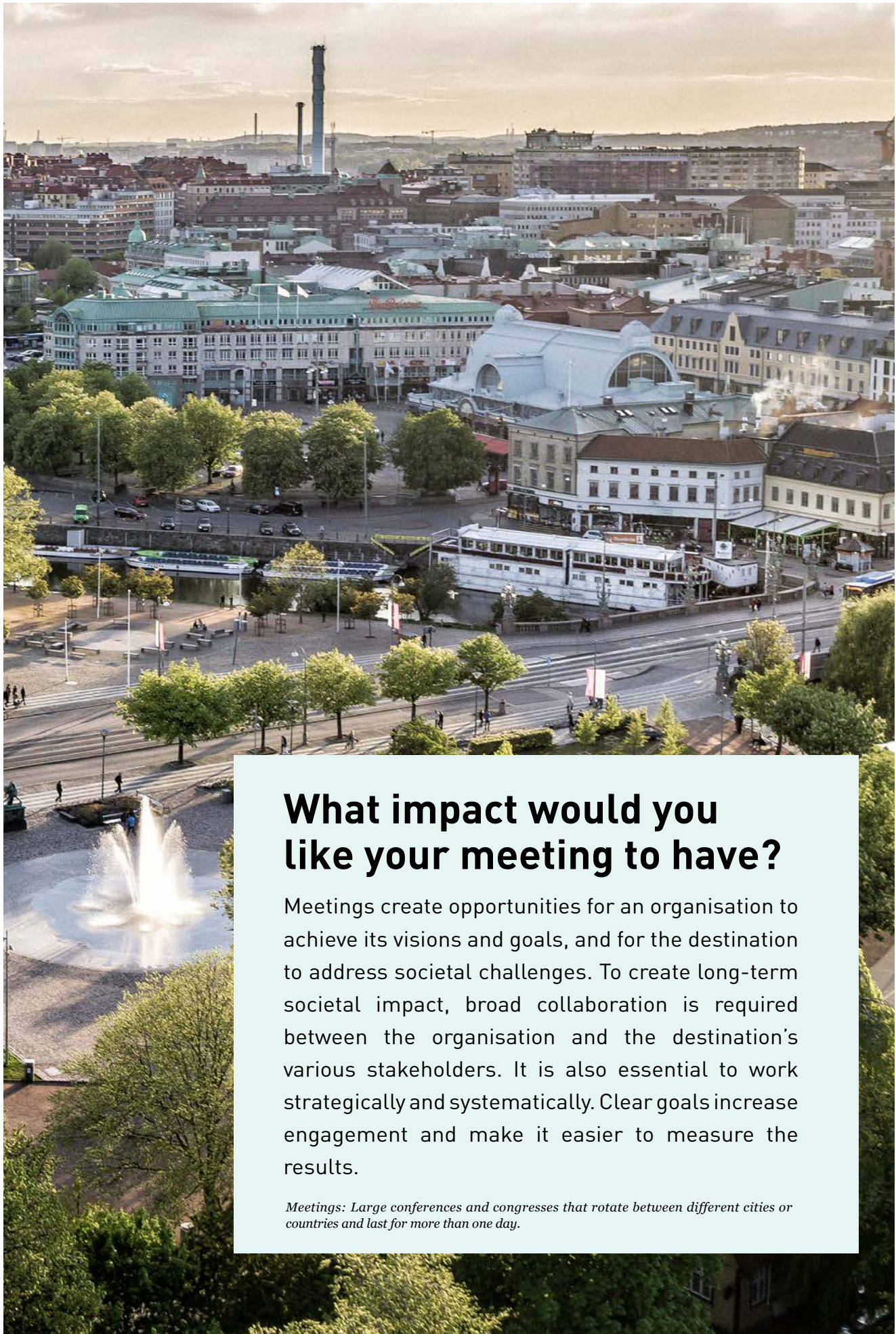
How meetings can contribute to long-term impact



Gothenburg Way to Legacy

A GUIDE TO HOW MEETINGS CAN BE USED
TO TACKLE SOCIETAL CHALLENGES AND
ACHIEVE VISIONS AND GOALS.

gothenburg



What impact would you like your meeting to have?

Meetings create opportunities for an organisation to achieve its visions and goals, and for the destination to address societal challenges. To create long-term societal impact, broad collaboration is required between the organisation and the destination's various stakeholders. It is also essential to work strategically and systematically. Clear goals increase engagement and make it easier to measure the results.

Meetings: Large conferences and congresses that rotate between different cities or countries and last for more than one day.



Meetings have an impact on many levels

Meetings inherently add value. For example, a medical meeting can lead to new research collaboration, resulting in new research discoveries, which in turn lead to improved medical treatment and a better life for the patient. They provide a platform for forming opinions, enhancing the level of knowledge on the topic in question within society, and contributing towards development and policymaking.

Meetings boost the visibility of the city and its activities, and make it easier to attract new skills and investments. Through collaboration, meetings can influence societal change and generate effects that make us a healthier, more inclusive society.

Meetings can have an impact within different areas, as illustrated by the 'seven capitals' model.



The seven capitals or impact areas.



Strategic work creates value for both the city and your organisation

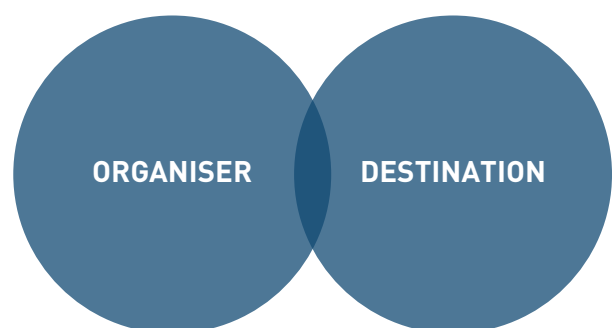
By taking advantage of opportunities, meetings can be used to bring about societal change. If the work is intended to result in long-term impact, broad collaboration and a strategic, systematic approach are required. Clear goals and ambitions for the change to be achieved will lead to greater commitment, and the results will be easier to measure.

To achieve the desired impact, the organiser's visions and goals should be aligned with those of the destination. For example, a goal for a meeting could be to reduce the gaps between districts within the city, to develop a profession or to contribute towards achieving the Sustainable Development Goals. The starting point for defining the desired impact could be a challenge, a problem or a gap in our society.

Göteborg & Co works with academia, industry, the city and the region to ensure that meetings are seen as a tool for societal impact. We work with organisers as well as local, regional, national and international stakeholders to maximise the benefits of meetings, ensuring that they have a positive impact on both the organiser and the host destination.



Illustration of how we achieve collaboration based on common needs.



Collaboration ensures that we do the right things and maximise the benefits.

What is the level of commitment needed?

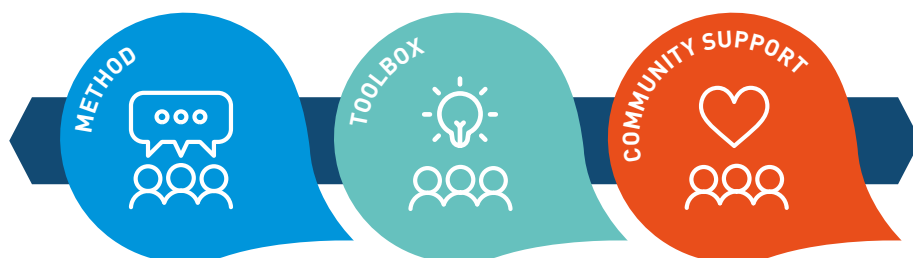
Everyone has different circumstances and ambitions. But everyone has something to contribute. No matter how much you are able to commit or for how long, you can use your meeting to contribute towards positive societal impact.

What developments or changes would you like to see within society? What goals do you want to achieve?



Gothenburg Way to Legacy

Once you have decided that you want to use your meeting to contribute towards positive societal impact, you can use our Gothenburg Way to Legacy model. This is a three-part model consisting of a method for planning, a toolbox containing concepts and good examples to be inspired by, and a network of non-profit organisations. It therefore makes engagement possible based on different levels of ambition. The model is based on collaboration and partnership between the public sector, academia, industry and civil society.





1. A five-step method

This part of the model involves a systematic approach in which we work together to identify needs or challenges, the change we want to achieve, the goals we want to set, activities that can contribute towards our goals, and how we will measure the impact.

The method is offered to organisers with:

- a subject area that aligns with Gothenburg's prioritised subjects and sectors or identified development areas
- an interest in working strategically with long-term societal impact
- a willingness to set aside time and resources, and to contribute knowledge and commitment
- allocated funds in their budget, if required
- the intention to drive the work forward to the next destination or the next implementation

The basic requirements for successful work are broad collaboration and great commitment.

The method covers the time before, during and after the meeting. It is based on the Theory of Change, both when establishing the intentions and during the actual work involved in the project. In other words, the programme takes a need or a challenge as its starting point, and illustrates the logical links between the need, the desired change, and the resources and activities that are used to achieve the desired change.

Step 1: Analysis

We start by working together to identify how your meeting can help fill a gap or meet a need in society, and which long-term impact we want to achieve. To ensure that the project is as successful as possible, it is important that the organiser's vision and goals are aligned with those of the host destination.

Questions that need to be answered:

- What is the need or challenge that needs to be met?
- What long-term change and impact do we want to achieve? Can we define a common vision for the project?
- Who will be affected? Who is the target group? Who are the relevant stakeholders?
- What are the conditions and the available resources for working with the project?

Step 2: Objective

This is the time to identify which outcome will contribute towards the desired long-term impact. These may differ from stakeholder to stakeholder. On this basis, the objectives of the project and the indicators to be used for measuring and evaluation can be defined.

The following questions need to be answered:

- Which direct results and short-term outcome are required for the project to contribute towards the desired change?
- Depending on the goals, how will they be evaluated and measured? Who should be responsible for measuring them?

Step 3: Co-creation

In order for the meeting to be successful, a temporary working group needs to be set up with specific responsibility for planning the project.



Illustration of the Theory of Change.

- Engage selected stakeholders and form a working group. Gothenburg Convention Bureau can have a convening role.
- Involve any organisations that can add to the goals. Look for local or national actors who share the same vision or who can contribute to cross-fertilisation.
- Create activities that can lead to direct outcomes and short-term impact in accordance with the goals you have set.
- Distribute responsibility for implementing activities among the actors within the group.
- Identify whether there are actors who can finance any costs for activities.
- Draw up a communication plan for how the activities, their direct outcomes and the mid-term outcomes should be communicated.

Step 4: Implementation

Time to implement the activities that will lead to both short- and long-term impact.

- Carry out the planned activities.
- Communicate in accordance with the plan.
- Work continuously with indicators. Also encourage and evaluate new ideas.

Step 5: Evaluation and dissemination

There will be many factors other than just the project that affect the long-term impact. It is therefore important to also measure and communicate impact in the short and medium terms. These contribute towards long-term impact. Long-term societal impact is both harder to achieve and harder to measure.

Draw up a basis for assessment and start with hypotheses.

- Compile a number of qualitative and quantitative indicators to help evaluate and create the right conditions for drawing conclusions. Different evaluation methods and ways of gathering data may be needed for different outcomes and impact.
- Use the results to tell a story.
- Disseminate information about the project and its results to describe the value of the meeting.
- Describe how the project meets the Sustainable Development Goals.
- Communicate the results in a report. Different stakeholders have different inputs and interests, so different adapted reports may be needed.



2. Toolbox

The toolbox can help you to tailor activities that contribute towards your organisation's long-term goals. You can use the toolbox for both strategic work to create long-term impact and tactical activities for more short-term value creation. Gothenburg Convention Bureau can help you with ideas and put you in contact with relevant stakeholders.

The toolbox is constantly evolving, and includes:

- inspiring case studies
- concepts developed by local stakeholders



3. Community support

Make a positive impression on your local community by supporting non-profit organisations and companies with social responsibility. This could involve fundraising, donations or volunteering, or something more closely related to your specific meeting. Initiatives like these also create added value for participants and a more sustainable Gothenburg.

Gothenburg Convention Bureau can put you in contact with non-profit organisations and companies with significant social responsibility. Together, we can create a more sustainable Gothenburg – and added value for the meeting and its participants.

FIND OUT MORE AT
[GOTEBORGC.CO.SE](https://www.goteborgco.se)

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