



**SPORT AND SOCIAL DEVELOPMENT:
PARTNERSHIP, INNOVATION
AND COOPERATION**

BARCELONA, OCTOBER 2008

**UFFE ELBÆK,
CEO OF WORLD OUTGAMES 2009**



WORLD OUTGAMES 2009
BUSINESS AS UNUSUAL!





FACTS

- ★ GLOBAL LGBT-EVENT IN COPENHAGEN
- ★ SPORTS, CULTURE AND HUMAN RIGHTS
- ★ FROM JULY 25 TO AUGUST 2 2009
- ★ 8000 PARTICIPANTS
FROM MORE THAN 60 NATIONS
- ★ 10.000 SPECIFIC TOURIST
- ★ 300 - 500.000 SPECTATORS



FACTS

- ★ NEED OF ACTIVIST AND SUPPORTERS:
2.500
- ★ OVERALL BUDGET: 9 MILL EURO
- ★ START UP GRANT: 3 MILL EURO
- ★ TIMEFRAME: 2 1/2 YEAR OF PLANNING



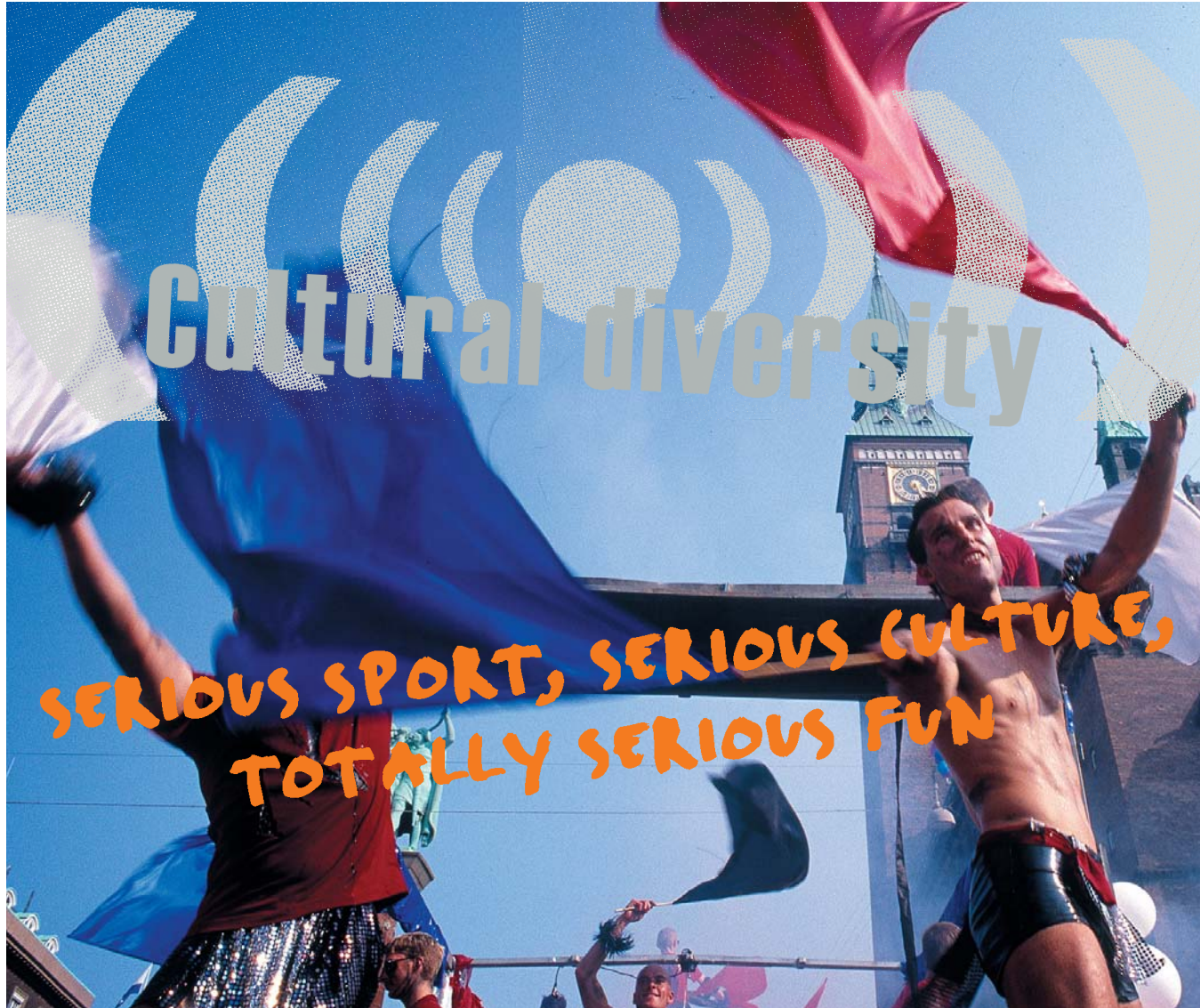
LOVE OF
FREEDOM



FREEDOM
TO LOVE



SERIOUS SPORTS, SERIOUS CULTURE,
TOTALLY SERIOUS FUN



Cultural diversity

SERIOUS SPORT, SERIOUS CULTURE,
TOTALLY SERIOUS FUN



OPENING EVENT



SPORTS



CULTURE



CONFERENCE



CLOSING EVENT



 = PARTIES



- ★ OFFICIAL OPENING EVENT
- ★ SPORTS PROGRAM: 38 SPORTS DISCIPLINES
- ★ CULTURE PROGRAM: FESTIVALS,
EXHIBITIONS AND CITY-EVENTS
- ★ HUMAN RIGHT CONFERENCE:
3 DAY CONFERENCE WITH KEYNOTE
SPEAKERS AND 100 WORKSHOPS
- ★ OFFICIAL CLOSING EVENT
- ★ ... PLUS A LOT OF PARTIES



VALUES

SUSTAINABILITY

GENEROSITY



CULTURAL DIVERSITY

SOCIAL INNOVATION

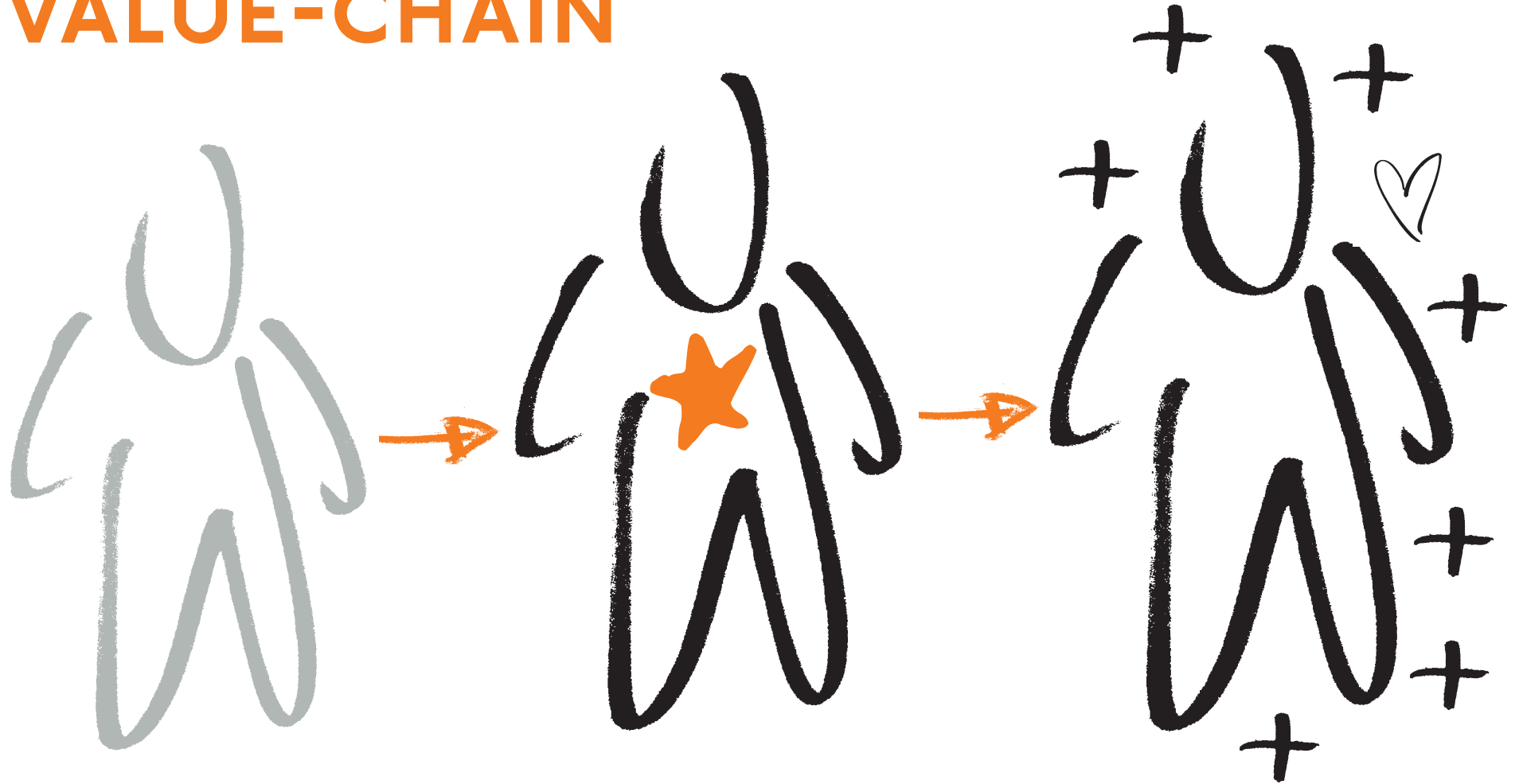
TRANSPARENCY



WHAT'S THE LEGACY?

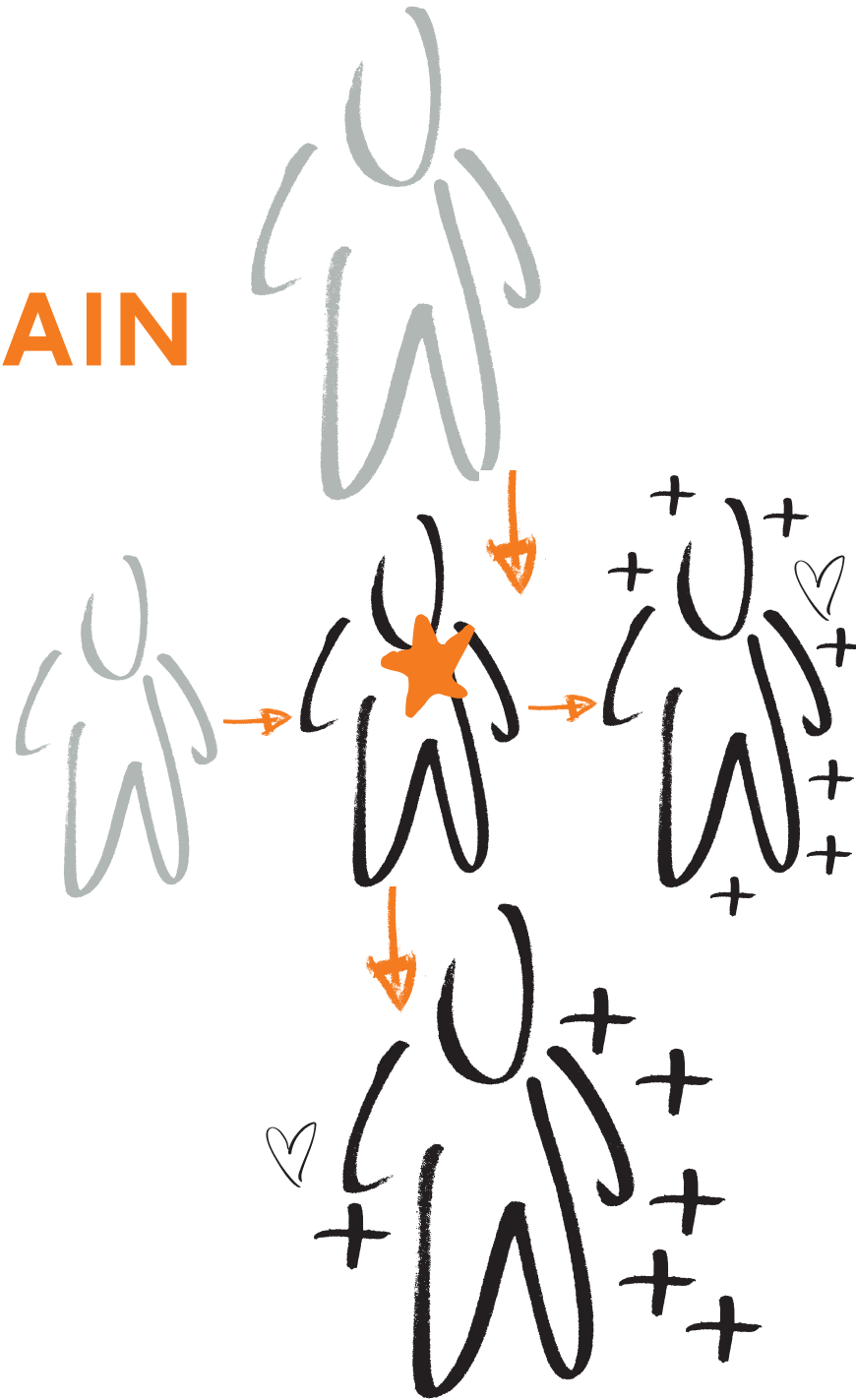


VALUE-CHAIN





VALUE-CHAIN



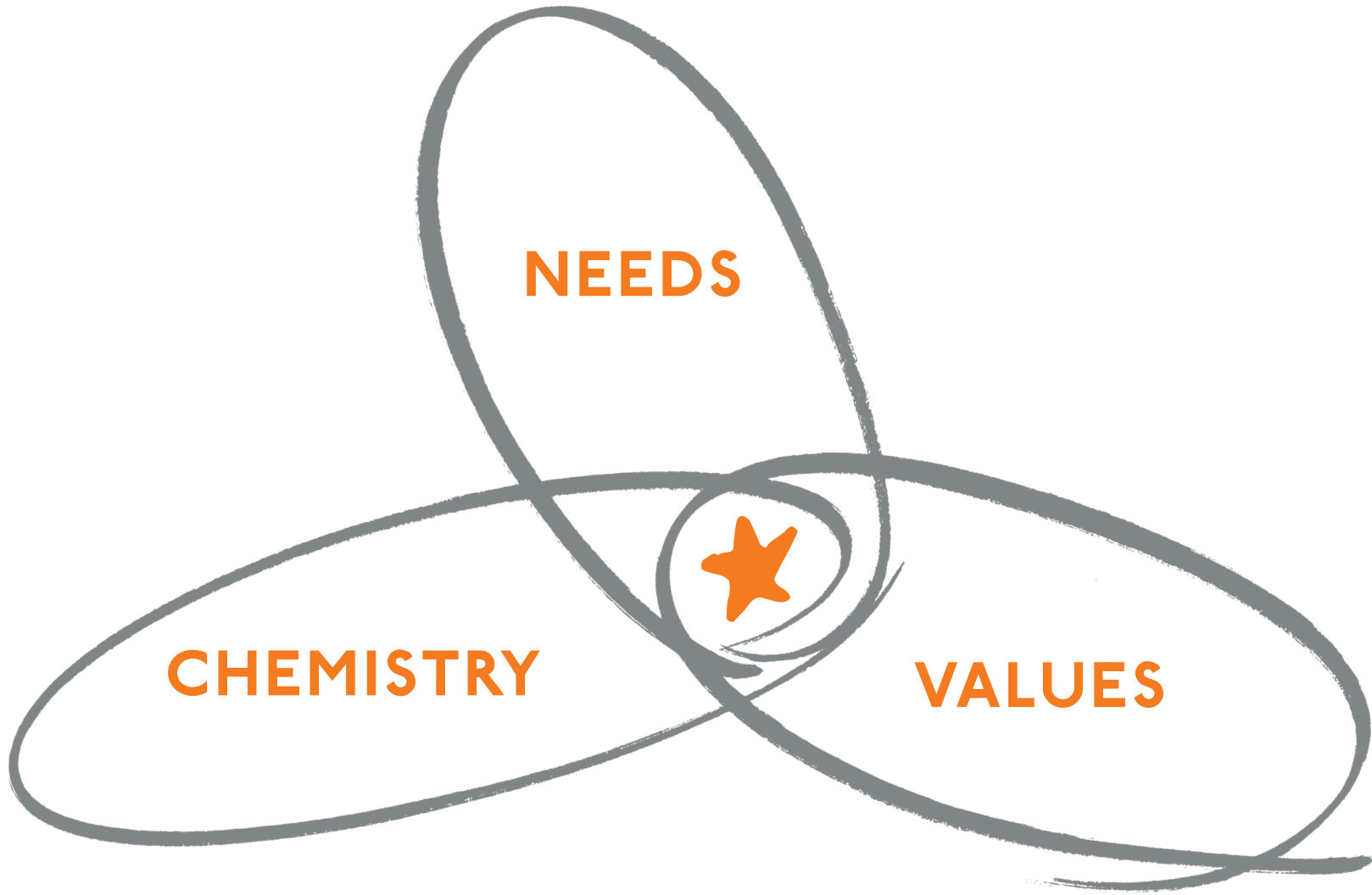


freedom to love

GENEROSITY



HOW DO WE IDENTIFY OUR PARTNERS AND STAKEHOLDERS?



NEEDS

CHEMISTRY

VALUES

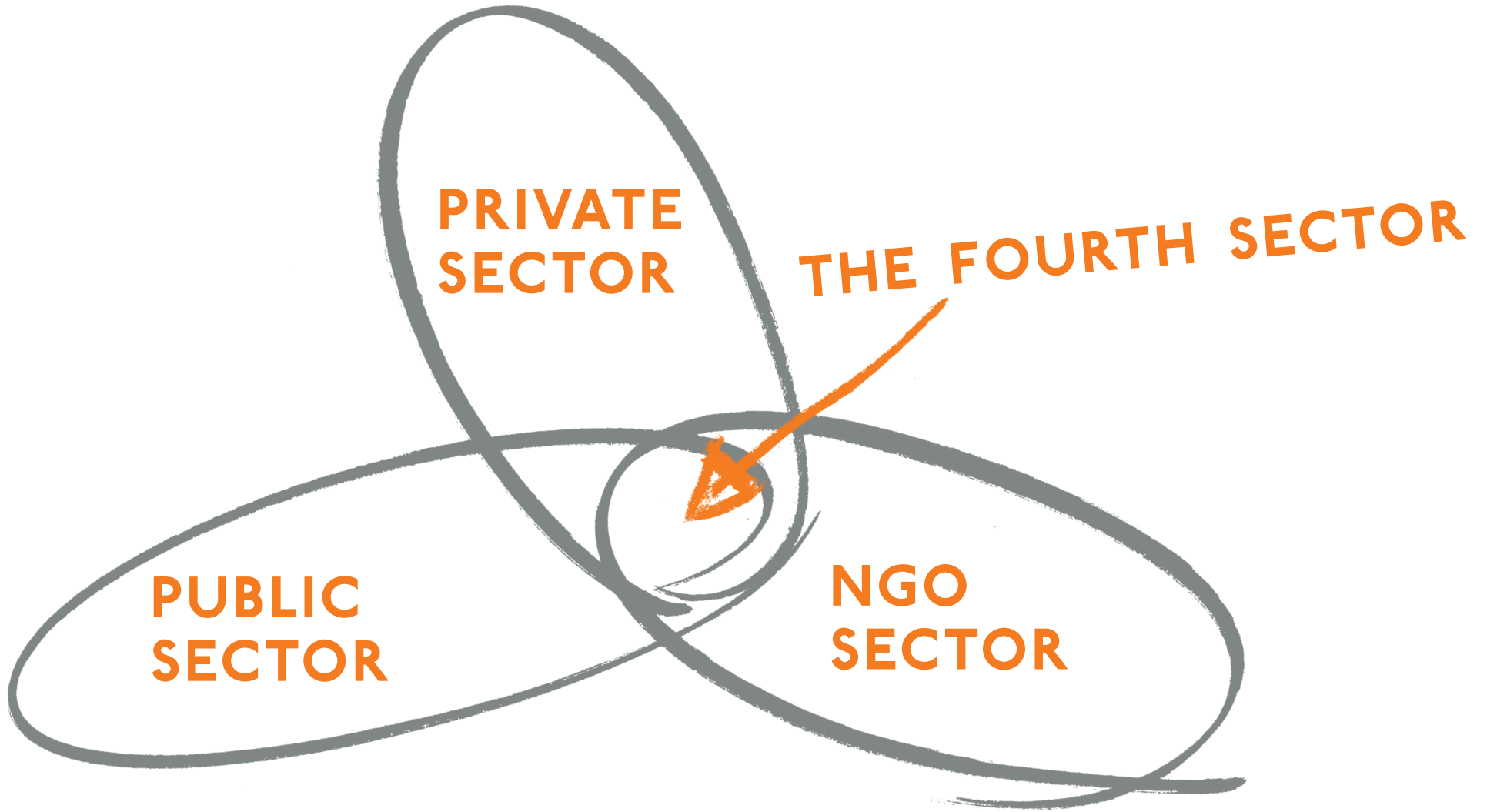




THE DANCE BETWEEN GRASSROOTS AND THE ESTABLISHMENT

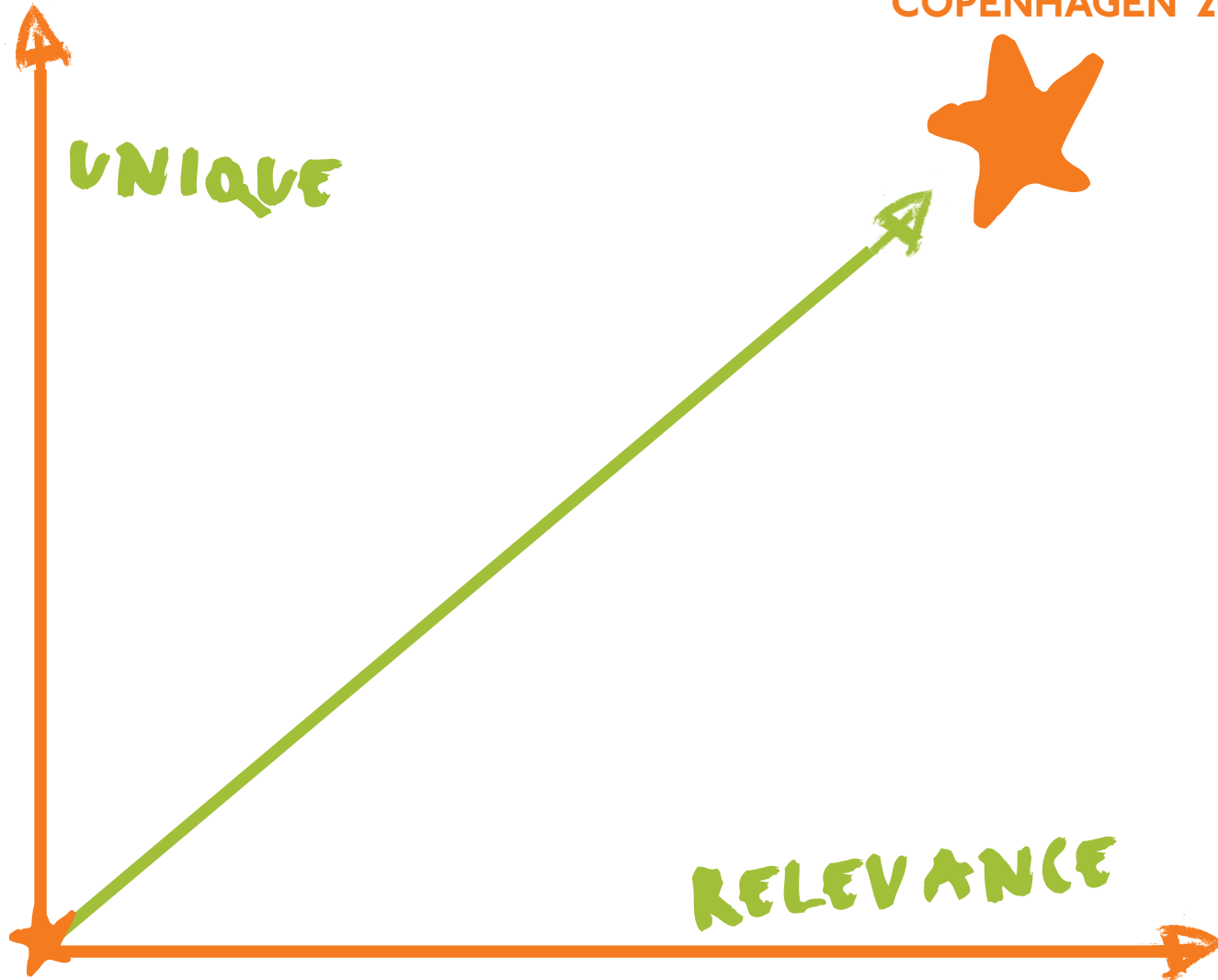


**SOCIAL INNOVATION –
AND WORLD OUTGAMES AS
A FOURTH SECTOR COMPANY**





WORLD OUTGAMES
COPENHAGEN 2009







WWW.COPENHAGEN2009.ORG