

IWDK

Highlights, facts, and figures from IWDK 2019

JACOB BUNDSGAARD

Mayor of Aarhus

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As I see it, Denmark has a unique opportunity right now to lead the way in ensuring that digitization is a positive force in our world's societies, culturally and politically. And at IWDK we believe the way forward is to stand firmly by our Scandinavian values: Putting people first when designing the digital solutions of tomorrow.





DIGITAL CHANGE // CHANGE DIGITAL

The digital revolution is changing our society more rapidly than ever before.

Amazing – and for some, also frightening – technologies are challenging us.

New – but also disruptive – business models are transforming society.

And an exciting – but also potentially overwhelming – demand for new skills is increasing pressure on all of us.

In light of these developments, there has never been a greater need for a meeting place that brings people from all walks of life together to debate these digital opportunities and challenges. And IWDK 2019 was that meeting place.

With the theme DIGITAL CHANGE // CHANGE DIGITAL, IWDK 2019 not only invited everyone to participate in constructive conversations about the digitization of every level of our society. We encouraged institutions, businesses and citizens to act, engage and take responsibility.

The one burning question was: *What kind of digital future do we want?*

As I see it, Denmark has a unique opportunity right now to lead the way in ensuring digitization is a positive force in our world's societies, culturally and politically. And at IWDK we believe the way forward is to stand firmly by our Scandinavian values: putting people first when designing the digital solutions of tomorrow.

Ever since the first IWDK in 2014, the festival has continued to evolve and grow, and it's safe to say that IWDK 2019 has exceeded all expectations. More participants, more events, more speakers and venues in nine cities. Once again, we have succeeded in creating an inclusive platform for debating and reflecting on digitization.

With this report about IWDK 2019, I hope that you'll be inspired to partner up, engage and participate when IWDK returns on May 12 - 17 in 2020. You're all invited.

Jacob Bundsgaard
Mayor of Aarhus



THE FESTIVAL

IWDK is Denmark's leading digital festival.

IWDK is the place to meet, learn and debate digital changes. It is the place where competing businesses collaborate and join forces to create a festival together. It is the hub where diverse opinions meet in respectful dialogue. It is a festival with events for both experts, strategists, generalists, students and pupils.

When IWDK started in 2014, the idea was to organize an annual festival 'celebrating the internet', hence the name: Internet+Week+Denmark = IWDK. However, the core value of the festival is to put people first in the digital age and the focus is on how technology influences our lives in a myriad of ways and how we can develop technology in a human-centered way.

The festival continues to grow with more participants, more speakers and more events in more cities. IWDK is always looking for new partners and alliances and encourages you to contact us and take part in IWDK2020.

6 

The festival is six full days of knowledge sharing, innovation, and fun.

IWDK is a place to gather and share digital knowledge. In 2019, almost 11,000 festival participants got together to discuss the digital age and future of business.

10,968 

62 

62 public and private companies in 10 cities hosted events during IWDK 2019.



344

We're a festival with a very large number of super talented and inspiring speakers. This year, we had 340+ speakers sharing their ideas and knowledge. What a bundle of awesomeness!

107 companies and organisations hosted one or more events during the six day festival.

107 

We offered a total of 142 events. The topics were among others artificial intelligence, ethics, virtual reality, politics, digital talent, smart cities, design, and cyber security.

142 



A FEW OF OUR MANY EVENTS

The fact that the IWDK festival programme is crowdsourced is a huge strength. A variety of companies, educational institutions, public sector institutions, NGO's and consultants join forces to create a strong and varied programme for the six day festival. IWDK 2019 was no exception and here a couple of themes debated:



DIGITAL LEADERSHIP

The digital development calls for new ways to lead our businesses and our staff. New opportunities occur, but also a demand to develop and a high stress level amongst employees. Therefore, there has to be a focus on people, skills and management in a sustainable culture.



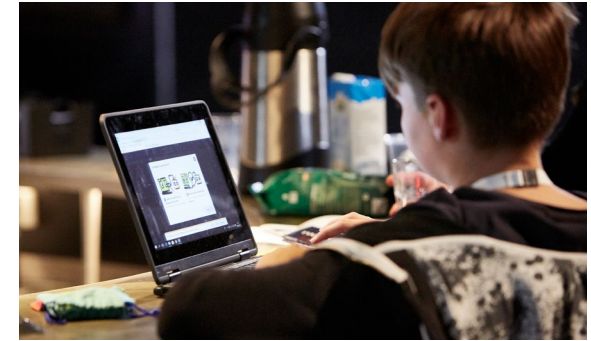
NEW SKILLS

Jobs will change and new skill sets are required. Our children, youths and staff need to be properly skilled to handle new demands. Skills within innovation, design, STEAM and collaboration need to be trained, discussed and trained again.



COMMUNICATION AND DEMOCRACY

Online appearance and online dialogue change the working grounds for marketing companies, for media and for our democratic society. New tools are available, but that causes new ways of communicating and debating.



TECH AS LEISURE AND FAMILY TIME

The digitization creates a lot of leisure time opportunities. E-sport is a rapidly growing industry. At the same time children and youths live online lives that many parents and adults do not understand or feel insecure about.



INCLUSION IN TECH

All sectors are influenced by the digital and technological development and therefore we need a strong inclusion with a diverse working force and a strong focus on strong collaboration between the technological experts, other professions and the end users.



NEW TECHNOLOGIES – NEW POSSIBILITIES

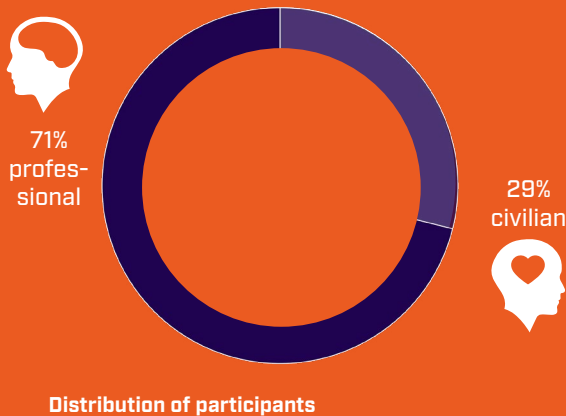
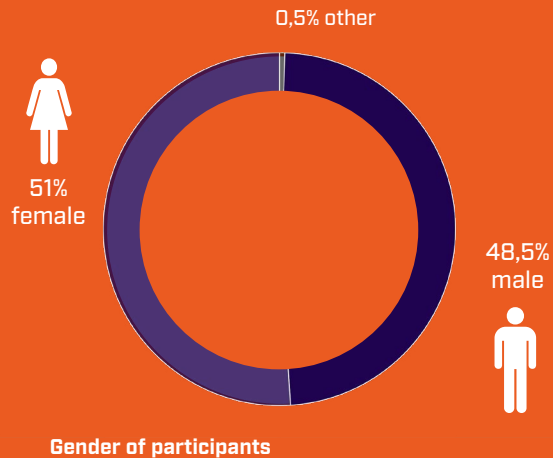
Knowledge sharing about the opportunities with new technologies is essential to create a wide sector development. But to be truly innovative we need some businesses to go in front of best practice and hence a strong focus on the start ups and their skills are needed.



DIGITAL RESPONSIBILITY

With the technological possibilities comes a huge task to act responsible. Businesses should be based on responsible business models, legislation needs to keep up to prevent misuse of data and citizens need a basic understanding of the technological development's influence on their privacy.

10,968 festival participants



WHO PARTICIPATES IN IWDK?

The fact that almost 11,000 people took part in IWDK 2019 makes IWDK an important platform for networking, knowledge sharing and debating the digital agenda.

The digital future has an impact on all of us and we need to involve everybody.

During IWDK 2019 the entire eco-system was engaged:

- School classes had innovation camps
- Youths had particular conferences

- Students had hackathons and participated in numerous events
- Professionals took part in strategical debates, hands on workshops and knowledge sharing events
- Citizens participated in debates and activities

Having both politicians, decision makers, professionals from various sectors, students, pupils and citizens participate in the festival and having an almost fifty-fifty gender equality, makes IWDK the inclusive platform that we aim to be.

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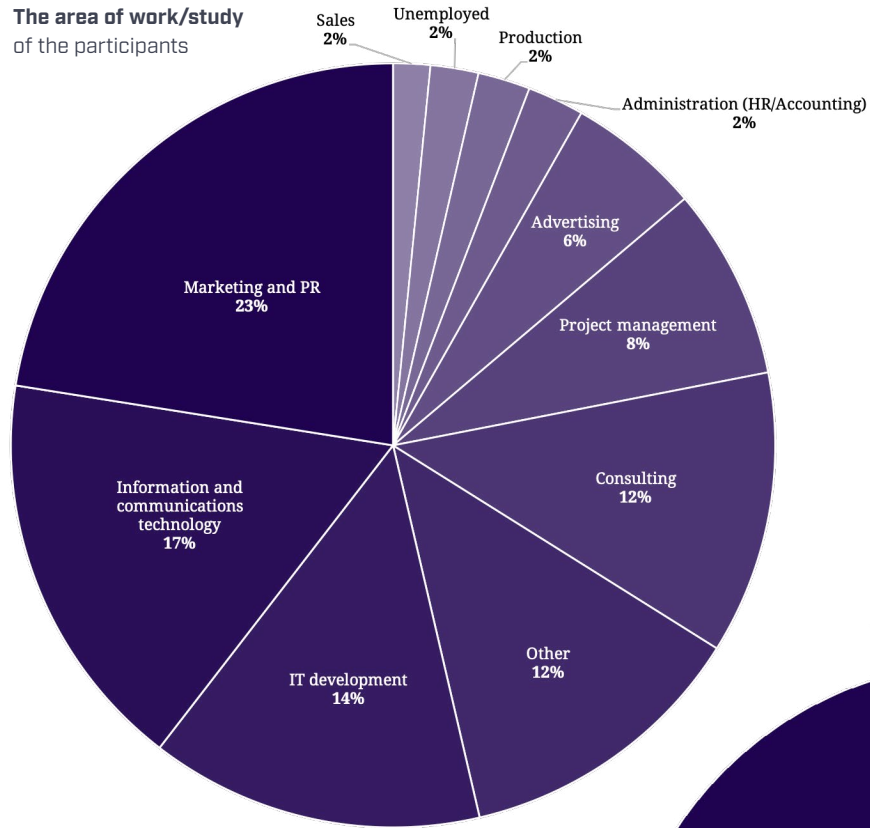
*Diversity is being invited to the party.
Inclusion is being invited to dance.*

– Phil Hall, Content Producer at Designit during the track
'Sustainability through Diversity in Tech'

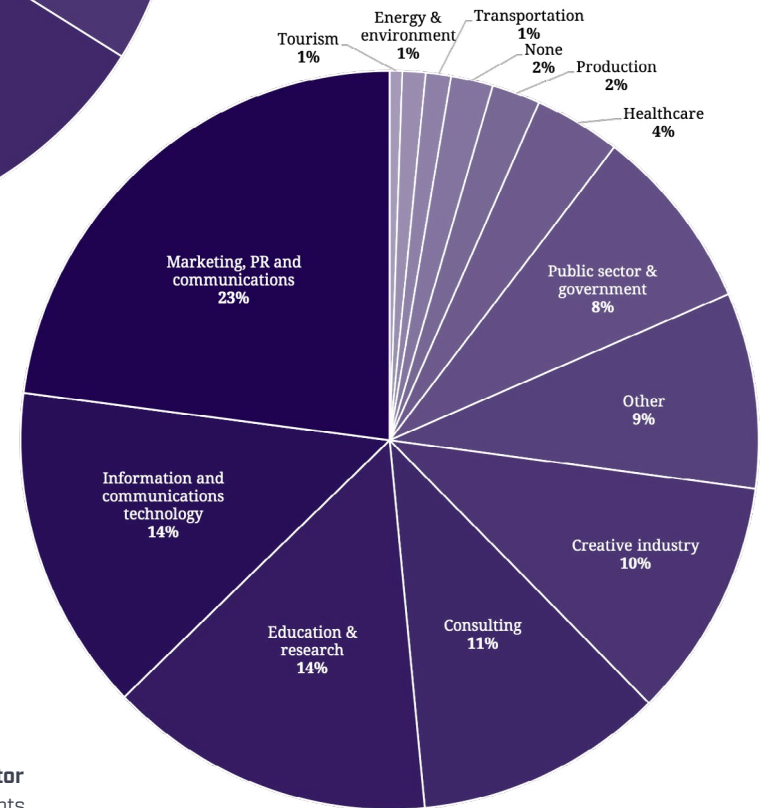




The area of work/study of the participants



Business sector of the participants

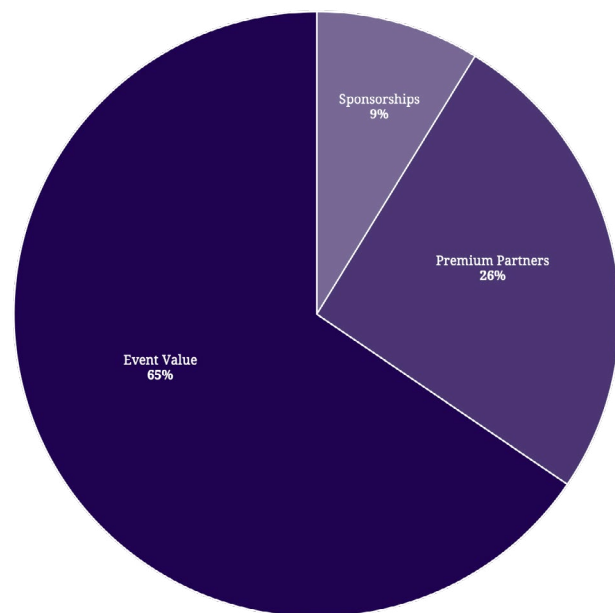


THE IMPACT WE HAVE

IWDK enjoys a huge support from companies, organizations and institutions - both in terms of generous contributions of time, knowledge and help as well as a high level of financial commitment.

In 2014 the City of Aarhus initiated the festival and has in 2019 contributed with a total of 1,500,000. In 2019 every 1 Danish Krone invested by City of Aarhus has generated an investment of 7 Danish Kroner from other premium partners, partners, and event organizers.

The data presented below showcases the value of the economic activity generated by all contributing partners to IWDK 2019:



1. Event Value

The total value generated by event organizers in 2019 was 8,012,000 DKK.

2. Sponsorships

The contribution by private companies, organizations and institutions is 1,070,000 DKK.

3. Premium Partners

Premium partners donated in total 3,150,000 DKK.



3.05.2019

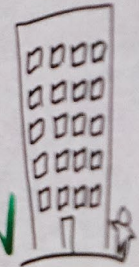
SUCCESSFUL PART

SETTING THE STAGE

HOW WELL IS AARHUS CONNECTING TO THE WORLD?



BIG SCALE

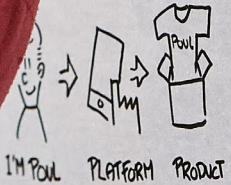


SMALL



ARE THE NEW COMPANIES THE ANSWER

SOFT vs. HARD CUSTOMIZATION

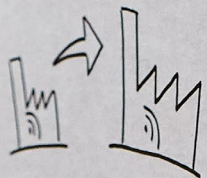


IM POUL PLATFORM PRODUCT



CAN WE CHASE THE REAL RABBIT?

THE CORPORATE and THE SME



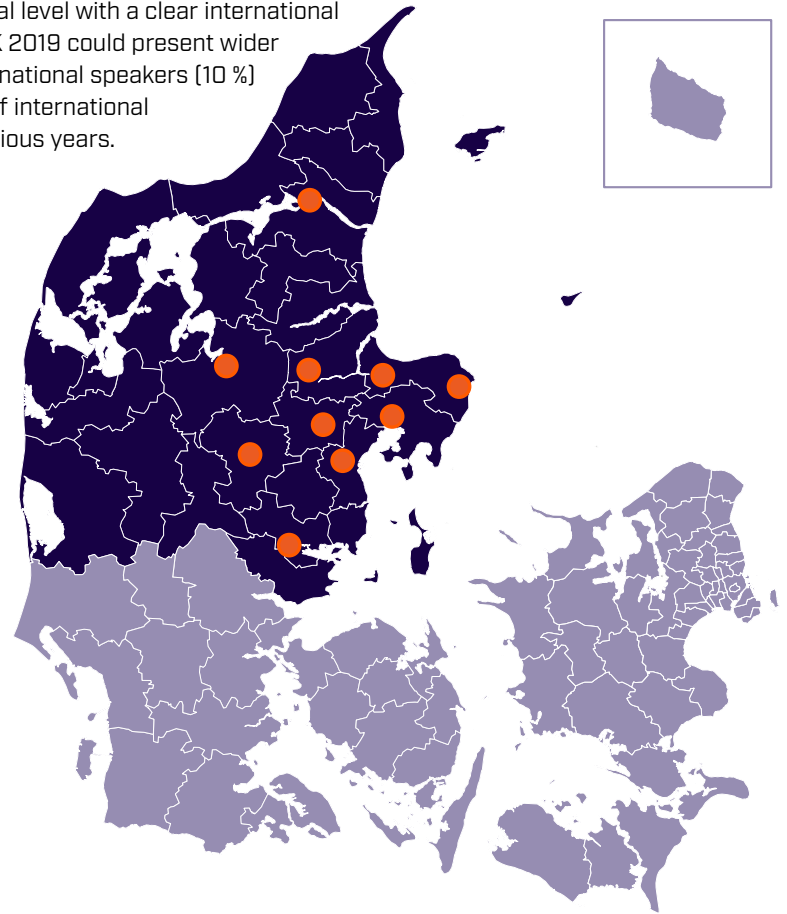
SERVICE CYCLE

HOW DO WE CREATE VALUE?

BECOMING A NATIONAL FESTIVAL

The vision for IWDK is to become an even more relevant digital festival on a national level with a clear international focus and outreach. IWDK 2019 could present wider national reach, more international speakers (10 %) and a larger percentage of international participants than the previous years.

At IWDK 2019 several events were held as an international dialogue having internationals organizing the events, including an exchange between Chinese and Danish startups and discussing national, public AI courses from a Finnish model.



PARTICIPANT STORIES

The many participants in IWDK have different agendas and perspectives for attending the festival. But a common need and wish is to discuss the digital changes, get new knowledge and meet others working with digitization.



EVA JONASSEN

Chief People & Performance Officer, WhiteAway Group

”

It makes me proud and happy, that Aarhus and the region is able to put on such a wide variety of events circling around digital change. This year I participated in one event: Digital Leadership, where a handful of speakers presented their view of what it takes to lead in an area of [digital] change. From hands-on cases to more theoretical input, a good mix. When going to conferences or other events, I look for inspiration and dialogue around topics of interest. IWDK gives me that.

MICHAEL AASTRUP JENSEN

Member of the Danish Parliament, Venstre

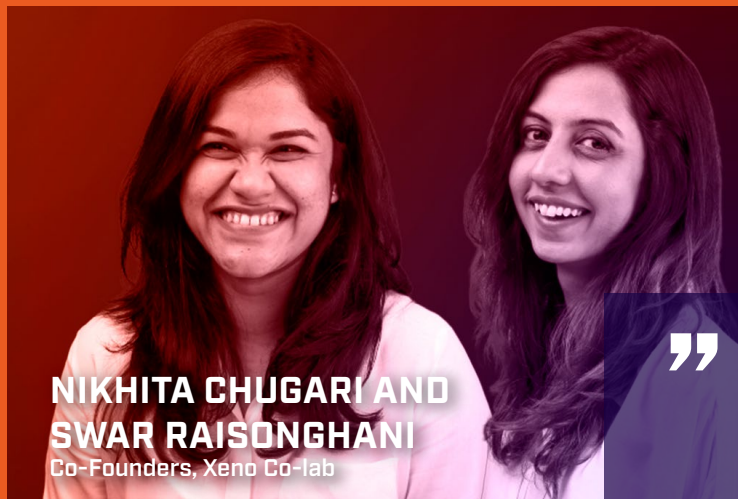


”

I went to IWDK last year, I'm here this year, and I'm definitely coming back next year as well! IWDK is an amazing place to source inspiration, and it has this great startup vibe and energy to it. It's a great thing to have here in Aarhus.



PETER ANDERSEN
Senior Digital Consultant, Nodes



**NIKHITA CHUGARI AND
SWAR RAISONGHANI**
Co-Founders, Xeno Co-lab

”

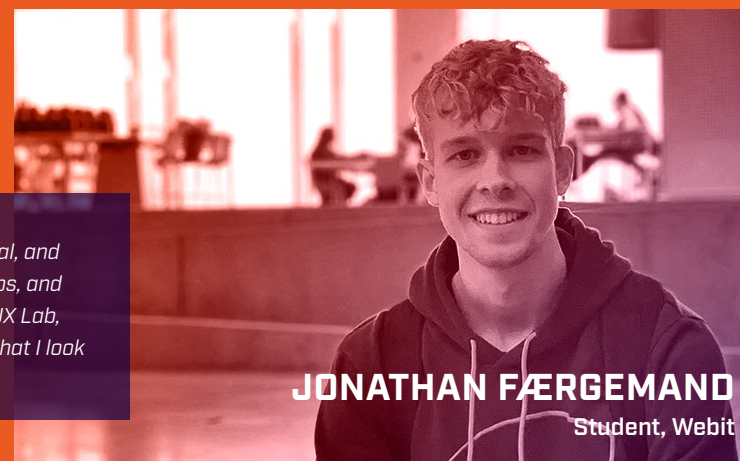
It was great to be part of a diverse mix of participants and perspectives discussing so many pressing topics of today! We were also inspired to see such curiosity and openness for hearing about our stories around designing for diversity.

”

As a politician, I believe it is important that Denmark stays at the spear of the digital revolution. That we are at the forefront and really try to make sure that our young children are as ready as possible for this revolution and a place like IWDK helps us all do just that.

”

Our school encouraged us to participate in the festival, and I'm really interested in web development and start-ups, and there are a lot of really cool events like Mobilepay's UX Lab, Local Rock Stars, and The Life & Death of a Startup that I look forward to participate in.



JONATHAN FÆRGE MAND
Student, Webit

A BIGGER REACH

One of the key targets for IWDK is to make sure we as a society constructively and critically discuss technological development. It is a discussion that is important online and offline, on a local, national and international level.

IWDK 2019 had a larger geographical area and local media around Jutland showed good interest in the topic and the livestream of e-sport events gave a total view of 11,511.

Janus Sandgaard @isdn · May 10
Efter techlash og teknologiske tømmermænd følger en anderledes samtale om teknologi og ansvarlighed. Glædeligt modenhedstegn, og altid kendetegnet Internet Week i Aarhus. Meget gerne videre i #fv19. #iwdk #dkbiz #dkpol

Camilla Fabricius · 2 · Folkeingskandidat hos Socialdemokratiet
2u
Jeg glæder mig meget til at tale Danmarks digitale politik med en række gode folk.
Hvad tænker du, er særligt vigtigt at få folks på?

Internet Week Denmark
1,193 følgere
2u · Redigeret
THE DANISH ELECTION IS ON! 🗳️ COME & GIVE YOUR INPUT TO DENMARK'S NEXT DIGITAL POLICY AT #IWDK!
Digital is changing how we work, how we connect with friends and family, how we run our businesses, and much, much more.
This Friday, DI - Dan where you can give digital policy!
You'll get to meet an from Det Konservativ Socialdemokratiet.
There will also be ta Mikael Skov Mikkel Dansk Industri, as v people and drink de
Sign up here [http://iwdk.dk](#)

Viborg Kommune
3.862 følgere
1md.
Når **Internet Week Denmark** løber af stablen i start-maj, kan du i Viborg blive klogere på, hvordan animation og XR-teknologier (virtual, augmented og mixed reality) kan skabe værdi. 🙌
Med The Animations Workshop som en af verdens førende animationsuddannelser, et unikt innovations- og vækstmiljø i og omkring **Arsenalet**, XR-uddannelse hos **VIA University College** og en af verdens førende XR-virksomheder i EON Reality, har Viborg noget at byde på!
Vil du høre mere om animation som redskab ved kommunikation eller hvordan XR-teknologier kan skabe værdi i din virksomhed? Så skal du klikke ind og se mere om #IWDK-arrangementerne i Viborg på: https://lnkd.in/eVnvP_X

WITH BIG DATA COMES BIG RESPONSIBILITY

wolfgang140 Havde sku lige tid nok til at lave en overspringshandling og hoppede ned på Street food for at blive national mester i VR #vandskuligedethale #pokal #googledaydream #mester #IWDK #dickwilde2 #denstørstenørnd
2w

amaliemariah Seeeej! 😍👏
#Proud
2w 1 like Reply

mathiasdald Haha det er den sejeste overspringshandling nogensinde! Og tillykke 🙌👏

Kristina Jakaviciute · 1.
MSc Business Intelligence Student | Junior Consultant in Business Ch...
2w
Responsibility and accountability for #DataPrivacy is growing in the EU. 🇪🇺
It is reassuring to hear that **European Parliament** is working hard to form legislation that protects us and our rights, and attempts to regulate tech giants to be ethically conscious and not only look at the bottom line of profit.
Big thanks to **Morten Løkkegaard** for the great speech at **Internet Week Denmark**. Thank you for taking the time answering questions and explaining your stand and work on the subjects. 🙌
Do you agree that we need more legislation for data privacy? Or should companies roam free and collect all the data they can? What would be the consequences? 🙌
#EU #digitaltransformation #bigdata #digitization #dataprivacy #GDPR #iwdk2019
[Se oversættelse](#)

Viborg Kommune
3.862 følgere
1md.
Giv dit input til [http://iwdk.dk](#)

National VR Championship
DICK WILDE
YOU CAN WIN GREAT PRIZES!

WITH BIG DATA COMES BIG RESPONSIBILITY

SMART MESSE 19
Syddjurs

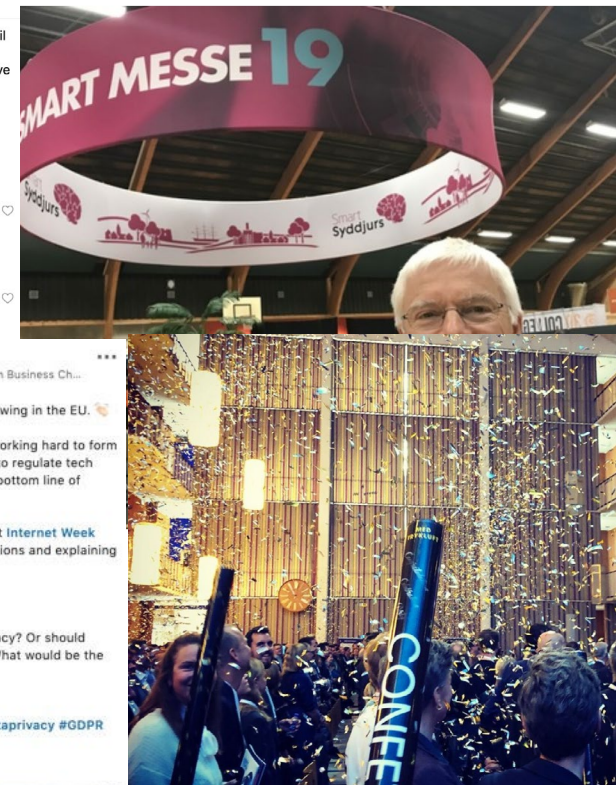
Konference

MORTEN LØKKEGAARD

Mere end 600 deltagere på Smart Messen i Rønde

Pressemeddelelse - 09-05-2019

Syddjurs Kommune første Smart Messe med fokus på digitalisering og datadrevet udvikling var et tilbudsstykke. Over 600 deltog - herunder borgere, 200 skoleelever, 21 virksomheder, medarbejdere, 25 kommuner, interesseorganisationer og politikere.



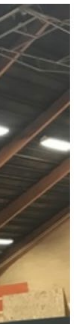
Ole Hoff-Lund @ytsenma · May 9
Internetweek Danmark er i fuld gang i #Aarhus. Hvis du ikke fik læst på festivalleder og piratdronning @L_Overgaard så får du chancen igen på [prosa.dk/artikel/piratdr...](#) #iwdk
[Translate Tweet](#)

Piratdronningen hejser flaget
Som piratdronning har Louise Overgaard været med til at skabe Coding Pirates, der lærer børn at være klogere på it og programmering. Men hun er også ny på [prosa.dk](#)

Tilbage

ering

lere fra



portrættet af
ige her

med til at
reative
leder af...



Festivalen har i år temaet 'Digital change - change digital', som inviterer til diskussion og refleksion over, hvordan vi fortsat kan sætte mennesket først i fremtidens teknologiske udvikling

Teknologien bliver fejret

Fra 7. til 12. maj løber seks arrangementer af

udviklingskonsulent i Erhverv og Udvikling i Rønde Kommune

maiskou Festivitats at the #IWDK 2019 official opening!

2w

Liked by anjatoenning and 15 others
MAY 7

Add a comment... Post



Syddjurs Kommune
3.084 følgere
2u

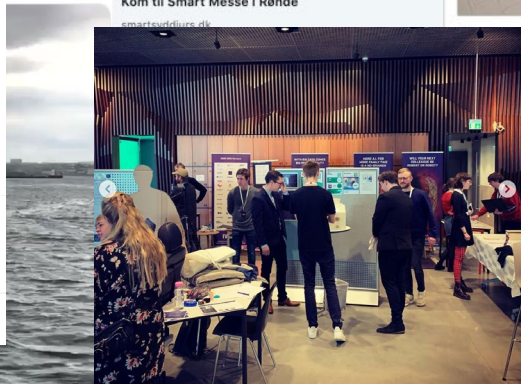
Så er det snart, hvis du vil opleve Nikolaj Sonne, Andre flere på Smart Messen i Rønde Hallen - få mere at vide om udvikling, velfærdsteknologi, internet of things og mere

Smart Messen er en del af Internet Week Denmark

<https://lnkd.in/gMgCNe>



Kom til Smart Messe i Rønde



Anne Frost @AnneFrostJepsen · May 10

Replying to @isdn @internetweekdk

Jeg har været til #iwdk- arrangementer hele tirsdag, onsdag og torsdag. Alle steder var der nuancer og sund skepsis og etikfokus 🍷❤️



juuustina "With big data comes big responsibility" 🙏
Internet Week Denmark is probably one of the most exciting events in Denmark for me. 🙌 And I am so thrilled to participate in it second year in a row. 🙌 It always inspires me and gives me something to think about. 🙌 Artificial intelligence is affecting everything and everyone more and more these days and it's important to address that in order to keep people's focus on the right path. 🙌 This week is filled with events

Di - Digital
1.296 følgere
2u

Valgkampen er skudt i gang. Så kom og vær med til at debattere Danmarks digitale politik med Deloitte og tre kandidater til folketingsvalget i morgen i Århus til Internet Week Denmark.



Andrea Carugati · 1.
Associate Dean for Digitalization at Aarhus BSS - Aarhus University
3u

Big brother comes to Aarhus. An interesting test under the Internet Week Denmark event. #ai #dataslavery @Internet Week Denmark - Aarhus BSS - Aarhus University

Se oversættelse



Brian Woodward · 1.
Partner, Støtning+Woodward Communications
1md.

Well, it's not exactly an episode of Black Mirror... but our little experiment at Bruuns Galleri showed how the "surveillance state" is already watching you :-O It's all part of the discussion at next week's Internet Week Denmark festival, where I will be moderating the opening ceremony. Check it out! #IWDK #aarhus

Se oversættelse



aarhusuni *KaPow* Så er det i dag, at de sidste 2 måneders anstrengelser skal bære frugt - hele holdet udstiller deres designs på #iwdk1 til #iwdk 🙌
Det kan føles lidt grænseoverskridende og udleverende at vise sit arbejde frem, specielt i et fag som kritisk design: Fungerer det? Forstår folk præmissen og konceptet? Samtidig er det virkelig en fed fornemmelse at sætte et design ud verden, så det får liv og skaber reaktioner.

Indtil videre er folk super meget på. De indgår i diskussioner om svære emner og kommer med gode indspark, og det gør bare det hele lidt sjovere 🙌 Hvis du skulle have lyst til at kigge forbi til et stk. kage, en snak og en høj fem, så

Liked by jeppemoldt and 130 others
MAY 9

Add a comment... Post

SOCIAL MEDIA STATISTICS

The statistics reflect the reach and impressions from selected social media platforms based on all of the users interacting with IWDK.



14,306 organic reach during the festival week

3,042 followers in total on our Facebook page



16,422 organic impressions during the festival week

1,539 followers in total on our Twitter page



7,336 organic impressions during the festival week

1,175 followers in total on our LinkedIn page



5,334 organic reach during the festival week

880 followers in total on our Instagram page

PARTNER STORIES

Every year vital partners support IWDK and hence IWDK has become a digital community, where partners show and share their expertise. They network with professionals, students and clients. They use IWDK as a platform to improve skills, to explore new business models, to matchmaking across industries and to showcase the best-in-class digital solutions.



JACOB OURP MATTHIESEN
Managing Director, Nodes Aarhus

”

Internet Week Denmark appeals to a very broad audience. To Nodes, that is a great strength and an important reason to why we are partners. It gives us the opportunity to bring our expertise into play with business, students and IT professionals. It gives our brand a boost and can also be used in other contexts beyond the week of the festival. At the same time, Internet Week Denmark has evolved from having a narrow appeal addressed to the digital audience of Aarhus to involve the entire region and attract participants from abroad. It gives the festival the same "out-of-perspective" that Nodes has.



BRIAN WOODWARD
Partner, Støvring Woodward Communications

”

If we are truly aiming to become a leading digital growth center in Europe, we need national initiatives that put digitization and business growth on the agenda, and IWDK is just that, which is why we have backed the festival as a partner. It's a platform where companies meet the new digital talents, and where business professionals network with each other, which is such a crucial element if we want to encourage more economic growth. As a national hub, we are the link between these national initiatives and international events in order to emphasize internationalization even more.



CAMILLA RYGAARD-HJALSTED
CEO, Digital Hub Denmark

”

The lively (and very spirited debate) at the opening this year was great. Friction can create movement, and I hope IWDK will continue to be brave enough to stake that fire - to find people who disagree and can discuss their disagreements stubbornly and adamantly (and respectfully, of course). It is important for our society. That is exactly why we are proud to be a part of this. At the same time, the festival must always be on watch that it isn't "preaching to the choir" or creating a consensus bubble and continue to seek more and more involvement of the general public. Super festival and we hope to be a part of it for many years to come.



CHRISTIAN CLEMMESEN MØLLER
CEO and founder, APEX Drone Racing

”

APEX Drone Racing participated as a partner in IWDK 2019 with an event where we gave children, youths and adults the opportunity to build and fly a racing drone. Our aim was to inspire them to engage in the sport - and interest in technology in general - by making drone technology tangible to the public. Our commitment to IWDK is due to a desire to support the festival's focus on technological and digital education - especially of children and youths who are our core target group. IWDK is a relevant and ambitious platform for us, where we are guaranteed to meet both professionals, children and youths with an interest in technology. As a platform, IWDK also offers massive exposure, eg. in online and print media, which we were pleasantly surprised by the value of. Our employees also participated in IWDK's other events and were themselves entertained both academically and personally by the broad range of knowledge that IWDK offered in 2019. We look forward to expanding our engagement in the years that come in cooperation with the team behind the IWDK.

TAKE PART IN IWDK 2020

An essential dogma in IWDK is the crowdsourced and co-creating way of working. IWDK is one big collaboration and would not exist without our partners! Our partners supports IWDK with money, services and expertise.

The IWDK partners engage in the festival for several reasons: networking, sharing and gaining knowledge, visibility of their company and securing a good debate about digitization.

IWDK is a non-profit event and every single financial contribution goes into making the festival an even better experience for all.

A partnership with IWDK is always based on an individual dialogue and there are many ways for your business to take part in the event as a sponsor or event host. Here are some examples:

PREMIUM PARTNER VALUE: 500.000 DKK

- Maximum logo exposure
- Host of flagship event
- Logo on all online and offline media
- 10 VIP tickets for official events

FESTIVAL PARTNER VALUE: 100.000 DKK

- Status as 'Festival Partner'
- High profile event at IWDK
- Logo on all online and offline media
- 10 VIP tickets for official events

CONTENT AND EVENT PARTNER VALUE: 50.000 DKK

- Status as 'Partner'
- Logo on all online and offline media
- IWDK support event
- 5 VIP tickets for official events





DENMARK'S LEADING DIGITAL FESTIVAL

See you at the
next IWDK festival

MAY 12-17, 2020

Print: **Lasertryk**

Designed by: **IWDK**

Photos by: **Moment Studio**

Statistics from: **Sli.do**

IWDK

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