



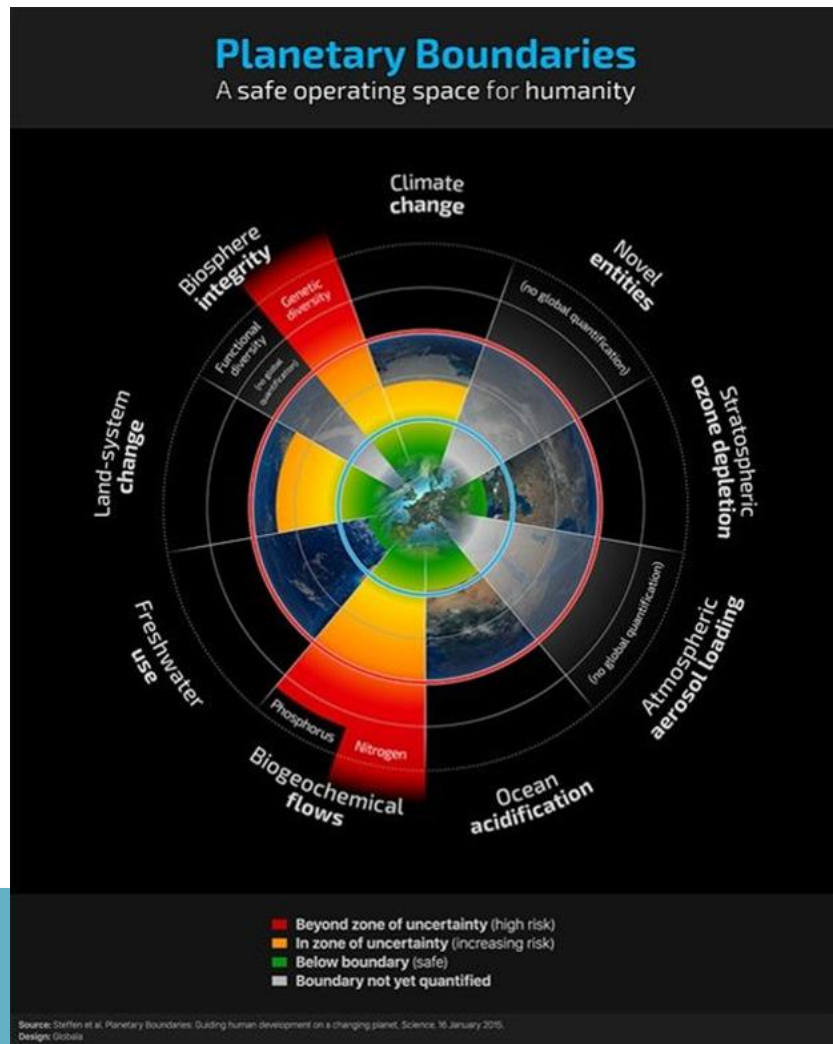
‘Green Experience Economy’:

The Power of Events in the
Green Transition. The Case
of *The Ocean Race Stopover
Aarhus, Denmark*

Green X

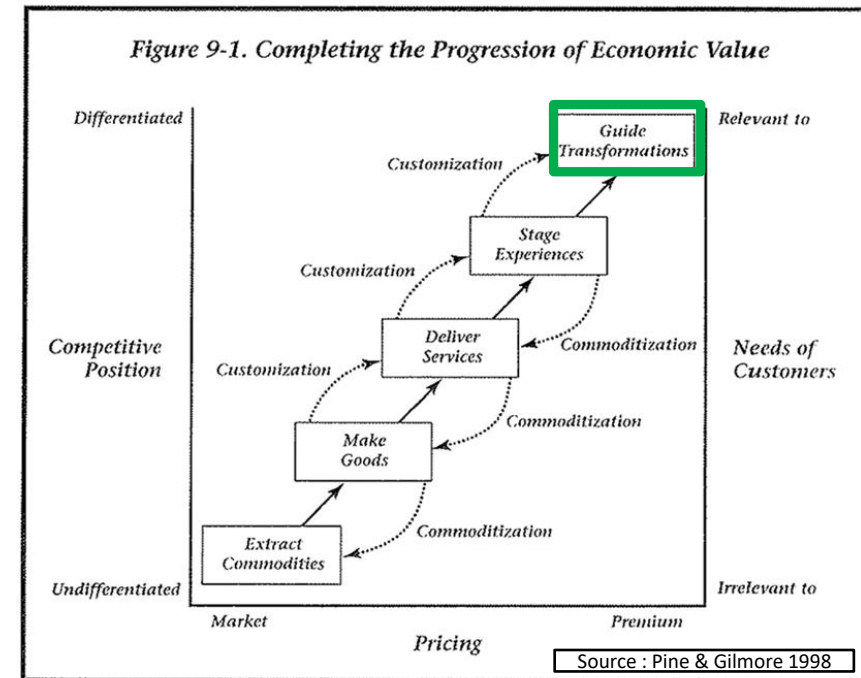
Urgency !

Sustainability - The green transition



The Hospitality and Tourism Profession ?

→ **The Experience Economy**



The Ocean Race



WORLD PERFECT STOPOVER STRATEGIC PARTNER	AARHUS DENMARK HOST CITY	 THE OCEAN RACE
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BUSINESS ACADEMY
AARHUS



The Ocean Race



**WORLD
PERFECT**
STOPOVER
STRATEGIC PARTNER

**AARHUS
DENMARK**
HOST CITY

**THE
OCEAN
RACE**

BUSINESS ACADEMY
AARHUS

The Ocean Race

The screenshot shows the top portion of the The Ocean Race website. At the top left is the logo for 'THE OCEAN RACE RACING WITH PURPOSE'. Below this is a dark green navigation bar with '11TH HOUR RACING' and 'FOUNDING PARTNER'. A white navigation menu contains links for 'ABOUT', 'NEWS', 'ONE BLUE VOICE', 'SUMMITS & POLICY', 'RELAY4NATURE', and 'LEARNING'. The main content area features a large, dramatic photograph of a sailboat's mast cutting through a turbulent, white-capped sea. Overlaid on the bottom of the image is the text 'RACING WITH PURPOSE' in large white letters, followed by the tagline 'Our ocean is in crisis.' in a smaller white font.

**WORLD
PERFECT**
STOPOVER
STRATEGIC PARTNER

**AARHUS
DENMARK**
HOST CITY

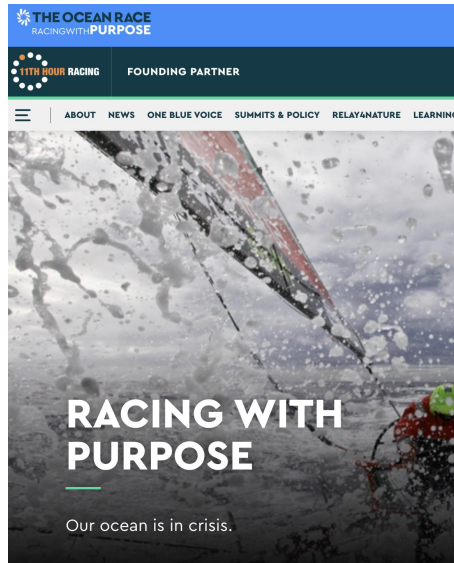
 **THE
OCEAN
RACE**

BUSINESS ACADEMY
AARHUS

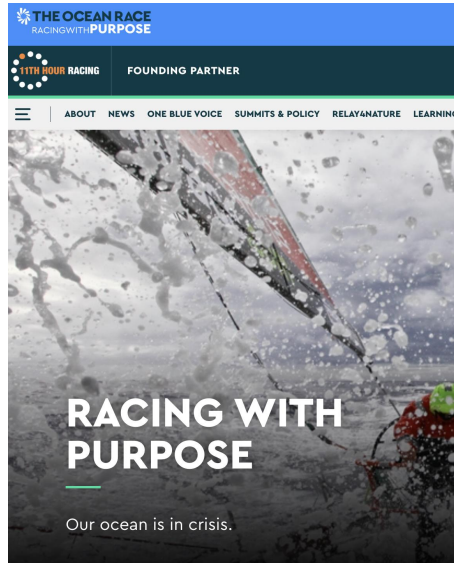


The Ocean Race

HOUSEKEEPING



The Ocean Race



HOUSEKEEPING:

- organic food
- renewable energy
- waste-reduction and waste-sorting
- etc...

It should be fun, it should be learning



The Ocean Race

Summary of Pillars, Strategic Goals, Themes, and Objectives



IMPACT



FOOTPRINT



LEGACY

**WORLD
PERFECT**
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OCEAN
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AARHUS



THE OCEAN RACE

SUSTAINABILITY ISLAND

- Youth summit
- Danish solutions
- Learning & playing

ressources



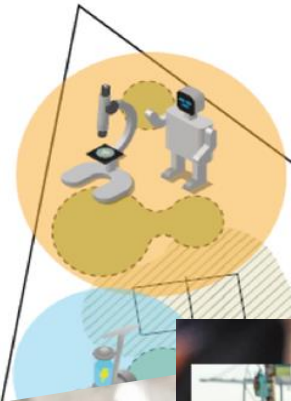
TR
PRESE



THE OCEAN RACE

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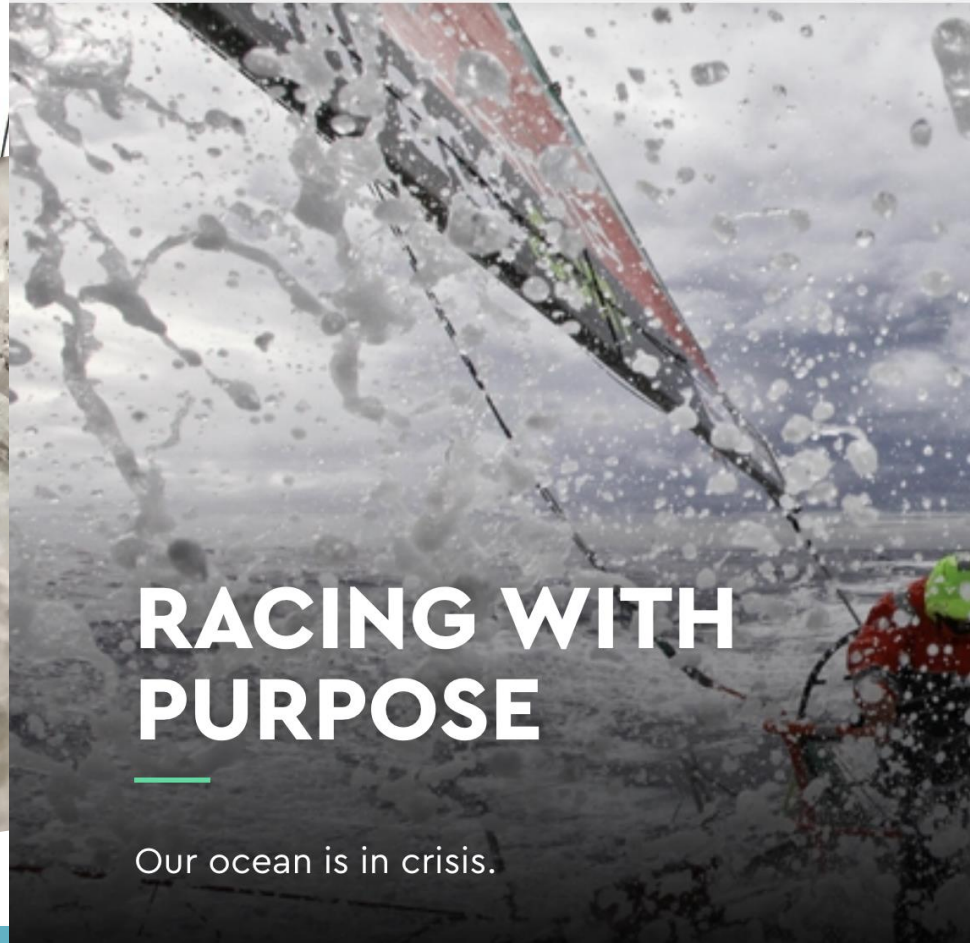
THE OCEAN RACE
RACING WITH PURPOSE



FOUNDING PARTNER



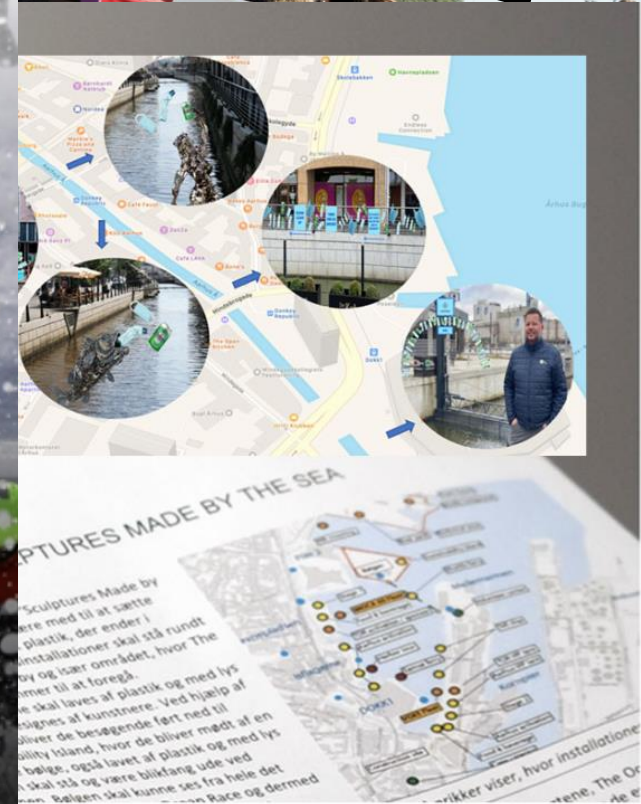
ABOUT NEWS ONE BLUE VOICE SUMMITS & POLICY RELAY4NATURE LEARNING



RACING WITH PURPOSE

Our ocean is in crisis.

Sources



TR
PRESE



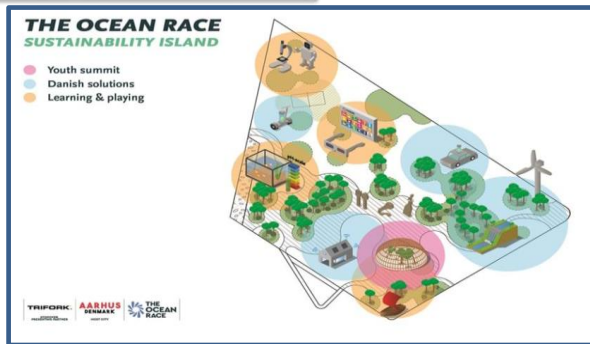
EVENT- & EXPERIENCE DESIGN

GLOBAL EVENT - LOCAL EVENT - GUEST EXPERIENCE

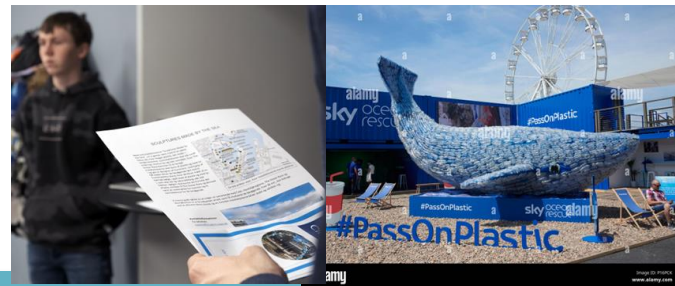


Value Driven Invitations

INVITING
WORKING
NARRATIVES



Place Making / Place-bound Discourse

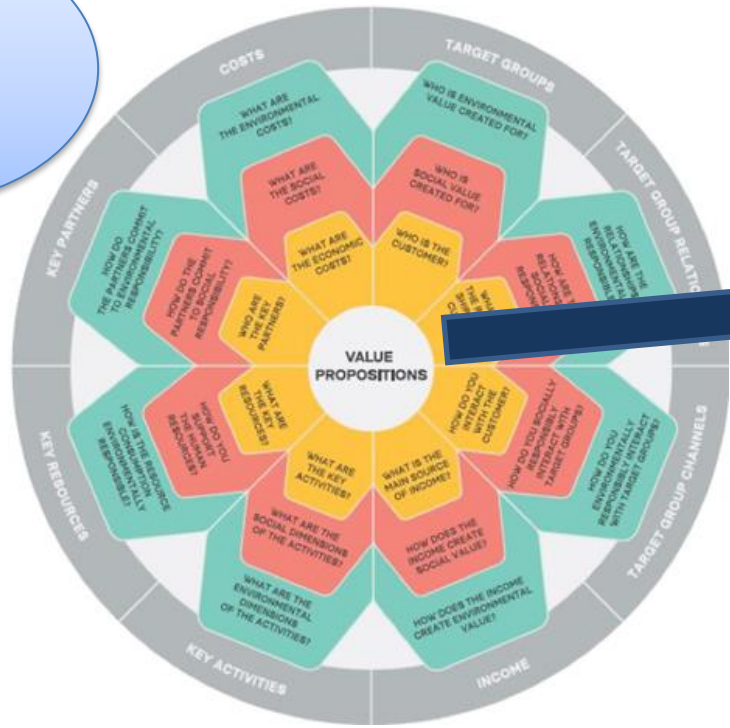


Involving Experience Design



NEW BUSINESS MODELS

Viable Growth



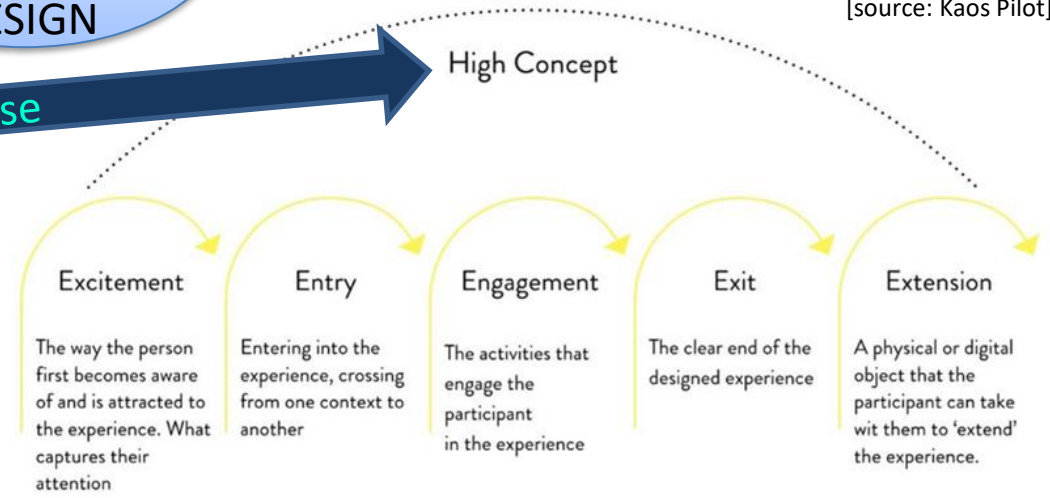
[source: Wogge & Jensen]

MODELS FOR EXPERIENCE DESIGN



5E Experience Design Model

[source: Kaos Pilot]



NEW BUSINESS MODELS

Viable Growth



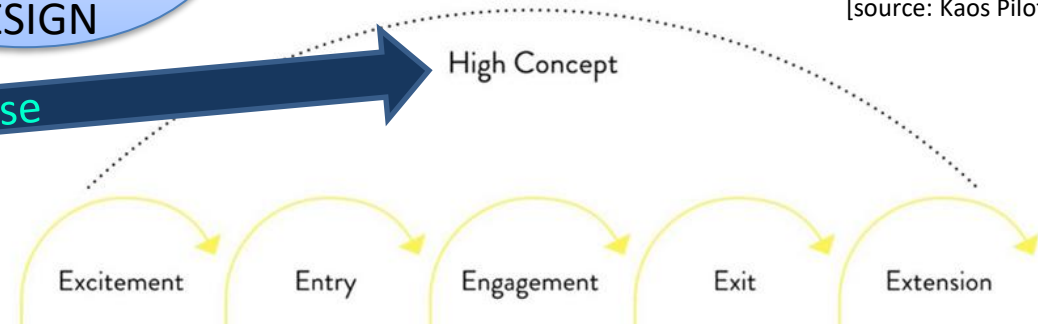
[source: Wogé & Jensen]

MODELS FOR EXPERIENCE DESIGN

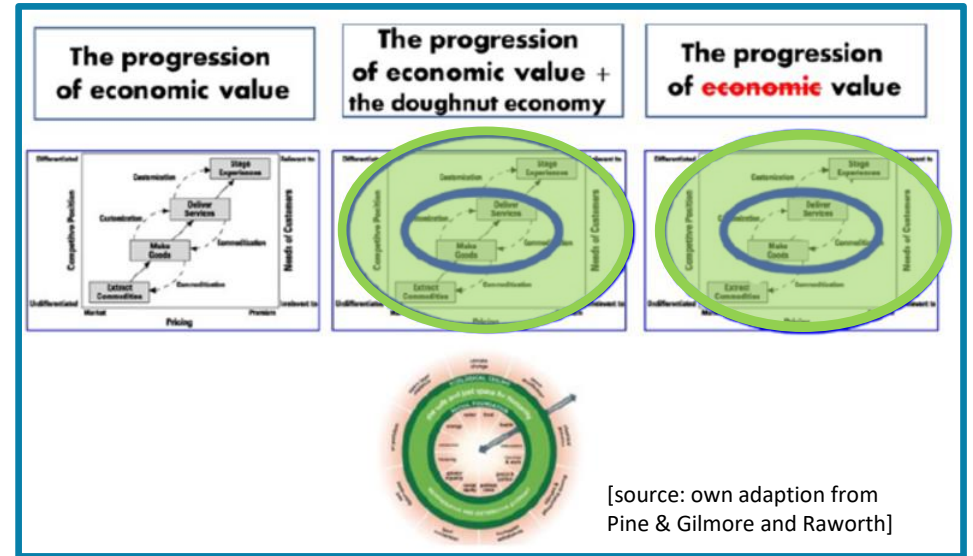
5E Experience Design Model

[source: Kaos Pilot]

Racing with purpose



MODELS FOR SYSTEMIC THINKING



[source: own adaption from Pine & Gilmore and Raworth]

Scalable principles: A 'green experience economy'-mindset

- 3P-driven value proposition
- 'Inviting working narratives'
- Transparent sustainable 'housekeeping'
- Planetary stewardship integrated in the host mindset:
- Aligning the High Concept with Value Proposition
- Design work as an iterative process
- ...

HOST MINDSET :

- *Planetary Stewardship*
- Destinal hosting
- Organizational hosting
- Hosting of Work Function
- Personal hosting

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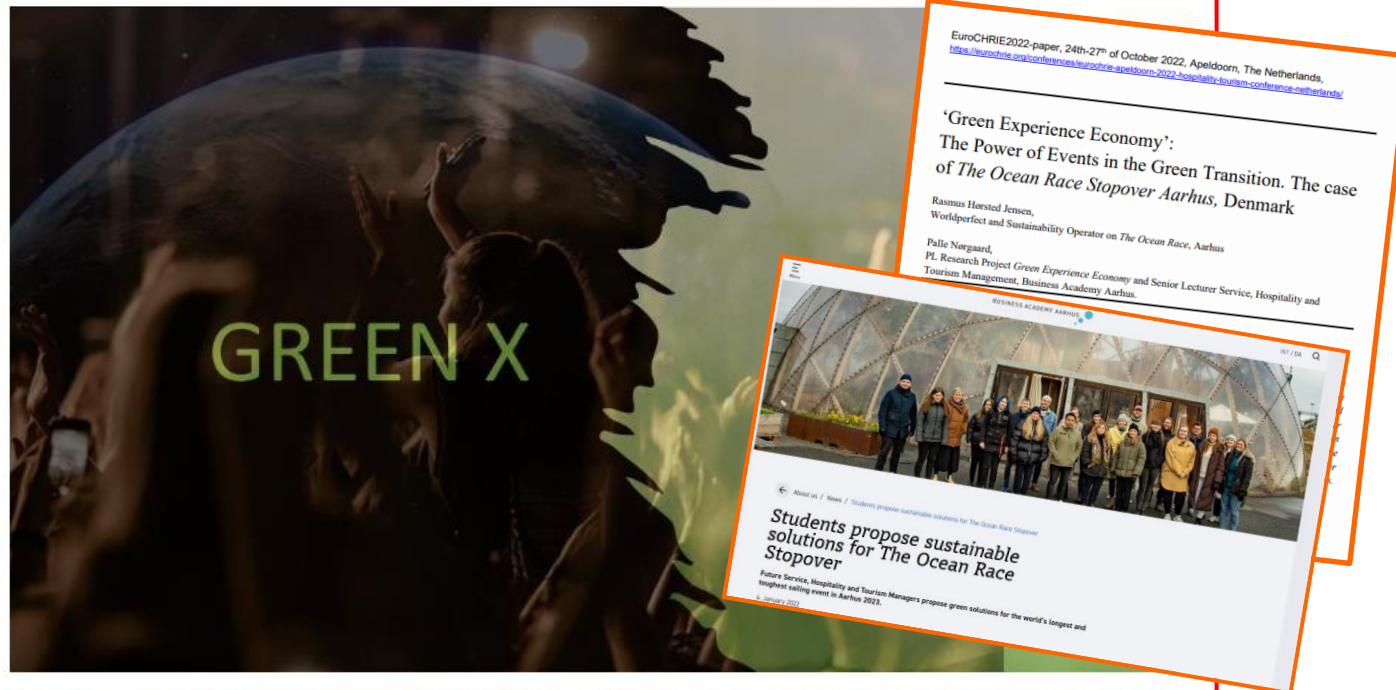
Linked 

Project site:

<https://www.eaviden.dk/project/greenx/>

GreenX

Green Experience Economy: Sustainable Transition at Events and in Event Partnerships



Within the urgent frame of green transition, the project rethinks experience economy as an operational practice for sustainable development in event design, specifically aimed at event managers and companies that want to take part in event collaborations.