

# GLOBAL DIY SUMMIT











## **BACKGROUND TO THE PROJECT**

Our purpose, as BestCities Global Alliance, is to harness the power of collaboration and community to create positive impact through business events. Our research, initiatives such as Incredible Impacts and the Madrid Challenge, our interactions with clients and destinations – all tell us that education is a priority if the industry is to understand the positive impact that can be created from events and their role in making it happen.

We have created several case studies which we hope will provide inspiration and learning about how a destination has benefited from hosting an international congress and how the association has moved closer to its mission as a result of holding the congress.



## OVERVIEW – GLOBAL DIY SUMMIT

The Global DIY Summit represents the retailers, manufacturers and suppliers of the DIY (Do It Yourself), Home Improvement (HI) and Garden Centre market. It was created over ten years ago following the recognition that there was a need in the market for a networking event that connected retailers with manufacturers.

The event is jointly hosted by EDRA (European DIY-Retail Association), HIMA (Home Improvement Manufacturers Association), and GHIN (Global Home Improvement Network). It attracts over

1,000 delegates including C-level and senior managers, and 290 retailers from over 55 countries (Figures from 9th Global DIY Summit). Although perhaps not the biggest event in this field, it is perceived to be of very high quality attracting the most important stakeholders in the industry.

It has been hosted by three BestCities destinations – Dublin (2019), Copenhagen (2022) and Berlin (2017 and 2023). The 10th Global DIY Summit goes to Rome in 2024.




## THE DIY LEGACY PROJECT

Timing is everything and we talk often about serendipitous moments in our industry. The sudden cessation of events during the pandemic gave MD Iñaki Maillard time to reimagine the company and the summit. The two main pillars for the event were networking and knowledge, followed by a third pillar, communications, a necessity to connect the knowledge with the network. Iñaki felt there was something missing.

Enter Copenhagen Convention Bureau with the Copenhagen Legacy Lab.

As host destination for 2022, the Copenhagen Convention Bureau

introduced Iñaki and his team to the Copenhagen Legacy Lab and its seven-step process which, once completed, provided them with a fourth pillar, The DIY Legacy Project. This initiative was designed to shift the focus of the DIY industry towards sustainability, responsibility and positive impacts and provide the organization with a clear purpose and direction. Consequently, everything the DIY Global Summit management team undertakes as an organisation and as a Summit, is now aligned with the objectives of the DIY Legacy Project.



*If you don't have a purpose, a reason to exist, a reason that you can give to your organization, then something is missing.*

**Iñaki Maillard,  
General Manager of the Global DIY-Summit**

# GOALS OF THE DIY LEGACY PROJECT

The overall mission of the DIY Legacy Project is “to accelerate the creation of a sustainable future together”. They believe that through information sharing and facilitating discussions the Global DIYSummit can:

- Promote collaborative sustainability in the DIY, Home Improvement and Garden Centre industry.
- Co-create a sustainable vision for the global Home Improvement, DIY and Garden Centre industry, to foster and inspire industry unity.
- Encourage sustainable standards and initiatives.
- Share trends and best practices.
- Build an inclusive, accessible and safe Home Improvement, DIY and Garden Centre industry.



## PLANNING FOR LEGACY AT GLOBAL DIY-SUMMITS

The DIY Legacy Project was officially launched at the 8th Global DIY-Summit in Copenhagen. In addition to the launch several intentional activities were undertaken to inform and inspire attendees. These included:

- Official launch of the project at the Opening Session and an e-flyer sent to all delegates informing them about the project.
- A Sustainability Showcase presenting the targets, goals and initiatives of some of the stakeholders in the industry, with the aim to inspire and motivate delegates to consider how such projects could be adopted into their own business.
- Delegates were given the opportunity to share their sustainability targets on the “Sustainability Wish Tree”, which was monitored and followed up on.
- A sustainable tour in Copenhagen, visiting sites and businesses.
- Dedicated sessions on sustainability with key-note presentations from some of the thought-leaders and trend setters in the area of sustainability.
- A commitment to an annual publication of a Sustainability Trend Report to provide information about how industry leaders in sustainability are working towards positively impacting the lives of customers, colleagues, communities and the planet.

The 9th Global DIY Summit in Berlin followed in the footsteps of the 2022 summit headlining its main topic as “Sustainability – Trend or Reality”. In Rome in 2024 the overarching theme is Embracing Change in DIY – “How to Thrive in the Never Normal”, how industry can thrive amidst constant change and how sustainability is becoming a cornerstone of DIY practices.



# LEGACY PROJECT



Creating A Sustainable Future Together





# LEGACY OUTCOMES

The 8th Global DIY Summit was deemed a success, and its outcomes are well documented. (ref [Copenhagen Convention Bureau Report](#)). The audience left with an appreciation of the importance of this topic and an understanding that involvement in this area is no longer an option, but rather a business imperative. This was a short term goal of the DIY Legacy Project.

The sustainable tours in both Copenhagen [2022](#) and Berlin [2023](#) provided valuable inspiration for delegates and also an opportunity for local businesses to establish new business relations.

The suggestions from the Wish Tree were analysed and shared, providing content for future surveys and summits. Annual surveys have been conducted to track the changes and the innovation in the industry culminating into DIY Legacy Project Sustainability Trend Reports published in 2022 and 2023. The first focussed on sustainability featuring case studies from leading retailers and manufacturers, the second report in 2023 broadened its focus to include DEI initiatives.

At the 9th Global DIY Summit in Berlin, EDRA/GHIN launched a Scope 3 Task Force to support the industry in reducing its Scope 3 greenhouse gas emissions, which are the emissions generated by retailers' supply chains and the use of products purchased by customers in their homes. These emissions account for more than 90 percent of retailers' total emissions.

Since the pandemic DIY Global has been hosting online summits using them as an opportunity to reinforce the objectives and the strategic aims behind the DIY Legacy Project. In September 2023, the five strategic goals of the DIY Legacy Project were presented and attendees were invited to participate in an Assessment Survey to help create metrics to track progress towards their goals of diversity, equity and inclusion and sustainability. The results of this Assessment Survey will be presented at the 10th Global DIY Summit in Rome in 2024.





# CHALLENGES AND MEASURING SUCCESSES

The DIY Legacy Project is a long term project. It seeks to change an industry globally and therein can lie some of the challenges. Different regions of the world move at their own pace and the levels of understanding and commitment to sustainability and DEI is varied. For that reason, DIY Global is focussing first on Europe, which is one of the most developed in their four pillars.

Copenhagen is a leading destination in sustainability, which made the planning and execution of the 8th Global DIY Summit easy; the commitment and vision of the city was a perfect backdrop to launch the legacy project. The insights and support provided by the Copenhagen Convention Bureau was the catalyst for an initiative that will undoubtedly reap long lasting positive impact.

Planning in other cities is not so easy as sustainability requirements can present significant challenges when applied elsewhere due to varying cultural attitudes and bureaucratic hurdles. The expense, both in terms of money and time, required for sustainability initiatives can add complexity in regions where sustainability isn't prioritized. The support from local governments, as experienced in Copenhagen, is crucial for implementing sustainable practices effectively.

While the desire exists to prioritize sustainability, practical limitations, including board decisions influenced by politics and relationships, often dictate event locations. Global DIY Summit is a company owned by three big associations and profit is therefore a key driver. The ideal scenario would be to choose destinations based solely on their DEI and sustainability credentials, but practical constraints often interfere with such aspirations.

Due to the long term nature of legacy, measuring progress towards goals and ambitions is not easy, there is no

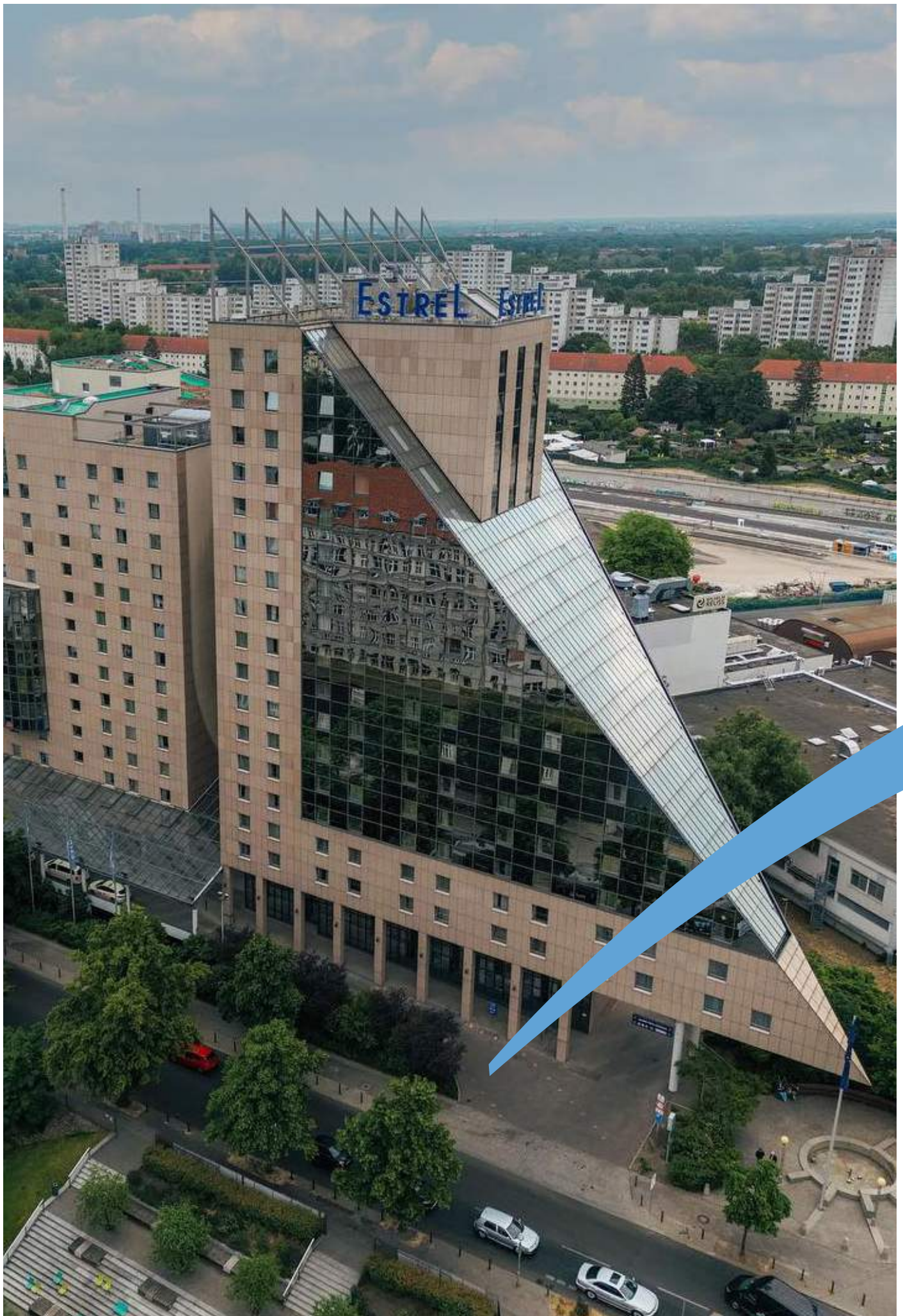
one formula to be adopted. In order to measure the progress towards the goals of the DIY Legacy project, DIY Global undertakes regular surveys, which track changes and innovation within the industry. The findings are then shared via the Global DIY Summit and Trend Reports.

In the mid to long term, DIY Global aspires to create a code of conduct where all the companies in the industry align to their strategic goals and that they meet these requirements for the market. They acknowledge however that the legacy project is at the inspirational stage and it cannot enforce any rules or regulations, it can only encourage, inspire and inform. To move to enforcement would require a change in politics.

Changing mindsets, particularly of Boards, is often stated as an obstacle faced by associations and organisations looking to embark on a legacy strategy. Progress can sometimes be hindered by a board's reluctance to embrace change limiting the opportunities to incorporate legacy and sustainability themes. DIY Global recognises the need to embrace change hence the legacy project's aim to serve as a catalyst for change, emphasizing the importance of adaptability, innovation, and a clear sense of purpose within the organization.

As a profit-oriented company, demonstrating consistent growth and profitability is paramount for DIY Global as it is for the attendees of the Summit. The DIY Legacy Project aims to drive meaningful outcomes beyond mere revenue generation. A challenge that has arisen is how the legacy project is perceived by the industry. For some it is seen as a marketing tool and a sponsorship opportunity and with this comes a potential new revenue stream for the summit. Keeping the legacy project true to its purpose and outside the politics and the marketing is therefore an ongoing challenge.







# THREE RECOMMENDATIONS FOR ORGANISATIONS LOOKING TO INCORPORATE LEGACY INITIATIVES INTO EVENT PLANNING

When asked for three recommendations for organisations looking to create legacy from their events, MD Iñaki Maillard suggested the following:

1. No matter if you are a small or large organisation you have to start. It's better to take lots of small steps than taking one very big step. Smaller steps are better than one bigger one.
2. Culture matters for an organisation aiming to work internationally. Culture really matters
3. You need to be very resilient because you are going to have a lot of disappointments. People are not necessarily aiming for the same things that you are and may seek to change your project, you have to defend it.



## CONCLUSION

The purpose of the DIY Legacy Project is to create a more sustainable and a more inclusive DIY & home improvement industry. It is not designed for the marketing and the revenue although these have become unintentional by-products. Timing was key and serendipitous; the thinking time during the pandemic combined with the support and forward thinking of one of the most sustainable destinations in the world, Copenhagen, created a legacy project which has the potential to deliver long lasting positive impact.

Despite the challenges encountered due to culture, politics and attitudes, the project stays true to its mission to, "Co-create a sustainable vision for the global Home Improvement, DIY and Garden Centre industry, to foster and inspire industry unity. We will support the vision through disseminating best practices and networking, addressing rapid digital changes and digital challenges, promoting sustainable standards and initiatives and continue to build an inclusive, accessible and safe Home Improvement, DIY and Garden Centre industry."

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