

IMPACT REPORT 2024

H.C. ANDERSEN
FESTIVALS



H.C. ANDERSEN
FESTIVALS
AUGUST
ODENSE





H.C. Andersen Festivals takes place in week 34, with Odense as the setting for magical cultural activities for all age groups. A recognizable H.C. Andersen universe is present in theater performances, lectures, and guided tours, but just as much in completely different forms such as street art, concerts, light shows, and much more—activities that are extensions of H.C. Andersen’s artistic world, filled with fuel for the imagination. The festival area is downtown Odense.

The vision for the festival is 10 days of cultural and festive events aimed at increasing awareness of Funen and Odense, both nationally and internationally, through the universe of H.C. Andersen.

**H.C. ANDERSEN
FESTIVALS**
AUGUST
ODENSE



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PREFACE

By Peter Bøgholm

Festival Director, H.C. Andersen Festivals

This report focuses on the impact that the H.C. Andersen Festival has on its surroundings. Particularly on Funen, with Odense as its focal point. The festival has grown so large that it has an influence in many different places with the aim of promoting interest in H.C. Andersen's timeless universe and knowledge of Funen and Odense. From schoolchildren in Odense to visitors from the capital, street performers in Chile and theatre groups from China.

The H.C. Andersen Festival is an urban culture festival established with the desire to create civic pride, attraction and retention. As a player in the local community and in the world, it has been a prerequisite for the H.C.

Andersen Festival since its inception to take an active and responsible stance towards the society and the world of which the festival is a part of.

This report is designed so that new sections and initiatives can be added on an ongoing basis. A major edit will take place around the turn of the year, but the report will also be edited along the way so that you, the reader, are always up to date on the festival's impact on our surroundings and the people involved.

We are proud of the results we can present in this report. These results have been achieved over the 13 years that the H.C. Andersen Festival has existed and are thanks to the joint efforts of all those involved in the festival. It has been an adventurous journey, which we look forward to continuing together.

Peter Bøgholm




Did you know...

The H.C. Andersen Festival was established in 2012 as a business community to increase attraction, retention and civic pride.

More than 9,000 children and young people from schools and institutions are participating in 170 free experiences offered through the festival's school programme.

H.C. Andersen Festivals supplies surplus plants for urban renewal and institutions such as the H.C. Andersen Children's and Youth Hospital.

80% of the festival's income comes from private funds and helps finance more than 650 magical experiences.

H.C. Andersen Festivals supports local associations and donates more than DKK 370.000 to associations, which then contribute with efforts from 568 members.

H.C. Andersen Festivals, in collaboration with the H.C. Andersen Foundation, has supported a new interpretation of the fairytale "The Tinderbox" and distributed 1,000 books to 200 schools on Funen and held workshops for teachers.

A good 70% of guests have a more positive impression of Odense and would recommend others to stay or visit Odense.

In 2024, H.C. Andersen Festivals attracted 385,000 day visitors to the city and generated a local economic impact of DKK 49 million.

A large community of 130 individual volunteers makes a huge effort to run the festival.



A FESTIVAL DRIVEN BY VOLUNTEERS

With an organisation based on volunteering, cooperation and community, the festival has focused particularly on social sustainability. The festival works actively to create a strong community of volunteers that reflects the diversity of society and serves as a meeting place and focal point for many people. Similarly, the committee members make a significant voluntary contribution, prioritising the festival's content and hosting during the festival.

DEVELOPMENT OF YOUNG PEOPLE'S PROFESSIONAL AND PERSONAL SKILLS

Since its inception, the H.C. Andersen Festival has focused on benefiting the next generation by offering a wide range of educational and cultural activities for schoolchildren. In addition, the festival works closely with educational institutions on internships, study assignments and case studies, and there is a close dialogue on the professional work involved in communicating the life and work of H.C. Andersen.



A SMALLER FOOTPRINT ON THE PLANET

H.C. Andersen Festivals will introduce new measures to reduce energy consumption during the festival, focusing on areas such as waste sorting and catering at events where it is possible to control CO2 emissions and food waste. In addition, Odense Flower Festival, together with its partners, will provide inspiration and information about eco-friendly initiatives.



AMBITION

The ambition of the H.C. Andersen Festival is to:

- influence external partners in urban life in a sustainable direction
- improve cooperation with volunteers and socially vulnerable groups so that they experience the greatest possible value from the cooperation during the festival.
- enrich young people with a deeper insight into H.C. Andersen's universe and his connection to Odense, Funen and Denmark.
- limit CO2 emissions in those areas of the festival where we have control over the conditions
- ensure better sorting and less waste

Had it not been for the many volunteers, there would have been no festival. Some of the volunteers contribute their professional expertise in business, culture and education to one of the festival committees, where they work on developing the cultural programme or attracting new sponsors, for example.



In addition, around 130 volunteers contribute to the festival with their valuable work, and voluntary associations from Funen help out along the way to contribute to their associations' finances and activities.

CULTURE, BUSINESS AND EDUCATION CREATE COHESION

The committees consist of volunteers from the fields of culture, business and education. In this way, they help to create community spirit and cohesion in the city. It is quite unusual at both local and national level for business, culture and education to work so closely together to increase pride in a specific geographical area.



A STRONG COMMUNITY OF VOLUNTEERS

130 volunteers contribute their commitment and hard work to make the festival a success. H.C. Andersen Festivals creates a positive and safe environment for volunteers to flourish in a strong community. They are an important part of the entire process and the audience's experience, which also gives the volunteers some unique experiences. At H.C. Andersen Festivals, we invite you to participate and contribute positively to the volunteer community and the festival's ambitions.



LONE JUNKER AS A VOLUNTEER PROUD VOLUNTEER IN PINK

"My husband and I have always been active cultural participants, but we wanted to contribute to the festival because we think it's a fantastic event and a great gift to Odense.

We have been volunteers at the festival for four years, working at the information stand, handling tickets and helping with sponsorship tasks, among other things. I am 67 years old and retired, but as a former student advisor and language correspondent, I enjoy guiding and serving the city's guests. The same goes for my husband, who is 73 and a retired engineer.

We find volunteering very rewarding. When we put on the pink shirt, something happens – people say hello and are happy, and we enjoy the sense of community it creates. Although community was not our primary motivation, as we already lead very social lives, it is a pleasant part of the experience. We love spending our time on something that makes a difference to the city, and we look forward to contributing for many years to come."



LOTTE JENSEN AS A VOLUNTEER STRONG SUPPORT DESPITE DIAGNOSES

"I was told at the hospital that I have 17 diagnoses. Five or six years ago, I was diagnosed with borderline personality disorder. For me, my many diagnoses mean that I am developmentally delayed and can have difficulty keeping track of things.

I started volunteering many years ago, and I have been involved in the HCA festivals from the very beginning. In fact, there has only been one year when I didn't participate, and even then I was there, even though I had cancer and the doctors said no. Instead, I showed up with a stand and two nurses.

I started volunteering at the festival because I wanted to. I saw a Facebook post and thought: That could be really cool!

Being part of the festival means everything to me. I never thought I would be so lucky in my life. All the lovely smiles and meeting lots of new people. You become like one big family. I think it's great that I have something where I know I'm appreciated. That I can be useful.

It can be difficult to fit into the way our world is structured when you have a mental health diagnosis. But I always feel accepted at the festival. In some places, you get picked on, and there are lots of people who don't know what the sunflower ribbon means. That's why it means so much to come to the festival, where they know me and look out for me, and where I can make a difference. And then it's just a huge joy to be together with others doing something we all love.

And if there are new people, they get to know me. It's a huge joy to be there and be together with lots of other people. Doing something that we all just love."



THE PARENTS ENJOY IT AND THE FOOTBALL GIRLS GET TO GO ON A TRIP

The parents of Team Odense Q's football girls know each other well after many years on the team. These are parents who invest a lot of time and energy in their children's sporting lives on a daily basis, so they have built up a strong community off the pitch. They bring this strong sense of community to the H.C. Andersen Festival, where over the years they have taken on a number of regular tasks during the concerts in Kongens Have. Twenty parents staff one of the bars, where they serve drinks at the concerts on the Friday, following instructions from the festival's bar manager. When it fits into their training schedule, the girls also show up and make sure the venue is cleaned up for the next concert, which starts on Saturday afternoon.

'It's fun, even though we spend many hours working hard. But it's for a really good cause, and the girls also learn that it takes effort to raise money for elite football,' says Anne Høvids Rasmussen, coordinator and parent of one of the football girls.

There is certainly plenty to spend the money on for a team that plays in Denmark's top football league for girls in the U16 and U19 categories. For example, the money from 2024 was used to help fund the girls' training camp in Malaga in March 2025. In 2023, the money was used to buy a sound box, which the girls use for warming up and training – and, of course, for having fun and creating a great atmosphere in the changing room.



Number of supporting associations: 20
Amount donated to associations: DKK 371.170
Number of participating association members: 568



H.C. ANDERSEN FESTIVALS ARE PART OF THE LONELINESS CHARTER



ENSOMHEDS
CHARTER ODENSE

In english: Loneliness Charter Odense

The Committee for the Elderly and Disabled in Odense Municipality has taken the initiative to establish a Loneliness Charter, which works to ensure that all people have the right to be part of a community where active and social life is the focus.

The Loneliness Charter is a kind of cooperation agreement against loneliness, where people help each other to make Odense a loneliness-free city where everyone has a place to belong.

The H.C. Andersen Festival is a natural part of this collaboration, as we create great opportunities to meet and form a community with other volunteers during and outside the festival.

The H.C. Andersen Festival welcomes everyone with open arms, as we make every effort to welcome, introduce and focus on making new and experienced volunteers feel part of the community.

We stick together, so that you experience a sense of belonging year after year. That is why seeing each other again and saying "see you soon" is just as important as a warm welcome.

At H.C. Andersen Festivals, we agree with our partners in the Loneliness Charter that, in the end, a little contribution from everyone adds up to a lot.



TOWARDS A STRONGER VOLUNTEER COMMUNITY

The volunteers are the driving force behind the festival. There are countless tasks to be completed during weeks 33 and 34. One of the main motivations for volunteering is the sense of community, with many participants returning year after year to meet other volunteers from across the generations. The volunteer centre is not just a place where you show up and are assigned a task. It is just as much a clubhouse where relationships are created and strengthened.

H.C. Andersen Festivals has established an activities committee among the volunteers, who contribute with advice and guidance on how to make volunteering even better in the future, for example:

- Activities where volunteers meet during the year in addition to weeks 33 and 34.
- A better volunteer centre with clubhouse facilities during the festival
- Better definition and distribution of tasks during the festivals (number of shifts and use of skills)
- Stronger integration of volunteers with special needs



THE BUSINESS COMMUNITY

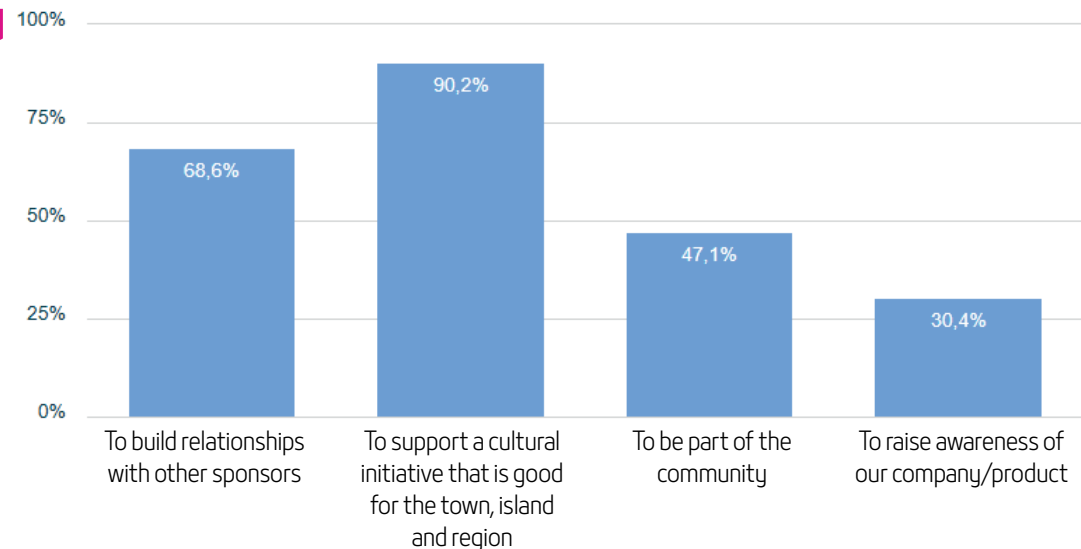
H.C. Andersen Festivals is a non-profit organisation that was established in response to the business community's desire to ensure that Odense remains an attractive city to visit and live in. The aim is to maintain a strong workforce on Funen in competition with other major business areas in Denmark.

This ambition requires a joint effort, and it is this same spirit that still permeates the business community 12 years after the first festival in 2013.

SHARED UNDERSTANDING OF A HIGHER PURPOSE

The H.C. Andersen Festival and its ambassadors on the committees work hard to spread the word that being a sponsor and supporter of the festival makes a difference in making the area more attractive.

For example, when asked why they support H.C. Andersen Festivals, nine out of ten respondents say that it is to support a cultural initiative that is good for the city, the island and the region.



Graphic: The four main reasons why sponsors support the H.C. Andersen Festivals



THE BUSINESS COMMUNITY

INSPIRING ACTIVITIES ON ENVIRONMENTAL RESPONSIBILITY

Vandcenter Syd, Fjernvarme Fyn and Odense Renovation use the festival as a creative platform to communicate important messages. Through imaginative activities such as the game of “poop basketball” and a quiz on waste sorting, the utility companies engage in dialogue with festival participants and raise their awareness of responsible consumption and recycling. The festival setting makes it possible to engage both children and adults in a playful way while they learn how their daily choices can contribute to a greener planet.



VALUE FOR CITY RESIDENTS, VISITORS, BUSINESSES AND ORGANISATIONS

80% of the festival's total income comes from private funds. This helps to make many different cultural offerings available, which in turn helps to increase cultural consumption. The festival organises more than 650 activities for the public, more than 170 activities for schools and institutions, and over 40 events for supporters and sponsors. All of these are either free to attend or available at a significantly reduced admission price.

According to data from Odense Municipality, more than 385,000 day visitors attended the 2024 festival. The visitors have a positive local economic impact of approximately DKK 49 million.*

* Odense Municipality, Event Monitoring 2024

YOUNG TALENTS' JOURNEY INTO THE WORLD OF CODING

During the H.C. Andersen Festival, the annual Coding Class Competition is held, where 7th grade students have the opportunity to explore coding and logical thinking with H.C. Andersen's fairy tales as a creative starting point. The event is a fun and imaginative competition that inspires young people to develop their technological and creative skills. The best team wins an exciting tour of the robotics company Universal Robots. The aim is to give young people an experience that both stimulates their curiosity and gives them tools for the digital challenges of the future.



FYNS ALMENNYTTIGE BOLIGSELSKAB

JACOB MICHAELSEN, CEO OF FAB

"We don't just build houses, we create homes. And with our corporate sponsorship of the festival, we have the opportunity to work with the festival to strengthen communities and bring cultural experiences to people in our housing estates who may not always have the opportunity to enjoy cultural experiences. We build bridges between residents and the opportunity to volunteer at the festival, and we give something back to our employees in the form of experiences during the festival.

We believe that our collaboration with the H. C. Andersen Festival contributes positively to the values and strategy that we work from at FAB. That is why we have signed a new sponsorship agreement for the next two years, because we want to show our support and commitment to Odense and its cultural life.

Last but not least, we also enjoy participating in the business network, where we meet a number of our partners."

MILLING HOTELS

DORTE MILLING, EJER

"As a corporate sponsor of the H.C. Andersen Festival, we are proud to contribute to a cultural celebration that strengthens communities, creates unforgettable experiences and focuses on social responsibility.

Our support for the festival goes hand in hand with our values of responsible hotel management, hospitality and local engagement. In the hotel industry, responsibility is a core value, from reducing our environmental impact to promoting inclusive experiences for all, and H.C. Andersen Festivals reflects this by bringing people from all walks of life together and creating a platform for art, culture and cohesion. We believe that positive impact is about more than green initiatives. It is also about investing in people and local communities. Through this partnership, we are helping to create a positive, long-term effect that extends far beyond the duration of the festival."



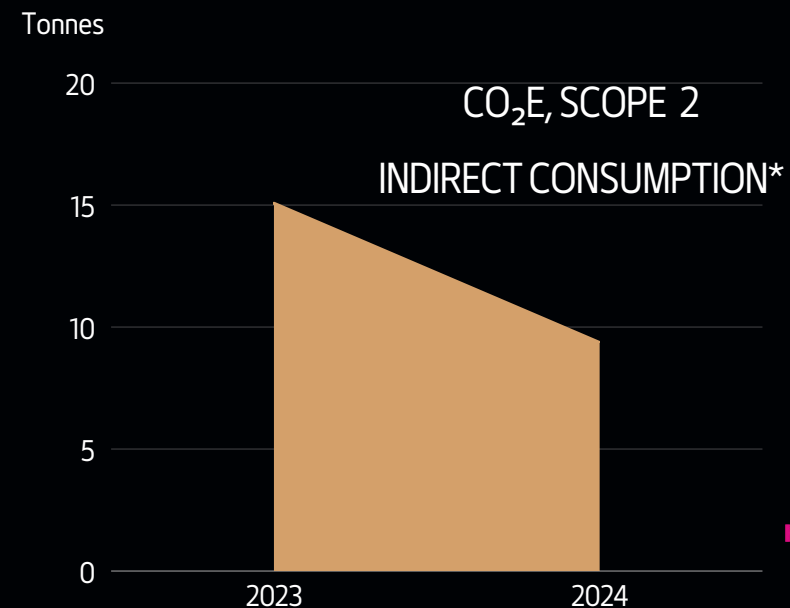
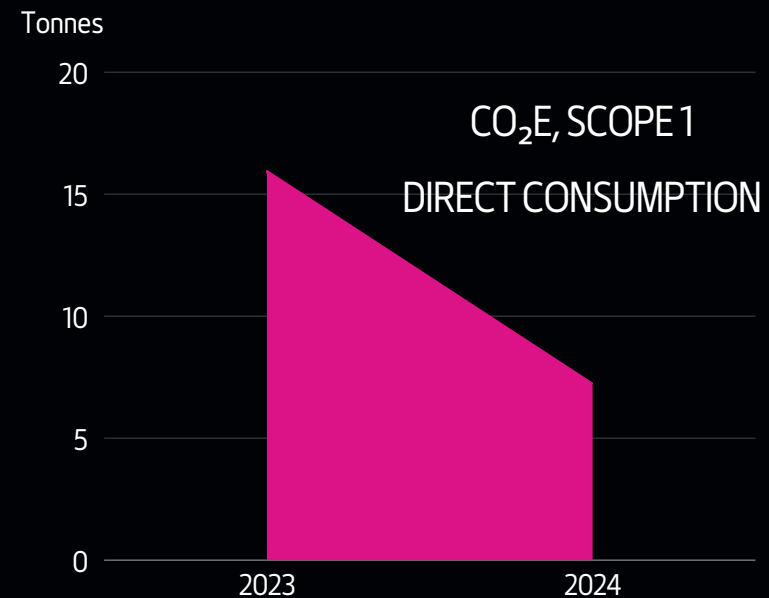
FESTIVAL FOR THE FUTURE: ENVIRONMENTAL AWARENESS AND GREEN INITIATIVES

In 2023 and 2024, many initiatives have been taken to ensure that H.C. Andersen Festivals has a smaller impact on the environment.

In closed areas where the secretariat has a major impact on the sub-events, the festival will reduce CO₂ emissions and food waste. In the same areas, there will be a focus on waste sorting into 4-5 fractions.

The Odense Flower Festival has developed into a highly attractive setting for partners who want to work on environmentally friendly initiatives in the home and garden. For example, with artists, professionals and other communicators on topics such as biodiversity, ecology, plant-based food, waste sorting and water and energy savings.

Overall, H.C. Andersen Festivals will raise awareness of environmental sustainability among employees, volunteers and partners.



*See data sheet p. 39 for further details.

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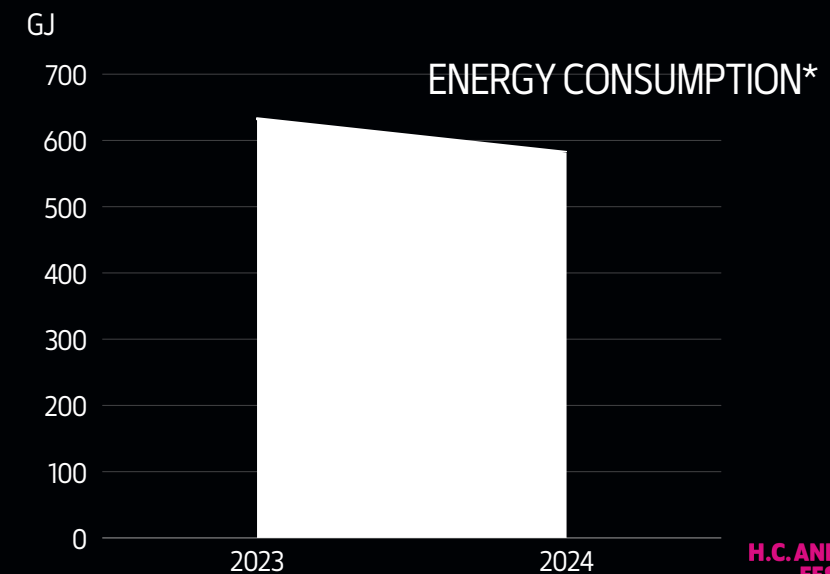
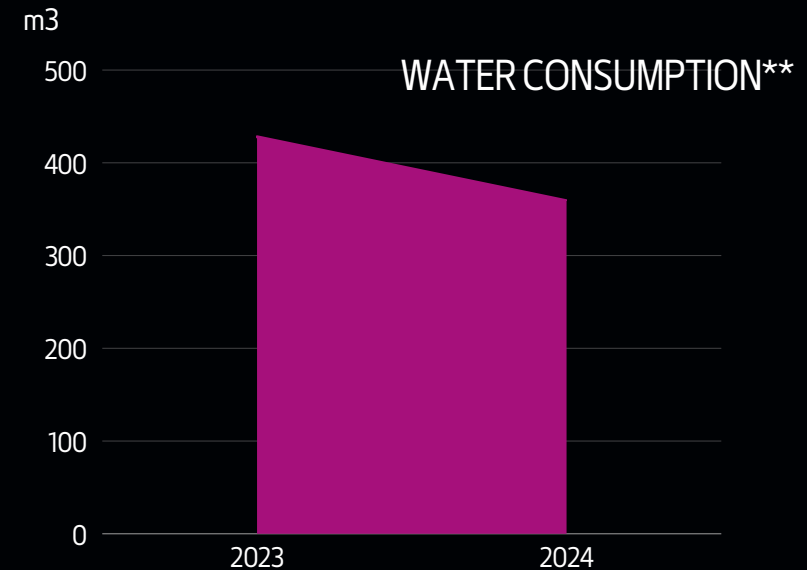


FESTIVAL FOR THE FUTURE: ENVIRONMENTAL AWARENESS AND GREEN INITIATIVES

MINIMISATION OF PURCHASED EXHIBITION MATERIALS

Both the H.C. Andersen Festival in week 34 and the Odense Flower Festival in week 33 generally focus on purchasing as few materials as possible, so that materials from previous exhibitions are either borrowed or reused.

This year's themed exhibition at Flakhaven focused heavily on the use of recycled materials. For example, three truckloads of 20-25 m³ of branch waste were used, and existing exhibition elements were recycled.



*see data sheet p. 39 for further details





PLANT-BASED FOOD

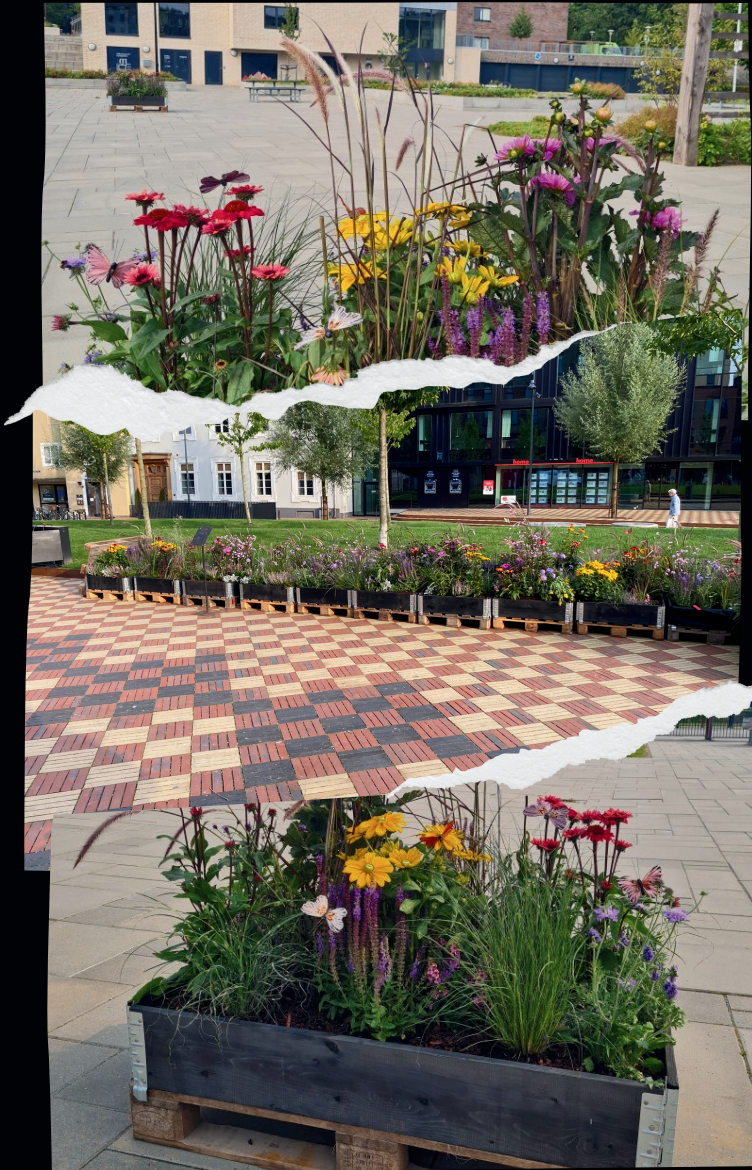
Inspiration for plant-based food began to feature more and more prominently at the Festival in 2023 and 2024. This was partly thanks to a collaboration with Byens Køkken, which supplies food to the city's institutions and residents. Here, you can learn, taste and experiment with dishes in line with the UN's global goals. In addition to tastings, workshops were also held on the use of legumes and seaweed in cooking, while a gardener from Økologihaven gave advice on organic herbs.

LESS FOOD WASTE

All employees, interns, volunteers and participants receive individually portioned meals, as previous festivals have shown that there is far too much waste when food is served from shared platters. During the festival, almost 1,500 meals were served for lunch and around 900 for dinner.

If there were still portions left over, a partnership had been established with the drop-in and advice centre, Reden, which received the surplus food.





SURPLUS PLANTS FOR INSTITUTIONS

LIV KRAUTWALT, OUH, PSYCHIATRIC DEPARTMENT

During the festival, the Danish Flower Art Championship was held. After the final, the participants' beautiful creations were donated to, among others, the H.C. Andersen Children's and Youth Hospital and the Psychiatric Department in Odense.

"It means a great deal that the flower festival will give us such a wonderful gift, where nature can help to bring joy to people with mental health issues. Both patients and staff are delighted with the floral art. We are truly touched that we have received something from floral art that is so beautiful and full of colour and vitality."

SURPLUS PLANTS FOR URBAN RENEWAL

JACOB MICHAELSEN, CEO, FAB – FYNS ALMENNYTTIGE BOLIGSELSKAB

"We have a partnership with the festival, whereby a selection of plants and flowers from the Odense Flower Festival are planted in the outdoor areas around our homes, bringing joy and life for many years to come instead of being thrown away, which is very much in line with our focus on green transition."



CREATIVITY AND BIODIVERSITY

One of the major environmental trends is biodiversity, which was the theme for the exhibitions at Gråbrødre Plads during the festival, where visitors could experience inspiring garden spaces with insect houses, wattle fences, colourful insect-friendly plants and lush green plant oases.

Biodiversity is about creating diversity of life in all of the Earth's natural types and habitats. Visitors could learn and experience this together with sculptor and climate artist Bente Hovendal in a workshop on making insects from recycled materials, while also hearing a professional talk about the importance of insects for nature and endangered insects in Denmark.



BEE-FRIENDLY GARDENS

Speaking of insects, the Nordfyns Biavlerforening (North Funen Beekeepers' Association) is a regular feature of the festival. Here you can hear interesting stories about queen bees, guard bees, cleaning bees and drones. You can also smell and taste different types of honey and learn about honey bees, wild bees and, not least, the importance of bees for pollination and nature in general.



PARTNERSKAB FOR **BÆREDYGTIG** TURISMEUDVIKLING

In english: Partnership for sustainable tourism development

SUSTAINABLE VALUE CHAINS SPARRING FOR A BETTER FUTURE

In collaboration with Destination Fyn, Meet Denmark and the Danish Technological Institute, H.C. Andersen Festivals has participated in the Sustainable Value Chains project. Over a six-month period, the festival has gained insight into its value chain and implemented solutions for responsible supplier management. The project has provided the festival with a toolbox containing seven specific tools to strengthen sustainability both internally and in collaboration with suppliers and partners, benefiting the environment and everyone involved in the festival.



EDUCATION AND LEARNING

H.C. Andersen Festivals aims to develop the skills of children and young people through the world of H.C. Andersen. The festival will raise awareness of and interest in the timeless world of H.C. Andersen and create a sense of belonging to the H.C. Andersen Festival. To this end, activities are being developed for schools and educational institutions locally, in and around Odense.

The learning process involves working with H.C. Andersen on two levels. Enchantment, where H.C. Andersen's universe is opened up to the youngest children in particular, and Re-enchantment, where H.C. Andersen's universe is explored in greater depth for older children and young people.

Extensive school programme

H.C. Andersen Festival has an extensive school programme, which in 2024 offered 173 free experiences for schools and institutions and 9.182 free tickets for children and young people.



EDUCATION AND LEARNING

LIGHT UP 'THE TINDERBOX' FOR ALL SCHOOLS ON FUNEN

Together with the H.C. Andersen Foundation, H.C. Andersen Festivals has supported Anette Jahn's book "Den forheksede prinsesse og fyrtøjet" (The Enchanted Princess and the Tinderbox), which is a modern retelling of the fairy tale about the Tinderbox. The book's fairy tale is written in such a way that it draws on H.C. Andersen's classic tale while exploring current themes of gender equality.

The picture books have been published by the Danish Teachers' Association and distributed to approximately 200 schools on Funen, with a total of 1000 books.



STORYTELLING WORKSHOPS FOR SCHOOL TEACHERS

The H.C. Andersen Festival also helped support a series of storytelling workshops with Anette Jahn based on the book *Den forheksede prinsesse og fyrtøjet* (The Enchanted Princess and the Tinderbox).

The individual workshops are structured around practical exercises in which teachers try out specific storytelling tools and gain new professional inspiration.

A total of 104 teachers from schools on Funen participated in the various workshops.

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EDUCATION AND LEARNING

EDUCATIONAL MATERIALS FOR OBJECT POETRY

The exhibition 'Object Poetry' will be part of the H.C. Andersen Festival in 2024. The exhibition presents stories about objects with personal value to eight Odense citizens through a combination of sound and visual impressions. The exhibition also includes teaching materials that the H.C. Andersen Festival has made available to schools. The teaching materials consist of tasks and exercises that can be used before, during and after experiencing the work. The aim is to get students to think about objects and experiences from their own lives by mixing facts about the common understanding of value, objects from the exhibition and H.C. Andersen's fairy tales.

MUTUAL INSPIRATION BETWEEN DANISH AND CHINESE CHILDREN

H.C. Andersen Festivals hosts the International STEAM Games, where we bring Chinese children to Odense to collaborate with Danish children on various products and expressions within technology and art/culture in an international competition. This meeting between cultures creates a platform that not only connects the children, but also strengthens cultural understanding and cooperation across national borders.



MOVEMENT, IMAGINATION AND CREATIVITY WITH POSTYRIUM

In 2024, the new circus area in Munke Mose was a great success. Here, curious children could try their hand at the world of theatre magic with the Royal Theatre's rolling children's universe, Postyrium. Here, children enter an adventurous world of drama, opera, ballet and music, where they can test their creative powers through movement and imagination with ballet steps, make music in the orchestra pit, create their own plays with real theatre costumes and much more.

INTERNSHIP & SCHOOL PROGRAM

H.C. Andersen Festivals Impact Report 2024

H.C. Andersen Festivals offers internships as part of our focus on developing young people's skills. The festival aims to inspire students through a practical learning environment where they can translate their theoretical knowledge into practical experience. This is achieved through a structured programme where responsibilities are assigned and time is set aside for guidance and evaluation.

The areas of work are primarily within marketing, communication, project management and event management. H.C. Andersen Festivals has collaborated with **15 interns** in the run-up to the festivals in 2024.

In addition, over the years, partnerships have been established with selected educational institutions that provide students with practical experience and the opportunity to add value to the festival through their professional skills.



PARTICIPATION IN COMMITTEES AT SDU AND UCL

H.C. Andersen Festivals participates in the Employer Panel at the Department of Culture and Communication at the University of Southern Denmark (SDU). The panel consists of people from the business community who provide advice and sparring to the university with a focus on the business community's needs for future skills among students. Similarly, the festival also participates in the Education Committee for Marketing and Multimedia at UCL University College and University College.



CASE STUDY WITH UCL AND IVK AT SDU

H.C. Andersen Festivals has a growing collaboration with UCL Business Academy and the International Business Communication programme at the University of Southern Denmark, where the focus in 2024 has been on cultural actors and volunteering. Three major case studies have been completed, in which different study programmes work with management, retention and attraction of volunteers.

In this way, students get to test their skills and knowledge in highly relevant business cases, where some of the best proposals and solutions can also be realised in reality.

NATASJA BRØNS, INTERN IN CULTURAL COMMUNICATION

"In the summer of 2024, I completed an internship at H.C. Andersen Festivals, where I primarily worked on tasks related to the programme for schools and institutions. My responsibilities included both preparing communications about the programme and planning and executing events.

During my internship, I had the opportunity to apply my skills in practice, which has helped me clarify which tasks motivate me the most and the direction I want to take in my future jobs. One of the biggest advantages of my internship was that I was given responsibility for my own tasks, which gave me a sense of ownership and an opportunity for development. At the same time, there were plenty of opportunities for sparring, which ensured a good balance between support and independence. Being part of H.C. Andersen Festivals gave me experience in both event coordination and communication in a culture-oriented event company, which has strengthened my existing skills and developed new ones. "



INTERNSHIP & SCHOOL PROGRAM

H.C. Andersen Festivals Impact Report 2024



ANNA MØLLEGAARD LARSEN, INTERN IN THE SPRING AT ODENSE FLOWER FESTIVAL

"My internship at the Odense Flower Festival involved a lot of useful learning that I could take back with me to my studies and use in future jobs.

One of the things I particularly enjoyed about the programme was that, over time, I was given a lot of responsibility for various tasks – both at OBF and HCA Festivals – which really helped me develop my personal learning goals. This made me much more confident in my work, which also increased my motivation and, in turn, helped me develop my professional learning goals.

The festival office was also a very safe space to be in, with many great colleagues who were always ready to help. All in all, my internship was exactly as I had hoped."

FINN ROSENLOV, SUBJECT TEACHER AT FGU FYN ODENSE

"As a teacher at FGU, what I have noticed in particular in our collaboration with the H.C. Andersen Festival and the Odense Flower Festival is that we have the opportunity to engage our students in a different way. We give students, many of whom have cognitive challenges and multiple diagnoses, the opportunity to experience a world other than the one they are used to.

At the festivals, our students work on taking photos and producing films for the festivals. One thing is that we get the opportunity to use a professional tool to develop the students. Another thing is the educational tool, where we can really see something happening with the students. We create opportunities for them to meet lots of new people, but also to share experiences with their classmates and develop a great sense of community.

In our last evaluation, it was clear that they themselves thought that the friendships and being together in a different way had been the best thing."



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KOLD COLLEGE COLLABORATION **LYKKE PETERSEN, EDUCATION CONSULTANT AT** **KOLD COLLEGE**

"Our collaboration with Odense Flower Festival involves moving our teaching to the festival. Our horticulture students help with the decorating, while our culinary students stand in the small stalls and cook food that fits in with the theme. It means a lot that we can give our students the opportunity to do this wonderful work. The students are at different stages of their education when the festival kicks off, and this gives them the opportunity to see each other in a different light and strengthen their team spirit.

At the same time, it also gives them an insight into the industry. It makes them proud to be part of creating something that people admire and ask about, and it also arouses curiosity among the students, which they can use in their further education."



PRACTICAL TRAINING & SCHOOL COURSE

H.C. Andersen Festivals Impact Report 2024



COLLABORATION WITH SYDDANSK ERHVERVSSKOLE (SOUTH DENMARK BUSINESS COLLEGE)

Carpentry students from Syddansk Erhvervsskole are contributing to the Odense Flower Festival by constructing elements and performing various craft tasks during the build-up to the festival.

Fifteen students from both EUD and EUX programmes have worked on creating ramps, building plant boxes and setting up displays that adorned Odense city centre during the festival. Their work has been a central part of the festival's exhibition.

Sebastian and Freja, two of their EUD students, also found the festival to be an educational challenge: 'We have been allowed to work on many different and special tasks that we don't normally try our hand at – and it has been both challenging and fun.'

HENRIK NANNESTAD JØRGENSEN, PRINCIPAL AT HENRIETTE HØRLÜCK'S SCHOOL

"There are no other festivals in Denmark that so convincingly bring children and young people together for so many experiences in just one week. As a school, we are not only focused on giving our students experiences, but also on making them want to try new things, explore unknown territory and test their limits. Not least, it is crucial for children to learn that imagination is their best friend – even when they return to everyday life at school. I can only encourage all teachers to book tickets for next year's H.C. Andersen Festival as soon as the programme is published – they sell out quickly."



WIDE ACCESSIBILITY TO CULTURE

The H.C. Andersen Festival aims to play a major role in promoting awareness of Danish culture and H.C. Andersen. Through the festival's events, exhibitions and interactions, visitors are offered a window into Danish cultural heritage and the fairy-tale universe created by H.C. Andersen.

A report from Aarhus Municipality shows that culture and leisure activities are a really good investment. Exciting cultural and leisure activities contribute greatly to making the city a fantastic place to live. The same study shows that high cultural and leisure consumption is linked to a higher quality of life and well-being compared to other citizens with low cultural and leisure consumption. Cultural and leisure activities play a major role in making life worth living.

HUNDREDS OF EVENTS

The H.C. Andersen Festival makes culture accessible to a wide audience. In 2024, the foundation was laid for over 650 events that people could attend free of charge or at a significantly reduced admission price. For example, for DKK 50, people could attend SH4DOW, which won the Reumert Special Prize in 2023. The performance took place over three evenings.



WIDE ACCESSIBILITY TO CULTURE

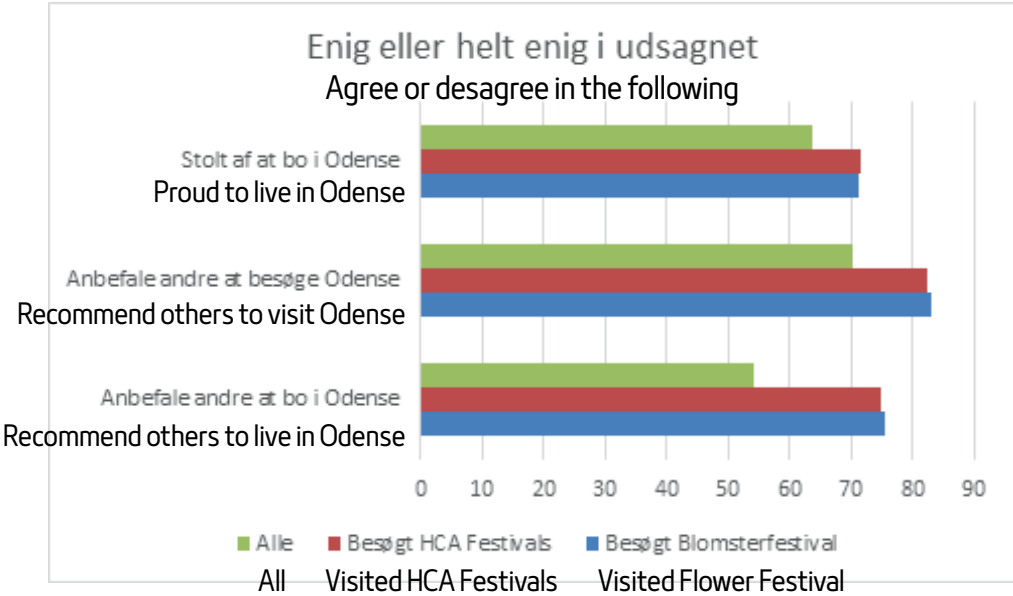


THE FESTIVAL MAKES ODENSE A GREAT PLACE TO LIVE

In short, the purpose of the H.C. Andersen Festivals is to make more residents proud to live in Odense, so that more people are attracted to move here and stay. We examined this issue in the festival's guest survey from 2024, conducted by A&B Analyse and answered by 1,350 respondents.

The results clearly show that visitors to the H.C. Andersen Festival are much more proud to live in Odense and are much more likely to recommend others to live in or visit the city.

The festival therefore plays an important role in Odense Municipality's settlement policy and in the ability of companies to attract new labour.



CULTURAL ACTORS GAIN ACCESS TO A LARGE AUDIENCE

Inge Fjord, Principal of the Royal Danish Theatre Ballet School in Odense

“The festival’s support is crucial to enabling us to perform to the extent that we do. It creates visibility and interest in both classical ballet and modern dance, which is essential for the development of the art form.

The festival provides the next generation with a stage and an audience to perform for, which is a unique opportunity for young talents. In this way, the festival promotes artistic growth and ensures that new generations of dancers gain experience and exposure.

The ballet school actively contributes to the festival by ensuring a high level of dance. Our participation helps to make the festival diverse and contemporary in its artistic expression.

At the same time, the ballet school emphasises the festival's cultural profile. Through our performances, we help to cement the festival's reputation as a place where art and dance come together in an inspiring and professional setting.”



WIDE ACCESSIBILITY TO CULTURE

CULTURAL ENCOUNTERS ACROSS THE GLOBE

The H.C. Andersen Festival works to bring different cultures together and create a dynamic cultural exchange. The festival serves as a meeting place where nationalities and artistic expressions can come together. Because H.C. Andersen's themes and stories are so universal and timeless, his artistic universe provides a solid foundation for facilitating cultural encounters and conversations across cultures.

In 2024, 21 international participants from 10 different countries took part.



CULTURAL EXCHANGE WITH CHINA

The festival has a special focus on Chinese guests and their culture due to the great interest in Hans Christian Andersen in China.

In 2024, Chinese and Danish theatre groups for children merged, giving the audience an experience of what happens when young people from China and Denmark break down cultural, linguistic and national boundaries and perform elements of H.C. Andersen's fairy tales in four small street performances.

**H.C. ANDERSEN
FESTIVALS
AUGUST
ODENSE**





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ESSAY

Det nye årtusindes skyggespil

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“Grænsen er blevet sværere at få øje på: mellem virkeligheden og det, der ligner. Mellem os selv og det, der ligner os.” Sådan skriver skribent og litterat Elisabeth Skou Pedersen i dette essay. I en tid med kunstig intelligens ruller en intens debat om forskellen på det virkelige og det kunstige, det originale og dets efterligning. Også H.C. Andersen var optaget af disse spørgsmål i eventyr som “Nattergalen” og “Skyggen”, og det har en række nyfortolkninger fået øje på. I essayet bliver vi taget med i en hvirvlende, reflekterende og poetisk undersøgelse af, hvad Andersens skrift og eventyrets ældgamle form kan lære os om den nye teknologiske virkelighed.

Af Elisabeth Skou Pedersen, 12-06-2024

CULTURAL ENCOUNTERS ACROSS THE GLOBE

The H.C. Andersen Centre at the University of Southern Denmark works with literary, cultural and communication science approaches to H.C. Andersen's work, life and cultural significance. As part of the Centre's work, they have delved into the experimental theatre performances *Fishtail* (2022) and *SH4DOW* (2024), which H.C. Andersen Festivals helped bring to Odense. Specifically, this has resulted in an academic talk and a literary essay on how H.C. Andersen is present in contemporary Danish art. *Fishtail* is based on *The Little Mermaid*, where the performance delves into the personal story of transformation – about the loneliness that arises when you are not seen for who you are.

SH4DOW is an interpretation of Hans Christian Andersen's fairy tale “The Shadow”, in which the shadow takes over its master's life and identity. In this version, the shadow is an artificial intelligence that takes the form of various holograms throughout the performance. It is the digital shadow of humanity.

Source: animani.org

https://www.sdu.dk/da/forskning/hca/nyheder_hca/detnyeartusinde

H.C. Andersen Festivals - Data book

ENVIRONMENTAL DATA	Unit	2024	2023
CO2e, scope 1	Tons	7,20	15,92
CO2e, scope 2 according to Danish standards	Tons	9,36	15,07
Renewable energy trading	%	81%	N/A
Handling of recyclable waste	%	28%	N/A
Energy consumption	GJ	581,80	632,68
Water consumption	m3	359,00	428,00
SOCIAL DATA			
Full-time workforce	FTE	11	11
Gender diversity	%	77%	73%
Gender diversity in other management layers	%	50%	50%
Interns	Number	15	12
Employee turnover rate	%	9%	45%
Absenteeism	Days/FTE	N/A	N/A
Volunteers	Number	130	130
Number of supported associations	Number	20	25
Amount donated to associations	DKK	371.170	N/A
Number of participating association members	Number	568	N/A
Number of schoolchildren participating free of charge	Number	9.182	9.950
Number of participating guests from Denmark	Number	271.700	N/A
Number of participating guests from abroad	Number	14.500	N/A
MANAGEMENT DATA			
Gender diversity on the Board of Directors	%	40%	20%
Attendance at Board meetings	%	95%	95%

The above facts and the content of this report form part of the strategic setup for the work on sustainable development for the festival. The facts have been compiled in collaboration with EY for the mapping of CO2 emissions.

ENVIRONMENTAL DATA

	Unit	Calculation method
CO ₂ e, scope 1	Tons	Activities in the company x emission factors according to UK Government GHG Conversion Factors for Company Reporting (DEFRA, 2022)
CO ₂ e, scope 2 according to Danish standards	Tons	Activities in the company x emission factors according to product declarations from Energinet (location-based 2024) and Fjernvarme Fyn 2023.
Energy consumption	GJ	Electricity used, including renewable energy + district heating used
Renewable energy trading	%	Renewable energy/energy consumption x 100
Handling of recyclable waste	%	The proportion of total waste sent for recycling
Water consumption	m3	The total amount of water consumed.

SOCIAL DATA

Full-time workforce	FTE	Total of all (individual employee hours / 1924). An employee can count as a maximum of 1 FTE.
Gender diversity	%	Female FTEs / FTEs x 100
Gender diversity in other management layers	%	Percentage of female managers out of the total number of managers
Interns	Number	Information from internal records
Employee turnover rate	%	(Voluntary + involuntary departures / FTEs * 100)
Absenteeism	Days/FTE	Sick days / FTEs
Volunteers	Number	Information from internal records
Number of supported associations	Number	Information from internal records
Amount donated to associations	DKK	Information from internal records
Number of participating association members	Number	Information from internal records
Number of schoolchildren participating free of charge	Number	Information from internal records
Number of participating guests from Denmark	Number	Information from internal records
Number of participating guests from abroad	Number	Information from internal records

MANAGEMENT DATA	Unit	Calculation method
Gender diversity on the Board of Directors	%	Percentage of female board members out of the total number of board members
Attendance at Board meetings	%	Number of board meetings attended during the year / (Number of board meetings x number of board members)

