



Application for support - TeamWalk 2023



The project summary

The Diabetes Association wants to set Denmark in motion and focus on the fact that daily exercise and a healthy lifestyle are the best medicine for preventing type 2 diabetes. In 2022, we launched the exercise event TeamWalk. Through walking communities in nature will wish to inspire Danes to an active life and at the same time contribute to the prevention of type 2 diabetes. This is done through strong communities, unique experiences under the open sky and an active outdoor life.

Purpose and background

Diabetes is a rapidly growing disease and is one of the fastest growing chronic diseases in Denmark. Today, approx. **310,000** Danes are diagnosed with type 2 diabetes, which is a three-fold increase over the last 20 years, and the number is steadily increasing.

In addition to the people who have diabetes, **465,000** Danes are estimated to have prediabetes type 2 diabetes, of which 20 % will develop type 2 diabetes within 5 years. Type 2 diabetes is triggered in many cases by obesity, physical inactivity and unhealthy eating habits. It is possible to prevent type 2 diabetes, just as you can prevent the serious sequelae, by changing your lifestyle.

Already after 14 days of inactivity, you can become insulin resistant and develop prediabetes, and are thereby closer at developing type 2 diabetes. 465,000 Danes with prediabetes are currently facing an accelerated risk of developing type 2 diabetes.



Diabetes has great human costs for the individual but is also a serious public health problem that costs the Danish society approx. 87 million DKK per day!

Idea and vision

There is a need for initiatives that promote physical activity and motivate the target group to maintain good new habits. That is why the Diabetes Association launched TeamWalk in 2022. After almost three years in the shadow of the pandemic with isolation and loneliness as a result, we have an ambition to set Denmark in motion for the sake the community, the fight against diabetes as well as the prevention of diabetes. With the new nationwide event TeamWalk, all Danes - regardless of hiking experience - can sign up and become part of local hiking communities that hike together in the Danish countryside throughout the spring and summer.

For 20 years, cycling enthusiasts via TeamRynkeby have taken to the Danish country roads in their yellow team shirts, when they raised money for the benefit of children with cancer by cycling. With TeamWalk, the Diabetes Association also wants to pay tribute to outdoor exercise and the outdoor community, and at the same time support the work to ensure a good life with diabetes and a future without it. All teams are working towards the same goal – to be ready for the season finale, which is the final walk on Bornholm at the beginning of September 2023.

In the Diabetes Association's media and via a broad communication and marketing effort, we follow up on inspiring cases and cover the participants' experiences with hiking. We delve into the personal stories about the joy of walking in nature together, with the aim of inspiring the target group to a healthy and active lifestyle.

Outdoor life

Together, TeamWalk gives the participants plenty of good nature experiences. The team leaders guide the participants on the trip, through landscapes, along water and through forests. With each step comes a lot



of good conversations and the participants become more knowledgeable about the nature they are walking in. Professional hikers and nature educators will be associated with the project.

TeamWalk is for people who want nature experiences and exercise at the same time. The community is in focus and grows every time you get off the couch and out into nature. We meet in active walking communities, both locally as well as at larger national walking events, along Hærvejen, Svanninge Bakker, Camønoen and other routes. With TeamWalk, we hope to reach out widely to people with diabetes, their relatives and everyone else who would like to experience the joy of walking in nature.

Target groups

The primary target group for the activity is the approx. 465,000 Danes with prediabetes and those Danes over 45 with unhealthy diets who do not exercise regularly (equivalent to 15-20 percent) – a total of approx. 1. million Danes. Likewise, relatives of the primary target group are also welcome in the TeamWalk community and can help with support and retention in the good habits.

The secondary target group is the rest of the Danish population aged 45+, who are also invited to become part of a local walking community, as we know that strong social relationships are the motivating factor that contributes positively to maintaining new exercise habits.

We offer up to 40 of your employees can participate in TeamWalk 2023, because you support the project with DKK 20,000.

Activity plan

Phase 1: 17 January to 14 May – promotion and recruitment for local teams

Recruitment takes place via communication on internal and external communication channels (website, SoMe, Diabetes member magazine, newsletters, press release, film, etc.).

Phase 2: 16 March – 1 April – local information and start-up meetings

For interested participants, there will be local physical information meetings as well as online meetings with an introduction to the TeamWalk concept. After 1 April, start-up meetings will be held in five different



places in Denmark. The meetings are held in the places where the different teams will have their geographical location.

Phase 3: 1 April to 1 September – team organisation, as well as local and regional walks

The TeamWalk groups meet in five locations nationwide, based on where the participants geographically belong (Copenhagen, Odense, Aarhus, the Triangular area and West Jutland). Each team is organized with a steering group consisting of a Team Leader, Event Leader, Tour Leader and a communications officer. A script is developed, and training is held for all steering group participants.

In connection with the five teams, weekly local walks will be held. In addition, at least once a month there will be regional hiking trips to well-known hiking destinations in Denmark, where the participants will have the opportunity to meet across the groups.

One national and five local Facebook groups are created with posts about walks, so that the community can continue online. A hiking calendar is created with an overview of all local and regional hikes, where pictures and stories are posted for inspiration. Each team creates their own website and Facebook page, from which all communication to and between the participants takes place.

Phase 4: 1 September to and including 4 September – Hike on Bornholm

The hike on Bornholm is the end goal for this year's participation in TeamWalk. The participants themselves pay for their participation, which takes place over three days on Bornholm.

Visibility of support

Support from foundations and sponsors for the project is communicated when the project is disseminated, e.g., via the Diabetes Association's social media, TeamWalk's website, newsletters, members' magazine, etc. In addition, it is also made visible by our business partners, e.g., danmarkgaarsammen.dk, Danske Firmaidræt (DFIF) and others. Support logo/Company name appears i.e. in press releases, articles about the project, etc.

There is also the possibility of displaying the company logo or product name on the hiking clothing used by the teams if we receive a commitment to grant support by 1 May 2023 at the latest.



Evaluation and anchoring

The success criteria for the project are that local teams are established in five different locations in Denmark with approx. 100-150 active participants, and that the local teams organize themselves with a number of steering group roles, which ensure that the team functions as an active community and achieves its objectives.

The experiences from the project are documented and used for further development of TeamWalk and the Diabetes Association's other efforts. Here, the focus will be on the elements that contribute positively to maintaining new habits, and how these experiences can be used in similar initiatives such as e.g. The Diabetes Association's Motivation groups, Walking groups, Exercise football and Handball Fitness.

Although this application only seeks support for 2023, our goal is for the project to become self-financing through local collaborations and sponsorship agreements and can be scaled up/widened annually.

Our forward-looking goal is that by 2026 there will be approx. 20 local hiking teams with approx. 2,000 active participants who every week make an effort for their own health and inspire others to an active life.

We aim for the campaign to achieve a reach of 4 million Danes in 2026 through the communication and marketing efforts that support the activity and that TeamWalk achieves a level of awareness among the population of 55%.

Budget and financing plan

We are applying for funds to co-finance TeamWalk 2023. In 2024, the project must be self-financing via sponsorship agreements that the local teams enter into with local companies and travel via other income-generating activities and will then be included as a permanent and firmly anchored operating project in the Diabetes Association.

We are asking **Convatec** for support of DKK 20,000 for realization of the project's continuation and expansion in 2023. The Diabetes Association is grateful for all the support for the project. We hope you will



join us, and offer you the following benefits: Up to 40 participants on a local TeamWalk hiking team, Logo on hiking clothing on all teams, Support logo for the company's own website and email signature as well as your Logo/name on teamwalk.dk.

Cost TeamWalk 2023	
Web development of campaign site	50.000 DKK
Photographer	20.000 DKK
Marketing towards the target groups	150.000 DKK
Regional information meetings	20.000 DKK
Production of info leaflets, posters and shipping	30.000 DKK
Evaluation	30.000 DKK
Cost total	300.000 DKK
Income from sponsors and foundations	300.000 DKK

The Diabetes Association plans to apply to selected sponsors and foundations for support of a total of DKK 300,000, so that the project can be expanded and continued in 2023.

Practical information:

Applicant	Diabetesforeningen Stationsparken 24, st.tv., 2600 Glostrup www.diabetes.dk og www.teamwalk.dk
CVR & VAT-number	DK-35231528
Bank details	Danske Bank, reg.nr. 3574 og kontonr. 3574428904
Project manager	Lars Bonde Jessen, Event- og Project Manager. Telephone 4191 8832 e-mail: lbj@diabetes.dk
Contact person for application	Søren Biune, Business Manager– Marketing & Fundraising, Business Telephone 4191 8845 e-mail: sb@diabetes.dk

Source: <https://diabetes.dk/forskning/viden-om-diabetes/diabetes-i-danmark>

26th. May 2023

Søren Biune – Business Manager

Marketing & Fundraising



29th August, 2023

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