



**GREEN CONCERT,
VOLUNTEERS &
FUNDRAISING**

**The Danish Muscular Dystrophy
Organization (MDO)
ALS/MND
Team leader Jens Spanfelt**

***“Inspiration in spite of cultural
differences.”***


0212- 2014.

DENMARK

- Vikings
- Hans Christian Andersen
- Michael Laudrup
- Peter Schmeichel

- Copenhagen
- LEGO
- The Little Mermaid
- Tuborg/Carlsberg
- Danish Pastry
- Tivoli

- 5,6 million people
- Taxes 35-45 % of income
- No one pays for hospital admissions
- No one pays for his/her education

The image shows the exterior of a modern building with a prominent concrete structure and large glass windows. In the foreground, there are several wooden picnic tables on a paved area. The building has a multi-story design with a mix of brick and concrete. A white speech bubble is overlaid on the image, containing text about the Danish Rehabilitation Centre for Neuromuscular Diseases.

The Danish Rehabilitation Centre for Neuromuscular Diseases is a rehabilitation and research institute offering life-long counselling and guidance nationwide to individuals and families living with neuromuscular diseases. The ALS/MND team of consultants consists of 2 doctors, 4 nurses, a social worker and an occupational therapist. They see patients in their homes and collaborate with the local neurology departments.



The Membership Department organizes various activities for people with NMD and their families: diagnosis groups, summer camps for children and youths, trips abroad, networks for people with ALS/MND and their relatives.

Circus
Summarum

2 major
cities



97.000
spectators in
2014
Tickets 50 USD.

An aerial photograph of a massive outdoor music festival. The stage is located at the top center, with a large screen and various equipment. The festival grounds are filled with a dense crowd of people, many sitting on blankets. There are several white tents and structures scattered throughout the site. In the background, a large body of water and a bridge are visible under a clear blue sky.

GREEN
CONCERT

8 major
cities

175.000
spectators in
2014

MDO =
PUBLICITY +
FUNDRAISING

TUBORG =
BRANDING +
SALES

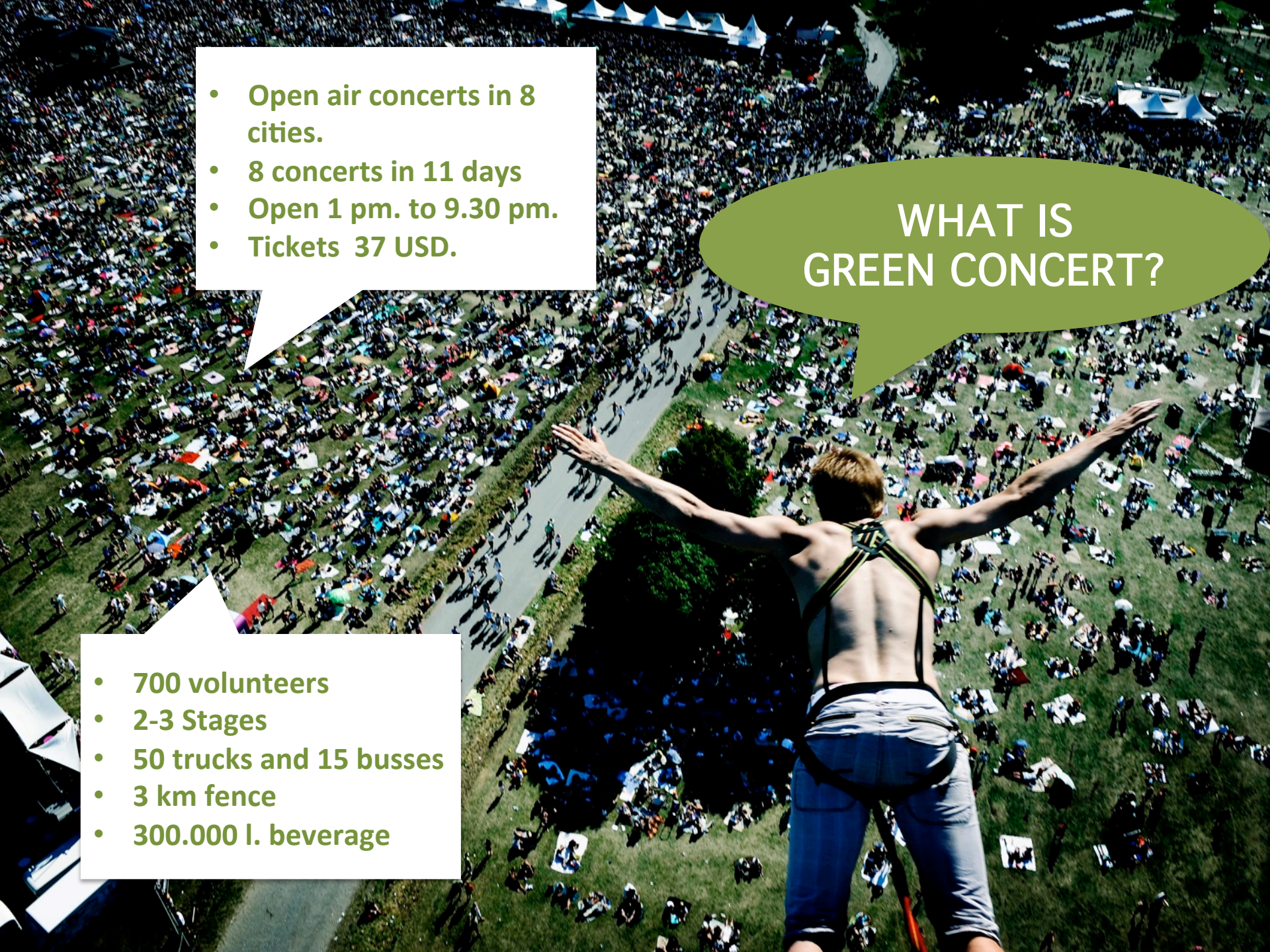
5 million
people since
1983

More than
240
concerts



BREVERY, HUMANITARIAN
ORGANISATION &
FUNDRAISING – ARE YOU
SERIOUS!



- 
- An aerial photograph of a massive outdoor concert festival. In the foreground, a person is seen from behind, standing on a high wire with their arms outstretched. The person is wearing a harness and light-colored pants. Below them, a vast green field is filled with thousands of people, many sitting on blankets or the grass. A winding path or road cuts through the crowd. In the background, there are white tents and structures, suggesting a well-organized event. The overall atmosphere is one of a large-scale, open-air gathering.
- **Open air concerts in 8 cities.**
 - **8 concerts in 11 days**
 - **Open 1 pm. to 9.30 pm.**
 - **Tickets 37 USD.**

WHAT IS GREEN CONCERT?

- **700 volunteers**
- **2-3 Stages**
- **50 trucks and 15 busses**
- **3 km fence**
- **300.000 l. beverage**

The weather



Summer 2011





Summer 2011

A group of young people, likely students, are walking outdoors. They are wearing black t-shirts with a red heart and the text "i heart education" and "skellig". They are also wearing lanyards with ID badges and pink wristbands. The background is a bright, outdoor setting with a clear sky.

WORKING WITH VOLUNTEERS

- Core Value in MDO
- Hands & Feet
- Knowledge
- Heart & Brains



VOLUNTEER VALUES

- We contribute proactively
- We are motivated
- We have respect for others
- We are strong team players
- The tasks must be meaningful
- We want to have fun

THE GREEN CREW

700 Volunteers

11 days

- Site production
- Entrance
- Sale F&B
- Security
- Pre Hospital
- Services





- Entrance
- Sale F&B
- Pre Hospital
- Services
- Entertainment

CIRCUS CREW
40 Volunteers
30 days

EVENT SAFETY

- Roskilde 2000 & Pearl Jam Accident
- Based 100% on volunteers
- 50 people in Pre Hospital Department
- 50 people in Security Department
- In house education
- Attends 100 events each year



- Experience
- Loyalty
- Passion
- 78.000 hours

THE HEART OF
GREEN CONCERT



- 350 people with ALS/MND in Denmark
- Work group of 10 members with ALS
- One national workshop per year (25 ALS/MND members)
- 8 groups for relatives (64 members) 10 meetings anno.
- 2 groups for adult children

