



Advancing Danish-American Relations

THE FUTURE IS GREEN

STRATEGIC FRAMEWORK 2023



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INTRODUCTION

Inspired by the generosity of our founders, Inger & Jens Bruun, since the beginning of our grant-making in 2004, Scan Design Foundation has invested over \$25M to support Danish-American cross-cultural exchanges, in partnership with dozens of non-profit organizations.

Our mission is to advance Danish-American relations by supporting cultural exchanges with a focus on environmental sustainability.

We envision a future enriched by the exchange between the USA & Denmark of people, ideas, and cultural experiences. As we enter this next phase of our evolution, we are committed to a new strategic direction by elevating our focus on environmental sustainability to mitigate the effects of a changing climate. Inspired by the United Nations Sustainable Development Goals, we will lead with our core values and direct our grantmaking towards environmental changemakers – academic students and faculty, policy makers and elected officials and non-profit organizations – to inspire a collective focus on protecting our environment and changing the climate trajectory in the US, Denmark, and beyond. We believe our best outcomes are achieved by involving a broad array of perspectives. We hold dear the Danish concept of hygge in our collaborations with partners. Like the bonds of trust within a family, we seek to extend the concept of togetherness to the larger community through our partnerships.



Fidelma McGinn, President

Bob Thompson, Chairman of the Board

THEMES

The activities that support the new strategic framework will focus on three main themes:

01. Honoring Our Founders' Legacy

Our founders, Inger and Jens Bruun, were Danish emigrants who found fortune in their adopted home in the US. Their generous spirits live on in the efforts of the Foundation.

02. Environmental Sustainability

We will adopt an environmental stewardship strategy that mitigates the effects of a changing climate by supporting the circular economy that promotes sustainable cities and the production of clean energy.

03. Education & Career Advancement

The cornerstone of our work centers around providing study abroad and internship opportunities for young people to pursue their academic and career goals, infusing them with a spirit of curiosity and a global outlook.



1. HONORING FOUNDERS' LEGACY

Our founders were idealistic Danish emigrants who made a new life for themselves in the United States. Inger Berg and Jens Bruun, were married in Denmark in 1957. They immigrated to Canada initially, but soon made their way south to the United States where in 1961, they settled in the rapidly growing city of Bellevue, Washington.

Working shoulder to shoulder, Jens and Inger set up the first Scan Design Furniture store in downtown Bellevue in 1964. Over time the business expanded to become a thriving retail enterprise serving customers with high quality Scandinavian furniture in Washington, Oregon and Hawaii.

In 1971, Inger and Jens began a long relationship with the American - Scandinavian Foundation in New York with the goal of bringing Danish students to Seattle. The trainees worked in the furniture stores, lived with Inger and Jens in their home, and experienced the American way of life. The first Danish trainee arrived in 1971. Over the course of three decades, Inger and Jens brought 147 Danish trainees to Seattle.

Inger and Jens' generous spirits live on in the efforts of the Scan Design Foundation. To honor their legacy, under this new strategic framework our grant investments will;

- build on long-term partnerships with organizations that celebrate Danish and American roots to foster cross-cultural exchange.
- respond to new opportunities with partners in the cultural sector, including building bridges with the Danish Ministries of Culture.
- Convene grantees to share ideas and better practices and leverage the power of collaboration



2. ENVIRONMENTAL SUSTAINABILITY



Denmark is considered a global leader of the green agenda, leading the way with ambitious national reductions goals as a pioneer of innovative green solutions. As a small country, the Danes are making great strides towards reducing their carbon footprint, with an emphasis on advancing new methodologies for urban planning, community-building, and transportation infrastructure, ideas which can be replicated in many parts of the US and with partners from indigenous groups.

Under this new plan, we will adopt an environmental stewardship strategy that mitigates the effects of climate change by supporting the circular economy via sustainable cities and the production of clean energy. We will align our grants portfolio to support;

- innovative breakthroughs in environmental education
- knowledge exchanges to build peer-to-peer connections and pilot programs
- civic engagement and policy efforts to activate investments from the public sector

3. EDUCATION AND CAREER ADVANCEMENT

Since 2005 the Foundation has supported over 300 students through fellowships, internships, faculty-led summer programs, and master studios in a variety of disciplines at major universities in Washington, Oregon and Wisconsin, along with an exchange program to study at five Danish universities in Copenhagen, Aarhus and Aalborg. We regularly receive feedback from participants that their experience in Denmark was transformative. We will continue to support this vital cross-cultural exchange to build bridges and exchange knowledge around environmental sustainability research and best practices. Our investments will be directed towards;

- Scholarships for undergraduate and graduate-level college student study abroad programs, fellowships, and master study programs, with an emphasis on students from traditionally marginalized groups
- Creating pathways to careers through immersive short-term internships
- Providing travel support for faculty-led learning trips, as well as with professionals and elected officials to participate in facilitated delegations to witness Danish innovation first-hand
- Convening opportunities for partners to collaborate and share best practices





The United Nations Sustainable Development Goals (SDGs), are an urgent call for action by all countries in a global partnership. The 17 Goals recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

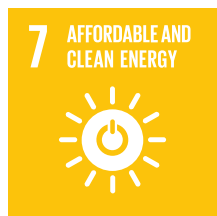
THE GLOBAL GOALS

Inspired by this ambitious agenda, Scan Design Foundation has elected to weave our grant-making strategies around education and environmental sustainability, aligned with the following goals;



04. Inclusive & Equitable Education

By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development



07. Affordable & Clean Energy

By 2030, enhance international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology, and promote investment in energy infrastructure and clean energy technology



11. Sustainable Cities & Communities

By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons



13. Climate Action

Take urgent action to combat climate change and its impact. Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.

ACKNOWLEDGEMENTS

Scan Design Foundation acknowledges that we live and work on the traditional lands of the **Coast Salish people**, past and present.

We honor with gratitude the land itself and the histories, cultures, and traditions of the indigenous peoples of the **Coast Salish tribes**.

Images:

- Front Page and Final Page: Students examining the Greenland Ice Sheet during the 2018 University of Washington Exploration Seminar to Greenland. Images by Michelle Koutnik
- Page 2: University of Washington students biking in Denmark during the 2019 College of Built Environments Urban Planning Study Tour. Image by Zoe Kasperezyk
- Page 3: University of Washington Urban Planning students with Thomas Dambo's troll, Kaptajn Nalle, in Copenhagen. Image by Prof. Nancy Rottle
- Page 4: Inger and Jens Bruun, circa 1985. Image courtesy of Anne Bruun
- Page 5: A delegation from Bellingham and Lummi Nation during the 2022 COurban Clean Energy Study Tour in front of the Samsø Energiakademi (Samsø Energy Academy). Image by Line Larsen
- Page 6: Professor Ethelene Whitmire and her students in Copenhagen on a University of Wisconsin-Madison study trip. Image by Prof. Ethelene Whitmire



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