

2026 Healthy Cities Annual Business Meeting and Technical Conference

From Shared Ambition to Coordinated Implementation

A Nordic experiment in women's health as a test case for city-scale coordination.

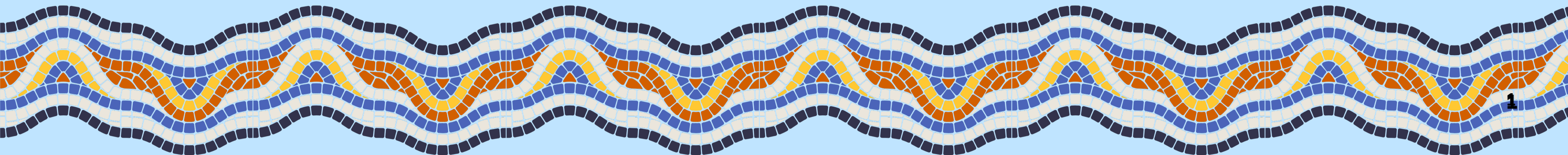
Presented by
Julia Persson
Founding Architect

WH2040
Nordic Women's Health 2040

In strategic collaboration with
Daria (Dasha) Krivonos
CEO

**Copenhagen Institute
for Futures Studies**

Session: 2.4.2 **June 17, 15-16:30**



THE EXPERIMENT

136+

contributors

across the Nordic process

5

countries

Denmark, Finland, Iceland,
Norway, Sweden

8

months

from convening to Playbook
publication

5

independent groups

Research, Care, Innovation,
Governance, Awareness

Participatory

foresight

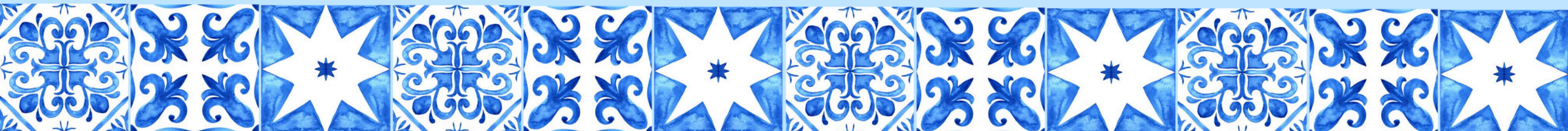
future-back, stakeholder-led
method

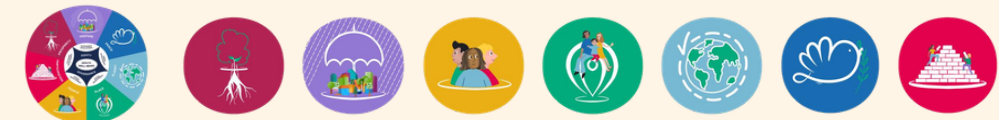
Lancet

published

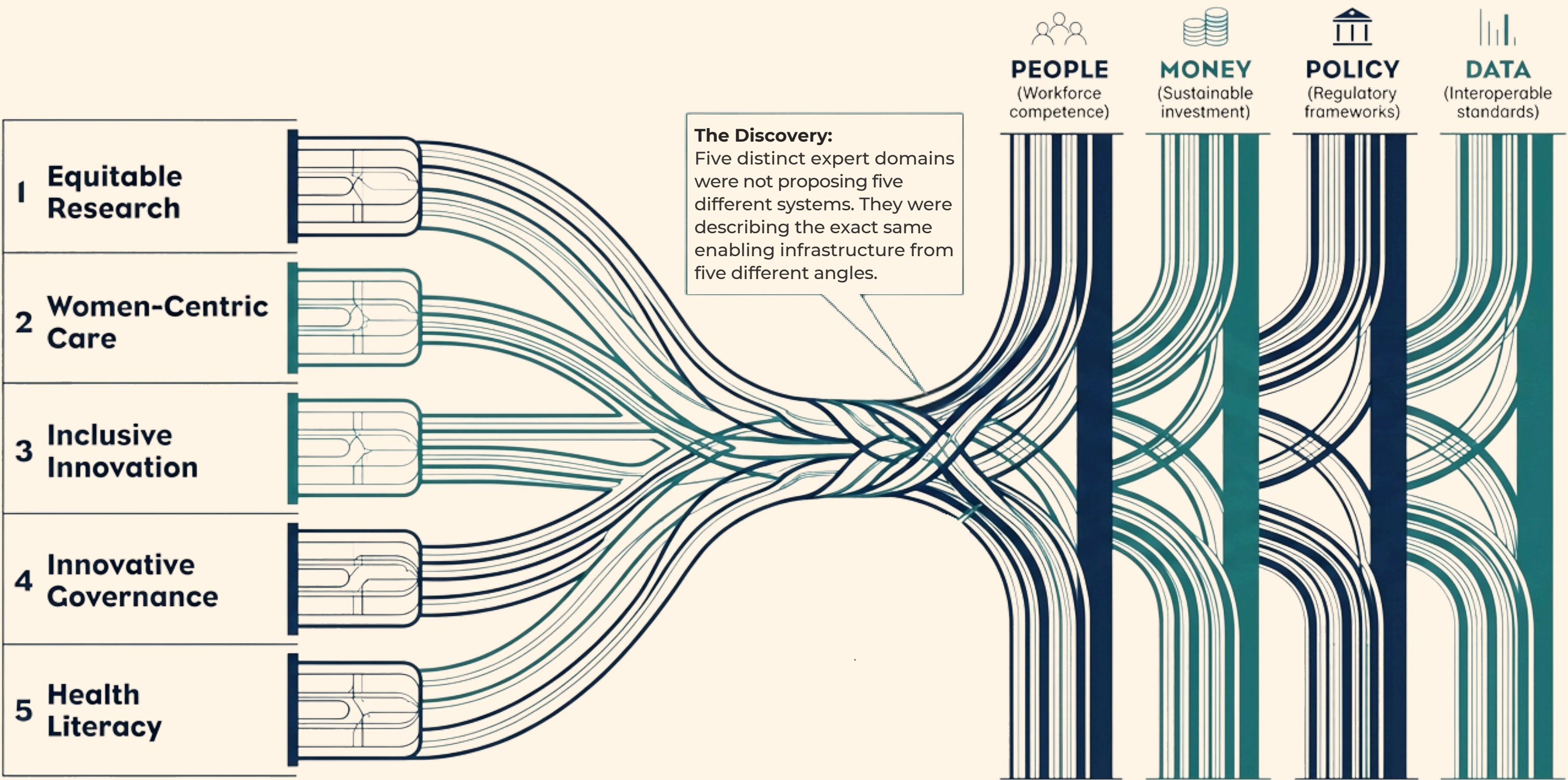
peer-reviewed in January 2026

Rather than asking what was broken, we asked what must be true by 2040.





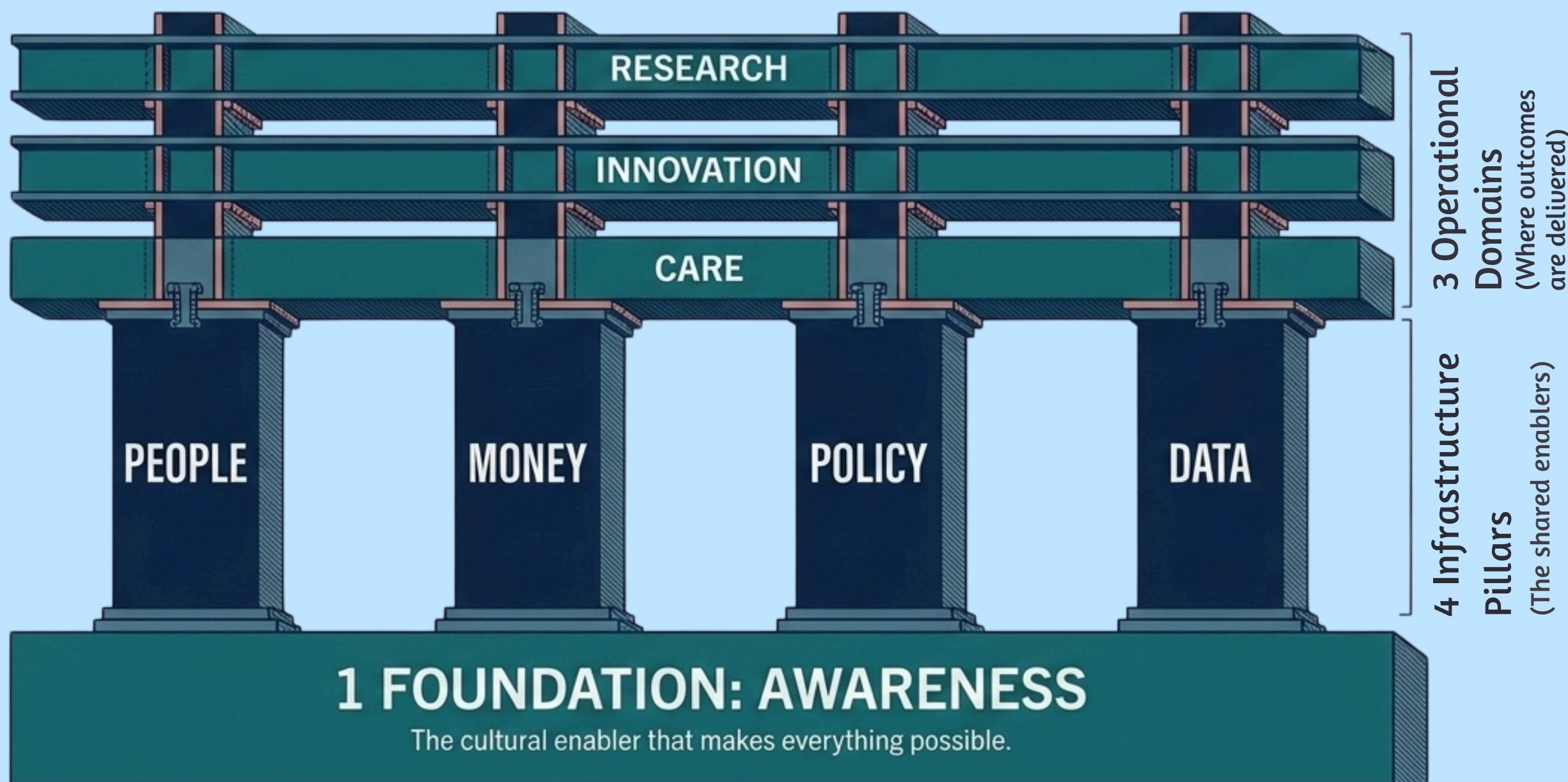
THE CONVERGENCE OF FIVE INDEPENDENT VISIONS



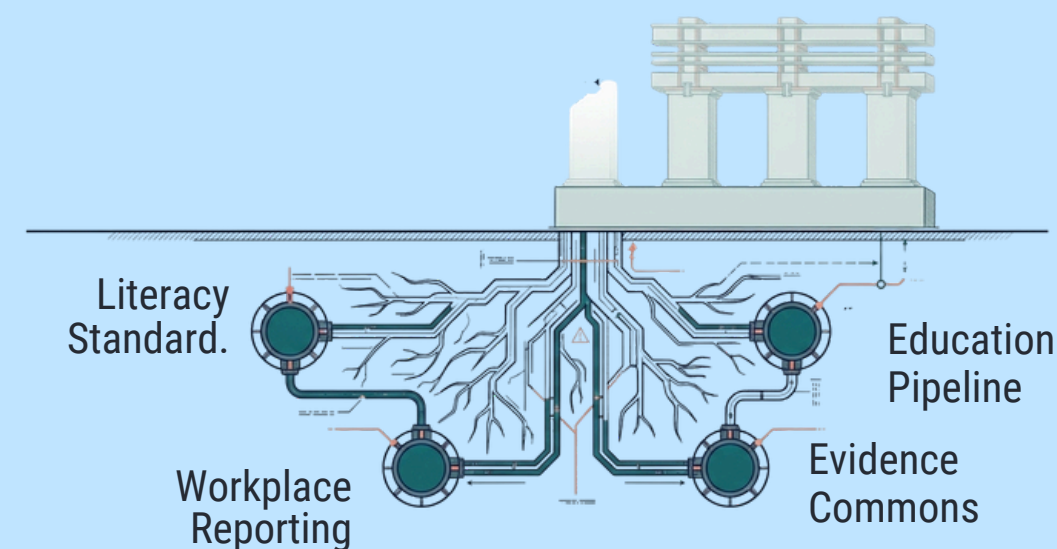


THE NORDIC WOMEN'S HEALTH 2040 FRAMEWORK

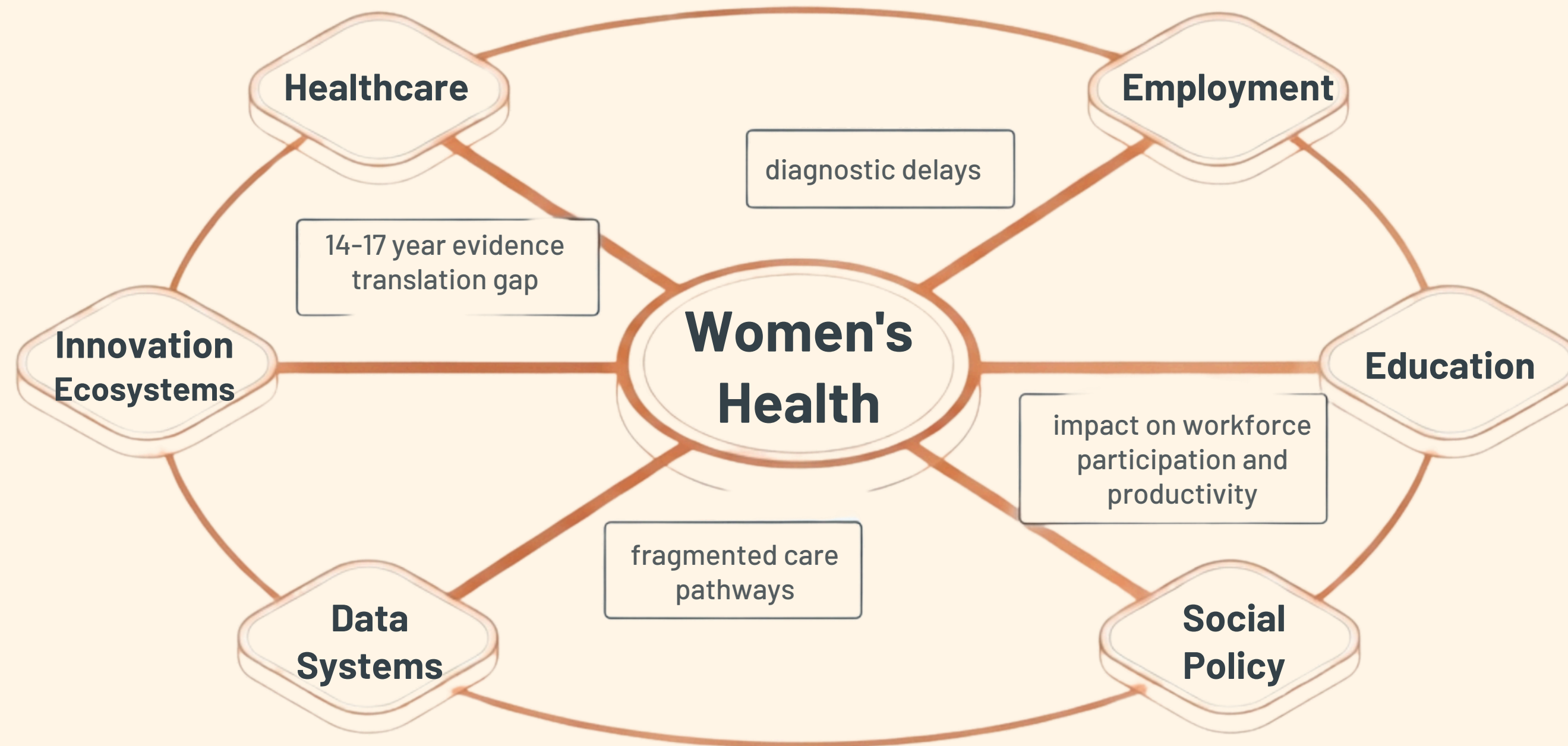
Three operational domains on four shared infrastructure pillars, built on Awareness as foundation.
The framework is not a strategy. It is a coordination architecture.



Awareness is cognitive infrastructure, not a campaign



WOMEN'S HEALTH REVEALS COORDINATION CHALLENGES UNUSUALLY CLEARLY

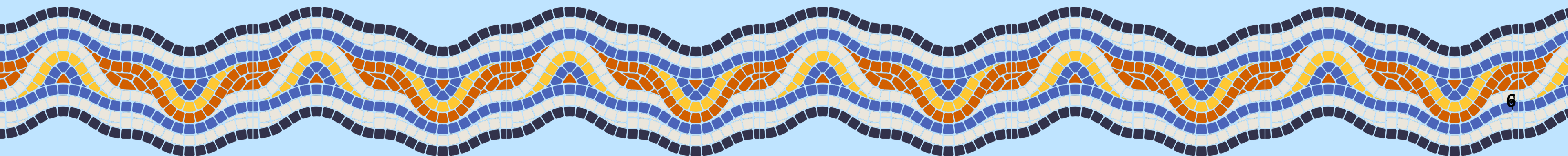
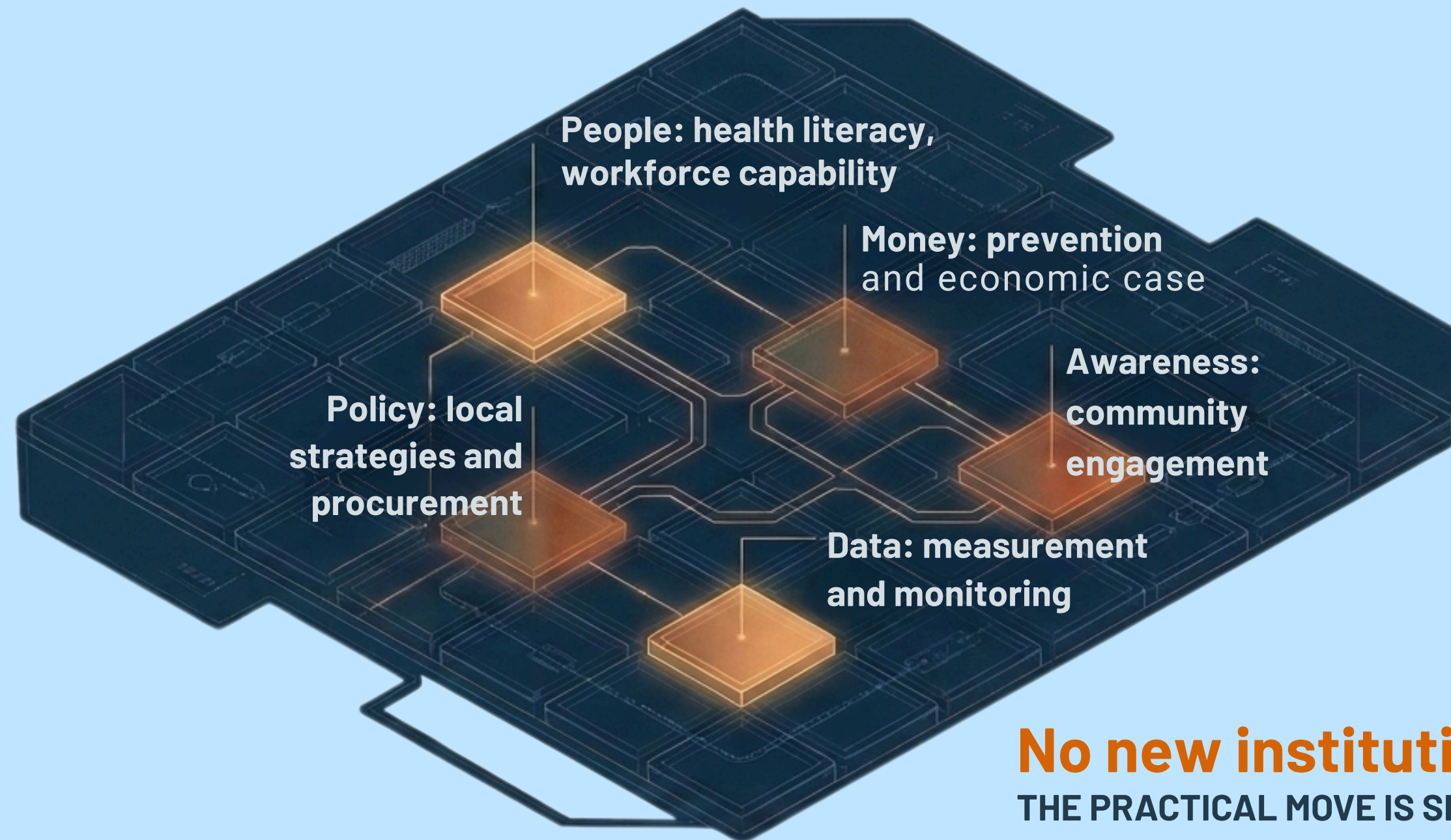


Women's health sits simultaneously in healthcare, employment, education, social policy, data systems and innovation ecosystems.



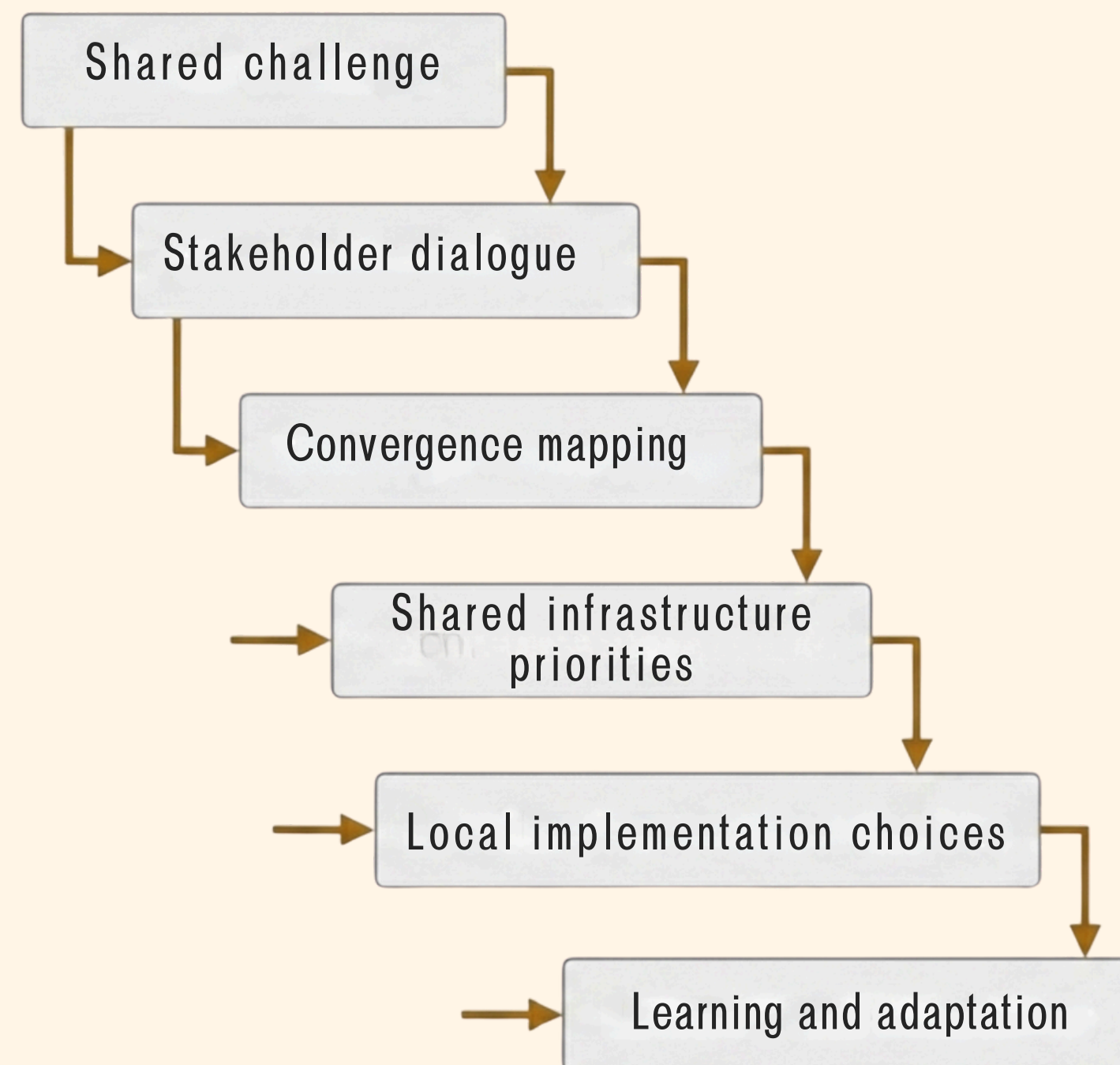
MULTIPLE ENTRY POINTS. SHARED DIRECTION.

Different cities can start from different entry points while still contributing to a shared direction.



HOW THIS PLAYS OUT FOR A CITY

LIGHTWEIGHT IMPLEMENTATION WORKFLOW



**The workflow does not
prescribe the answer.**

**It helps a city see where
coordination must happen.**



Cities already know what they want to achieve.

The harder question is how to coordinate implementation across multiple actors without creating another bureaucracy.

**Our contribution is not another strategy.
It is a coordination architecture.**

We would welcome exploring how this methodology could support Phase VIII implementation and city-level experimentation.

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