



Annual Report – Brand Ambassador Activities 2025

In my first year as a Brand Ambassador, my main focus has been to become familiar with the role and to understand how I can best contribute to the visibility and mission of EDTNA/ERCA within the Danish nephrology community. The ambassador network has been an important source of inspiration, knowledge, and support, which has helped me clarify how to integrate the role into my daily professional activities.

Throughout the year, I have prioritized raising awareness of the organization through our national nursing association. At our annual meeting, I gave a presentation highlighting the values and opportunities offered by EDTNA/ERCA, including education, networking, and professional development. This has sparked interest among colleagues and encouraged discussions about further involvement.

In addition, I have regularly promoted relevant webinars and professional resources in our Danish Facebook forum for renal nurses. By sharing updates, encouraging participation, and highlighting the relevance of the topics, I have helped increase visibility and engagement around EDTNA/ERCA's educational activities.

I have also offered support to colleagues wishing to submit abstracts, including discussing ideas and helping them navigate the submission process. Although only a few colleagues reached out, I have made myself available throughout the year for questions related to membership, conferences, and opportunities within the organization.

Looking ahead, I aim to strengthen my activities by contributing more proactively to member recruitment and by further promoting EDTNA/ERCA's resources in clinical settings. I see significant potential for expanding awareness in Denmark and look forward to continuing this work in 2026.