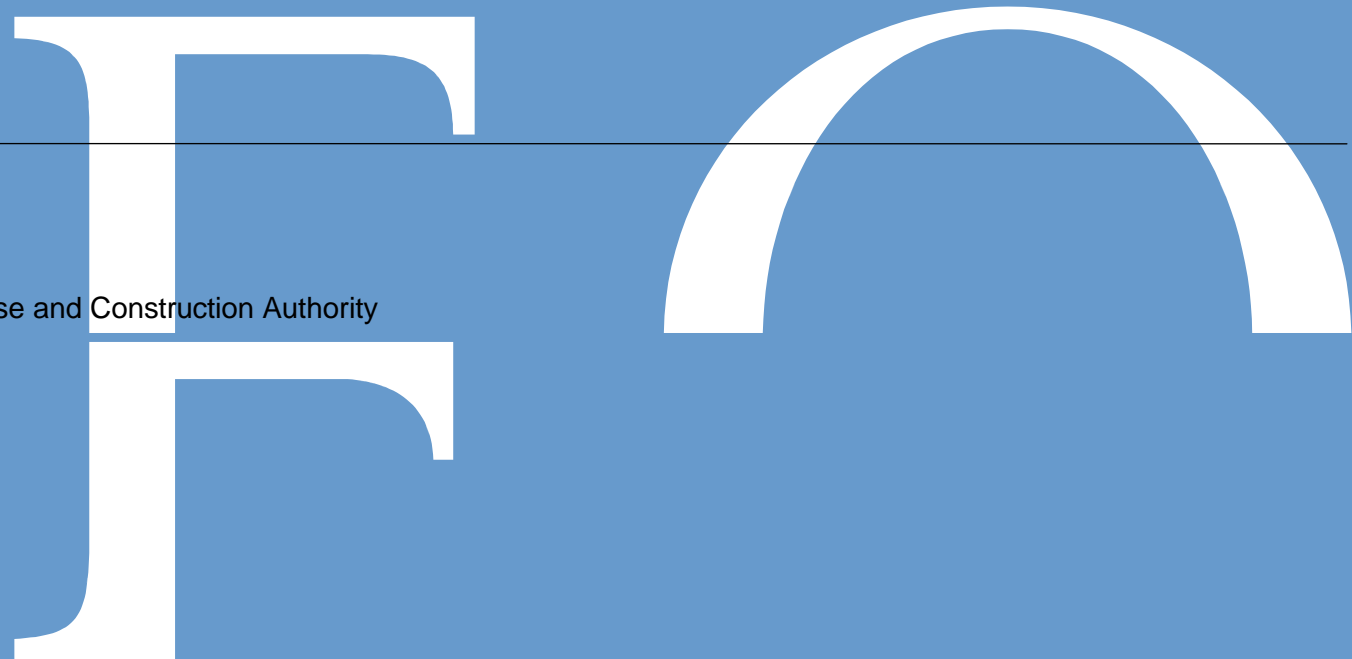




Workshop on Green Business Models in the Nordic Region

3. September 2010

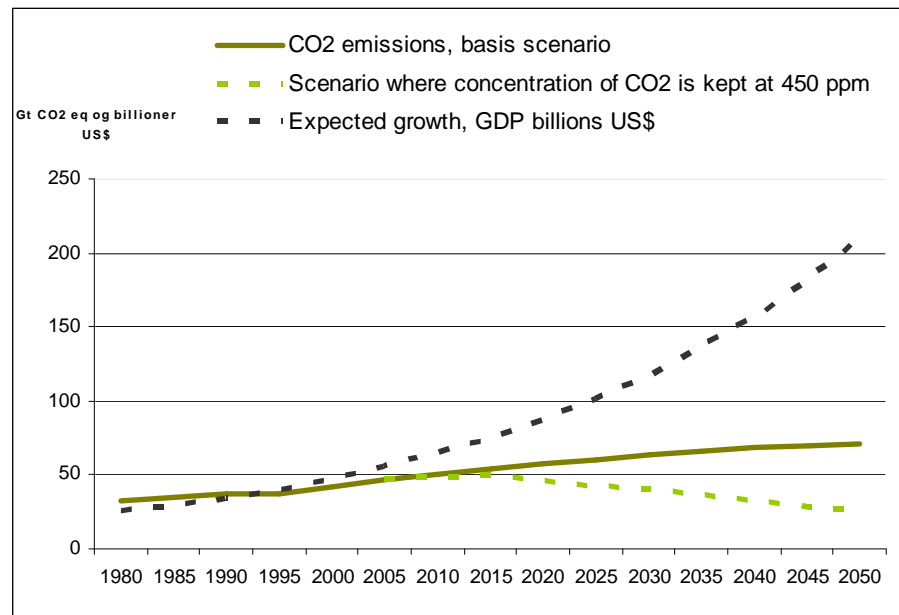
Anders Hoffmann
Deputy director, Danish Enterprise and Construction Authority



Problems and challenges

- Sustainable GDP growth needs to consider lowering green house gas emissions.
- Growing demand for green solutions => golden opportunity for the Nordic countries to strengthen the traditional Nordic strongholds as well as to utilize new green business models

Global Scenario

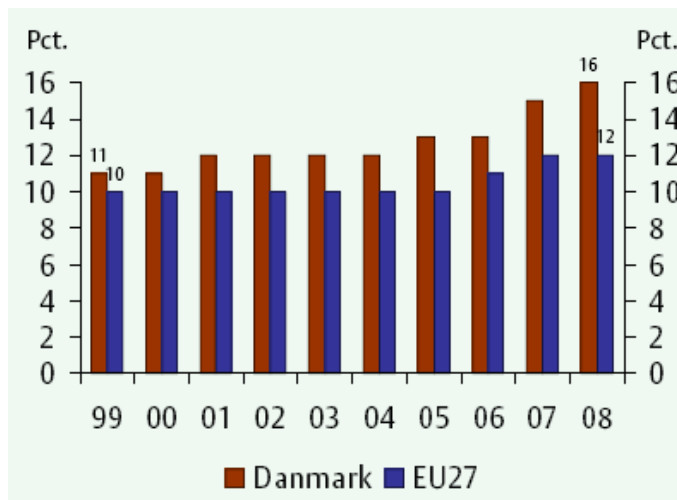


Sources: UN, IEA, and OECD

Strongholds

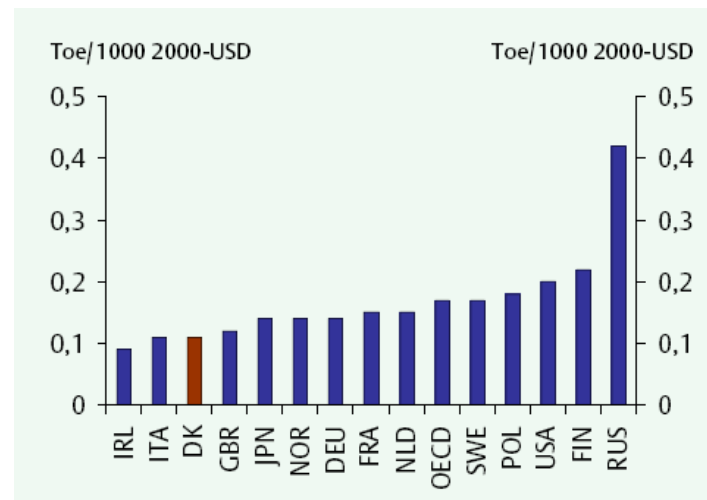
- Nordic strongholds: wind power, energy management, water power, biofuel and heating.
- Strong Danish cleantech in green businesses such as energy, waste, building, transport and agriculture.

Cleantech export



Source: Danish Enterprise and Construction Authority

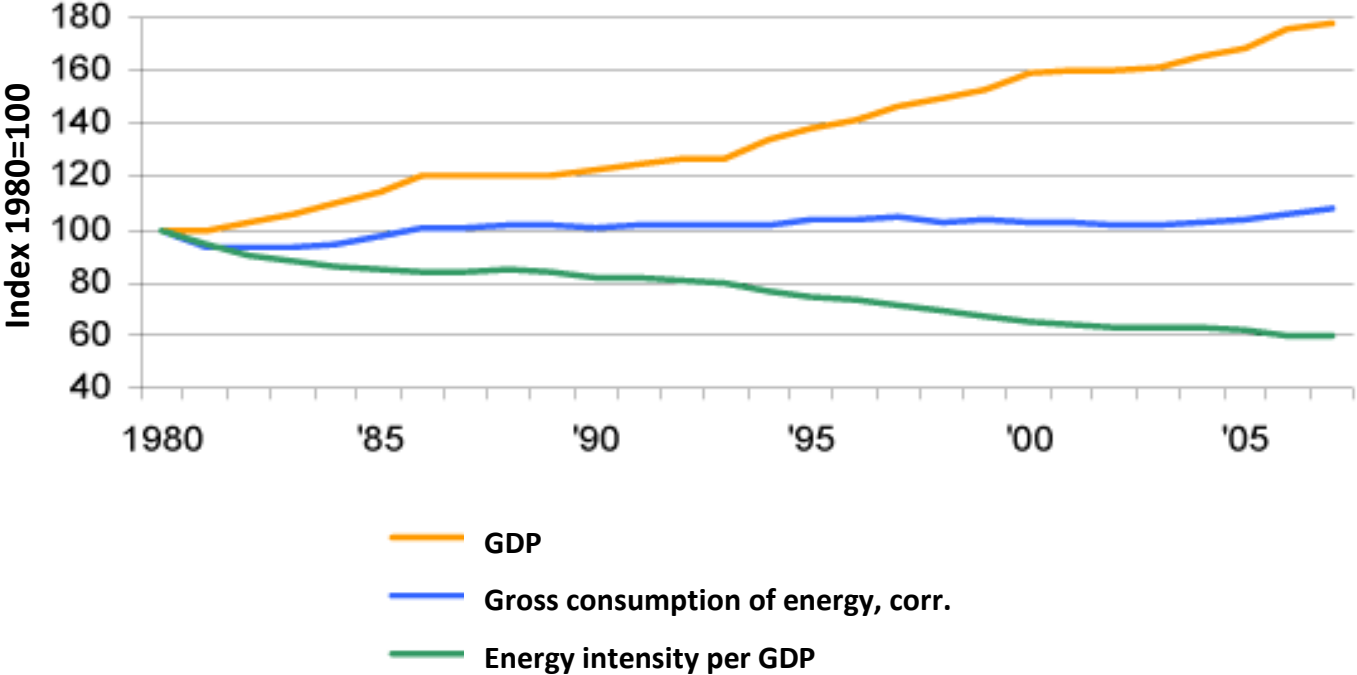
Energy efficiency



Source: Danish Ministry of Climate and Energy

Decoupling

Denmark



Source: Danish Ministry of Climate and Energy 2009

Danish strategies

- “Business strategy on Climate Change” (Oct. 2009) to ensure the right conditions for a green growth economy with focus on businesses taking an active role.



- ”Strategy for green growth in the agriculture and food industry (April 2009) to ensure protection of the environment, climate and nature combined with a modern competitive industry.



- “Green growth initiative” (February 2010) focus on challenges, possibilities and dilemmas in the green transition.



- “Business Innovation Fund” (February 2010) to support green innovative solutions

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Green business models

Project manager

- FORA and the Danish Enterprise and Construction Authority.



Main questions in the project

- What are the economic and environmental benefits?
- What are the barriers and drivers?
- What can the companies, the industry organisations, and the politicians do?

Next step

- Green paper (October 2010)



- Nordic Ministers' meeting (25th of October 2010).



- Implementation...

