

Government of Denmark

The Government's Action Plan for Economic Diplomacy 2022–2023

**A new partnership for sustainable
global transition**

The Ministry of Foreign Affairs 2022

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Preface

In an unpredictable world, we need to draw on all the instruments we have in our international relations. Economic diplomacy is an integrated part of Denmark's foreign and security policy. Danish jobs, a strong economy, and welfare are all core priorities of the Government. But growth and free trade are not a goal in and of themselves. The ultimate goal is welfare and sustainable growth that all can share in and a society which promotes both decent working conditions and global trade. Denmark has to make a difference by shouldering both its global social responsibility and its generational responsibility. Our aim is to build a fairer and more sustainable world for our children to inherit. That is how we take best care of Denmark.

It is for that reason that the Government is now introducing a triple bottom line for Denmark's economic diplomacy. Because we insist on both strengthening the Danish economy and creating more decent jobs domestically while simultaneously working purposefully towards a global green, digital and socially sustainable transition beyond our borders. Because Denmark – through our economic diplomacy – intends to push for a fairer world characterised by solid and decent labour rights and conditions.

Danish businesses are bearers of Danish values and they carry Danish positions of strength out into the rest of the world. They lay the foundations for our welfare society. Danish enterprises have demonstrated great adaptability during the COVID-19 pandemic and in the way they have handled strained

global supply chains and labour shortages. The backdrop is international economic turmoil. Globalisation is being supplemented by regionalisation and trends such as increasing protectionism, tech and trade wars. This leads to disruptions in markets and supply chains. Challenges such as the climate crisis, global inequality, resource constraints, loss of biodiversity, pollution, digitisation and technological disruption all call for a fresh approach. There is a need to address critical dependencies on exports from third countries. And we are in need of an active and coherent economic diplomacy effort as well as strong public-private collaboration in order to develop the solutions that the world needs, and which are resilient in the face of future shocks.

In response to COVID-19, the Government has worked together with the other parties in parliament to increase funding to support export industries, spending almost DKK 2.5 billion on efforts and initiatives for the period 2020–2023. This is in addition to recovery funds from the European Union. Together, this constitutes a historically unprecedented resource boost that will benefit Danish businesses and generate positive results.

The Government has great ambitions for Denmark. We have to be courageous and set goals for our future development, even at a time when markets are in disarray. Danish exports needs to demonstrate solid growth in the coming years. It is paramount that we move in a green direction and promote the circular economy. Foreign investments in Denmark must also contribute to the green transition. The number

of green investments secured through the investment promotion effort must grow considerably by 2023. The Government will also work to future-proof exports through the further development of Danish positions of strength and we must have considerably more small and medium-sized enterprises engaged on export markets.

All of this will be best achieved in collaboration with the many private and public Danish stakeholders who are engaged with the international agenda and who are jointly paving the way for the international engagement of Danish enterprises and businesses. Action is being taken not just at home and on foreign markets, but also within the EU system, the WTO, the ILO and other international forums that work to promote a global trade which is open, fair and sustainable. We must leverage Denmark's unique traditions

for trust and collaborate within new partnerships. Gaining an overview, targeted efforts and coherent offers for internationalisation must generate as much value as possible for businesses.

The Action Plan for Economic Diplomacy 2022–2023 sets a common course for the implementation of the Government's international initiatives set out within a range of sector strategies, the Government's SDG Action Plan and in the Government and the Parliament's export and stimulus packages agreed on in 2020–2021 as a response to COVID-19. This action plan contains more than 100 concrete initiatives which will strengthen the Government's economic diplomacy efforts and significantly improve the framework conditions for the internationalisation of Danish companies in the years to come.

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The economic diplomacy of the future





Sustainability as the focal point of economic diplomacy

Denmark's economic diplomacy spans a broad palette of instruments – with the internationalisation of Danish companies as the central point. These range from influencing global framework conditions and developing the EU's single market to export promotion activities, establishing innovation partnerships and attracting foreign investments. The Government is now introducing a triple bottom line for Denmark's economic diplomacy that combines the country's desire for a strong Danish economy and more Danish jobs with its ambitions for a global green, digital and socially sustainable global transition and a fairer world characterised by good and decent working conditions across the board.

These are ambitions we share with the Danish business community and the trade union movement. The focus of Danish enterprises extends beyond simply just making an economic profit. There is a desire to take responsibility and to make a positive difference in the world through sustainable exports and responsible business models. Danish positions of strength underpin and support the UN's Sustainable Development Goals, but the development of the business opportunities and the commercial results of tomorrow is something that requires companies to remain at the forefront of the sustainable transition. Through strong and targeted economic diplomacy, involving a number of ministries as well as other public and private partners, the Government wishes to further accelerate the sustainability agenda by leveraging Danish solutions for the benefit of the

environment, our climate and public health, for the generations of both today and tomorrow, and in accordance with key international agreements and focus areas. The Government will also steer away from efforts that are not compatible with sustainability, for example by putting a stop to public financing and export promotion services for fossil fuels in the energy sector abroad.

The introduction of the triple bottom line is a milestone in the continued development of Denmark's economic diplomacy. Originally, the purpose of this was tied to the promotion of growth and jobs in Denmark with a focus on the short term. But as the need for a global green and socially just transition has become all the more pressing, resources, programmes and instruments have been turned in a sustainable direction. Most recently, this has been clearly reflected in the Government's export and stimulus packages.

It is the Government's ambition that economic diplomacy will safeguard Denmark's economy and promote a sustainable global transition in both the short and the long term, with a dual focus on both the international activities being undertaken today and the positions of strength of tomorrow. The Government's injections of resources into the internationalisation efforts through 2022–2023 will assist in fulfilling this ambition and must be apparent in new collaborations and new results.



Box 1

Denmark's economic diplomacy aims to contribute to three goals:




-  Strong Danish economy with more new Danish jobs.
-  Global sustainable transition.
-  Globally strengthened labour rights and conditions.



Figure 1

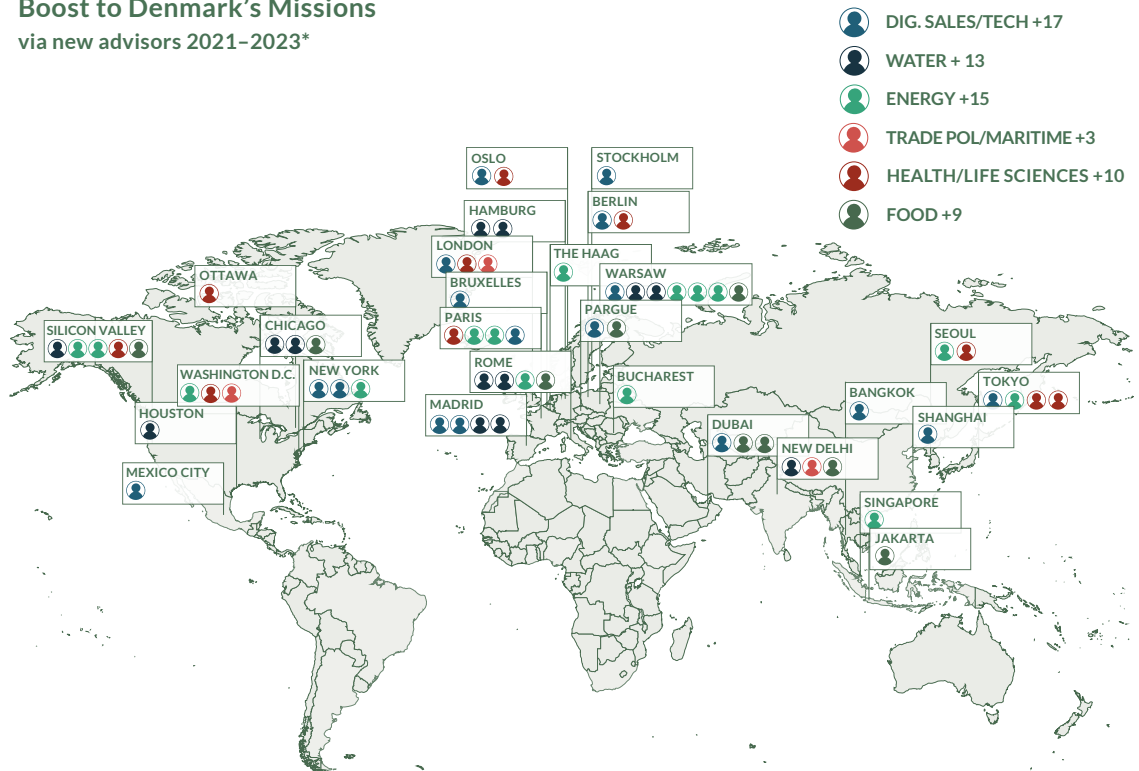
A wide range of new efforts and initiatives have been adopted and implemented in response to the COVID-19 pandemic



Figure 2

The export and stimulus packages have boosted sector expertise at the Danish missions

Boost to Denmark's Missions via new advisors 2021–2023*



*as a result of the export and stimulus packages
**as of 1 December 2021

28 missions were boosted with 67 advisors**

Joint efforts increase value creation

The Government best fulfils its ambitions together with others. Coherence between the efforts of the Government and those of other actors translate into more value for businesses. For example, the regional business hubs are responsible for laying the foundations for exports while the 14 national clusters build bridges between knowledge environments and companies within Denmark's positions of strength. The Ministry of Foreign Affairs provides highly specialised international and market-specific advice, while ministries, agencies and knowledge institutions contribute with specialised sector competencies. The public-private marketing consortia State of Green, HealthcareDenmark, Creative Denmark, Food Nation and Digital Hub Denmark all work to ensure international visibility for Danish products and solutions. Industry organisations, the trade union movement and other private actors represent their members and contribute with both consultancy and their own international collaborations. The trade union movement is an important actor in relation to international labour rights and value chains. Public efforts must support private efforts without distorting competition.

Business organisations and enterprises call for better overview of the overall offers available to enterprises, more collaboration and improved coherence across efforts and initiatives. The Government will work to ensure that moving forward, its internationalisation efforts will focus more on what relevant agencies and other Danish organisations do best, grounded in the needs of businesses and their actual use of the available services. Greater understanding across efforts, strengths and complementary competencies of all stakeholders is needed as well as how the division of efforts and collaboration can result in a better, more navigable and more effective overall offer for businesses.

Sector specialisation is an essential component in the Danish internationalisation effort. Innovative Danish solutions are often concentrated within specific sectors. When resources are limited, small and medium-sized enterprises in particular have a need for focused and sector-specific advice on their level, both within their home market and on existing or potential export markets.

Following the stimulus and green recovery agreement, DKK 500 million was allocated to the follow-up of the recommendations put forward by the regional growth teams. As a part of the Government initiative *Denmark Can Do More I*, the Government is planning for an additional DKK 500 million in EU funds to be invested, meaning that a total of DKK 1 billion will be invested in establishing and developing eight local business lighthouses where the regional growth teams have identified future potentials within new Danish positions of strength (see Figure 4). The Government will enter into partnerships with local actors with a view to develop new positions of strength that will generate growth and jobs in Denmark, and the international potential of which will lead to Danish export success stories that contribute to the global sustainable transition. With regard to innovation, the Government is working to boost incentives for enterprises to invest in research and development within four selected green Innomissions under Innovation Fund Denmark.

Sector-based efforts in the export markets have been strengthened in recent years. International inter-agency dialogue has proven to be an effective door-opener for Danish companies, while specialised sector competencies at embassies are in high demand among Danish companies. Within the area of export promotion, several different collaboration forums have been established between ministries, agencies, trade associations and other private actors. Sector-specific joint trade promotion and new digital approaches which give Danish enterprises and other actors the opportunity to present their market-specific solutions, and to promote the sustainable agenda in the target market, have also been given higher priority. At the same time, joint efforts have been established on the markets whereby agencies, utilities companies and business organisations jointly promote opportunities for alliances of Danish enterprises to take form, including through both inbound and outbound visits and through export promotion. Within the area of investment promotion, there is close cooperation between state actors, municipalities, universities and other knowledge institutions regarding the creation of attractive business cases for foreign investors. The Government invites all relevant actors to contribute towards further coherence and collaboration across the entirety of the internationalisation efforts.



Actions Catalogue

The Government has implemented a range of initiatives to strengthen collaborative relationships and the support to enterprises across different public institutions:

- 

The joint public platform for business promotion, *virksomhedsguiden.dk* is being further developed in order to assist companies in getting a better overview and to ease the access to tools and advice on their individual internationalisation journeys from domestic start-up to the international market
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A new partnership agreement between the Ministry of Foreign Affairs and the regional business hubs will ensure coordination around joint processes and efforts in the export food chain in order to help more export-ready SMEs to get a foothold in export markets
- 

Local business potential will be developed into new international positions of strength through the integration of the eight local business lighthouses as part of the overall internationalisation effort. The Government is going to enter into a partnership with the Danish Board of Business Development, the regional business hubs and the local consortia on the development of the business lighthouses within the coming years
- 

Stronger coordination with the 14 national clusters regarding export promotion efforts. The Ministry of Foreign Affairs will appoint a coordinator for each cluster in order to ensure greater collaboration between the Ministry and the clusters to the benefit of both exports and the attraction of foreign investments. At the same time, the Ministry of Foreign Affairs will also post internationalisation advisors within two clusters: the Danish Life Science Cluster and DigitalLead
- 

Greater use of the 14 national clusters within Denmark's innovation ecosystems in order to disseminate knowledge about Denmark's international positions of strength and thus to boost talent attraction and retention as well as the mobilisation of foreign venture capital to Danish enterprises
- 

Innovation camps at the Danish innovation centres located in Silicon Valley, Boston, Seoul, Shanghai, New Delhi/Bangalore, Tel Aviv and Munich in order to bolster the innovation and competitiveness of SMEs and start-ups and to boost their visibility to international partners
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Launch of Innovate Now pilot projects at selected Danish missions in countries that do not have innovation centres in order to boost interest among Danish SMEs in developing exports through innovation collaborations in these markets
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New business promotion initiatives which provide support to smaller enterprises that allow them to integrate the UN's SDGs into their export strategy
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New export instruments for SMEs that will encourage more export-ready SMEs to attain exports through a strategic approach which includes (i) strengthened focus on collective, long term sales alliances between large enterprises and SMEs coupled with G2G collaboration through an update of the Strategic Business Alliance programme, (ii) the establishment of new, sustainable and robust business models and the export of sustainable solutions through the SDG Business Accelerator, (iii) strengthened advice on sales through digital channels and on access to sustainable value chains and (iv) greater focus on preparation and follow-up in connection with export promotion
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Launch of the digital compendium *Top Global Tech Trends*, which describes global tech trends and the emerging areas which are garnering attention from global markets

A strong public-private partnership sets the course

Better cooperation between public institutions is not sufficient in and of itself. The Government also wants to invite private actors to enter into a close public-private partnership. Experience from collaboration through the Government's Climate Partnerships and Economic Recovery Teams and from the work undertaken on the action plans for the EU recovery funds and the green transition in the USA shows the strength of public-private collaboration when it comes to rapidly setting a common course and finding solutions that address highly complex challenges.

Given the unpredictable state of the world economy at present, there will be a continued need to both address barriers and opportunities of common interest. The Government therefore encourages a partnership approach which will encompass the sharing of information, resources, activities and capacity aiming at analysing global trends, promoting the development of positions of strength, breaking down market barriers and cultivating common long-term export opportunities as part of a common mission to pave the way for the internationalisation of Danish enterprises. The approach is based on openness, inclusion and reciprocity and emphasises effectively creating value for enterprises and society at large in a way which no one actor can achieve on their own, and with respect for individual mandates and competencies.

A well-functioning public-private partnership requires structure as well as something concrete and relevant around which to collaborate. The Government proposes that the new partnership approach be anchored at the sector level, in the form of broad, inclusive sector forums within which both private and public stakeholders can share knowledge, set a strategic course and coordinate efforts, and within which they – for the first time – jointly will prioritise and commit resources for between two and four concrete efforts annually at the sector or subsector level. Actor participation in each effort will be based on calls and expressions of interest as well as a formal agreement with clearly defined goals and

an implementation plan. As part of the preparation process, actors can explore any public or private financing opportunities in relation to the effort. Common initiatives may include targeted innovation, the attraction of investments, the cultivation of export markets, EU or trade cooperation, and they may be either of a short- or long-term scope. The activities can be undertaken in Denmark or in a particular market. What matters is that they generate societal value in the form of new opportunities for a particular sector or group of businesses.

The Government proposes an initial roll-out of the new partnership approach within five sectors: (1) water, environment and the circular economy, (2) energy, (3) sustainable food and agritech, (4) life sciences and (5) tech and digitisation. The partnership approach will take account of existing collaborations and plans within the sector so that overlapping structures can be avoided. Thus there is no expectation that the sectors will be organised uniformly. Other sectors may follow later.

In order to support these sector forums, the Government proposes to establish a high-level consultative partnership forum for global markets and internationalisation with the Minister for Foreign Affairs serving as chair and the Minister for Industry, Business and Financial Affairs, the Minister for Higher Education and Science, the primary business organisations, the trade union association and the Danish Board of Business Development at the CEO level as permanent members. Other ministers, institutions and enterprises will be invited to participate as necessary. The forum will meet on a six-monthly basis to analyse global trends of significance to the enterprises and to set a course for their collaboration across all sectors. This high-level partnership forum and the sector forums will be supported by a joint partnership secretariat under the Ministry of Foreign Affairs. The Ministry of Foreign Affairs will allocate employee resources and earmark funds for the work on these joint partnership efforts.



Actions Catalogue

The Government will:

-  Initiate the establishment of a new high-level consultative public-private partnership forum for global markets and internationalisation
-  Establish a joint public-private partnership secretariat which shall facilitate the roll-out of the partnership approach across actors and facilitate the implementation of joint efforts
-  Invite enterprises to participate in **inclusive sector forums** which give the sector's public and private actors the opportunity to collaborate across business, innovation, investment and export promotion in prioritising and allocating resources for concrete efforts at sector or subsector level
-  Allocate employee resources across the Ministry of Foreign Affairs for partnership efforts



Case 1

Example from the USA

Significant Danish involvement in the development of the offshore wind industry on the American East Coast.

Over the course of many years, a public-private collaboration between the Ministry of Foreign Affairs, the Danish Energy Agency, the Danish Wind Export Association and a number of other enterprises has contributed considerably to the creation of the offshore wind industry on the American East Coast. And it has been precisely this combination of dialogue at Government agency level, memoranda of understanding (MoUs), delegation visits, technical sparring and private investments in the market that has contributed to the Danish effort and to success on the market.

When the Danish missions in North America first began to get involved with offshore wind in the USA back in 2016, the future prospects for this sector in North America were uncertain, and only a handful of Danish companies could discern the market potential.

Since then, the Danish missions in North America have worked with three different administrations and a number of states to demonstrate the opportunities and to share experiences within offshore wind. Several MoUs with parties including the Bureau of Ocean Management, the Department of Energy and the states of New York, New Jersey and California have been drafted along the way and signed by the Minister of Climate, Energy and Utilities. All of these agreements have played a role in maturing the market and strengthening the sector.

Since 2016, the price of American offshore wind has fallen from USD 244 to USD 58 per MWh. Sixteen offshore wind leases with the potential to produce 23 GW have been put out to tender and more than half of these have been awarded to companies with Danish origins. Among others, Vestas has received a share in the 1.5 GW Atlantic Shores project in New Jersey, while Copenhagen Infrastructure Partners has secured financing of USD three billion for their 800 MW joint venture Vineyard Wind 1, which will be the first North American offshore wind project on a commercial scale. In addition, states on both the East and West coasts have now also committed to buy 50 GW of power by 2045 – which equates to a total investment of USD 200 billion.

An effective toolbox generates results

The work of economic diplomacy cannot be accomplished without the right resources and instruments. Across the entire business promotion system and the market-oriented economic diplomacy efforts being undertaken, there are a wide range of tools, instruments, programmes and modalities which public and private actors, including enterprises and business organisations, can leverage to their advantage.

The triple bottom line will require a more far-sighted approach than what has been seen up until now, as well as for efforts and instruments to be considered in tandem. This applies both with regard to the export food chain, but also to economic diplomacy more broadly, as there is a need both to capitalise on the opportunities that lie straight ahead but also for the Government, in the future, giving greater priority to and creating coherence between the more long-term efforts.

Figure 3 The Toolbox illustrates how the attraction of investments, innovation and exports are all promoted through a synergised range of both long and short-term, national and international Government initiatives.

The tools under **Denmark in the Long Term** are used to produce the best possible framework conditions for the Danish private sector through an ambitious and responsible business policy with a business promotion system which uses R&D to support the development of Danish companies. Attractive Danish framework conditions and unique positions of strength attract important foreign investments which bring new knowledge, new technology and new competencies. This contributes towards boosting Denmark's growth, productivity, innovation and competitiveness, which all help to create a foundation for exports in the long term. In the **short term**, Danish enterprises need help preparing for taking the step out on the export

markets. Companies need to build up resilience in preparation for the journey. Among other things, they can attain this through greater digitisation, better internationalisation advice and assistance with certificates.

Under International long term, the Government is putting its broad economic diplomacy toolbox into use. In the EU, for example, Denmark is influencing the development of the single market and the opportunities and competitiveness of European businesses outside of the EU, while in the WTO, the Government is working to nudge global framework conditions in a direction which generates business opportunities. Furthermore, bilateral strategic partnerships and our G2G collaborations make it possible to share knowledge on Danish framework conditions and to promote the Danish model. **In the shorter term**, we have those tools which can be taken into use when concrete opportunities are to be created. This is undertaken in a myriad of ways, including through commercial export programmes, grants for joint trade promotion, strategic market development projects in public-private partnerships, financial instruments and project maturation support such as the EKF Green Accelerator and knowledge acquisition.

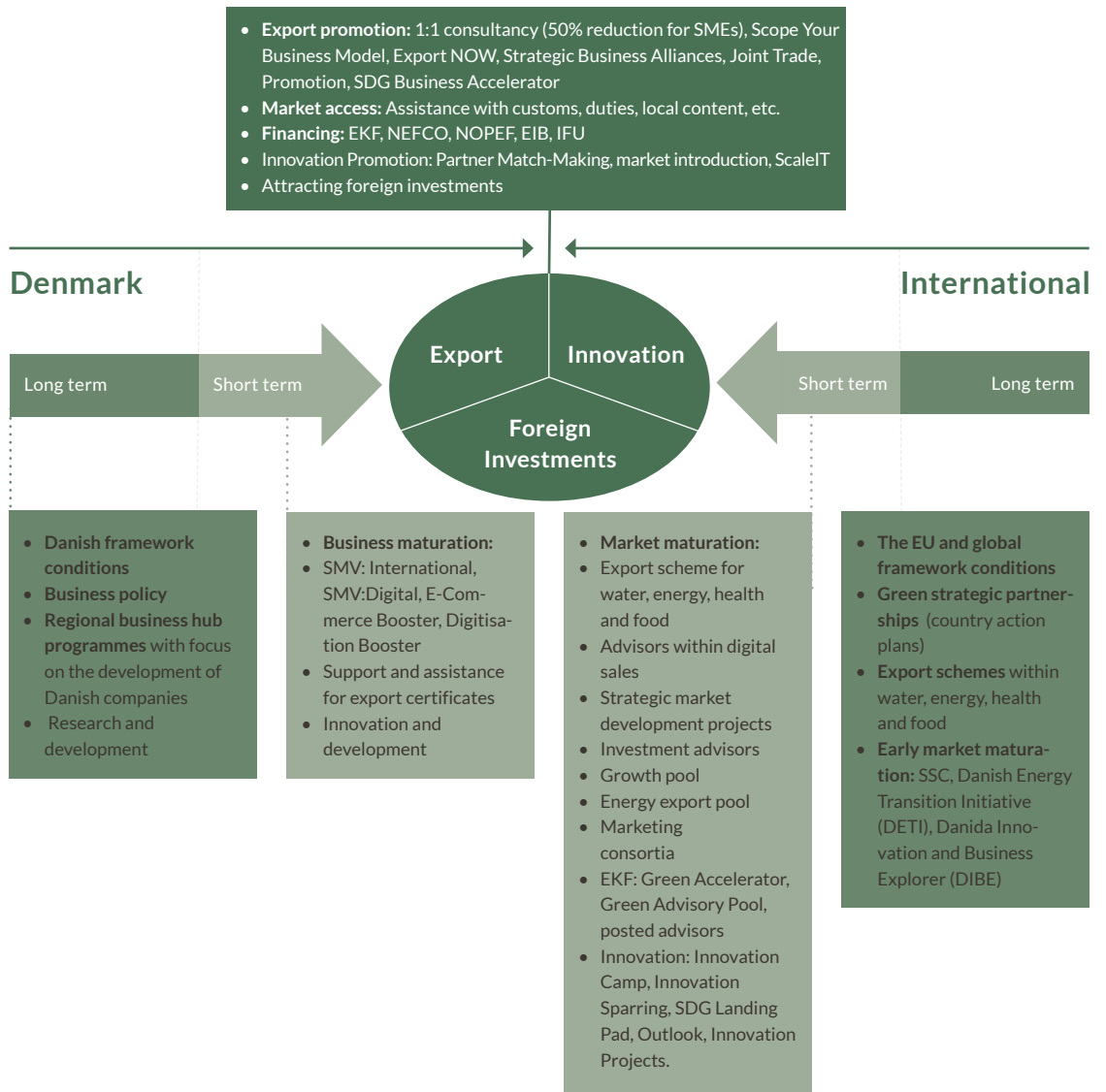
The intersection between the **national and the international** is where exports, innovation and foreign investments are created. It is within this space that market demand meets Danish enterprises and where the long-term opportunities of today become the commercial opportunities of tomorrow.

A number of the tools and instruments that both Danish companies and private organisations can apply to for consultancy/advice, grants and financing in connection with internationalisation are presented in Appendix 1, including instruments which can support the financing of partnership efforts.



Figure 3

Examples of instruments from the toolbox and their use



Box 2

Favourable hourly rates for consultancy

In parallel with the new initiatives, the Government will also retain its paid-for and demand-driven advisory offer for enterprises on the export markets. In 2022–2023, the export and stimulus packages continue to ensure favourable rates for this paid-for advisory. In 2022, DKK 30 million has been set aside for reduced hourly rates allowing for an hourly rate of DKK 800 for 2022. SMEs can also receive a further 50% reduction, bringing the hourly payable rate down to DKK 400. In 2023, DKK 20 million has been earmarked for reducing the hourly rate with the phase-out of this COVID-19 rate reduction due to begin from 2024. A particular aim of this effort is to enable even more SMEs to benefit from expert advice and to boost their exports.



A coherent effort for internationalisation and global sustainability



A dedicated EU effort for Danish enterprises

Danish framework conditions are defined at the national, EU and international level. The EU level is of particular importance. Harmonised EU solutions often result in the best and fairest competition terms for Danish companies. The Commission has put forward a number of regulatory proposals for the green and digital transition, and the EU is pursuing an active and ambitious trade policy. The Danish position is that it is important that Denmark influences these various tracks in order to ensure sustainable and responsible solutions which allow Danish positions of strength to be brought into play.

Approximately 50% of Danish exports go to the EU's single market while approximately 60% of imports originate from the single market. It is estimated that around 500,000 Danish jobs are dependent upon this trade. A well-functioning single market with a level playing field thus gives Danish companies, and SMEs in particular, better opportunities for sales and development via the free exchange of goods and services across borders, as well as easier access to products of a high standard. A growing demand for especially innovative green, healthcare and digital solutions means increased opportunities for Danish exports. In this context, an effective single market is our primary tool in supporting the growth opportunities of Danish SMEs. The Government will continue to work for an effective and fair single market free from unfair distortions such as unfair government subsidies.

The single market can contribute towards promoting the green transition via effective framework conditions, transparency and incentive structures for the transition. For example, the EU Commission's Fit for 55 package contains a range of regulatory proposals to help achieve the EU's goal of reducing greenhouse gases by at least 55% by 2030. Other proposals on the way which concern standards for company production processes and products, including due-diligence requirements to ensure sustainability and responsibility in value chains, will also pull in this same direction.

Industrial policy helps to ensure that the EU can stand up to global competition. It is important that Denmark is an active participant whenever industrial policy decisions are being made in areas within which Denmark has interests and strengths pertaining to the green and digital transition. Framework conditions, the right balance regarding taxation policy, a strong and forward-looking research environment and the requisite access to capital and investments all need to support a continuous focus on technological innovation and first movers.






Furthermore, industrial policy also presents an opportunity to address critical dependencies on imports from third countries within areas that are critical to society. It is important that the identification of critical dependencies is undertaken on the background of thorough analysis – otherwise there is a risk that action will be taken in areas where it is not justified, and where it can have negative consequences for the EU's external relations, the single market, Danish enterprises and jobs. As a general rule, critical dependencies should be addressed through the diversification of supply chains.

The EU Recovery Fund and other funding sources generate market opportunities for Danish and European businesses. EU research and development funds such as Horizon Europe and the Digital Europe Programme support the development of Danish positions of strength and play a role in boosting the market potential. At the same time, however, the public financing system within the EU is fragmented and complex, and this affects the competitiveness of EU companies in relation to non-EU countries, where public financing is often more integrated and deployed more strategically. A common EU strategy and better use of the EU's public funding capacity could strengthen the competitiveness of Danish companies within areas such as the green transition. It is for this reason that Denmark is participating proactively in the work to develop a common EU strategy for public export financing.



Actions Catalogue

Therefore, the Government will:

- 
Launch a comprehensive action plan to support the participation of Danish stakeholders in green and digital EU programmes with grants, loans, guarantees and capital contributions. A more coherent innovation ecosystem characterised by the coordination and concerted planning of the internationalisation effort, across both public and private actors, will contribute towards better representation of interests and greater returns for users
- 
Push for an ambitious implementation of the action plans for the EU Recovery Fund to the benefit of both Danish enterprises and sustainable solutions. The business sector will be kept closely involved through the partnership approach and in parallel with this, embassies will support Danish enterprises in accessing resources from the fund through the deployment of additional advisors at key embassies
- 
Work to encourage the EU to strengthen its resilience in cooperation with like-minded third countries and to increase the diversification of value- and supply chains. Better access to different suppliers from multiple countries can contribute towards risk diversification and greater security of supply in the event of a supply failure
- 
Participate proactively in the work to develop a common EU strategy for public export financing and create synergies between existing financing instruments, efforts and actors in order to support the competitiveness of Danish enterprises, particularly within the green area
- 
Support an industrial policy approach which promotes competition, innovation and new technology. Industrial policy efforts within strategically important sectors and technologies should be based on a review of the sector-specific framework conditions in the light of the development desired – such as achieving climate neutrality, for example. The IPCEI instrument can be one of several relevant tools as the use of government subsidies should be restricted to cases of market failure or in the event of societal challenges which cannot be resolved in any other way
- 
Strengthen EU financial frameworks and promote sustainable financing in order to ensure, among other things, that responsible companies are not undercut by others which do not follow the rules, commit financial crimes in the form of money laundering or the financing of terrorism or speculate in placing profits and tax payments in other countries

Influencing international framework conditions and global markets

The single market is not the only reason why the EU is important to Danish enterprises. The EU is also de facto our best means of influencing global framework conditions and resolving cross-border challenges. The framework for trade between Danish enterprises and countries outside of the EU is the multilateral trade rules laid down by the WTO and the EU's bilateral trade agreements. Denmark's influence on the EU line can therefore be far-reaching. The Government is working to ensure that the EU takes the lead on the global stage, placing sustainability and responsibility in a central position, and, with the support of the trade union organisations among others, prioritising a higher position for labour rights on the global trade policy agenda. The Government is supplementing its efforts for labour rights in the EU with targeted support to the ILO. This will allow European values and standards to influence norms at global level.

The primary objective of trade policy is to promote market access for goods and services and to support stronger global supply and value chains. Breaking down trade barriers creates better framework conditions for Danish enterprises. The effect of better framework conditions in the form of new EU trade agreements will initially be felt once Danish enterprises get to know and leverage the advantages inherent in these trade agreements, such as tariff reductions. Thus enterprise-oriented mapping of vulnerabilities in value chains, as well as guidance on possible restructuring efforts given in combination with advice on how to access new markets, will be of crucial importance to Danish exports. In a similar vein, intellectual property rights are a crucial framework condition for achieving commercial success in tech-heavy sectors. Well-functioning and robust rights and enforcement systems both multilateral and in bilateral agreements provide security and predictability for Danish enterprises.

Trade policy is the exclusive responsibility of the EU, and the Government places great importance on active involvement in order to ensure that the approach taken by the EU reflects Danish interests and priorities. Based on the lessons learned from COVID-19, Denmark has worked actively to

encourage the EU to strengthen its resilience within the framework for an ambitious, fair and sustainable trade policy based upon open markets and strong multilateral engagement. It is therefore very promising to see that the Commission's new trade policy strategy for the EU (February 2021) adopts the same line and emphasises that the EU shall remain open to the world and benefit from international trade cooperation while simultaneously remaining prepared to defend its own economic interests. Denmark will continue to press the EU to not turn its back on the world and to adopt a protectionist approach. Moreover, the Government will work purposefully to ensure that trade policy is utilised more strategically and that it contributes to promoting sustainability both within the WTO and in the EU's bilateral trade negotiations, for example through the resumption of negotiations on liberalising trade in green products and services.













It is in the interest of Danish enterprises for the EU to emphasise effective implementation and enforcement of agreed trade policy commitments. The EU must be able to effectively protect itself against unfair trading practices on the global and the single market, but this must be within the framework of a trade policy which remains open, fair and sustainable. The Government is therefore closely monitoring the EU's use of defensive trade instruments which has increased recently. Should this trend continue, it will risk closing off the EU market to the rest of the world to the detriment of Danish businesses.

Ideally, problems concerning market access and unfair competition are best solved within multilateral frameworks such as the WTO. It is easier for companies to navigate when the rules are the same for all markets than when market conditions are regulated by a number of bilateral and regional trade agreements. With WTO in serious crisis, there is little prospect of progress. However, this does not preclude the possibility that agreements can be entered into under the WTO regime within restricted areas that are closely related to Danish positions of strength such as, for example, trade in sustainable goods, technologies and services, as well as ensuring free access to non-sensitive personal data.



Actions Catalogue

Therefore, the Government will:

-  **Push for an ambitious, fair and sustainable trade policy at the EU level**, and for EU trade policy to be based on the principle of open strategic autonomy to the benefit of Danish businesses and for the EU to enter into close trade policy collaboration with allies and other trading partners, including the USA
-  **Work to ensure that the EU plays a leading role in the work to reform and further develop the WTO**. As a small and open economy, Denmark has a decided interest in clear trade rules which support fair and sustainable international trade
-  **Give greater priority to efforts to disseminate knowledge about the EU's trade agreements within Danish businesses** via ongoing dialogue with business organisations about the needs of and opportunities in countries with trade agreements, webinars and by proactively reaching out to enterprises about the options for technical tariff advice and checks, and increase use of the EU's 70+ trade agreements
-  **Appoint new advisors at the embassies in the USA and India** who will contribute to the dialogue on concrete trade barriers and promote bilateral trade cooperation and the effort being undertaken for an open, fair and sustainable trade policy
-  **Strengthen the drafting of technical tariff analyses on subjects such as tariff conditions and the use of the EU's trade agreements** including with regards to the value chains of Danish enterprises
-  **Combat digital protectionism and trade barriers for data transfers to third countries**. By putting pressure on the EU to actively collaborate with allied countries, the aim is to ensure ambitious provisions for data flows in the EU's trade agreements and in the WTO's e-commerce negotiations
-  **Give priority to the effective protection of intellectual property rights**. Technology development, including green tech, requires significant investments and thus the protection of ideas is crucial in order to secure returns. Strengthening efforts to assist Danish companies in securing the protection of their IP rights in third countries shall help to create the framework for fairer and more sustainable globalisation
-  **Strengthen advice given to Danish enterprises on sustainable production and sourcing abroad through a range of value-chain initiatives**, cf. box 3
-  **Work actively to influence work on future EU legislation concerning due diligence** in order to attain balanced, effective and manageable regulation at the EU level
-  **Strengthen the work being undertaken to reform the OECD regime for export credits**
-  **Continue the Forum for Fair and Sustainable Trade**, set up by the Minister for Foreign Affairs, which brings together trade policy stakeholders to discuss problems and dilemmas concerning international trade
-  **Continue supporting the ILO's work** to set norms for the protection of fundamental labour rights through core contributions and contributions for vocational training in Africa in 2020–2022 and through earmarked support for the ILO's Better Work initiative

Corporate contributions to the sustainable development of developing countries

The Government seeks to ensure a cohesive approach to corporate contributions to the sustainable development of developing countries where publicly funded efforts across business promotion, export promotion, climate initiatives and development work all support and underpin one another. The decision to introduce a triple bottom line as a goal for Denmark's economic diplomacy with key partners underpins this ambition. Denmark has demonstrated that economic growth and the green transition are not mutually exclusive concepts. Guided by our core values around socially responsible development, we have unique opportunities to contribute Danish solutions to global challenges. Danish know-how and solutions must be brought into play for the benefit of a sustainable transition in the world's poorest countries.

A new and coherent sector focus across the development work being undertaken and the internationalisation effort will generate new opportunities. Through strengthened sector focus within areas such as water, energy, food and health, a solid foundation has been established on which to drive forward integration and cohesion in the coming years. Denmark has sought knowledge and export solutions internationally within precisely these areas. Building on existing Danish positions of strength the Sustainable Development Goals and the Paris Agreement, Danish know-how, innovation and solutions can be brought into play to an even greater extent than ever before.

Meeting global climate ambitions and overcoming social and health challenges will only be possible on the back of a common effort and through close partnerships between public, private and other non-state actors. New alliances and networks with key partners need to be developed over the coming years in order to ensure the optimal use of financing opportunities and increased impact. State development aid is not in and of itself sufficient to support the green transition and sustainable development of poor countries and emerging economies, and must be supplemented by private financing opportunities and commercial solutions. It must be made more attractive for Danish enterprises to enter into new and even difficult markets.

Sector-based G2G collaboration financed by development funds, through which Danish ministries and agencies share knowledge and experiences with authorities abroad, will continue to be a catalyst for this concerted effort and for the continued expansion of public-private partnerships. The Government is establishing a new strategic framework for G2G collaboration with a clear focus on the green transition and Danish positions of strength such as climate and energy, environment and water, sustainable foods and agritech as well as sustainable shipping and healthcare. At the same time, the interplay between green investments and Danish tech solutions is also being strengthened with continued respect for the independence of G2G collaboration from specific commercial interests. Posted sector advisors in selected emerging markets will help to support the commercial effects of G2G collaboration. This will be further complemented by a range of new instruments.



Actions Catalogue

Therefore, the Government will:

-  **Launch a new strategic framework for the development-funded G2G collaboration MYNSAM 2.0.** With a target of 80% green initiatives, this initiative will boost focus on the green transition and on Danish positions of strength
-  **Establish a new Danida programme named *Green Business Partnership*** with a view to promote a green and climate friendly transition in developing countries by encouraging stronger business involvement in partnership with NGOs, knowledge institutions and local stakeholders
-  **In dialogue with the IFU, ensure a kickstart of the SME Facility,** which shall work to promote the involvement of Danish SMEs in developing countries by supplementing company investments in commercially sustainable projects
-  **Implement SDG promotion and establish a new SDG Business Accelerator for SMEs in 2022–2023** which will strengthen SME opportunities for exports within a sustainability framework
-  **Coordinate strategic efforts for the support of corporate responsibility and sustainable value chains.** Multiple initiatives are being launched to promote sustainable and responsible global value chains and corporate responsibility, cf. box 2. Furthermore, the Ministry of Foreign Affairs will, via its development aid, enter into new partnerships with Danish and international actors involved in sustainable trade and global value chains, including those with a particular focus on deforestation-intensive value chains and decarbonisation
-  **Post investment advisors to key markets.** New investment advisors are being posted to India, Indonesia and South Africa with the aim of cultivating investment opportunities of relevance to Danish enterprises, among other things
-  **Increase financing opportunities for companies** through initiatives such as the recently established EKF Green Accelerator Facility of DKK 85 million. Moreover, Danish embassies/missions can also apply via the similar EKF Green Advisory Pool of DKK 30 million for technical experts within areas such as utilities, to the benefit of green Danish exports
-  **Ensure the local presence of financial EKF experts with a view to finance the purchase of Danish green technology.** Via a new presence at the consulate general in New York and Singapore, EKF will help to boost Danish exports to markets in these regions
-  **Contribute to the green transition through Denmark's Green Future Fund,** including the development and dissemination of technologies, the upgrading of energy systems and the promotion of global green tech exports, especially within wind
-  **Establish a pilot programme for state development guarantees as a supplement to Denmark's development collaboration** within an overall framework of DKK 2.0 billion in the period 2022–2025 with a focus on the mobilisation of private finance for a sustainable development, including climate action. The pilot will be implemented in close collaboration with the Swedish development organisation Sida and will be separate and without an export focus. Danish enterprises will benefit indirectly from the programme as a result of companies in developing countries being secured access to financing



Box 3

Efforts for sustainable, global value chains

Within the framework of the multilateral trade system and the EU's trade agreements, Danish enterprises participate in global value chains. This contributes to our international competitiveness and thus to jobs and welfare at home. However, we must avoid a race to the bottom where the price for economic gain is poor labour conditions, low environmental standards and high CO2 emissions on a global scale. The Government is therefore strengthening its work to ensure robust, green and responsible value chains.

Trade policy action:

1. Active efforts within the EU for an open, fair and sustainable trade policy which offers good conditions for Danish enterprises and contributes to the green transition and to responsible business models which respect human and labour rights.
2. Trade policy is being leveraged to encourage the EU to strengthen its resilience and to diversify its value and supply chains for better security of supply.

Increased consultancy and analysis:

3. Guidance initiative in the form of virksomhedsguiden.dk and the regional business hubs in order to help Danish enterprises with due-diligence processes which identify risks for violations both locally and globally in the value chain.
4. Posting of value-chain advisors to three larger markets outside of the EU and a global anchorage point within the Ministry of Foreign Affairs in Copenhagen.
5. Competence development for the Ministry of Foreign Affairs' trade advisors within value chains and sustainability.
6. New business-oriented advice process which emphasises strengthening the global value chains of SMEs.
7. Strengthened technical tariff analyses and advice, including in relation to the global value chains of enterprises.
8. Increased analytical capacity at the Ministry of Foreign Affairs and partnerships with external parties will contribute to better understanding of how Danish enterprises participate in global value chains.

Partnership initiatives:

9. Continuation of partnership with the UN Global Compact with a focus on increasing support to enterprises in the setting and reporting of CO2 emissions in their value chains abroad.
10. Establishment of a centre for sustainable value chains together with the Danish Ethical Trading Initiative (DIEH).
11. Continuation of partnership with IDH – The Sustainable Trade Initiative with a focus on corporate social responsibility in the transformation of company value chains.
12. CO2 reductions and biodiversity in global value chains with particular focus on raw materials within agricultural raw materials traditionally seen as deforestation-intensive.

The initiatives will complement and work in harmony with existing initiatives for the promotion of more sustainable and responsible global value chains already implemented by the Ministry of Foreign Affairs and other organisations.



Case 1**Example
from Kenya**

Collaboration between the embassy in Nairobi and the Confederation of Danish Industry in East Africa

The embassy in Nairobi and the Confederation of Danish Industry (DI) are exploring opportunities for increased collaboration within sustainable value chains. This is a focus area in which the priorities and activities of both the embassy and DI are well matched, particularly within relevant networks, knowledge sharing and the upskilling of competencies. Going forward, the embassy wishes to place focus on both exports and sourcing, with DI considering the challenges in regard to strengthening local value chains in Kenya. This presents an opportunity to focus on business development for Danish enterprises and to involve both networks and technical competencies to generate the best possible results.



Coherent sector efforts allow for a sustainable recovery and future Danish exports





Sector efforts in the spotlight

COVID-19 has placed renewed and accelerated attention on the need for a sustainable reboot to address several crises simultaneously to create a world in balance with positive future prospects, health and welfare for all. As a country, we are in a favourable position given that Danish positions of strength within areas such as water, environment and circular economy, energy, sustainable food and agritech, health and life sciences, tech and digitisation – as well as our defence industry and maritime sectors – are able to contribute greatly towards resolving global challenges. The Danish private sector is strong within these sectors. We possess both solid research institutions and world leading solutions.

It is the ambition of the Government to ensure that our strong Danish competencies and solutions are brought into play to resolve the global challenges we face both now and in the future. The Government will therefore support the Danish private sector through strengthened specialist sector advice on export markets. This generates value for Danish enterprises and by enabling the presentation and deployment of Danish solutions, it helps to resolve some of the concrete challenges facing the world's nations today. The Government will contribute competencies from several sector ministries in Denmark and on the markets in order to drive forward a strategically important agenda and to generate synergy between public and private initiatives together with business organisations, the trade union organisations and other relevant actors.

Denmark has strategic partnerships with India, South Korea, Indonesia, China, Japan and Mexico as well as strategic export initiatives pertaining to EU recovery funds and the USA's green transition. These strengthen the overall market impact by consolidating specialised sectoral efforts across several sectors at once, underpinned by export promotion and by visiting delegations going both

in and out of the country among other elements. The Government is planning forward-looking strategic initiatives by which our positions of strength in a range of sectors are brought into play simultaneously for a given country or region in order to generate the greatest possible benefit.

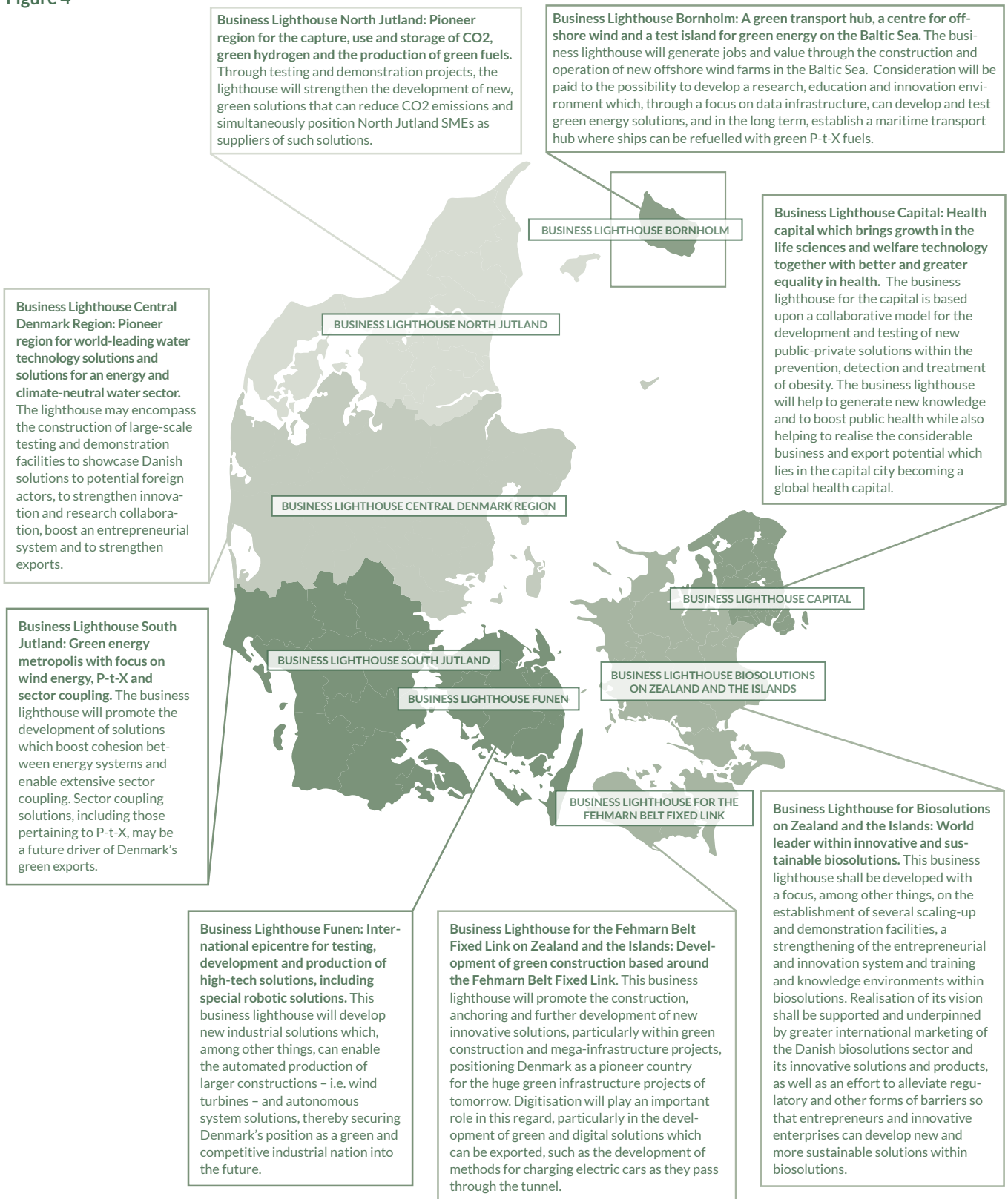
Below we present our sector action catalogues for eight of Denmark's commercial positions of strength.

In addition to the efforts being undertaken to promote existing Danish solutions, an ongoing push must also be made so that innovative and sustainable solutions to global challenges can continue to be developed in Denmark and translated into future positions of strength. Across all sectors, the Government will continue to work to promote Danish interests in relation to international research and innovation by supporting the participation of Danish actors in projects and relevant partnerships under Horizon Europe, EUREKA and other international collaborations. These efforts must be integrated with the strengthened partnership approach in the sectors in Denmark, contribute to the development of future solutions and give Danish enterprises the opportunity to participate in projects and strategic collaborations both within and outside of Europe. The development of future positions of strength will also be supported through efforts and initiatives to attract foreign investments.

At the same time, the Government is also preparing to invest in the establishment and development of eight local business lighthouses on the basis of particular business strengths and prospects identified by regional growth teams. The Government will enter into partnerships with the actors behind these eight business lighthouses with the goal of developing future positions of strength, generating growth and jobs in Denmark, and contributing towards a global sustainable transition. See Figure 4.



Figure 4



Water, environment and circular economy

Global markets are increasingly in search of sustainable solutions which can help to alleviate water shortages, manage large quantities of precipitation and protect the environment. Denmark is a world leader when it comes to supplying intelligent and sustainable solutions, and it is home to several leading tech manufacturers, consultancies and public utility companies which together form a strong and solid foundation on which to increase exports. At the same time, a growing global population and a larger middle class leads to a greater need for effective resource utilisation, and this can create significant opportunities for Danish enterprises.

The water and environment sectors are characterised by regulation with exports largely dependent on local framework conditions, public agencies and companies. Economic diplomacy is therefore an important pathway to present Danish solutions to local authorities, to market Denmark's history within water and the environment, and to influence local framework conditions with the goals of promoting the green transition and green Danish exports.

Efforts within the field of water and the environment are already being coordinated in close partnership between the Government and the private sector, where actors such as the public-private partnership State of Green has worked for several years to promote the green sectors. Further coordination and collaboration between public and private actors can contribute towards increasing the impact of the internationalisation of enterprises yet even more. Through initiatives such as the climate partnership for water, waste and the circular economy, as well as the Government's economic recovery team for manufacturing enterprises, Danish businesses have continuously presented a series of recommendations as to

how economic diplomacy within the area can be strengthened to ensure continued export growth.

In March 2020, the climate partnership for waste, water and the circular economy adopted the vision that by 2030, Denmark will be the world's leading circular economy with almost all of its waste being recycled, and its water sector being both climate and energy neutral. The Government has followed this up with its *Action Plan for the Circular Economy* and a range of initiatives within areas such as waste. The Government supports the EU Commission's ambition to promote a more circular economy. This generates opportunities in the single market for Danish enterprises who focus on resource productivity, waste prevention, the recycling of materials in manufacturing, long shelf life and greater possibilities for repair.

On the basis of the sector's vision, the Government has launched an ambitious *Export Strategy for Water* with a clear objective to double the export of water technology and solutions by the year 2030. This is in addition to the existing Water Vision and Air Vision initiatives which are public-private partnerships that not only focus on increasing exports, but which also create dialogue around the tightening of EU regulations and on research and development in Denmark.

Danish research and innovation environments are important when it comes to the development of future technologies and solutions. For that reason, the Government will support Danish participation in new strategic research and innovation partnerships under Horizon Europe and the Zero Pollution Action Plan, supported by DKK 3–4.5 billion from the EU. The ambition is for these funds to benefit the entire Danish water sector and the green transition.



Actions Catalogue

Water, environment and circular economy

- In 2021–2023, the Government has established an export scheme for water with new commercial G2G collaborations, it has appointed 13 sector advisors across the USA, Germany, Poland, Italy, Spain and India, and it has also strengthened the capacity of both the Danish Environmental Protection Agency and the Ministry of Foreign Affairs within water.** Among other things, the purpose of the export scheme is to implement the water export strategy, market Denmark's history within water, influence local framework conditions and open doors for Danish business.
- The Government has set up an export dialogue forum with its partners in the water export strategy** to ensure a common direction and close coordination within public-private collaboration. Among other things, this dialogue forum will strengthen the work being undertaken on strategic water alliances between small and medium-sized enterprises, Danish agencies and specialists from utilities, universities and organisations.
- As a part of the export scheme, the Government will establish a regional centre of excellence with water advisors working across the Danish missions in Germany, Poland, Italy, Spain and Portugal** in order to bring Danish solutions to the attention of local decision-makers.
- The Government will raise awareness around the financing opportunities available to companies for initiatives such as feasibility studies,** e.g. through the recently established EKF Green Accelerator Facility of DKK 85 million and the EKF Green Advisory Pool of DKK 30 million.
- The Government will give greater priority to incoming delegations from public decision-makers within water and the environment through promotion funding.** Incoming delegation visits from government agencies and utilities are important in relation to the marketing of Danish positions of strength and enterprises.
- The Government will finance the involvement of water experts from utilities, universities and organisations within its export promotion activities.** Specialists from entities such as Danish utilities, for example, are adept at establishing informal knowledge-sharing partnerships with local utilities on export markets which indirectly generate sales of Danish solutions.
- The Government will support the development of a business lighthouse for the Central Denmark Region which will turn Central Jutland into a global pioneer region within water technology.** This will be achieved in part by entering into partnerships with actors in the consortium and by contributing towards the establishment of the business lighthouse.
- The Government has created new positions at the Danish Environmental Protection Agency to support and give greater priority to the export potential of circular economy and waste solutions.** The Environmental Protection Agency will give greater priority to its efforts to identify Danish positions of strength, which can be commercialised especially on local markets.
- The Government will increase the number of commercial opportunities which stem from G2G collaboration in developing countries.** G2G collaboration strengthens the country's framework conditions and represents an opportunity to market Danish positions of strength. On the basis of best practices and close dialogue with Danish suppliers, the Government will increase the commercial opportunities which stem from this collaboration.



Case 2

Examples from India and Germany

Worldwide export promotion of Danish water technology

The Danish water sector has historically developed in close connection with Government agencies, companies and research institutions which have all helped to make Denmark an international frontrunner when it comes to reducing water consumption and boosting energy efficiency in the sector. Optimisation and efficiency are thus solutions that Danish enterprises can offer to countries around the world, from India to Germany.

Joint water initiative in India spanning G2G collaboration, export promotion and innovation Denmark and India entered into a green strategic partnership in September 2020. Among other things, the agreement included a new G2G collaboration for a sustainable water supply with the Indian Ministry of Water. The Danish Environmental Protection Agency, Aarhus Municipality, the Trade Council and Innovation Centre Denmark all collaborated in order to translate the partnership into a concrete work plan with the Indian Ministry of Water. They developed a joint work plan which involved the Trade Council's Danish-Indian water technology alliance, the Confederation of Danish Industry and the Danish Water Forum, and they developed supporting activities around research and innovation and previous experiences from India.

This allowed Danish solutions within regulation, technology and know-how to be brought into play as part of a common effort across actors, thereby boosting the green transition in India and giving it a clear Danish footprint. This effort will be yet further bolstered by the recent posting of a new investment advisor at the embassy in New Delhi with a mandate of attracting green investments within water and other areas.

Energy studies bring Danish water tech into play in Germany

The demand for Danish water technologies is also evident in Germany. Danish solutions can help to boost energy efficiency in the water sector and energy studies have helped to map out how Danish water technology can play a significant role in energy optimisation within the German wastewater industry both in the municipal and private sectors. Studies demonstrate how sustainable Danish solutions can be brought into play and thus contribute towards the green transition in Germany.

In collaboration with the Trade Council in Germany, the automation company Au2mate has received support from EKF to carry out an energy study on the salmon processing facility Vega Salmon in northern Germany. The study has yielded better insights into water treatment in the private sector and it has illustrated how Danish water competencies can be brought into play. In total, the study has triggered nine optimisation opportunities which all relate either to electricity, gas or water savings in production, for example by reusing heat for hot water consumption from refrigeration systems via a newly installed heat pump and the utilisation of transport ice for cooling. It is expected that these optimisation opportunities combined will lead to energy savings of 30% for Vega Salmon, with a payback time of two and a half years.

Energy studies have also been launched at the municipal level. Together with the Trade Council and using support from EKF, the Danish water company AL-2 Teknik has launched four energy studies into municipal treatment facilities with a goal of uncovering opportunities for energy optimisation. The first study was carried out at TBZ Flensburg Klärwerk and the final report is expected shortly. The remaining three studies will be carried out over the course of the next 9-12 months.



Case 3

**Example
from Denmark****Green investments in Denmark: Danish ecosystem as Power-to-X darling**

The young, innovative and fast-growing French company Lhyfe has established itself in Denmark with help from Invest in Denmark. Among other things, they have entered into an agreement with Green Hydrogen Systems which means that these two companies will go to market together on several projects. Moreover, Lhyfe will also become a part of GreenLab Skive and they will establish green hydrogen production with 24 megawatts of electrolysis by the end of 2022. Lhyfe will also enter into the GreenHyScale consortium which has received EUR 30 million from the EU for the establishment of a minimum 100 megawatts of green hydrogen production in 2024, in collaboration with several Danish partners. The project is expected to deliver 30 tonnes of green hydrogen per day.

Denmark was not originally at the centre of Lhyfe's radar. However, following regular dialogue with Invest in Denmark, Lhyfe made the decision to establish itself in Denmark. Lhyfe points to the abundance of green energy in Denmark, its proximity to the German market, which is an import market for green hydrogen, and to the Danish clean-tech ecosystem and its many different actors who are willing to enter into consortia, as its primary reasons to opt for Denmark. Denmark's ambitious energy targets and not least its expansion within wind has led to a greater yield of green power than what can actually be used in the country. Hence there exists a great opportunity to use surplus low cost green energy in order to convert it into green hydrogen that can be sold to industry.

Invest in Denmark has thus had preliminary dialogue with Lhyfe concerning the Danish Power-to-X (PtX) ecosystem and the current configuration of the Danish energy system, including rules, tariffs and other aspects, and it has secured meetings with relevant bodies such as Energinet, the hydrogen industry and with relevant market and legal actors, and it has supported Lhyfe with finding relevant candidates for employment at their Danish unit.

Energy

For many years, Denmark has been at the forefront when it comes to the production of renewable energy and with its ambitious goal to reduce emissions by 70% by 2030, it is a pioneer country for the green transition. The innovative energy solutions of Danish enterprises within areas such as wind, district heating and energy efficiency have contributed towards the green transition both nationally and internationally. The experience we have gained in Denmark serves as a source of inspiration and a contribution to the international green transition and it secures a solid platform on export markets for Danish enterprises. We must continue to ensure that Danish innovation and Danish solutions remain at the forefront as global markets invest in green forms of energy and the green transition.

The ability of Danish enterprises to contribute towards the international green transition and to create sustainable jobs in Denmark and globally – is supported by bilateral G2G collaborations within the field of energy and several new green export initiatives which have been launched to maintain and expand green Danish exports – which creates tomorrow's positions of strength within energy and attracts foreign investments.

In connection with the recovery from the COVID-19 crisis, the global green transition has taken off and is now experiencing historically unseen momentum. Countries around the world are investing massively in the energy mix transition and technologies which can contribute towards energy optimisation and efficiency. This means considerable opportunities for Danish suppliers of energy technology and for Danish enterprises in related sectors such as the PtX and maritime sector. At the same time, there

is also a growing need for new green technologies which can contribute towards meeting ambitious emission reduction goals across markets. The potential for exports, innovation and the attraction of foreign investments in new Danish technologies also increases the need for more joint efforts across both public and private actors. With the new PtX strategy, the Government has increased its support for Danish companies' export of hydrogen and PtX technology as well as attracting foreign investments to Danish PtX projects.

Close collaborations in areas such as climate partnerships and economic recovery teams, and around the drafting of action plans for the EU recovery and strengthened exports to the USA, have shown the potential in and the value of driving forward efforts across different stakeholders, and this is a particular strength of actors within the Danish energy sector. It is the Government's ambition to further strengthen the partnership between actors in the sector and to increase the number of common efforts which can ensure that even more Danish enterprises are able to participate and contribute towards the global green transition.

With its export and stimulus packages, the Government has initiated a broad range of efforts to strengthen the export of green energy solutions and to both retain and develop Danish positions of strength. These many new efforts require close dialogue and coordinated collaboration between central actors so that enterprises can experience maximum effect in the form of increased Danish exports of energy technology, a greater attraction of foreign energy investments and continued development of future Danish positions of strength.



Actions Catalogue

Energy

-  In 2021–2023, the Government has strengthened its global energy efforts and G2G collaboration around energy on the export markets by appointing a total of 15 sector advisors across missions in Europe, the USA and Asia, and it has strengthened the capacity of both the Danish Energy Agency and the Ministry of Foreign Affairs within energy. This will contribute to the implementation of both the EU Recovery and Strengthened Exports to the USA action plans, as well as several longer and more coherent strategic export processes for energy companies and enterprises within related sectors.
-  The Government will establish a partnership and coordination forum with the ambition to strengthen collaboration between sector ministries, organisations and enterprises within energy, with a focus on commercial opportunities. The ambition is continued coordination with innovation ecosystems, organisations and enterprises with the purpose of selecting partner countries and focus areas on the basis of export potential.
-  The Government will develop a new export strategy for the field of energy to be launched in 2023. The ambition is a common framework for future efforts to increase exports within energy technology.
-  The Government will contribute towards the development of three local business lighthouses within the field of energy. These will include a Bornholm business lighthouse for the commercial use of green energy, a South Jutland business lighthouse within green energy and sector coupling, and a North Jutland business lighthouse for CO2 capture, use and storage.
-  The Government has established a coordinator function in Asia (Singapore) with a focus on identifying best practices and disseminating commercial opportunities derived from the G2G collaboration, as well as a strategic and regionally cohesive export promotion effort.
-  The Government has allocated funds to allow State of Green to market Danish experiences with the public-private collaboration under the Climate Partnerships in order to promote a global sustainable transition and Danish exports.
-  The Government will continue to promote the participation of Danish enterprises in the development of innovative solutions under international subsidy and investment programmes within research and innovation, as well as the pilot and demonstration phases of technology development. For example, Horizon Europe and Mission Innovation.
-  The Government will prepare accelerator programmes targeting the development of enterprises and their sale of innovative solutions to selected strategic research partner countries such as the USA, India and South Korea. The objective is to get more innovative Danish energy companies onto export markets.
-  The Government will strengthen its efforts for and increase the number of sustainable energy investments. The national investment promotion effort will increasingly prioritise the attraction of investments which contribute towards developing and promoting solutions in Denmark which can strengthen the green transition both nationally and globally.
-  The Government will promote existing positions of strength within energy and environment optimisation and energy storage under the EU Defence Fund.
-  With a few unique exceptions, the Government will stop public Danish financing and export promotion services from going to fossil fuels in the energy sector abroad.

Sustainable food and agritech

Products and technologies within agriculture, foods and fisheries have accounted for a considerable share of Danish exports over the years, and Danish food exports continue to make a crucial contribution to the Danish economy, creating a significant number of Danish jobs. It is the Government's ambition that this continues to be the case in the future. The sector is facing considerable changes on the global market, and the Danish food cluster contributes towards the resolution of several challenges which are facing the planet.

International framework conditions are under strain. Both new and traditional trade barriers are presenting a challenge to exports from the Danish agriculture and food cluster. Greater focus globally on self-sufficiency and physical market presence is posing a challenge to Danish enterprises. The green transition establishes demands for the development of new sustainable products, ecological transition, new green technologies and solutions, know-how and sustainable value chains. Moreover, COVID-19 and Brexit have been a source of uncertainty in relation to markets and trade in foods, and this requires an innovative response across the food cluster within both a national and a global context.

The Government will promote new positions of strength throughout the green transition in relation to the way we produce and consume food products, while at the same time, current positions of strength will receive continued support. With the *Agreement on the Green Transition of Danish Agriculture*, there is an expectation that the green transition can be accelerated. This will be reflected in the technologies and goods that we promote on export markets. Particular attention must be paid to the climate, food security, meeting the world's needs for food, health, recovery following

the COVID-19 pandemic and the food cluster's contribution towards ensuring labour rights and green raw material supplies through an increased focus on new green technologies, ecology and sustainable value chains.

There is a high degree of innovation within the food sector and this provides a solid foundation for yet further Danish exports and even greater internationalisation. Continued sustainable research and innovation efforts within the food cluster and across sectors will contribute to increasingly greener exports. This is something that the Government wishes to support by ensuring a good framework for innovation in the food industry so that Danish entrepreneurs and innovative companies can develop new solutions for the more environmentally friendly and climate-resistant cultivation and production of foods.

The Government will work actively to increase collaboration and coordination across sectors and both public and private actors in order to promote synergy and to boost the internationalisation of the food cluster to a new and higher level. The Government will therefore give greater priority going forward to efforts supporting exports to high-value markets. Among other things, this will take the form of action plans for exports to Europe and the USA. At the same time, work is also being undertaken to strengthen export promoting G2G collaborations and to ensure that G2G collaborations with the development policy area will continue to contribute towards the Government's objectives in regards to the sustainable and safe production of agricultural goods in developing countries, the promotion of agroecological production methods, the prevention of food waste and loss, and the strengthening of green value chains, among other things.



Actions Catalogue

Sustainable foods and agritech

-  **The Government has established a new export scheme for 2021–2023 for sustainable foods and agritech and it has appointed nine sector advisors at missions in Europe, the USA, Asia and the Middle East** to support efforts under three action plans – Future Exports in the Food Cluster, EU Economic Recovery and Strengthened Exports to the USA – and it has strengthened capacity in this area at both the Ministry of Food and the Ministry of Foreign Affairs.
-  **The Government has strengthened its export efforts within the Danish Veterinary and Food Administration** to improve market access for foods, feeds, genetics and similar on third-country markets.
-  **The Government has established a new partnership named the Forum for Exports in the Food Cluster (FFK) and set up a number of specific task forces targeting subsectors with a focus on new sustainable export opportunities** within traditional core sectors and new innovative solutions.
-  **Building on the FFK, the Government will develop an action plan for future exports in the food cluster**, emphasising, the export of sustainable foods to high-value markets and the cultivation of new markets for ecology, fisheries, green technology, plant-based products, biosolutions, etc.
-  **The Government will boost knowledge around Danish food items and food solutions through Food Nation, focusing on the digital marketing of Danish positions of strength in particular.**
-  **The Government will raise awareness around the financing opportunities available to enterprises for demonstration projects and feasibility studies, among other things, through channels such as EKF's recently established Green Accelerator Facility of DKK 85 million and the Green Advisory Pool of DKK 30 million.**
-  **The Government will promote the increased commercial value of development policy G2G collaborations under MYNSAM2.0, which concern sustainability initiatives within the food cluster.**
-  **The Government will contribute towards the development of a business lighthouse within biosolutions on Zealand and the islands.**
-  **The Government will identify efforts that can create a better foundation for knowledge sharing and food cluster opportunities in relation to the UN's Green Climate Fund and the Global Environment Facility.**
-  **The Government has established public-private partnerships with the Danish Ethical Trading Institute (DIEH) and Global Compact with an aim of supporting the food cluster's work with sustainable value chains, for example through the implementation of an action plan against deforestation and the establishment of a public-private partnership around sustainable value chains to support the green transition of both imports and exports.**
-  **Through the Government's collaborative project on biosolutions, the Government has created a common hub for dialogue between public and private actors on how the sector's potential can contribute to the green transition and greater exports.**



Case 4

**Example
from Singapore****Collaboration in Singapore on vertical farming**

At present, Singapore imports more than 90% of all its food. The Singaporean Government is thus keen to achieve a higher degree of self-sufficiency through local food production. Through their 30 by 30 vision, Singapore has set a goal to become 30% self-sufficient in foods by the year 2030. However, Singapore is challenged by its limited space. To resolve this problem, the Singaporean authorities have turned their attention towards vertical farming in order to best make use of the limited land available.

At the embassy in Singapore, the Trade Council has been collaborating with the Regional Business Hub Funen to develop market opportunities for Danish enterprises. On the basis of thorough market research, they have drafted recommendations to Danish enterprises explaining how they can seize the potential and opportunities within Singapore's 30 by 30 vision.

The project has clarified the specific challenges facing Singapore with regards to vertical farming, and it has identified export opportunities for Danish enterprises. Specifically there is a need for the country to upgrade, improve and build new facilities which can maximise output and resource consumption, and thus produce more for less. Access to quality water and land for farms pose a particular challenge.

Moreover, the study has also identified the criteria on which buyers and Government agencies assess solutions. Criteria of particular importance to the local authorities include increased productivity, savings in the consumption of energy and water, and labour hours in connection with the automation of manual work.



**Case 5****Example from
South Korea****Smart hospitals in South Korea**

Massive investments in modernisation of the South Korean healthcare system are being made. The wide-reaching South Korean New Deal reform package means investments of more than USD 100 billion into society between 2021–2025 – including USD 179 million for the technological modernisation of 18 hospitals. South Korea is currently the tenth largest economy in the world and in rapid economic growth, but it nonetheless faces problems from an aging population and a growing number of chronically ill citizens. These challenges create a need for greater efficiency, and this has opened the doors to collaboration with Denmark around a long stretch of digital and smart healthcare solutions.

Healthcare is a central area of collaboration between Denmark and South Korea with Danish exports of healthcare solutions amounting to more than DKK 1.3 billion. Based on experience from Danish super hospitals, HealthcareDenmark and the Korean Health Industry Development Institute have concluded a Memorandum of Understanding for increased collaboration within health. This G2G collaboration has resulted in Denmark becoming one of South Korea's primary international sparring partners within this area.

The MoU was brought about as part of a strategic focus financed by funds from the Trade Council's Strategic Market Development Project. As a result, the embassy in Seoul has been able to visit a number of South Korean hospitals and enter into collaboration agreements within the field of health, and carry out a number of technology and market maturation workshops in cooperation with several actors in the field, including HealthcareDenmark, the Confederation of Danish Industry and Health-Tech Hub Copenhagen, in addition to a number of Danish enterprises.

The purpose of the smart-hospital project in South Korea is to build a mutual, trade-oriented platform for smarter and tech-oriented healthcare solutions for the hospital sector. It is expected that a number of smart-hospital workshops will be made available for Danish enterprises in the future. In addition, sales seminars are now paving the way for a permanent platform ahead of 2025 with the ambition to present Danish health-tech solutions to future smart hospitals.

Life science

For many years, Denmark has been a leader within the life science industry which presently accounts for more than 22% of Danish exports of goods and makes a strong contribution to both the Danish economy and welfare system. The industry has been built up over decades, with collaboration between the healthcare system, strong research institutions, IP authorities and the industry having led to new innovative solutions to complex challenges. The importance of this collaboration has been expanded during the COVID-19 pandemic, with the healthcare system and the life science industry playing a crucial role in handling the crisis.

Life science is a Danish position of strength is characterised by a strong and internationally oriented ecosystem. Denmark has a solid domestic market with good framework conditions and a rapid adoption of new products. At the same time, Denmark is adept in attracting international investments through both a strong brand and its efficient use of Denmark as a showcase. Research and development within the healthcare field are essential if we are to have access to the highest quality within patient care and simultaneously to preserve and expand our commercial position of strength with both the private and public sectors contributing substantial resources. Collaboration between the public and private spheres is what gives rise to this unique ecosystem which generates both opportunities for Danish enterprises and solutions to the benefit of citizens, public health and welfare.

The strategy for life science and the agreement on the export and stimulus package from May 2021 – which was concluded between the Government and a large number of the parties in the Danish parliament – resulted in a number of framework conditions for the life science industry having been improved so as to preserve and expand this position of strength which greatly benefits Denmark today. Globally, Denmark is a frontrunner nation when it comes to universal health coverage. Denmark has much to contribute to the effort to strengthen global health within areas such as the fight against antibiotic resistance, chronic illness and the promotion of effective, digitised and interconnected healthcare systems. Denmark is therefore a desirable partner for a wide range of countries which have an ambition to develop their national healthcare systems.

The COVID-19 pandemic has put the development of robust national healthcare systems high on the agenda in a large number of countries, and this generates even greater demand for Danish solutions. The same applies to areas such as medical aid and welfare technology.

Economic diplomacy plays an important role when it comes to creating dialogue and relationships between Government authorities and enterprises around the world. The Government has strengthened its international health diplomacy and this can contribute towards increasing global health security, bringing knowledge and innovation to Denmark and contributing to Danish life-science and welfare-tech solutions for the benefit of global health. As a result, health diplomacy has been geared up to support the huge export potential of up to DKK 373 billion in 2030 with a potential growth in employment of approximately 60%. This strengthening also contributes towards the attraction of foreign investments within Danish life science which have increased from DKK 21 billion in 2013 to DKK 34 billion in 2019.

Strong collaboration across all stakeholders is crucial in order to strengthen innovation and exports, to expand the Danish healthcare narrative and to realise the substantial internationalisation potential that exists. Many actors contribute towards this innovation effort, such as universities, GTS institutes, clusters, Danish Regions, IP authorities and other national innovation actors including the Danish Innovation Centres abroad. The Government will continue to ensure a close dialogue between the central actors and to proactively coordinate efforts with Government agencies, hospitals, organisations and companies. Moreover, the Government is also giving greater priority to early market maturation efforts and to the general export support it gives to markets in strong partnerships with business and sector organisations, Danish SMEs and large enterprises.

The resource boost and its accompanying initiatives will support the export and investment potential on the markets and in Denmark, benefiting the entire ecosystem. This applies to SMEs in particular, which have considerable export potential. The initiatives will ensure coherence between Denmark's internationalisation efforts and exploits the global potential which exists.



Actions Catalogue

Life sciences

-  **The Government has strengthened its health diplomacy 2021–2023 through eight health sector advisors and two investment advisors across missions in Europe, the USA and Asia.** These will promote the dissemination of Danish life science and welfare tech solutions and ensure the implementation of the international priorities set out in the life science strategy and in the Action Plan for EU Recovery. Capacity has also been strengthened within both the Ministry of Health and the Ministry of Foreign Affairs.
-  **The Government will establish a sector forum within the life science industry which will contribute towards increasing coherence and collaboration around concrete efforts** across export, innovation and investment promotion as well as health diplomacy.
-  **The Government will promote the dissemination of projects financed by Danish and European subsidy and financing instruments within life science to Denmark’s priority markets with a particular focus on exports.** The objective of this is to generate interest in innovation projects among foreign investors.
-  **The Government will station an internationalisation advisor from the Ministry of Foreign Affairs within the Danish Life Sciences Cluster** who will support the internationalisation potential of the cluster.
-  **The Government will increase Danish SME exports within the life science industry through SME programmes, etc.**
-  **The Government will strengthen its cooperation with universities regarding the attraction of investments.** The objective is to bring Danish research and innovation at universities into play in relation to potential foreign partners and investors.
-  **The Government will strengthen its collaboration with HealthcareDenmark on between four and six white papers and on concrete market activities in connection with the dissemination of its common narrative for the healthcare field** as relevant for the export and investment agenda. The objective is to create a common international narrative around the field of health and welfare in Denmark, encapsulating research collaborations and public-private collaborations targeting specific groups and segments.
-  **The Government will contribute to the development of a business lighthouse in the capital around public-private collaboration within health and welfare tech solutions.**

Tech and digitisation

Denmark is one of the most digitised societies in the world. This position has been achieved thanks to ambitious and forward-looking policy, public-private collaborations, large investments, a willingness to take risks and close cooperation within the EU. It is a position of strength which supports research collaborations, foreign investments and economic development, and which creates a solid foundation for both Danish and international enterprises. Internationally, our position is underpinned by Denmark's unique tech diplomacy. At the heart of Denmark's work around tech and digitisation is the fact that technology exists to serve those who use it and the idea that technology must be supported and underpinned by our model for society and our democratic values. Digitisation is not an end in and of itself – rather it is a means to achieving greater welfare, growth and equality. This is something that the Government underscores with its white paper *Towards a Better Social Contract with Big Tech*.

Tech developments are global. They depend upon talent and capital from all over the world and thus provide an opportunity for Danish solutions to create change. The Government will strengthen the export of Danish solutions, secure more foreign investments in Denmark and attract foreign talents, in part by articulating the Danish approach to data and ethics as a position of strength. We will ensure that the digitised society in Denmark develops in tandem with the rest of the world and that we have access to knowledge on the latest technologies and trends. Denmark must work more closely with its partners abroad on the spread of tech solutions which can bring about positive societal changes. Through this, Denmark will also work to increase dialogue with the tech industry to secure further development of the digital internal market, democratic development and the use of technology.

Tech and digitisation are two concepts that can be difficult to isolate within an export context. Different technologies help to digitise virtually all sectors, and digitisation is an important catalyst for the competitiveness of enterprises and for the sustainable global transition. Denmark's technology position of strength brings international recognition within public digitisation, and this lays the foundation for increasing exports and attracting investments. Foreign demand has increased for digital solutions, especially within e-governance, the health and education sectors and for the digitisation of SMEs and the automation of industry. Realising this potential requires the development and reinforcement of sector competencies at Danish missions and not least partnerships with relevant actors within the public digitalisation agenda in Denmark. The export of Danish digital solutions and the attraction of foreign tech talents must also be supported so that foreign delegations can more easily access a presentation of private and public digital solutions.

Thanks to its innovation centres, Denmark has a presence on the key markets where innovation, research and development are taking place. This contributes towards the business repatriation of knowledge concerning the latest technologies and trends in the field. Denmark can thus continue developing innovative solutions and to reinforce our position of strength as a digital society on the international stage. At the same time, we must also ensure that framework conditions in Denmark support the development, scaling and IP protection of new solutions and technologies, as well as a smooth tech transfer process to ensure that new inventions are able to benefit the whole of society. Finally, ongoing work will ensure that Danish enterprises, including SMEs, are able to access and benefit from the new technologies, digital platforms and sales platforms which increasingly drive turnover on the global markets.



Actions Catalogue

Tech and digitisation

-  In 2021–2023, the Government has posted two new digitisation advisors for South and Central Europe following the Action Plan for EU Recovery.
-  In 2021–2023, the Government has appointed 14 new sector advisors within digital sales who will support Danish exports through digital sales channels on selected markets. These efforts are coordinated and integrated with SMV:Digital's export pool and e-commerce checks.
-  The Government is developing a new digitisation strategy on the basis of the recommendations and visions put forward by the digitisation partnership
-  The Government will undertake a mapping of research within the quantum technology in Denmark and collaboration between universities and enterprises around quantum research strategy.
-  The Government will continue its work to develop subsector partnerships within the areas of gov-tech, health-tech, ed-tech, fin-tech and robotics technology/automation, among others, and in collaboration with the relevant actors and business organisations.
-  The Government will strengthen the European digital innovation hubs in Denmark, which give enterprises access to the European network of hubs, markets and to other ecosystems and which enable the development of value chains and the commercialisation of innovative solutions.
-  Through the Ministry of Foreign Affairs, the Government will station an internationalisation advisor in the Digital Lead Denmark cluster in 2021–2023
-  The Government has strengthened SMV:Digital with the goal of supporting the digital market opportunities of SMEs in the context of increased competition and greater restrictions on free movement, and to counteract trade barriers and support greater investment in future growth.
-  The Government has allocated funds for the establishment of a patent voucher programme in 2021–2023. The programme supports SMEs with the costs incurred in patent applications with the purpose of protecting their innovations and technology on both the national and exports markets.
-  The Government will strengthen Denmark's collaboration with local authorities in the tech field in countries such as Brazil, and thereby share Danish knowledge and solutions with development partners.
-  The Government will work to strengthen the EU's role as a global frontrunner for a democratic, responsible and secure technological future. Denmark's tech ambassador plays a bridge-building role in this regard by facilitating dialogue and collaboration with industry, civil society and like-minded countries, both in the EU and globally.
-  Through Denmark's tech diplomacy, the Government will strengthen their tech and digitisation network within international forums and within the tech industry. In this way, the Government will contribute towards greater European and international cooperation and it will open doors for Danish tech export enterprises and for investments in Denmark.
-  The Government will contribute towards the development of two local business lighthouses, respectively a Funen business lighthouse within digital, robotics technology and autonomous solutions for the industries of the future and a Zealand business lighthouse for innovative solutions within green construction and mega-infrastructure projects.
-  The Government will develop a catalogue of examples of Danish solutions for responsible technology development, public and private, for the inspiration of both a national and an international audience.

Blue Denmark

Shipping is global and Denmark is among the world's leading maritime nations. In total, Danish maritime companies account for around a fourth of Denmark's total exports of goods and services. Blue Denmark consists of vessel owners and shipping companies and a wide number of businesses which design, build and service ships, and manufacture maritime equipment sold all across the world. It also encompasses shipbrokers, ports and logistics companies. Shipping is essential to global supply chains and thus to global trade. The COVID-19 pandemic has posed a huge challenge to the maritime sector, due in part to lockdowns and travel restrictions which have had a significant impact on crew changes and the global mobility of maritime workers. Despite the many challenges, shipping has played a crucial role in keeping global society interconnected over the course of the pandemic.

Global shipping accounts for almost 3% of global greenhouse gas emissions and thus there is great focus – both within politics and the maritime sector – to reduce the impact shipping has on the climate and the environment. Denmark is the seventh largest shipping operator globally – and that in and of itself implies an obligation to lead the way. Enterprises under Blue Denmark contribute actively towards the green transition through ambitious objectives, initiatives and innovative solutions. Danish maritime enterprises are world leaders within areas spanning from ship engines and sustainable fuels to smoke purification and eco-friendly ship painting which reduces energy consumption. This makes green shipping and Danish maritime technology a Danish position of strength and an area in which Denmark is a pioneer. Among other things, Denmark has been the initiator and co-lead behind the public-private partnership Zero-Emission Shipping Mission as part of Mission Innovation.

The maritime expertise that exists in Denmark and the considerable international focus on green shipping means that there exists sustainable export potential for Blue Denmark, not least when it comes to energy-efficient and climate-friendly maritime solutions. There are strong synergies with the Danish energy sector, as well for example with regards to the development and export of solutions and services pertaining to offshore wind, sustainable alternative fuels and carbon capture. As part of the follow-up to the work undertaken by the Economic Recovery Team for Blue Denmark, a number of initiatives have already been launched.

Denmark has strong maritime relations and collaborates with other countries both within and outside of the EU. The Danish Maritime Authority meets regularly with maritime authorities and partners from all over the world including South Korea, China, the USA, India, Russia and Indonesia, and the Authority has maritime attachés and sector advisors at Danish embassies in the UK, the USA, China, Kenya and Ghana, and at the Danish missions in Brussels. Danish maritime interests are represented in all relevant international forums, including the EU, IMO, OECD and IALA. The Government will continue to support the mission of interests within these forums as regards to trade policy, maritime research and innovation policy both in order to address market barriers and to strengthen the access that Danish maritime enterprises and knowledge institutions have to research and development funds.

Through strengthened and cross-cutting dialogue between the relevant ministries, agencies, organisations and enterprises, it is possible to create an even better framework for Blue Denmark, in part with the goal of developing our green position of strength in the maritime sector and exploiting the export potential associated with the green transition globally.



Actions Catalogue

Blue Denmark

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The Government will host an annual dialogue meeting with the maritime sector and related sectors and with relevant public authorities on the subject of blue growth, business promotion and trade promotion. The goal is greater maritime exports and stronger coordination and collaboration across ministries, agencies and relevant organisations.
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The Government will maintain the dialogue with central actors in Denmark on business and trade promotion in the maritime field, including the areas of offshore wind, CCS and PtX. Dialogue can be undertaken via partnerships on the development of the local business lighthouses, especially Bornholm, Funen, North Jutland and South Jutland, where there are considerable maritime elements, and in dialogue with relevant clusters, GTS institutes, enterprises and knowledge institutions.
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The Government will encourage the EU to address market barriers for maritime transport, e.g. in relation to maritime cabotage as well as state support and other discriminatory measures. The ambition is to create fair competition conditions on the global market and for enterprises in Blue Denmark.
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The Government will achieve better framework conditions for maritime exports through bilateral G2G collaborations and its posted maritime advisors, for example within the framework for strategic sector collaborations.
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The Government will highlight Danish maritime positions of strength, for example under the Zero Emission Shipping Mission and within the framework for the Danish Maritime Authority's bilateral maritime collaborations.
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The Government will enhance focus on the maritime sector within important export markets, e.g. through regular dialogue between the Danish Maritime Authority, the Ministry of Foreign Affairs and relevant Danish embassies.
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The Government will strengthen its representation of Danish interests at the IMO, including through the posting of a Danish IMO attaché to London 2021–2023. The ambition is Danish leadership in IMO negotiations on the climate and environment which can raise global green standards and thus increase Danish export potential. The Government also initiated a joint declaration on carbon-neutral shipping in 2050 during COP26 which 16 countries, including the USA and the UK, have already joined.
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The Government will strengthen its communication and consultancy on matchmaking with regards to EU research and innovation programmes with a focus on SMEs in Blue Denmark. The goal is for more Danish maritime enterprises to participate in EU programmes for research and innovation under initiatives such as Horizon Europe, among others.



The defence and security industry

The Danish defence industry is important to Denmark's security and for our international relations. More than 200 Danish companies service, produce or supply products and systems for military use. The industry also helps to forge strategic links with our allies and partners through innovative solutions from Danish enterprises within international supply chains. For example Danish enterprises have had a stake in the development of the F-35 fighter jet, with Danish enterprises contributing to the development and production of components used in the jet. Danish enterprises and knowledge institutions are also active within European consortia under the European Defence Fund.

The Ministry of Defence has defence attachés posted at missions in the EU, UN, NATO, OSCE, the United Arab Emirates, France, Iraq, Kenya, China, Lithuania, Mali, Nigeria, Poland, Russia, the UK, Germany and the USA. Besides acting as a link between Denmark and the respective countries within the field of defence, their role is also to open doors and to build network and contacts for the Danish defence industry within the relevant

countries. The Ministry of Defence's Open for Business strategy enables other parts of the Danish Defence to collaborate and have dialogues with the industry and to promote Danish businesses.

In August 2021, the Government launched a new strategy for the Danish defence industry. In the face of new and complex threats, the strategy emphasises the defence industry's contribution to the safeguarding of Denmark's national security interests. The strategy also points to the need for innovation and new partnerships between the defence industry and Danish knowledge institutions within areas such as artificial intelligence, cyber, energy and environmental solutions, energy storage and space, robotics and quantum technology. In addition, the strategy also provides for stronger cooperation across embassy trade advisors and defence attachés. The strategy identifies a number of focus areas which will strengthen Denmark's defence industry, including internationalisation and access to foreign markets.



Actions Catalogue

The defence and security industry

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The Government will strengthen the work undertaken by the defence attachés to create commercial opportunities for the Danish defence industry on export markets abroad. This will increase cooperation opportunities between Danish business and the export markets, lay a solid foundation for focused export promotion and strengthen the export opportunities of Danish SMEs.
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The Government will continue its work to promote Danish interests in relation to – and to support the participation of Danish actors within projects under the European Defence Fund and other defence industrial initiatives in order to maximise the opportunities for Danish enterprises and knowledge institutions in relation to the Defence Fund and to the European market more generally.
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The Government will promote the internationalisation and export opportunities of Danish SMEs through trade promotion within the defence industrial area and a partnership-driven SME-internationalisation process with focus on the cultivating of concrete sustainable market opportunities.
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The Government will work to attract more investments to Denmark through a coordinated effort targeting foreign defence industry enterprises with a focus on energy optimisation and digitisation, among other things.
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The Government will further develop the industry partnership for defence-related exports to the USA by taking advantage of the opportunities related to the maintenance phase for Denmark's new fighter jets and by expanding efforts aimed at large American suppliers of defence materials and other industrial positions of strength.

Tourism

Tourism has been a growth industry in Denmark for many years and set a record in 2019 with 56.1 million overnight stays. Tourist consumption generated a turnover of DKK 139 billion and supported 171,400 full-time jobs in 2019. Tourism contributes to Danish exports through the sale of services and products to foreign tourists in Denmark. In 2019, consumption by foreign tourists was approx. DKK 60 billion corresponding to approx. 43 % of total tourism consumption. Thus tourism accounted for almost 4.4 % of Denmark's total exports in 2019. Germany is Denmark's largest tourism export market, while Norway, Sweden, the Netherlands, the UK and the USA are also important export markets.

The COVID-19 crisis has posed a challenge to tourism exports in that the ability of foreign visitors to travel to Denmark has been limited. COVID-19 has resulted in losses across all markets, especially remote markets and markets in Southern and Eastern Europe. The capital in particular has been adversely affected given that it predominantly relies on overseas tourists from countries such as the USA and China, as well as hard-hit areas of the sector such as cruises, business and conference travel.

The prospects for Danish tourism going forward are characterised by extraordinary uncertainty. Much depends on economic and health developments globally, including vaccine roll-outs and the continued effectiveness of vaccines. Coronavirus has shown how European collaboration and economic diplomacy can play a huge role for Danish tourism. For example, this has been seen through a harmonised EU system for travel advice and travel rules and restrictions over the course of the pandemic, and through the development of a common digital COVID certificate. Strong collaborations around diplomatic efforts, export promotion and so on can also constitute positive showcases for Denmark and for Danish tourism.

As a sector, tourism stands apart from many other business areas in that the overall tourism product is rarely shaped by a single company but rather by various different enterprises and by public

products and offers. Coordination of the public tourism effort in Denmark is being undertaken in close collaboration between representatives of the tourism sector, the municipalities, tourism research and the largest public tourism promotion organisations as well as the Ministry of Industry, Business and Financial Affairs through its National Tourism Fund which sets the strategic direction for Danish tourism.

Through the Economic Recovery Team for Tourism and the Experience Economy, Danish business has put forward a number of recommendations to the Government which can strengthen the export opportunities of tourism and experience businesses through COVID-19. In response to these recommendations, the Government has set aside funds as part of its agreement for the economic recovery of Danish exports and for the implementation of numerous activities, including the marketing of Denmark as a destination, strengthening of the (flight)route attraction programmes Copenhagen Connected and VestDanmark Connected, the development of a plan for the economic recovery of tourism in the capital and a strengthening of tourism investments in coastal and nature tourism, among other things. In addition, efforts are underway for stronger Nordic collaboration in the field of tourism and for the development of the Nordic Region and the Baltic Sea as a sustainable cruise region.

Denmark's position within the tourism sector is driven by a number of strengths and the interplay between them, such as good infrastructure and accessibility, a world-class gastronomy scene, a good outdoor and cycling tourism product, a professional business and meeting product, security at the destination as well as Danish culture, nature, history, architecture, etc. All of this makes Denmark an attractive destination for many international tourists. Especially in regards to business tourism, a potential to exploit the interplay between tourism and other Danish positions of strength exists, for example in regards to attracting international conferences and talents.



Actions Catalogue

Tourism

- 📍 **The Government will strengthen and formalise the strategic collaboration between the Ministry of Foreign Affairs and VisitDenmark** through a renewal of the previous cooperation agreement possibly with a new focus on trade promotion and events which target tourism. VisitDenmark will develop a Branding Toolbox which the Ministry of Foreign Affairs will be able to use to reinforce the positive perception of Denmark as a destination.
- 📍 **The Government will present a national strategy for a sustainable growth in Danish tourism** which will contribute towards ensuring that Danish tourism recovers in an economically, environmentally and socially sustainable way. Among other things, the strategy will place focus on the sustainable transition and digitisation of the tourism industry and help attract investments into the tourism product.
- 📍 **The Government will work for a stronger Nordic cooperation within the area of tourism** and it has allocated funds for the implementation of a joint Nordic marketing initiative on remote markets.
- 📍 **The Government will develop a plan to reboot tourism in the capital 2022-2023** which builds upon the wider Comeback Copenhagen recovery plan for 2021.
- 📍 **Together with the parties in the Danish parliament, the Government has allocated funds to a project maturation fund for tourism investments outside of the country's major cities.** This fund may contribute to the development and maturation of investment projects with the potential to strengthen accommodation capacity in coastal and rural tourism areas.

Follow-up and reporting





Reporting

The Action Plan for Economic Diplomacy covers the period 2022–2023. It is the Government's ambition that this period will serve as a springboard for Denmark's economic diplomacy across three dimensions:

- ▶ The sustainability agenda will become the focal point for Denmark's economic diplomacy with the triple bottom line at its core.
- ▶ The partnership approach and public-private collaboration will be anchored at the centre of the internationalisation effort.
- ▶ The resource boost for the internationalisation field will be reflected in a corresponding performance boost.

The Action Plan contains more than 100 efforts and initiatives which support the triple bottom line in different ways. In 2022 and 2023, the Government will report annually on how economic diplomacy, and in particular these new efforts and initiatives which stem from the resource boost, work to support the three objectives for a strong Danish economy characterised by multiple new Danish jobs, a global sustainable transition leveraged by Danish solutions, and globally strengthened labour rights and conditions.

These annual reports will contain contributions from the 67+ new sector advisors, from the paid-for advice service offered by the Ministry of Foreign Affairs within export promotion and innovation, from the sector action catalogues, investment promotion efforts and value chain efforts.

In addition, work will also be undertaken for an open, fair and sustainable trade policy in the EU.

At the end of 2023, the Government will conduct a study on how enterprises assess and evaluate implementation of both the partnership approach as well as the now more coherent internationalisation efforts, and how enterprises assess the added value that this revised and developed approach has generated for Danish business.

Finally, the Government will also launch an impact measurement study for 2020–2023 in order to measure the impact on exports achieved by the efforts. This study will be based on data from the Trade Council's customer relationship management system as well as general company statistics and details from the foreign trade statistics. The latter will only be available with a certain delay in relation to the actual export data. The study will be prepared as soon as data are available for the period. In May 2021, the Ministry of Foreign Affairs undertook a similar study into the impact on exports of sector-focused efforts undertaken in the period 2013–2018 (see box 4).

Through the implementation of the 100+ concrete efforts in the action plan, the Government expects to create a solid starting point for the continued internationalisation of Danish businesses in cooperation with other private and public stakeholders, to ensure that more small and medium-sized enterprises are able to access and benefit from export markets, and finally to ensure that exports are considerably greener going forward. This will constitute a significant Danish contribution to the global sustainable transition – for the benefit of both Denmark and the world.

**Box 4****Economic diplomacy has a significant positive impact on exports – producing particularly positive results within the promotion of sustainable solutions**

It takes time to measure the impact of export advice. From when advice is first given to when the first export programme is set up to when export statistics are available. It can therefore be difficult to quantify the impact on exports from the new efforts in the Government's action plan for economic diplomacy. But results* from 2021 suggest that the advisory services provided by The Trade Council generally increase companies' exports and that G2G collaborations and sector focus boost this impact even further. At the same time, particularly strong effects have been observed for a number of sustainable solutions:

- **Export advice within energy efficiency, renewable energy and water solutions.** Within these areas, advice led to an increased export turnover of 18, 20 and 24% respectively among enterprises which received advice compared to others which did not.
- **Export advice on markets with energy export scheme** – a collaboration between the Danish Energy Agency and authorities on selected markets with a focus on energy. The impact measurement shows that in general, The Trade Council advisory within the energy sector increases the turnover of enterprises on export markets by 20%. On markets with an energy scheme, the impact is 30 percent. Thus the scheme provides an extra (net) export effect of 10% points.
- Through **strategic alliances**, SMEs and enterprises are able to elevate each other onto export markets. Together and by virtue of their complementarity, they create holistic solutions which strengthen exports for the individual enterprise. The impact measurement shows that alliances raise the propensity to export of enterprises so that overall it is 44% greater than for enterprises which have not made use of the services offered by the Trade Council. Within the field of renewable energy, the increased propensity to export is as high as 74%.
- In other words, the impact measurements show that economic diplomacy is a powerful tool for advancing both growth and employment in Denmark and a sustainable global transition.

*Prof. Jakob Roland Munch (University of Copenhagen), 2021. Measurements for the period 2013–2018

Appendix 1 – The Toolbox

Advice and grants

The regional business hubs

The regional business hubs offer specialised consultancy and sparring to all enterprises across Denmark. Danish SMEs can access 1:1 guidance to prepare them to export. Moreover, the regional business hubs also serve as local touchpoints for business promotion and they ensure a decentralised approach to services in the state. <https://erhvervsfremmebestyrelsen.dk/tvaerkommunale-erhvervshuse>

Joint Trade Promotion

The Trade Council's programme for joint trade promotion will promote Danish exports and economic growth in Denmark by contributing towards the internationalisation, competitiveness and export turnover of Danish business. <https://thetradecouncil.dk/services/eksport/eksportfremstoed>

Export and value chain advisory

The specialised sector advisory given by the Ministry of Foreign Affairs on global markets where Danish enterprises can receive assistance in accessing new market opportunities, decision-makers, networks and partners, etc. SMEs receive a 50% discount on specialised advice.

<https://thetradecouncil.dk/services/eksport/brug-diplomatiet>

<https://thetradecouncil.dk/services/eksport/globale-sektorteam>

Export sparring

Export sparring programme where Danish SMEs receive 15 free consultancy hours on a single export market. The regional business hubs provide the initial export preparation step, after which the Trade Council steps in with specific market advice.

<https://thetradecouncil.dk/services/eksport/eksportsparring>

Scope Your Business Model

Advisory programme from the Trade Council whereby SMEs, either individually or as a group (SBM+), are given 25 free hours of advice on the improvement and adjustment of their business model to a specific market with a particular focus on exports or value chain management. Companies which participate on SBM+ also have the opportunity to undertake a market visit.

<https://thetradecouncil.dk/services/eksport/se-din-forretningsmodel-i-en-international-kontekst>

Export NOW

Partnership-driven and sector-focused export programme which paves the way towards a concrete and sustainable export opportunity. Launching early 2022. By participating in Export NOW, SMEs can receive a 50% discount on export advice concerning a specific opportunity.

Strategic Business Alliance

SMEs and large companies enter into an alliance whereby they jointly deliver system solutions within a specific sector. The objective is to boost total exports in the alliance. SMEs can receive a 50% discount on advice.

<https://thetradecouncil.dk/services/eksport/sba>

Market Access Advice

Companies can seek advice and guidance from the Trade Council with regards to free-trade agreements, market barriers, tariffs and export regulations around the world. <https://thetradecouncil.dk/services/eksport/markedsbarrierer>

<https://thetradecouncil.dk/services/eksport/toldregler>

SDG Business Accelerator

Accelerator programme whereby Danish SMEs become a part of a sector-focused business development process which aims to contribute towards strengthening exports, with the sustainability agenda as its starting point.

EU-DK Support

This network brings together all of the EU advisors who are publicly funded by Denmark. It provides support to Danish applicants to EU programmes within research, innovation, business development and entrepreneurship, as well as higher education.

<https://eusupport.dk/da>

Enterprise Europe Network

EEN is a global network of actors within business promotion that aims at helping ambitious small and medium-sized enterprises and knowledge institutions with international growth and innovation.

<https://www.enterprise-europe.dk/>

ICDK Innovation Sparring

The Innovation Centre Denmark offers innovation sparring with 15 hours of free advice for Danish SMEs through which they receive access to knowledge on local market conditions and advice on product adaptation.

ICDK Innovation Camp

Innovation Centre Denmark brings together companies from specific sectors such as ed-tech, fin-tech, water technology or robotics technology and provides access to knowledge networks and partnerships as well as pilot projects within global innovation environments. SMEs can receive up to 30 hours of consultancy with a 50% discount.

<https://thetradecouncil.dk/services/innovation/advisory/innovation-camps>

ICDK Tech Scouting

Innovation Centre Denmark helps companies to screen and scout talents and start-ups from within innovation and knowledge environments. The centres help to generate transparency and guides enterprises towards the right partners.

ICDK Market Introduction

Innovation Centre Denmark offers access to global innovation environments through the provision of advice on local market conditions, the adaptation of business models, partner matching and financing solutions. <https://thetradecouncil.dk/services/innovation/advisory/vi-er-din-adgang-til-globale-innovationsmiljoer>

ICDK Partner Matchmaking

Advisors at Innovation Centre Denmark assist Danish enterprises as well as research and educational institutions to translate their knowledge into growth through tailored consultancy within areas such as strategy, market introduction and matchmaking.

ICDK ScaleIT

The ScaleIT programme from Innovation Centre Denmark helps Danish tech start-ups to scale globally. Start-ups are prepared to enter into a new market and given the opportunity to pitch ideas, business models and products.

<https://thetradecouncil.dk/services/innovation/learning/scaleit>

ICDK SDG Landing Pad Program

Innovation Centre Denmark helps Danish SMEs to develop internationally demanded and measurable SDG-oriented tech solutions through international research and innovation collaboration.

ICDK Academy

Through its Academy, Innovation Centre Denmark brings large Danish companies together with small start-ups in order to enable collaboration and knowledge sharing between them. <https://thetradecouncil.dk/services/innovation/learning/academy>

State of Green

Promotes Danish green solutions on a global scale within energy, the climate and the environment. By creating a partnership profile, Danish enterprises and organisations can have their solutions promoted in a number of ways, including through visits from the international delegations received by State of Green. <https://stateofgreen.com/da/om-state-of-green/>

Food Nation

Works on the international branding of the Danish food sector. Among other things, Food Nation makes their visitor centre available to Danish food enterprises and can be contacted in order to have a certain solution or product displayed on their website and in their visitor centre. <https://foodnationdenmark.com/about-us/#contact-us-container>

Creative Denmark

Aims to boost the international visibility of Denmark's creative industries. Creative Denmark serves as a partner for national actors which use creativity in their service and product development. Creative enterprises can contact the consortium to suggest new content for their website in the form of cases and editorial content. <https://www.creativedenmark.com/about/>

HealthcareDenmark

Works towards ensuring that Denmark receives international recognition for creating innovative solutions to global health challenges. The consortium offers Danish enterprises and other actors from within the field of health and welfare the opportunity to form a part of Healthcare Denmark's network of visiting sites for international delegations. <https://www.healthcaredenmark.dk/about-us/>

Digital Hub Denmark

Works to ensure that Denmark is among the leading digital growth environments in Europe. The consortium supports the growth of digital start-ups and scale-ups by attracting IT and tech talent to Danish enterprises from abroad, by attracting investors in close collaboration with Invest in Denmark and by supporting exports in close collaboration with the Trade Council, among other things. <https://digitalhubdenmark.dk/about/>

Virksomhedsguiden

Provides foundational digital guidance to enterprises across Government agencies on business start-up, operation and development and serves as a digital touchpoint for offers from the business promotion system. <https://virksomhedsguiden.dk/>

Financing**EKF Green Accelerator**

DKK 300,000 – 5 million

Provides grants for the maturation of Danish export-ready solutions including for alliances targeting a concrete export opportunity.

<https://www.ekf.dk/markedsmodning>

EKF Export Credit Agency

Provides financing through export guarantees, securities and loans in order to reduce economic and political risks relating to trade with other countries.

www.ekf.dk/

Danida Innovation and Business Explorer (DIBE)

Grants for Danish enterprises to cover costs for investigating concrete business opportunities related to the SDGs in developing countries

<https://um.dk/en/danida/sustainable-growth/partnerships/danida-innovation-and-business-explorer>

Climate Development Partnerships

Grants for partnerships between enterprises and NGOs, research institutions, etc, for the establishment and implementation of new pre-commercial and commercial sustainable climate and environmental

projects in developing countries. A continuation of the on-going Danida Market Development Partnerships programme (DMDP) now with a particular green focus.
<https://dmdp.dk/>

The Danish Industry Foundation (IF)

Develops strategic initiatives and supports private projects with funds for the development and strengthening of Danish business. The foundation provides both financing and consultancy.
<https://www.industriensfond.dk/om-industriens-fond>

P4G

Grants for international public-private partnerships in selected developing countries which contribute towards the UN's SDGs and the climate goals in the Paris Agreement. The partnerships can be either mature or in an early stage and in need of scaling up.

<https://p4gpartnerships.org/>

Investment Fund for Developing Countries (IFU)

Provides risk capital to commercial projects in developing countries with a focus on sustainable development and growth.

www.ifu.dk

IFU – SME & Project Development Facility

Provides financial support for preparation and implementation to SMEs wanting to invest in difficult markets.

www.ifu.dk/det-hjaelper-vi-med/

Danish SDG Investment Fund

DKK 25 – 250 million

An SDG Investment Fund with focus on selected SDGs primarily within the areas of climate, agriculture and food, the finance sector, water, production and infrastructure.

www.ifu.dk/danish-sdg-investment-fund/

Innovation Fund Denmark

DKK 5 – 30 million

Invests in entrepreneurs, researchers and enterprises which generate value for Denmark through new solutions to some of society's greatest challenges. The fund accelerates research and innovation for solutions which strengthen the competitiveness and sustainability of Danish society. Participates in Horizon Europe partnerships.

innovationsfonden.dk/da

Danish Growth Fund (Vækstfonden)

Invests and provides loans and guarantees to start-ups and SMEs with the objective of developing Danish enterprises with growth potential.

www.vf.dk/

Nefco

EUR 250,000 to 5 million

Provides loans and equity to Nordic SMEs with innovative green solutions in order to contribute to their international growth and scaling.

www.nefco.int

Nopef

Max EUR 50,000

Provides loans or grants to help Nordic green SMEs to investigate their opportunities for international establishment outside of the EU/EEA.

<https://nopef.com/>

European Investment Bank

The European Union's investment bank which offers loans and other forms of financing both within and beyond the EU. Among other things, the EIB supports the green transition, the development of competitive enterprises, sustainable development and cohesion.

www.eib.org/en/index.htm

Nordic Investment Bank

Investment bank which provides loans and co-finances projects which contribute towards the green transition and increased productivity undertaken by public actors and private enterprises in the Nordic Region and in the Baltics.

<https://www.nib.int/>

The Danish Eco-Innovation program (MUDP)

Grants for the development, testing and demonstration of Danish environmental technology in both Denmark and abroad within the climate, circular economy, nature and biodiversity, clean water and clean air.

<https://www.techfunding.eu/mudp>

Energy Export Initiatives Grants Program

Grants for public-private partnerships to promote the export of Danish energy technology on future growth markets.

https://ens.dk/sites/ens.dk/files/Tilskud/application_guide_2021_eng_0.pdf

Digital Europe Programme

Provides funding for projects within super computers, artificial intelligence, cyber security, advanced IT skills and ensuring the broad use of digital technologies within economies and society.

https://ec.europa.eu/info/funding-tenders/find-funding/eu-funding-programmes/digital-europe-programme_en

Eurostars

DKK 3.5 – 11 million

Provides enterprises with support for the implementation of international high-tech and knowledge-intensive research and development projects with considerable market potential. The coordinating unit must be an SME. Financed by Innovation Fund Denmark.

<https://innovationsfonden.dk/da/programmer/international-collaborations/eurostars-research-intensive-smes>

Horizon Europe

Provides support for research, development, demonstration and testing which can be sought by companies, etc. The programme supports free research, researcher mobility, strategic research and innovation, placing focus on interdisciplinary solutions and international collaboration.

https://ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe_da

Nordic Innovation

Loan of DKK 2 – 15 million.

Establishes partnerships between leading Nordic public and private actors within trade and innovation. Provides support for research, development and demonstration.

www.nordicinnovation.org/

Energy Technology Development and Demonstration Programme (EUDP)

Provides support to projects which aim to create and improve solutions within energy technology.

The programme promotes the exploitation and development of business potentials.

<https://eudp.dk/>

Green Development and Demonstration Programme (GUDP)

DKK 0.3 – 15 million.

Support for projects which aim to create and to improve technologies in the food sector.

Projects with a direct and measurable climate-change impact are given more weight.

gudp.lbst.dk/

The Danish Maritime Fund

DKK 0.5 – 2 million.

Support for research, technology and product development, training and education, recruitment and other initiatives with a maritime focus.

www.dendanskemaritimefond.dk/

LIFE

DKK 7 – 35 million

Provides support to projects which contribute towards implementation of the EU's environment and climate policy. Private enterprises, public institutions and non-profit organisations can apply for grants.

https://cinea.ec.europa.eu/life_da

EU Innovation Fund – Small Projects

DKK 11 – 35 million.

Support for small and scalable projects which develop and demonstrate technology, processes and products which contribute towards CO2 reduction. The grant covers 60% of project costs.

ec.europa.eu/clima/eu-action/innovation-fund_da

European Defence Fund

The Defence Fund has a budget of approx. EUR 8 billion over a seven to eight year period from 2021–2027. The objective is to create better conditions for member states to cooperate around research, the development and procurement of defence materials and to ensure an open, innovative and competitive defence industry in Europe.

<https://www.fmn.dk/da/om-os/publikationer/2020/national-handlingsplan-for-eus-forsvarsfond/>

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