

Copenhagen as global frontrunner for innovation and green growth

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Global Challenges
**COPENHAGEN
SOLUTIONS**



The Copenhagen Story – you can have both

Quality of life

- Safe
- Diverse
- Leisure
- Convenience

Growth

- Knowledge
- Innovation
- Employment
- Investments

Sustainability

- Carbon neutral
- Clean air & water



City of Copenhagen's mission is to enable green growth through public private partnerships

- » **Selection criteria for green growth projects are:**
 - » Must solve a challenge in a Copenhagen core operational area or a core strategic plan
 - » The solution must be scalable
 - » There must be a strong technology platform in Denmark or exist a potential for developing a strong technology platform
 - » The solution must have the potential to attract investment to Denmark
 - » The solution must show largest possible effect at lowest possible cost



Innovative solutions in the entire innovation chain in order to drive long term green growth

	Mature Technologies	Maturing Technologies	R&D – radical innovation
City of Copenhagen value proposition	<p>Operational efficiency</p> <p>Stake own assets</p> <p>Drive innovation through Intelligent public demand</p>	<p>Driver of innovation by offering test and demo facilities</p> <p>Role model for introducing new technology</p> <p>Offer role as lead customer</p>	<p>Pick the problem</p> <p>Catalyst for R&D for solving critical problems essential for green economy</p>
Time frame	Short term	2-5 years horizon	5+ years horizon
Examples	LED lightening	Conversion of own car fleet to non-fossil fuel	Hydrogen storage
Strategy	<p>Visionary strategy:</p> <p>Incremental product innovation Process innovation Business model innovation</p>	<p>Lighthouse strategy:</p> <p>Many and smaller projects within same technology category</p>	<p>Milestone strategy:</p> <p>Tight milestone management with highly skilled cooperation partners</p>

Smart green city solutions offering citizens high quality of life and green growth

- » Top management focus through Green Growth Committee
- » Empowerment of project managers to cooperate with corporate life through action learning
- » Build business model solutions in co-operation with partners:
- » Create win-win-win solutions
- » Ask for state of the art solutions that:
- » Attract foreign investment
- » Attract researchers to Danish universities

