

New Danish Strategy on Promoting Eco-efficient Technology

In June 2006, the Danish Government published a strategy for promoting eco-efficient technology. In its report, the Danish Government presents nine specific initiatives for promoting eco-innovation. A more detailed and specific action plan for promoting eco-innovation and eco-efficiency technology is also planned before the end of the year.

The Danish Government's report is about enhanced efforts that can promote eco-efficient technology. The report is also an invitation to dialogue with the Danish parliament, companies, researchers, investors etc. on how Denmark can accelerate eco-innovation, how it can achieve better cohesion between different policies, and how to improve the marketing of national environmental knowledge and expertise.

In this strategy, the Danish Government presents nine specific initiatives for promoting eco-innovation. These include:

- Partnerships for innovation. The Government will enhance public-private cooperation between the state, companies, research institutions, and venture capital.
- Targeted and enhanced export promotion. The Government will enhance the efforts for Danish exports of eco-efficient technology. The overall goal is to improve the synergy between Danish national activities, participation in the global political scene, and exports of eco-efficient technologies. Initially, efforts will target markets in the US, Brazil, Russia, India, and China, and in particular they will focus on energy efficiency, wind energy, biomass and waste, as well as the aquatic environment.
- Research and technology development in the interests of the environment. The Government will make special efforts to promote eco-efficient technology at universities and technological institutes. An active contribution to the Danish National Advanced Technology Foundation will also have priority, e.g. in work with partnerships for innovation.
- Strengthened efforts to promote eco-efficient technology at the Ministry of the Environment. The Ministry of the Environment will cooperate closely with other ministries and the private sector to strengthen the efforts to promote eco-efficient technology. The Ministry will allocate resources for more systematic work with eco-efficient technology to bridge the gaps between environmental authorities, the private sector, research and various users and buyers of eco-efficient technology.

Danish market for eco-efficient technologies

The Danish Ministry of the Environment published two background reports in connection with this strategy. One is an analysis of the global market for eco-efficient technologies, prepared by COWI. The other is an analysis of Danish strongholds in the area of eco-efficient technologies, which was prepared by FORA - a research and analysis division of the National Agency for Enterprise and Construction. The first analysis shows that at least 420 environment companies with 60 000 employees see themselves as environmental enterprises, along with 46 knowledge institutes focussing on eco-efficient technologies. This makes the environment cluster one of Denmark's largest business clusters. Climate/energy, water, chemicals, air pollution, and waste are environmental themes that a majority of companies focus on (in this order). Five promising areas that have been identified including wind energy from mega turbines, water purification, industrial biotechnology, biofuels and fuel cells.

More:

[FORA report](#) (in Danish only - English summary)

[COWI report](#) (in Danish only)

- Targeted promotion of eco-efficient technology in the EU. The Government will systematically encourage the EU to increase its support for development and use of eco-efficient technologies and products. The Government emphasises effective implementation of ETAP in the EU.
- Climate and energy technology. The Government will support the promotion of Danish strongholds within energy technology. A new energy-technology development and demonstration programme will help meet the three central energy-policy challenges in the Government's Energy Strategy 2025 regarding security of supply, global climate challenges as well as growth and economic development.
- Environmental impacts from livestock farms. Among other initiatives, the Government will establish a new environmental approval scheme for livestock farms, which will simplify and harmonise the approvals system and require use of new eco-efficient technology.
- A clean and unspoilt aquatic environment. The Government will increase its focus on the development of eco-efficient technology that can help meet the environment objectives for water.
- A healthy environment. The Government will work to promote eco-efficient technology that reduces harmful pollution.



The cover of the report is illustrated with a successful example of a Danish environmentally friendly product: traffic lights that reduce the consumption of energy of a typical traffic light by approximately 4,000 kWh a year, thanks to the replacement of ordinary bulbs by a series of diodes.

These initiatives build on ongoing and new initiatives across sectors and will be continuously developed in close interplay with Danish, European and International regulations in the individual areas. In order to fund the proposed initiatives, and further enhance current existing budgets, EUR 16 million will be initially appropriated in 2007-2009 to promote eco-efficient technology in Denmark.

The Danish Government is currently working on a more detailed and specific plan of action for eco-efficient technology, scheduled for publication in autumn 2006. This will also summarise the public and parliamentary debate which will be prompted by this report. As soon as the Danish action plan for eco-efficient technologies has finally been adopted, the current roadmap will be updated with a description of new initiatives.

Sources:

- Danish National Roadmap (page 6):
http://ec.europa.eu/environment/etap/pdfs/roadmaps/denmark_en.pdf
- Danish Ministry of the Environment-News (3/07/2006):
<http://www.ecoinnovation.dk/News/Latest+news/Redegorelse+eng.htm>
- Strategy on promoting eco-efficient technology "Promoting Eco-efficient Technology – The Road to a Better Environment" available [here](#).

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