

Criteria for having a partner profile on stateofgreen.com

State of Green exists to promote Danish businesses and organisations - and Denmark as a nation - with strong competences within our four Global Challenges: 1) renewable energy, 2) smart, green and liveable cities, 3) water and 4) circular economy. We connect leading Danish players that work to drive the global transition to a sustainable, low-carbon, resource-efficient society with international stakeholders, who wish to accelerate their green transition.

At the moment, more than 600 Danish businesses, organisations, research institutions, etc. have a partner profile on stateofgreen.com. We work tirelessly to promote the partners across our many services such as our webinars, delegation visits, white papers as well as through market specific campaigns, our international newsletter and press services. All this free of charge.

In short, State of Green is the official one-point entry to the leading Danish players working to drive the global green transition.

How to become a partner

If you want to engage in the above activities and brand yourself as part of the official green Denmark, you must have a partner profile on stateofgreen.com. Here, you can showcase your competences within areas such as renewable energy, energy efficiency, water management, waste management, climate adaptation, circular economy, and integrated urban solutions to a large international audience. Your solutions will be promoted to political and commercial decision-makers, international media, and other key stakeholders, who are seeking solutions, partnerships, inspiration, or investment to drive their own green transition.

If you are thinking about becoming a partner on stateofgreen.com, there are some things you should be aware of. First and foremost, you must fall under one of the following categories and meet the specific requirements listed under each category. Also, irrespective of the below categories, all potential partners must have a clear interest and willingness to share their expertise and knowledge with international decision-makers, e.g. in connection with the decision-makers' visits to Denmark:

- a) Company:
 - a. Companies that identify themselves as a Danish company and have a Danish CVR number. If your company is a Danish subsidiary to a foreign company, the Danish subsidiary must conduct activities that are not only related to sales and marketing in Denmark.
 - b. The company must offer exportable products or services, which contribute to green energy production, energy-, water- or resource efficiency in production or operations, climate adaptation and/or environmental protection. Companies that solely produce sustainable products to the B2C market do not qualify to become a partner on stateofgreen.com, as the platform targets commercial and political decision-makers and not private consumers (B2C).
 - c. If your company does not directly offer products or services to others but has implemented sustainable solutions, which include Danish technology and/or know-how, in your value chain and wishes to share your lessons learned and inspire international peers and end-customers for example by hosting foreign delegations, you can also qualify to become a partner. In such cases, an individual assessment will be made by State of Green.
- b) Organisation:
 - a. Danish business and industry organisations/associations with member companies operating within green energy, water, climate, circular economy, environment, or green urban development
 - b. Danish cluster organisations and innovation networks with members working within green energy, water, climate, circular economy, environment, or green urban development
 - c. Danish local investment promotion agencies working within green energy, water, climate, circular economy, environment, or green urban development
 - d. Danish think tanks working within green energy, water, climate, circular economy, environment, or green urban development

- e. Danish NGOs working within green energy, water, climate, circular economy, environment, or green urban development
 - f. Partnerships of multiple Danish stakeholders working to develop new solutions or initiatives within green energy, water, climate, circular economy, environment, or green urban development.
- c) Utility:
- a. Danish utility companies working within water, energy, waste management and/or district energy with a clear interest in sharing their knowledge with international decision-makers, e.g. by hosting foreign delegations in cooperation with their Danish technology providers.
- d) Research institution:
- a. Universities, Danish government-approved Research and Technology Organisations (GTS Institutes) as well as other relevant institutions working within research and development in green energy, climate, water, circular economy or environmental technology and methods.
- e) Public sector:
- a. Danish government ministries or agencies working within the areas of green energy, climate, water, circular economy, environment, or green urban development.
 - b. Danish regions or municipalities with specific, green policies, goals and/or case examples and a clear interest in sharing their knowledge with international decision-makers, e.g. by hosting foreign delegations in cooperation with their Danish technology providers.
- f) Financial institution
- a. Export credit agencies, investment, research and development grant institutions (e.g. EUDP, MUDP), development and pension funds, as well as private investment companies, which offer funding for projects in and outside of Denmark within green energy, water, climate, circular economy, environment or green, urban development.

The purpose of these criteria is to ensure that all partners represented on stateofgreen.com contribute to strengthening the joint promotion of Denmark as a nation with strong competences within green energy, water, climate, circular economy, environment, or green urban development by showcasing cases, R&D projects and policy initiatives that support a green transition and can be applied in other countries as well. As such, State of Green reserves the right to determine whether your organisation meets these criteria.

What we expect of you as a partner on stateofgreen.com

Every year stateofgreen.com is visited by more than 700,000 people from all around the world. Our job is to ensure that the right people see who you are, what you do, and learn how you can help them become more sustainable. To do so, we depend on you to continuously deliver engaging web content about your work.

On stateofgreen.com, you have the option to upload what we call a "Solution". Depending on who you are and the nature of your work, you can showcase your work using one or more of the following solution types:

- **Case:** A case is a detailed description of how your product or service has been used or applied in a real-life situation – not a product description. Cases do therefore not include project proposals, as these are theoretical or potential and do therefore not properly communicate actions you are currently taking. The case should be a named case, meaning that it must describe a concrete, implemented (or soon to be implemented) solution and its added value. Please describe the challenge, the solution and the value created as a result of the solution, e.g. the economic value (e.g. cost savings or short payback time, etc.) or environmental value (e.g. water or energy savings, resource optimisation, etc.)
- **R&D Project:** R&D Projects refer to any new technology development project or scientific study and their findings related to green energy, water, climate, circular economy, environment, or green urban development. This type of solution also includes test and demonstration facilities, living labs and the like. Solutions should be scalable for them to be potentially implemented in other countries as well.
- **Policy:** This type of solution is specifically for public sector partners and refers to regional or national public policy initiatives that contribute to or support the Danish green transition and can serve as inspiration for similar public institutions in other countries.

All solutions must relate to one or more of our Global Challenges: renewable energy; smart, green, and liveable cities; water; and circular economy.

Make your content relatable to increase engagement

A strong and engaging partner profile reflects you and your brand. The profile makes it easy for your visitors to see how you can help them in their green transition and why they should interact with you.

Therefore, we recommend you make a habit of regularly updating your profile, making sure that any solutions available on your profile are up-to-date and properly reflect on your current work. This also entails deleting outdated solutions every now and then. In this way, you make sure that you and any potential future business partners are properly aligned, thereby increasing your chances of relevant interactions.