

# State of Green

## A short guide to State of Green and our services and activities

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# Let us inspire you to a sustainable future

## About this guide


During the COVID-19 pandemic, State of Green has developed several new ways of interacting virtually with decision-makers, experts and other international stakeholders all over the world.

However, while our services portfolio has grown significantly, we have not abandoned our existing offerings. Instead, our virtual and physical services support each other and put us in an even better position to promote 'the green Denmark' internationally.

In this guide, we provide an overview of all the services we offer our partners to support the green transition across borders. No matter the challenge, we can match you with the partners and solutions you need.

We look forward to sharing our experiences and tools with you to inspire you to work with the global green transition.



An aerial photograph of a winding asphalt road that curves through a vast, dense forest of green trees. The road has a yellow dashed center line and white edge lines. In the background, a forested hill rises against a dramatic sky at sunset or sunrise, with orange and yellow light breaking through dark, scattered clouds.

### What is State of Green?

State of Green is a not-for-profit, public-private partnership from Denmark founded in 2008.

We seek to foster relations and build partnerships with international stakeholders interested in discussing their challenges and bring into play relevant Danish solutions that enable the green transition.

State of Green is in itself an example of partnership and collaboration. We are a public-private partnership between the Danish Government and Denmark's four leading business associations: Confederation of Danish Industry, the Danish Energy Association, the Danish Agriculture & Food Council and Wind Denmark.

His Royal Highness, Crown Prince Frederik of Denmark, is the patron of State of Green.

# We create connections across the world

## Tailor-made visitor programmes

We assist delegations from around the world and put together tailor-made visitor programmes. We have also upped our digital efforts and now also invite thousand of participants to join our virtual events every year.

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**200**

International  
delegations  
→ Annually

**50**

Different  
countries  
→ Annually

**+50**

Virtual  
events  
→ Annually

**+10K**

Participants in  
virtual events  
→ Annually

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# Our core services and activities

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## PROMOTIONAL SERVICES - ONLINE



**GREEN  
TALKS**

High-level webinars targeted an international audience.  
Can include Virtual Site Visits.



**GREEN  
INSIGHTS**



**GREEN  
DIALOGUES**

**STATEOFGREEN.COM**

Your one-point-of-entry to all leading  
Danish players working to drive the  
global green transition.



**STATE OF GREEN  
LIVE**

State of Green's virtual  
showroom. Dive into  
global challenges  
in curated "explore  
rooms" and join online  
events.



**GREEN TOGETHER  
EXPERIENCE**

Augmented reality app  
and desktop 'touch  
solution' to showcase  
Danish green solutions  
in an interactive way.



**VIRTUAL  
TOURS**

A 360°/virtual reality  
tour allows you to visit  
Danish partners.



**GREEN  
STUDIO**

State of Green's studio  
facilities to record live  
events and videos.

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## PROJECTS AND EVENTS

### INTERNATIONAL EVENTS

International events to promote Danish green solutions and build relations with international stakeholders.

### P4G

Partnering for Green Growth and the Global Goals 2030.

### DANISH CLEANTECH HUB

Supports the visibility and commercialisation of Danish cleantech solutions in New York City, China & Germany.

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## PROMOTIONAL SERVICES - OFFLINE



### GREEN TOGETHER EXHIBITION

Print-ready exhibition materials presenting Danish cases and strongholds.



### GREEN TOURS

Inspiration visits and fact-finding trips for international decision-makers.



### HOUSE OF GREEN

Interactive visitor centre for international delegations.

### COMMUNICATIONS AND PRESS

International media relations, news services, social media and newsletters.

### STATE OF GREEN WHITE PAPERS

In-depth publications and knowledge papers on specific sectors and topics.

# stateofgreen.com



## ABOUT

As your one-point-entry to more than 600 Danish businesses, governmental and academic institutions, stateofgreen.com connects you with the leading players in Denmark working to drive the global transition to a sustainable, low-carbon, resource-efficient society. No matter the challenge, we can provide you with a relevant partner or solution.



## USAGE / SITUATION

Stateofgreen.com functions as a content hub, where you can gain access to everything mentioned in this brochure such as our Toolbox, White Papers, and events. You can also gain an overview of all the relevant Danish actors and solutions within specific sectors. The website can also be used by Danish companies and organisations to showcase their work within the green transition by creating a profile and uploading their solutions free of charge.



## WHO DOES WHAT

State of Green is responsible for the website. However, companies themselves are responsible for their profiles and solutions. We always welcome new partners on the platform.

If you have any requests, suggestions for updates, or issues, please contact our web support. We are always happy to help.

→ [websupport@stateofgreen.com](mailto:websupport@stateofgreen.com)

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# +600

Partners

# +1,700

Sustainable solutions

# +10

Sectors

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#### HOW TO GET STARTED

To access the website, go to [stateofgreen.com](https://stateofgreen.com)

Smaller versions of the website also exist in German, Japanese, and Chinese.

# Virtual events

With more than 10,000 people participating every year, our virtual events are an essential part of our offerings.



## ABOUT

Every year, State of Green facilitates several online events to encourage knowledge-sharing and dialogue between the leading Danish and international players within the green agenda, giving them inspiration and tangible tools to further their work. With more than 10,000 people participating every year, our virtual events are an essential part of our offerings.

We offer three different kinds of events, varying in their format, themes, and target audience. You can get the full overview on the opposite page. If you have any ideas on topics to explore – or if you wish to collaborate on a specific event, please do not hesitate to reach out.

→ [events@stateofgreen.com](mailto:events@stateofgreen.com)



# Our virtual events – explained



## GREEN TALKS

**FOCUS** Broad overview and narrative

**PURPOSE** A platform for Danish players within the green agenda to share their knowledge, agenda, and solutions.

**THEMES** Topical, high-level, broad, non-technical

**TARGET AUDIENCE** Broad audience

**FORMAT** One-hour event with Danish-anchored speakers physically present in House of Green/Green Studio. Internationally anchored speakers are present virtually or via a physical screen in the studio when engaging in dialogue with the Danish-anchored speakers, e.g. in a panel debate.



## GREEN INSIGHTS

**FOCUS** Sector-specific content

**PURPOSE** A platform for Danish players within the green agenda to share their knowledge, agenda, and solutions to a more targeted and specific audience. Functions as an alternative or supplement to physical delegation visits.

**THEMES** Sector-or-market-specific problem areas

**TARGET AUDIENCE** International decision-makers and stakeholders from a specific sector or market

**FORMAT** One to one-and-a-half hour event. The event will include a presentation of the sector, either by State of Green or by one or more external sector-specific speakers. Focus on interaction and time for questions. The event will be adapted according to the delegation's specific needs.



## GREEN DIALOGUES

**FOCUS** Narrow, targeted focus

**PURPOSE** A meeting platform for Danish players within the green agenda to engage in dialogue with relevant international decision-makers.

**THEMES** Tailored content and agenda to spur relevant dialogue

**TARGET AUDIENCE** International decision-makers and stakeholders from a specific sector or market. Participants will depend on the theme and dialogue.

**FORMAT** One or two-hour meeting between one to three Danish and international stakeholders. The dialogue is facilitated by State of Green with an introduction, an agenda and specific questions to be answered. Green Dialogues are highly targeted in terms of content, participants, and purpose.

# State of Green Live



## ABOUT

State of Green Live is a virtual showroom – accessible from anywhere at any time. Inspired by our physical showroom, House of Green, you can head straight into one of our four “Explore rooms”. Here, you can learn about our four Global Challenges as well as experience the latest Danish green technology and solutions that already exist to tackle the challenges. Apart from the four Explore rooms, you can also visit our webinar rooms to see the latest events – or even participate in one while it is recorded live from our Green Studio in Copenhagen.



## USAGE / SITUATION

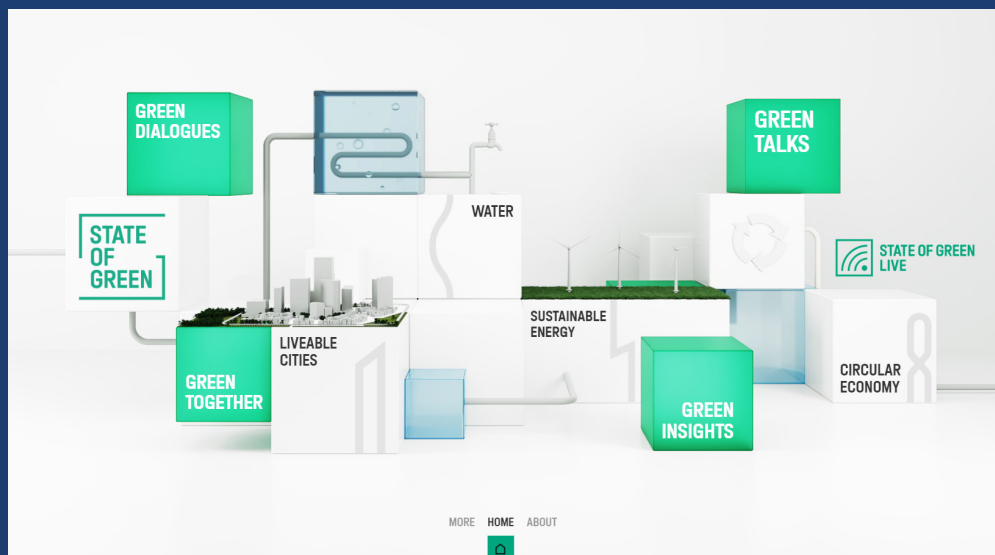
Because State of Green Live is browser-based, you can access it from anywhere with an internet connection. Ideal usage situation would be conferences, events, and meetings, where your stakeholders have time to explore “the Green Denmark”. You can also use it as a presentation tool. State of Green Live also comes in an offline version that can be used in situations, where you do not have internet access or where the internet connection may be unstable. This way, State of Green Live is always accessible.



## WHO DOES WHAT

State of Green is responsible for the entire platform. If you are interested in using the platform for a specific purpose, contact State of Green.

→ [info@stateofgreen.com](mailto:info@stateofgreen.com)



## HOW TO GET STARTED

State of Green Live is easy to use!

1. Use either a laptop or a desktop computer
2. Make sure you have an internet connection
3. Access State of Green Live via this link: [live.stateofgreen.com](https://live.stateofgreen.com)

## OFFLINE USE

To use the offline version, you must prepare for usage while you have internet access:

1. Use either a laptop or a desktop computer
2. Make sure you have an internet connection

3. For first time use, download the offline version to your device by using the following link: [live.stateofgreen.com/offline](https://live.stateofgreen.com/offline)
4. State of Green Live is now downloaded to your device in a zip-file. Open the file and run the 'Offline-explorer'. The file is now downloaded to your device and is always available to you. Please note, that the zip-file also contains a user-guide for the offline version. As you reach this step, please follow the user guide going forward.

Note: Remember to update the software regularly while on a stable internet connection before use as explained in the user guide.

# Green Together Experience

## Touch solution



### ABOUT

Green Together Experience is the result of a collaboration between the Ministry of Foreign Affairs of Denmark and State of Green. While Green Together Exhibition contains physical promotional materials, Green Together Experience is interactive and comes in two different solutions. The desktop touch solution allows you to spin the globe and dive into Danish sustainable solutions implemented around the world. All solutions are categorised according to selected global challenges such as air pollution, increasing urbanisation, and water scarcity.



### USAGE / SITUATION

Green Together Experience is browser-based and can be used on a tablet or a computer and showcased at a conference, expo, or virtual meeting – internet is the only requirement.



### WHO DOES WHAT

State of Green provides the link to the platform, and event/meeting hosts can use it when and where they please.

It is possible to add more local solutions to the platform from your market. Simply send a short case with the following info: Challenge, solution, results, as well as company info. A template can be found in the [State of Green Toolbox](#)

→ [info@stateofgreen.com](mailto:info@stateofgreen.com)



Find sustainable solutions  
to global challenges

SUSTAINABLE ENERGY

LIVEABLE CITIES

WATER

CIRCULAR ECONOMY



### Water losses

Increasing water demand follows population growth, economic development and changing consumption patterns. At current rate, it is unlikely that natural supplies will be sufficient to meet the demand in some parts of the world. The need for more efficient water distribution is urgent.

Non-Revenue Water or urban water loss is a major challenge as 25-50 percent of all distributed water globally is either lost or never invoiced due to illegal connections, leaks or metering issues.



MAP SHOWS: EXAMPLES OF WORLDWIDE DIFFERENCES IN NON-REVENUE LEVELS

### Explore selected global challenges

WATER SCARCITY

SAFE DRINKING WATER

WATER LOSSES

EXTREME WEATHER



### HOW TO GET STARTED

Follow this link to access the platform:

[live.stateofgreen.com/green-together](https://live.stateofgreen.com/green-together)

Once you are on the platform, you can use it with an internet connection. In case of no internet, it is possible to download an offline version.

### OFFLINE USE

To use the offline version, you must prepare for usage while you are on an internet connection:

1. Use either a laptop or desktop computer
2. Make sure you have an internet connection

3. For first time use, download the offline version to your device by using the following link:  
[live.stateofgreen.com/offline](https://live.stateofgreen.com/offline)
4. State of Green Live is now downloaded to your device in a zip-file. Open the file and run the 'Offline-explorer'. The file is now downloaded to your device and is always available to you. Please note, that the zip-file also contains a user-guide for the offline version. As you reach this step, please follow the user-guide going forward.

Note: Remember to update the software regularly while on a stable internet connection before use as explained in the user-guide.

# Green Together Experience

Augmented reality app



## ABOUT

Besides the Green Together Experience Touch solution, State of Green and the Ministry of Foreign Affairs of Denmark have also developed a Together Experience augmented reality app (AR app). The app combines brand new volumetric video technology with 360° videos. Once you have downloaded the app, you can walk into a “universe” through your phone and experience a live guide and life-size 3D models – e.g. an almost life-size wind turbine. Here, you will also be able to immerse yourself into selected 360° videos.



## USAGE / SITUATION

Combine the AR app with the Green Together Experience touch solution to get maximum exposure and engagement at events. We recommend downloading the app on one or more phones or tablets and placing them on a table to encourage people to explore the augmented universe.

The app can also be used to make online meetings and webinars more interactive. Simply ask participants to download the app at the beginning of a meeting to allow for download time.

→ [info@stateofgreen.com](mailto:info@stateofgreen.com)





#### HOW TO GET STARTED

Download the app in Appstore or Google Play. Just type in Green Together Experience and find the app.

Once downloaded, you may have to allow up to 5 minutes for all the films to load in the app. This is normal and only has to be done the first time you use the app. Make sure to do this when you have a good internet connection.

# Virtual Tours



## ABOUT

A virtual tour tailored to your specific needs. A 360°/virtual reality tour allows you to visit Danish partners and explore their green solutions and physical surroundings without the need for traveling. Find out how our partners drive the Danish green transition, or be part of an inclusive 360°/VR experience, guiding you through Danish partner facilities of your choice.



## USAGE / SITUATION

Virtual site tours can either be seen in 360° on your phone or tablet. Ideal for meetings, conferences, webinars and other events to inform and entertain an audience.



## WHO DOES WHAT

State of Green provides the videos and in most cases you will have to finance the VR-headset(s) as well as cover the shipping costs. A VR headset costs around 3000 DK. Alternatively, the 360° vidoes can be seen on your phone.

→ [tours@stateofgreen.com](mailto:tours@stateofgreen.com)



## HOW TO GET STARTED

All the videos can be accessed through our Toolbox and Youtube.

If you are interested in acquiring a virtual reality headset to showcase the virtual reality films, we will be happy to help you. Just reach out to us.





# Selected Virtual Tours films

More to come in 2022

## LIVEABLE CITIES

- **City of Aarhus** – towards carbon neutrality in cities (liveable cities)
- **Denmark** – a nation of cyclists (urban mobility)
- **City of Aarhus** (sustainable cities)

## SUSTAINABLE ENERGY

- **Port of Esbjerg** – Creating jobs through the green transition (offshore wind)
- **Energinet** – Integrating large amounts of renewable energy into the grid (renewable energy)
- **Sector Coupling** – A cornerstone in balancing our energy grid (sector coupling and district energy)
- **Arla Foods Dairy** – Resource-efficient cheese production (energy efficiency in industries)
- **Power-to-X**: Wind to hydrogen in Denmark (sector coupling/transport)
- **Wind Value Chain** (wind energy)
- **Test Sites** (wind energy)

## WATER

- **Marselisborg WWTP** – From wastewater treatment to resource recovery (wastewater)
- **VCS Denmark** – drinking water from well to tap (water)
- **Copenhagen** – Adapting Denmark's capital to a changing climate (climate adaptation)

## CIRCULAR ECONOMY

- **The Resource Rows** – Resources and circular economy at the heart of design and construction (energy efficiency in buildings and circular economy)
- **Marselisborg WWTP** – From wastewater treatment to resource recovery (wastewater)



Here is an example of a virtual tour. Visit the Port of Esbjerg to learn more about offshore wind.

# Green Studio



## ABOUT

Green Studio was established in April 2021 to professionalise our virtual activities. It is designed with great attention to multi-functionality and user-friendliness. In our studio, you can make your events more appealing by drawing on the endless technical possibilities as well as our expertise in executing virtual events and meetings. All this is available free of charge to State of Green partners.



## USAGE / SITUATION

Whether you are planning a major online event with multiple international speakers and thousands of participants or focused one-to-one meetings – or if you want to record a short interview, Green Studio accommodates all preferences. You are welcome to use the State of Green brand design for your event, but if you wish to receive exposure of your own brand, this is certainly also possible. You can also invite physical guests to the studio for hybrid events, and State of Green can provide refreshments.



## WHO DOES WHAT

You have the event; we have the scene. We are happy provide our expertise and help you host your virtual activities.

→ [studio@stateofgreen.com](mailto:studio@stateofgreen.com)



## HOW TO GET STARTED

If you are interested in using our Green Studio, please reach out to [studio@stateofgreen.com](mailto:studio@stateofgreen.com)

## COME VISIT

You are welcome to see State of Green Studio for yourself. We will be happy to share our experiences in the development too.



# International events



## ABOUT

State of Green assists, participates and co-organises international events to promote Danish green solutions and build relations with international stakeholders. Examples are state and royal visits with participation of the Royal House, delegations led by Danish ministers, export promotions and delegations with Danish companies, as well as shared pavilions and conference elements at global events such as New York Climate Week, UNFCCC COP, International Water Week, Wind Europe Annual Event.



## USAGE / SITUATION

State of Green is included in the planning of international events, when there is a relevant focus on the green sector and one of four global challenges; energy, water, circular economy and cities.



## WHO DOES WHAT

State of Green offers sparring on conference programmes, structure and speakers, support as moderator, assist with branding material and where relevant, shared pavilion spaces. The project lead of an event participation is usually done by a Danish embassy or a Danish private member organization, who will involve State of Green in the relevant planning.

→ [info@stateofgreen.com](mailto:info@stateofgreen.com)



## HOW TO GET STARTED

If you think State of Green could be a relevant planning partner for an international event in your market, please reach out early in the process for a scoping meeting. From here we can share our experiences, input an potentially direct support in the best way.





# Green Together Exhibition



## ABOUT

Green Together Exhibition is the result of a collaboration between the Ministry of Foreign Affairs of Denmark and State of Green. It showcases Danish green strongholds and solutions that respond to the challenges faced by companies, authorities, cities and nations across the globe. Green Together is an ever-expanding exhibition system, which consists of a series of visuals like posters, one-pagers and roll-ups that can be mixed and matched depending on the context and venue.



## USAGE / SITUATION

Green Together Exhibition can be printed locally and used for roundtables, small or large conferences, seminars, or larger events.



## WHO DOES WHAT

State of Green provides all the exhibition materials in print-ready files via the State of Green Toolbox. The local representation is responsible for finding a local printer and printing all materials.

It is possible to add local solutions. This is done by either using the InDesign template, which can be found in the Toolbox – or by submitting the local solution to State of Green.

→ [info@stateofgreen.com](mailto:info@stateofgreen.com)



## HOW TO GET STARTED

Go to the State of Green Toolbox via  
[stateofgreen.com/en/toolbox/](https://stateofgreen.com/en/toolbox/)

Here you will find a design guide with suggestions on how to use the exhibition materials as well as the posters that are ready to print.



# State of Green Tours



## ABOUT

State of Green Tours can assist you in planning a customised tour programme matching the interests of your local professional stakeholders within the areas of energy, water, cities and circular economy. In order to participate, the delegation must represent a group of stakeholders with decision-making authority, including business representatives, politicians or civil servants committed to experience Danish solutions. We also welcome international media.



## USAGE / SITUATION

Our customised tour programmes usually last 1-3 days. A tour starts in the State of Green Showroom, House of Green, in the heart of CPH and continues to selected sites across Denmark.



## WHO DOES WHAT

The location of site visits will depend on the interests of your delegation. State of Green's assistance is free of charge. However, we expect visitors to handle all bookings and costs related to flights, local transportation, meals, accommodation and translation, if needed

→ [tours@stateofgreen.com](mailto:tours@stateofgreen.com)



## HOW TO GET STARTED

If the delegation is interested in a customised State of Green Tour, please contact State of Green by submitting a visit request following this link:  
[stateofgreen.com/tours](https://stateofgreen.com/tours)



# House of Green



## ABOUT

House of Green is an engaging showroom and visitor centre located in the heart of Copenhagen. At House of Green, we aim to facilitate dialogue and knowledge-sharing between Danish and international stakeholders working with the global green transition. Ideal for delegations on a short visit to Denmark.



## USAGE / SITUATION

House of Green can be booked as part of a State of Green Tour – for an introduction to the Danish green transition or for an introduction to how we work with green transition within specific sectors in Denmark. A visit to House of Green usually takes 1-2 hours, depending on the number of speakers and whether live translation is needed.



## WHO DOES WHAT

State of Green is responsible for the presentation in House of Green and will provide snacks and coffee. Your job will be to make the initial contact with the delegation and guide them our way if you think their area of interest is a match.

→ [tours@stateofgreen.com](mailto:tours@stateofgreen.com)



## HOW TO GET STARTED

If the local delegation is interested in visiting the House of Green Showroom, please ask them to contact State of Green by submitting a visit request:

[stateofgreen.com/tours](https://stateofgreen.com/tours)



# Press and communications



## ABOUT

State of Green offers international media a chance to visit Denmark and experience our green solutions. State of Green assists reporters and media crews with the planning of a customised programme to visit facilities where green solutions are implemented. We can help with ideas for stories, planning visits, setting up interviews, finding data and facts to back up the story, as well as general information about the green Denmark. Since 2008, we have assisted more than 1,000 journalists from around the world.



## USAGE / SITUATION

State of Green's press and communications service is useful when you are contacted by local media, who wish to know more about Denmark's green transition, specific green solutions, or who are interested in visiting Denmark.



## WHO DOES WHAT

If you are in contact with a journalist, who is already planning a visit to Denmark or would like to, please contact State of Green by submitting a visit request.

Our services are free of charge. However, we expect visiting media to handle all costs related to the visit, including accommodation, transportation, and meals.

→ [info@stateofgreen.com](mailto:info@stateofgreen.com)



## HOW TO GET STARTED

Before you assist the local media and ask them to contact State of Green, please send them our media kits, which are available in our Toolbox:  
[stateofgreen.com/toolbox/](https://stateofgreen.com/toolbox/)

If this information is not adequate, we will be happy to assist the media representative. Send an email to [info@stateofgreen.com](mailto:info@stateofgreen.com) or ask them to submit a request through our website at [stateofgreen.com/en/#tours](https://stateofgreen.com/en/#tours)





# State of Green White Papers



## ABOUT

State of Green White Papers offer valuable insights into methods, tools, and state-of-the-art solutions across different green sectors in Denmark and around the world. We currently have more than 20 White Papers covering all sectors within energy, water, cities and circular economy as well as transversal topics such as financing.



## USAGE / SITUATION

Our White Papers can be printed and exhibited at conferences, your office, or simply used as in-depth background material for news and events.



## WHO DOES WHAT

State of Green is responsible for developing the White Papers and distributing them.

Our White Papers are written in English but can be translated to your local language if needed. The easiest way to do so is to translate the white paper locally and send the translation to State of Green for layout.

We suggest that you print the White Papers locally to avoid emissions from transportation.

→ [info@stateofgreen.com](mailto:info@stateofgreen.com)



## HOW TO GET STARTED

To access the White Papers digitally, please go to our website:  
[stateofgreen.com/en/publications/](https://stateofgreen.com/en/publications/)

For print-ready files, please access our online toolbox:  
[stateofgreen.com/en/toolbox/category/print-materials](https://stateofgreen.com/en/toolbox/category/print-materials)





# How can State of Green assist you?

Collaboration and dialogue are central elements of the Danish mindset. We are always happy to collaborate or help in any way we can to further the green transition. Start your journey at [stateofgreen.com](https://stateofgreen.com), explore your options, and contact us with your needs.

You can find all relevant contact information in this guide or via [stateofgreen.com/contact/](https://stateofgreen.com/contact/)

Through collaboration and dialogue, we can accelerate the global green transition together.

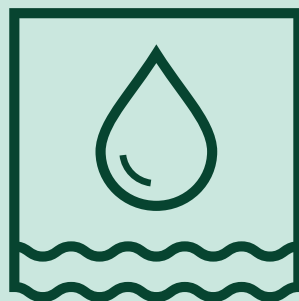
State of Green's services are free of charge.

# Five steps: From challenge to solution

## STEP 1

### Define your challenge

What is the challenge  
you are facing? Sector  
coupling, waste  
management, political  
frameworks, etc.?



## STEP 2

### Start exploring

Pay a visit to  
[stateofgreen.com](https://stateofgreen.com)  
and explore the  
Danish strongholds  
and solutions.





## Scope your interest

What would you like State of Green to help you with? An event, a tour to Danish sites, exhibition materials, White Papers?

STEP  
3

STEP  
5

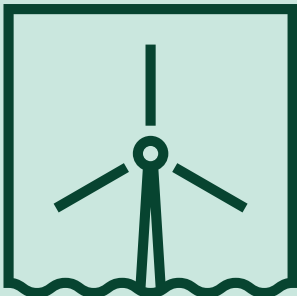
## Connect with Danish partners

Now, State of Green will connect you with Danish peers and potential partners.

STEP  
4

## Reach out to State of Green

If you didn't find what you needed at [stateofgreen.com](https://stateofgreen.com), reach out to State of Green. We will happily assist you. If you are interested in a tour, fill out the tour request on our website.



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Let us start a dialogue about how we can  
assist you at [stateofgreen.com](https://stateofgreen.com)

State of Green is a public-private partnership  
founded and funded by



MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK



Confederation of Danish Industry



Danish Ministry of Climate,  
Energy and Utilities



DANISH  
ENERGY



Ministry of Environment  
of Denmark



MINISTRY OF INDUSTRY, BUSINESS  
AND FINANCIAL AFFAIRS



Danish Agriculture  
& Food Council

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