

# Tech for the Planet

2022



## Investment

The green bottom line has become as important as the financial one.

## Disaster Technology

Startups are preparing for an increasing number of natural disasters caused by climate change

## Food & Agriculture

The climate fight has entered the fields and the dinner table

# Data-driven business models will make the energy sector greener



**Both the energy and digital sectors are strong in Denmark. By bringing the two more closely together to address concrete challenges, the Digital Energy Hub will secure Denmark's position of strength in energy technology.**

More wind turbines and power lines are part of the development, but if we are to reach the goal of being carbon neutral in Denmark, digital solutions and sector coupling will also play a crucial role. This is the view of the non-profit organisation Center Denmark.

»In reality, we can save a lot of money with digital solutions. Instead of digging more copper and building bigger transformer stations, we can manage the electricity grid better with data. But this requires the energy sector's skills and digital skills to work together more and offer new, data-driven solutions,« says Søren Skov Bording, director of Center Denmark.

Today, Center Denmark has interconnected data from Denmark's energy systems, across electricity, water and heat,

and made it available through a digital infrastructure targeting new, data-driven solutions. The next step is the Digital Energy Hub incubator, which facilitates meetings between big energy companies and digital SMEs to turn data into commercial solutions.

## Challenges together

Digital Energy Hub is planning so-called sprints where strategic partners - initially the power company EWII - offer strategic problems in the energy sector that startups and SMEs are invited to solve.

»We need to move from big data to also doing big business, and for both power companies and startups there needs to be payback on the work we do with data. Therefore, we are establishing an ecosystem where it is SMEs that contribute with their digital skills to concrete solutions that also represent business opportunities in the long run,« says Flemming Pors Knudsen, Head of Innovation at Center Denmark and PhD at the Institute of Entrepreneurship.

This is how companies create green transformation in collaboration. Digital Energy Hub is in charge of formulating the challenge and connecting partners across sectors. In the first sprint, eight companies are involved, and if they solve the challenge in the 16 weeks of the programme, it is very likely to translate into a customer relationship on a large scale afterwards.

»Partners are asking for concrete solutions. It's a scaling project: the digital companies have to take their established technology and match it with a new problem in the energy sector,« says Knudsen, adding, "Data can't do anything on its own, but if we use it cleverly, we can really accelerate the innovation process for both large and small companies.« ■

## Digital Energy Hub's collaboration model

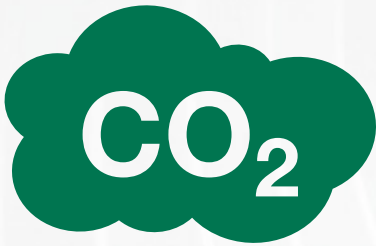
1. The strategic partners identify concrete challenges to be worked on in the Hub.
2. Innovation sprints are conducted based on the challenges.
3. Talented SMEs are recruited to work with data from the challenge and develop digital business models.
4. Universities bring state-of-the-art knowledge of digital technologies and energy systems into the sprints.
5. Solutions mature in the hub, and the Danish Innovation Center in Silicon Valley brings in international investors.

Read more at [www.DigitalEnergyHub.com](http://www.DigitalEnergyHub.com).

## Digital Energy Hub



# Climate and impact by the numbers

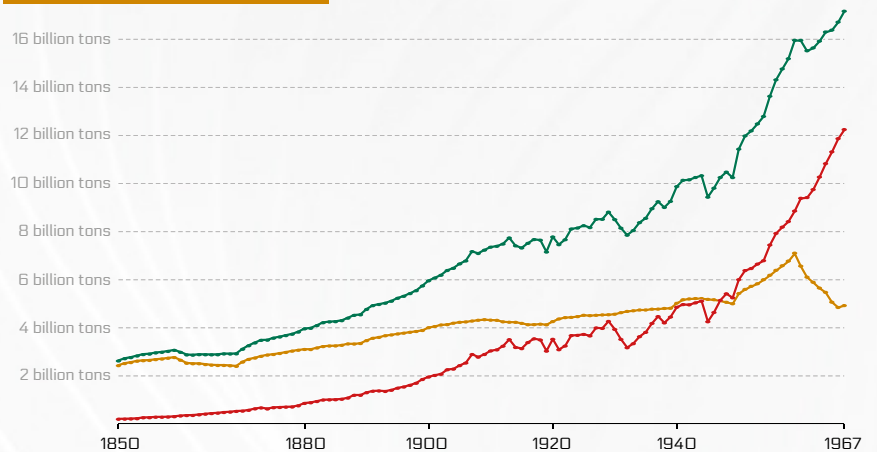


Global per capita carbon dioxide emissions averaged 4.69 metric tons in 2021

Denmark emitted 5.1 metric tons per capita in 2019.

Source: Statista & World Bank

## Global CO<sub>2</sub> emissions from fossil fuels and land use change



Source: Our World in Data

Denmark's exports of green environmental and energy technologies have increased by over 50 per cent since 2010

Overall, exports of green environmental and energy technologies such as water pumps, wind turbines and energy efficiency solutions have increased by more than 50% since 2010.

Source: Ministry of Climate, Energy and Utilities



€5.3B were invested in Nordic impact startups in 2021

A significantly growth over the last decade, skyrocketing from \$72M in 2010

Source: Danske Bank, State of Impact Startups (2022)

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