

Market Visit

10.10.2018

Based on the New Zealand delegation's visit in Denmark, August 2018, this brief report describes the idea behind the visit as well as the learnings and how this can benefit C2CCC going forward.

The group visiting consisted of 9 delegates from the New Zealand water and climate sector. Two engineering consultancies were represented (Morphum Environmental and Tonkin Taylor), Auckland Council, a Maori investment incorporation (Wakatu), New Zealand's largest pipe manufacturer (Hynds) as well as the mayor of the Abel Tasman region on the South Island. All together a very strong group of people with a great interest in growing their knowledge and network as well as bringing their learnings back to New Zealand to help guide their country in the right direction going forward.

The entire group was extremely dedicated and showed great interest all way through which added great value to the trip.

The vision behind the visit was to introduce the New Zealand delegation to companies within 'Region Midt' and establish the foundation for a strong network and partnership between the two countries, going forward.

New Zealand is very inspired by the Danish climate model and especially the Climatorium and C2CCC. Therefore, the market visit was a very powerful way to get companies across the two countries to get to know each other better and for the New Zealand delegation to get a deeper insight into the Climatorium, 'Region Midt' and C2CCC.

New Zealand is facing a lot of climate related challenges and based on several conversations with different people within the industry over the past 3.5 years, it has become clear, that there is a great interest in learning from Denmark and at the same time Denmark can benefit from working closer with New Zealand as the two countries are very similar in many ways. Furthermore, New Zealand is a great entryway into both Asia, America and Australia.

The week started out in Copenhagen as this is what New Zealanders and foreigners often refer to as being Denmark. Here we got an informative introduction to Denmark and some of the challenges Denmark is facing through State of Green. From here we started our C2CCC tour, traveling through Denmark. Learning about a great variety of challenges which in many ways are similar to what New Zealand is facing.

Below are the projects and companies which were visited/introduced:

- VIA and their work within energy piles and Rosborg development
- Juelsminde municipality and the challenges they are facing within ground water levels rising
- Hedensted climate roads
- Niras and their relationship with C2CCC and Climatorium as well as how they work across multiple countries through partnerships
- Wintec, following up on their visit to New Zealand and presenting their flood gates
- Lemvig Water Utility & the surrounding area
- Plastix with their recycled fishing nets
- Presentation of Randers and Holstebro
- Presentation of Climatorium and C2CCC

Learnings from the visit was, that the concept behind C2CCC is very appealing to overseas markets and Climatorium is a fantastic way to communicate as well as collaborate with the international market. Time and time again was mentioned the fascination about how Danes collaborate and how they are good at setting long term goals and delivering upon them. Also how they turn challenges into new opportunities and constantly think ahead.

With the New Zealand delegation concluding, that they want to build their version of Climatorium in New Zealand and partner with Denmark, it can only prove that the concept is very valuable and that C2CCC and Climatorium truly has something to offer. It is therefore of great interest to keep developing the market visit concept.

Below are some thoughts on how future market visits can be structures, whom to visit and how to improve the story telling behind C2CCC and Climatorium.

With C2CCC and Climatorium being based in Jutland it would be ideal if visitors arrive Billund or Aalborg instead of Copenhagen. However, it was very good to have State of Green kicking off the week with a general introduction to Denmark. It would be worth looking into getting them to collaborate with C2CCC as it will help spread the word. Preferably spending the first day with a general welcome and presentation by C2CCC, Climatorium, State of Green and also DANVA.

Based on these thought, a proposed program has been put together below:

- Day 1 (Århus)
 - Welcome by Dorthe Selmer, C2CCC
 - Introduction to Denmark by State of Green
 - Introduction to Climatorium
 - Participants to present themselves (optional)

Introduction to DANVA

Agenda for the week presented with additional info

Finishing off the day with a networking dinner

- Day 2 (Randers and possibly Grenå)
Learning about how Randers has rebuilt the city (when they are at a stage where they've got something to show. More specific areas to be put together by Mia Rix. Fantastic to hear about their competition approach with a lot of potential approaches and how they've worked their way through a complete transformation of a city)
- Day 3 (Holstebro)
Dikes and other projects around this area
Making the way to Lemvig in the afternoon and kicking off the projects in this area
- Day 4 (Lemvig)
Climatorium Le Mur
Sattelites presenting together with Niras
- Day 5 (Vejle & Hedensted)
VIA presenting energy piles and Rosborg
Climate roads presented
Return to Billund or alternative airport

In New Zealand 5 Danish subsidiaries have come together and collaborate under the name 'Danish Water Alliance'. This is extremely unique and this partnership can benefit C2CCC and Climatorium going forward, therefore it would be of interest to meet with the companies in Denmark to look into how they can help build the international market. It would therefore be worth discussing whether these companies want to be involved in the Climatorium as well as future market visits. This would be a fantastic way of branding and

showcasing their projects but also a kickstarter of increased Danish export as the companies could get a central position in the Climatorium in New Zealand also. These companies are DHI, Ramboll, Danfoss, Linak and AVK. With a potential for Grundfos and GEA (even though not 100% Danish) joining.

Very important for future market visits is to paint a clear picture about challenges Denmark is facing and how they are being dealt with.

Important questions to answer are:

- Country layout incl government structure with regions and municipalities
- Funding of developments and how costs are shared
- Who owns utilities and what part do the utilities play in the climate challenges
- How universities are involved
- Business case examples behind projects. How to get funding and to make things happen
- Geophysics about land and soil structure

On a final note, the market visit was really succesful and exceed all expectations. This is believed to be the result of both a fantastic group of people with extreme enthusiams together with the uniqueness which C2CCC and Climatorium has to offer.

By

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