

Press Release

The Danish experience meets Mexico at Green Solutions

Lykke Friis, Danish Minister for Climate and Energy, Jørgen Mads Clausen, Chairman of the Danish Energy Industries' Federation, and Finn Mortensen, Executive Director of Climate Consortium Denmark, today spoke at a key network event at the Green Solutions conference in Cancun, Mexico.

The purpose of the network event between Danish business leaders and governmental officials from Denmark and Mexico was to promote the so-called Danish Experience. The Danish Experience tells the story of how Denmark through a strong public-private partnership has managed to decouple economic growth and carbon emissions from overall energy consumption. Over the past 30 years, the Danish economy has grown by 80 percent in real terms while energy consumption over the same period has remained unchanged. A story that is highly relevant to tell in Mexico as Denmark and Mexico in 2007 signed a Memorandum of Understanding in the energy area which focuses on developing collaboration between Mexican and Danish energy business.

Strong political lead combined with private sector involvement is key to delivering sustainable economic growth and creating new green jobs. Danish companies are innovative and some of them are world leaders within environment, energy and climate adaptation fields. COP16 in Cancun enjoys strong support from the Danish business community. Some of the most prominent Danish companies are present in Cancun and use the opportunity to send a strong message to the climate change negotiators that business is ready to deliver solutions – if the politicians are ready to deliver much needed progress in the climate change discussions.

Lykke Friis expressed her full appreciation of the Green Solutions initiative, *"I am delighted to see the Danish Experience going global. The cooperation between Mexican and Danish enterprises is nothing less than a vitamin shot to green growth"*

Finn Mortensen added that part of the Danish success is the willingness of business to engage in a dialogue with politicians and the public: *"Over the last four decades Denmark has shown that it is possible to go green and still have economic growth. The reason is that Danish politicians and Danish business and industry early on realized that it makes good business sense to go green if the right political incentives are present. Businesses are given the opportunity to use their innovative and professional skills to come up with new and improved solutions which can be part of solving the energy challenges and at the same time create green growth."*

Jørgen Mads Clausen supported both views but he also emphasized that the Danish track record does not guarantee success in the future, *"Things are developing extremely fast all over the world, and we must continue to focus on innovation from both the political side, the investment side and the business side. Currently we simply have to step up our efforts to secure green growth in Denmark and deliver business climate solutions globally. If not the Danish Experience is only a one-off,"* he noted.

The network event was organized by Climate Consortium Denmark in partnership with The Embassy of Denmark, The Danish Ministry of Climate and Energy and the Danish Energy Industries' Federation which is part of the Confederation of Danish Industry.



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