

# New Nordic Goals – Smart Solutions

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Broad Cooperation between all Parts of Society  
Needed to agree on Ambitious Green Solutions

Søren Dyck-Madsen  
The Danish Ecological Council  
(A Green Danish NGO)



# The Danish Ecological Council

- DEC is a green member based NGO working for sustainable development
- DEC is specialised in working at a high level of expertise
- We write proposals and debate booklets in order to inform and spur understanding and environmental positive actions
- We have a positive dialogue with other actors, such as ministries, parliamentarians, experts and advisors, individual companies, other ngo's, industry and energy organisations etc.
- We work with understanding of the basic problems and solutions and work to influence the debate as early in the process as possible
- And we are definitely not afraid of agreeing with our “opponents”



# Cooperation and Participation

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- The common Danish goal is 100 % renewables in 2050 the latest
- We recognize that business have to earn money on the energy shift.
- Therefore an important part of our work is about tax reforms etc.
- We recognize that additional investment is needed from various sides from many different sources – the more the better
- Broad cooperation outside the Parliament will push for broad ambitious agreements inside the Parliament



# Cooperation and Participation

- As a green NGO we participate in Ministerial working groups – e.g. on standards for electricity meters, for the building codes, for providing charging stations in public areas for electric cars, energy labelling of buildings etc.
- We take dialogues with Parliamentarians and the Press – often together with energy companies and specific industries if possible
- We arrange workshops and conferences by ourselves but often together with industry, cities and energy organisations if possible
- We do inform, advise and debate with their “opponents”
- And we listen to arguments and learn to do even better.



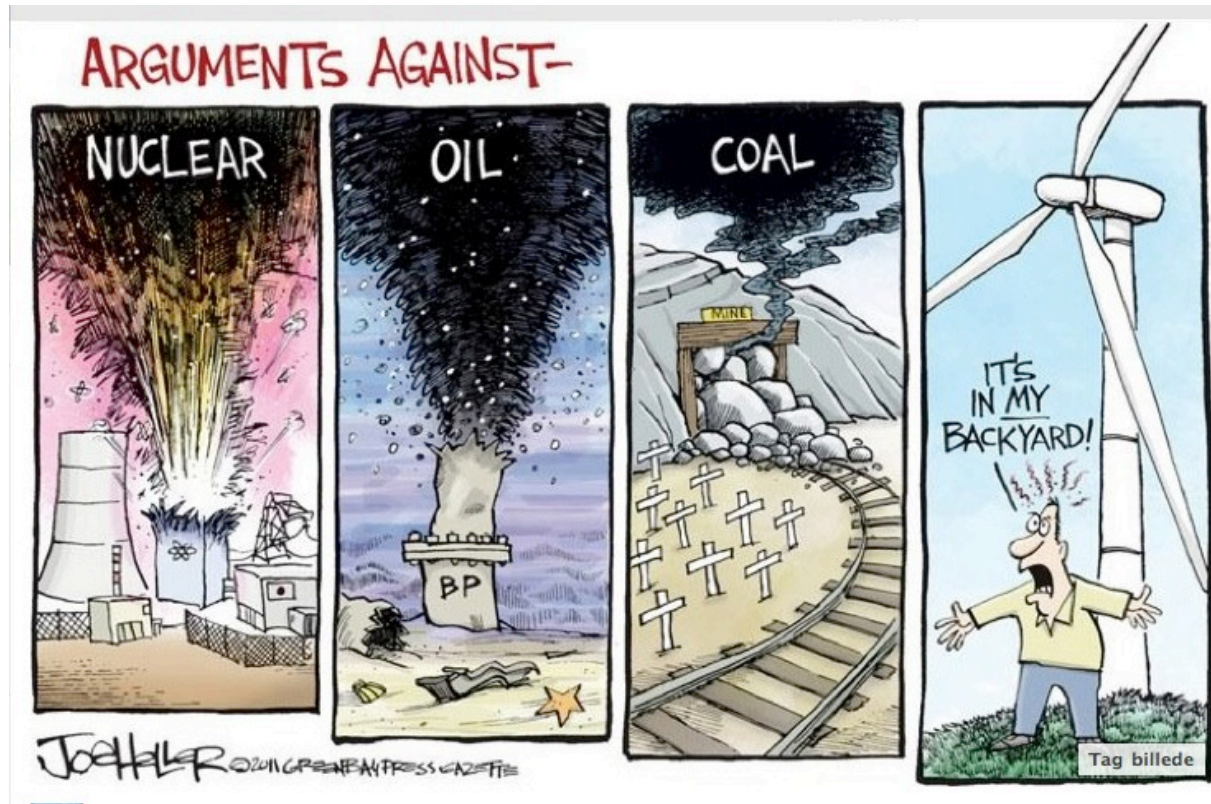
# Focus on Common Ground

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- We like to seek out and discuss issues where we find common ground if possible – in order to avoid disagreements in areas where we can agree
- We find that sending positive messages about topics we support is the best way to gain public support.
- By doing so we aim to send a strong message to the political level the Danish society wants an “Energy Revolution”
- But we also take the debate, when we do not agree, or not yet agree, for instance with the main organizations for industry and commerce on green tax reforms



# Danes agree on more wind



- 91% of the Danes want to increase wind power in Denmark - March 2008
- 67 % of opinion letters against wind power in Danish Newspapers in first half of 2011 was written by only 5 persons



# “Green” Electricity as an Example

- Untill two years ago Danish Electricity Traders sold “Green” Electricity from Norwegian Hydro as a climate friendly solution – misleading consumers
- We and other green NGO’s strongly criticized and because of that a working group was established in 2009 by the minister – Connie Hedegaard
- The working group consisted of the Organisation of Danish Electricity Traders, The Danish EPA, The Danish TSO, The Danish Consumer Council, The Danish Organisation for Nature Conservation and the Danish Ecological Council
- Working together we agreed about how to expose/advertise “Green” electricity, on minimum rules and definitions for 6 products to be respected by the Electricity traders



# “Green” Electricity as an Example

- We had to criticize some electricity traders – bilaterally in order not to send negative signals to the public
- In the end everyone were happy with a new and more correct common understanding – and now we spur additional investments in renewables in Denmark
- This changed the situation in less than 2 years in Denmark.
- Larger energy traders now consult us before launching new “Green” Energy products. They want to be sure than we will not be critical.
- And some large Danish companies and communities also ask us for the best ways to do something positive for the climate





# Telling Similar Stories

- We accept that without a clear “green” price signal and a similar investment signal a green “Energy Revolution” is not possible
- We see the need for setting the right framework conditions to do the change from fossil fuels to renewables. And we respect that companies need to earn a decent amount of money
- By telling similar stories from very different actors – with similar goals the cooperation actually inform and inspire both the public opinion and the politicians on both sides of the parliament
- The need for making “Doing Green” a business opportunity is a task for all actors – also for green NGO’s like the DEC



# Much still has to be done in Denmark

- Denmark now realize that being a front runner for 100 % renewable energy in 2050 gives advantages for new green jobs, export possibilities, security of energy supply, economic security, no fuel poverty because of not insulated buildings etc.
- The vision is strongly supported by green NGO's
- The vision is now fully accepted by the Danish Government - and almost also by the right wing opposition
- We make a good start with the current energy proposal but lots of things still have to be implemented and improved in Denmark
- We will see to do our part



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Thank you for your attention

Søren Dyck-Madsen  
The Danish Ecological Council

[www.ecocouncil.dk](http://www.ecocouncil.dk)

Soeren@ecocouncil.dk

