



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**

HOW LEADERSHIP IS CHANGING DENMARK INTO A LOW-CARBON SOCIETY AND HOW TO ADJUST YOUR ORGANIZATION TO GREEN VALUES

GLOBAL HR FORUM 2021

Ambassador Einar H. Jensen – 10 November 2021



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK

AGENDA

1. Personal leadership story
2. The story of Denmark's green transition
3. **CASE** - Port of Esbjerg: FROM FISHERY TO OFFSHORE WIND
4. Green economy: job creation and partnerships
5. Green embassy: frontline mission
6. The best strategy: big visions

LEADERSHIP

Key messages

- Responsible leadership is needed to keep striving for more sustainable ways and key for implementation of green values
- Changes can be made on all leadership levels – as a leader, an embassy, a country
- We all have an obligations to do something to become greener - take charge and change

MY OWN JOURNEY AS A LEADER

- Not green educational background: Agricultural Science
- First leadership position in 1987 – greener direction
 - Ministry of Environment and Energy – pollution from agriculture –
 - Advisor for two different ministers for environment
 - Environmental assistance to Africa and South East Asia
- Currently: Ambassador to the Republic of Korea
 - A green frontline mission for the Ministry of Foreign Affairs of Denmark
 - Focus on renewable energy – Offshore wind and Biogas
- Life long learning and adaption is needed

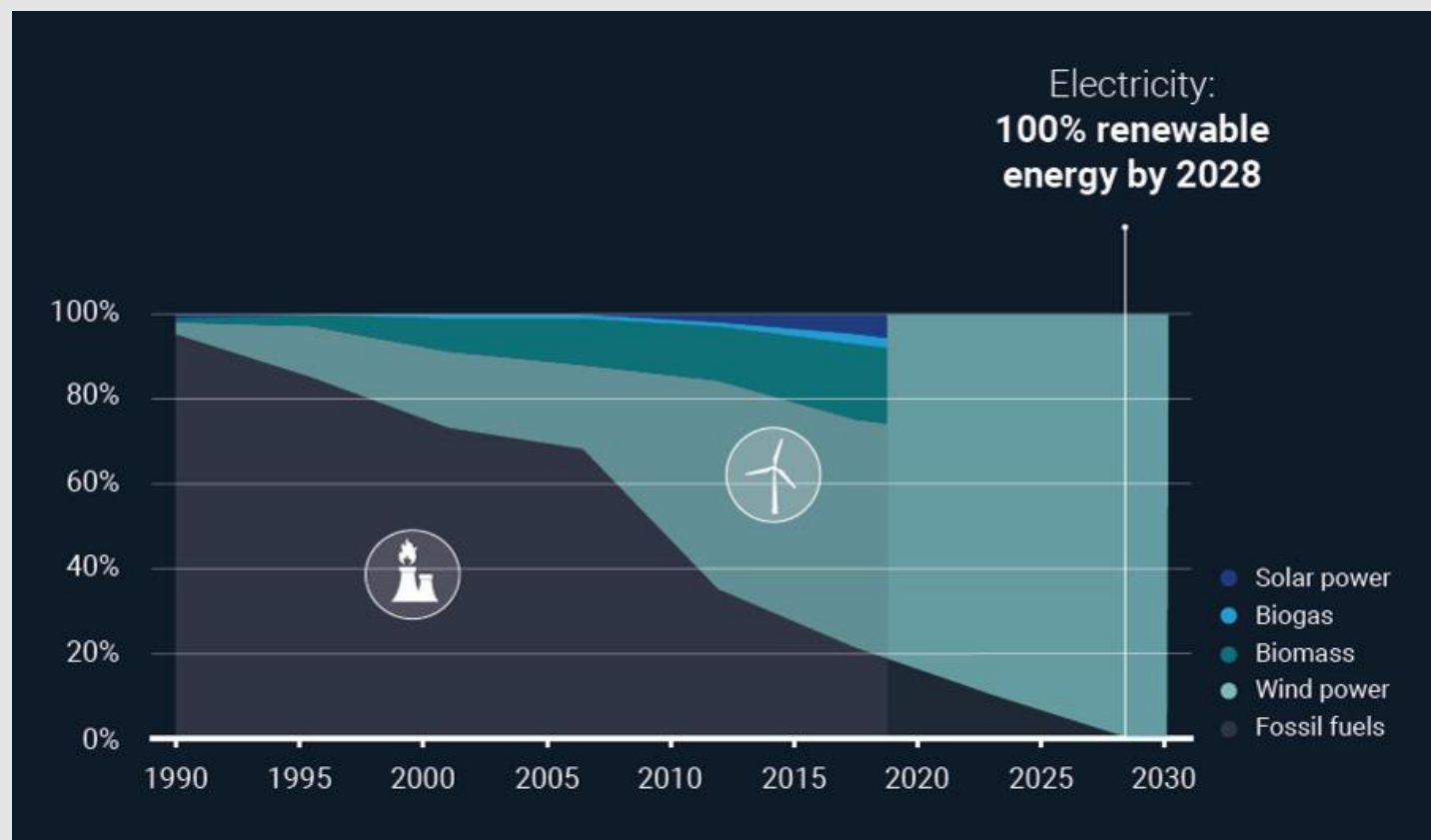
COUNTRY LEADERSHIP: THE STORY OF DENMARK'S GREEN TRANSITION



Moving from black to green energy is challenging and requires collaboration and partnerships.

Green values necessarily in post-industrial societies

THE STORY OF DENMARK'S GREEN TRANSITION



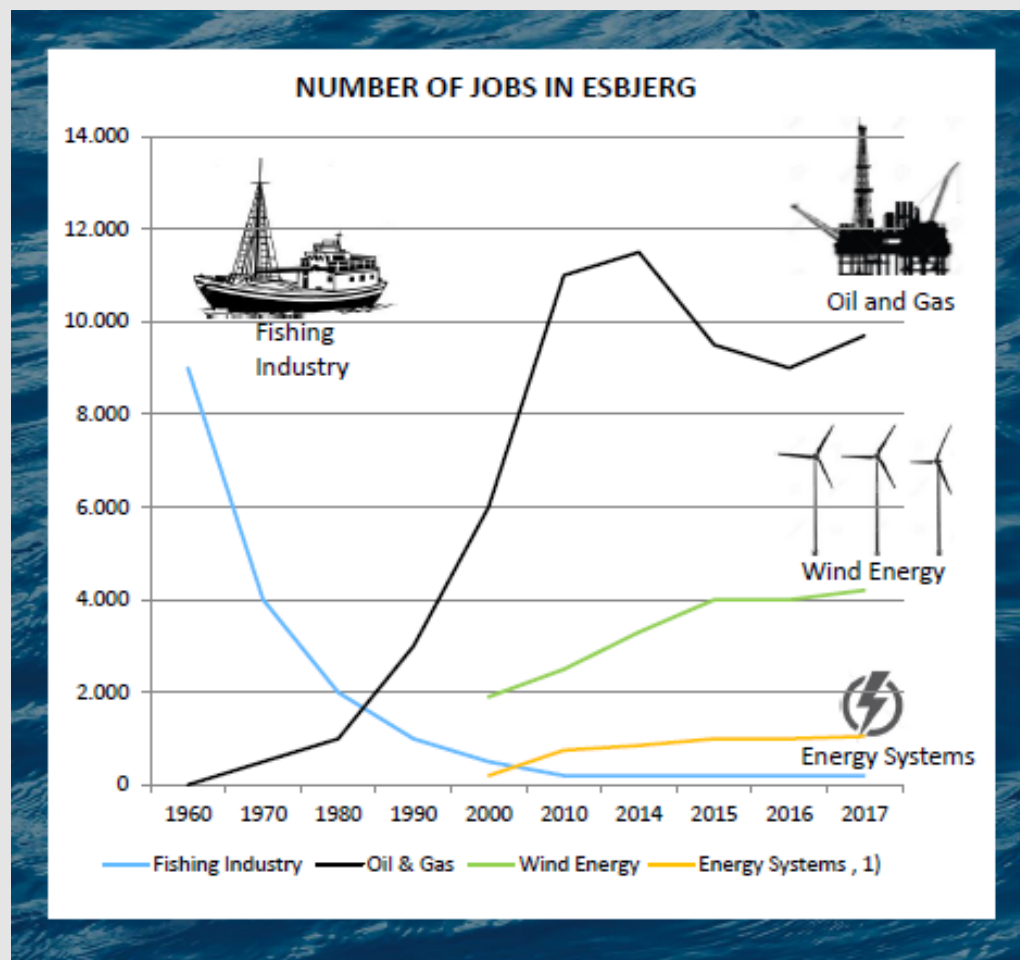
Danish Climate Act 2019:

- **70 % reduction of emissions by 2030**
- **Net zero by 2050**
- **Continuous transformation to low-carbon society**

GREEN MAINSTREAMING

- In Denmark: **Political consensus** and **public support**
- Sustainability as a **guiding principle** - incorporate green agenda everywhere to reach policy, targets and future
 - **Legislation** – must account for consequences for nature, environment and climate
 - **Energy** – Renewable energy
 - **Politics** – P4G, strategic partnerships DK - Korea
 - **Innovation** – Innovation Centre Denmark in Seoul

PORT OF ESBJERG: FROM FISHERY TO OFFSHORE WIND



Source: Port of Esbjerg

INCLUSIVE TRANSITIONING: RE-EDUCATING WORKERS AND CREATING GREEN JOBS

JOBS IN THE ESBJERG AREA 2018

Oil and gas	9.700 jobs
Wind energy	4.200 jobs
Energy systems	1.050 jobs

- There are approx. 60.000 jobs within the municipality.
- 25 % of all jobs in the municipality are energy-related.
- There are approx. 10.000 jobs within the Port area.

CREATING GREEN JOBS AND ATTRACTING WORKERS

- Job creation vital:
 - Every time **one gigawatt of offshore wind** is set up in Denmark, **14,600 full-time equivalent jobs** are secured in Danish companies.
 - 1 gigawatt supplies approx. one mio. households with electricity
 - **6 %** of all jobs in Denmark are in the green technology sector, and **11 %** of all export
 - Export of green energy technology and services exports grew **60,8 %** since 2010
- Youth demanding sustainably aware jobs – create jobs for them and adapt organisations to principles like **SDG's and ESG**
- Good business too: **RE100** and **ESG companies** outperforming with as much as double the broader markets, even during the pandemic

Sources: QBIS, Capgemini Invent, S&P Global

PARTNERSHIPS

- However, **good leaders know their limits and strengths**: Partners needed to maximize change
- DK-ROK: CoE study shows **cost reduction of 22%** when teaming up
- But also co-dependencies: DK-ROK **shipbuilding**
 - Danish shipping industry reliant on ROK shipyards for more sustainable methanol-powered ships



EMBASSY: GREEN FRONTLINE MISSION

- Seoul appointed in 2019
- **Everone** works for the green agenda at embassy
 - Whether offshore wind projects or art, it plays a part
- **Responsibility** of the leader: ensure all is on same agenda
 - Partnerships at the embassy too: all have a part to play
- Instill **future-proof values** continuously
 - Life-long learning of green, digital and inclusive values

THE BEST STRATEGY: HAVE VISIONS

TWO DANISH ENERGY ISLANDS BY 2030

- The Bornholm Energy Island will become the first in the world
- The North Sea Energy Island will be the world's first artificial energy island
- In total the islands has the potential to produce & distribute 15 GW offshore wind power
- Will assist those not yet ready with own solutions

