



# At your service

- how the services, IT and consultancy sectors can use their strengths to create new markets, encourage new behaviors and support the green transition of our entire society.

The Danish business community is strong in the services, IT and consultancy sectors - in addition to tourism and the creative occupations, which together create solid growth and value for Denmark, typically in partnerships with other business sectors and public authorities.

This is reflected in the Climate Partnership for the Services, IT and Consultancy Sectors, which covers 162,000 companies and employ up to half a million people and represent a third of the gross value added across the 13 partnerships.



## Four reductions - over 642,000 tons of potential CO2 reduction.

The work the climate partnership has done has resulted in a number of concrete CO2-reducing initiatives, and therefore the actions taken by this partnership influences other sectors. Here are four brief summaries of such examples:

- Surplus heat from three hyper-scale data centers - a reduction of 108,000 tons of CO2 (in Denmark)
- A 10% reduction of animal products in the foodservice industry - a potential reduction of 298,000 tons of CO2 (globally)
- Cutting food waste in half - a potential reduction of 106,000 tons of CO2 (globally)
- A full replacement of corporate car fleets - a potential reduction of 130,000 tons of CO2 (in Denmark)  
*Calculations from the Danish Chamber of Commerce and Copenhagen Economics*

Within these sectors, the partnership expects to achieve a 73% reduction of our climate footprint from 1990 to 2030. However, by far the largest contribution will be from the sector contributing to other sectors - both public and private and both nationally and internationally.

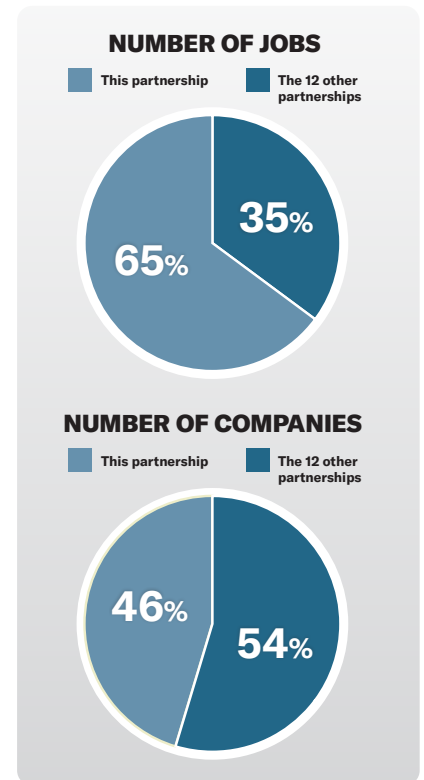
Therefore, based on the vision below, we have decided to focus four ambitions that cover 13 proposals that you can read about on the next page.

In practice, the sector's contributions can take many forms, but digitalization is a special focus area in this context, as it has the potential to both promote welfare, the green transition and growth in Denmark. Our sector is also characterized by the fact that it both creates new markets and develops existing ones. This is via capacity expansion and the development of new products and services that efficiently drive new demand and addresses current challenges. This makes the industry a strong partner for change. Whether it be food service companies, telecommunications companies, consulting engineers or hotels, another characteristic of this group of companies is that

### The Climate Partnership's vision:

**"The Danish services, IT and consultancy sectors must take advantage of their customer relationships, their employees and their value creation to innovate and create new markets for green solutions in Denmark and abroad, drive new behaviors and create solutions for their own - but particularly other - sectors which support Denmark's green transition."**

they have a great deal of contact with other companies and ordinary citizens. This provides a lot of opportunities to impact behavior, ranging from procurement policies to digitalization to food waste. In other words, many of the climate initiatives that can be implemented via our 13 proposals by this partnership can have



an impact on other sectors of our society and in the climate footprint calculations. Therefore, the potential is huge, and that also goes for the opportunities for growth. On the next page, you will find an overview of the 13 proposals and how they fit into our ambitions. Digitalization, changes to transportation patterns and less food waste - these are all improvements that are brought about by this partnership and which will impact the rest of Danish society. By themselves, the four reductions that are listed in the box on the left will result in an estimated reduction of 642,000

tons of CO2, which is over six times the estimated emissions of the entire climate partnership itself in 2030. This really emphasizes the difference that 'At your service' can make - and this is even before the ability to create whole new markets and impact consumer and corporate behavior is brought into play.



## Four ambitions

The following four ambitions form the framework for the partnership's 13 proposals that can contribute to linking growth opportunities with the green transition of the Danish business community:

- Via the use of data, AI and digitalization, we want to pave the way for a green transition in all sectors.
- We want to create new markets that drive a demand for green products among companies and consumers.
- We will drive new behavior via our customer contacts, our employees, and our supplier relationships.
- We will continue to reduce our own climate footprint via sustainable business models.



## 13 proposals from the Climate Partnership for the Services, IT and Consultancy sectors:

**1. Take advantage** of the potential for digitalization, data, IoT and AI across sectors  
– Use new technology and super high-speed connections to reduce our climate footprint

**2. Smart Community:** Data-driven green cities - both the private and public sectors must make much better use of data in the utility sector and elsewhere

**3. Standardized key figures** in climate and environmental reporting - access to easy to understand and easy to use historical data for climate footprints aimed at the international

**4. Procurement systems as an engine of change** - clear priorities for DKK 380 billion in annual public sector procurements can move and create private markets together with the business community

**5. Greener transport** – in multiple ways  
– We need to embrace new cost-effective technologies while avoiding unnecessary trips

**6. Use the surplus heat** from data centers - the tax system must allow for reusable heat to be used for district heating and not simply keep the birds warm

**7. Sustainable buildings** - use building regulations and types of financing to create a greener housing mass

**8. Access to green venture capital**  
– Public and private funds must complement each other, as a green transition requires green investments

**9. Strong labelling schemes** and new knowledge on climate footprints - the

right schemes can promote the value of and highlight low climate footprints

**10. Denmark as a sustainable destination** - draw more attention to and market sustainable Danish solutions for the tourism sector

**11. The sustainable meal and reduced food waste** - new knowledge, changes to behavior and new models must pave the way for reducing food waste

**12. Promote circular economics** - less waste, more efficient sorting of waste and more reusing and/or recycling of materials

**13. SME: Green and SME: Digital** - practical help during the transition process for both business models and physical premises of SMEs