

VERSION 1

TURNING WATER CHALLENGES INTO OPPORTUNITIES

– SNAPSHOT OF DANISH WATER SOLUTIONS TO INDIA



Water



INDIA



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
The Trade Council



**Ministry of Environment
and Food of Denmark**

State of Green 
Connect. Inspire. Share. Think Denmark



INTRODUCING DANISH WATER SOLUTIONS TO INDIA

Water is a scarce resource under increasing pressure, also in India. Several challenges related to water supply, water quality and wastewater treatment could be avoided or reduced through integrated water management and an intelligent approach to the entire water cycle. Challenges to secure safe drinking water and satisfactory sanitary solutions calls for new and smart solutions. In Denmark, a wide range of public and private stakeholders have cooperated over time to develop smart water solutions at home and around the world.

Water is a valuable and vital resource and, since 1980, Denmark has been able to reduce water consumption by 40% and increase energy efficiency throughout the water cycle. The solution has been a combination of a strong political focus on reducing leakages in water pipes, introducing compulsory use of water meters and taxes for both water use and wastewater discharge as well as carrying out save water information campaigns and encouraging the use of water-saving devices. Equally, by using high quality components in distribution, such as water meters, valves, pumps and

pipes for pressure management and ongoing monitoring done by skillfull staff, the national average for Non-Revenue Water (NRW) in 2019 was merely 6.5 per cent.

With a new **masterplan**, the Danish water sector aims to become climate neutral by 2030. Exporting those solutions to India could lead to massive CO2 reductions and safer water worldwide. The greatest potential for CO2 reductions in the masterplan comes from specific technological solutions at the water and wastewater plants. This involves e.g. capturing of the impactful greenhouse gas nitrous oxide, energy efficient solutions in the whole water cycle and centralising water plants to improve the biogas yields.

The scale in India combined with the skills from Denmark creates a potential for great new cooperation, to find a way to secure the right solutions for India in the next decades. In Denmark a wide range of stakeholders, including ministries, cities, universities, and private companies, are working together to create solutions to new and changing demands.

YOUR PARTNERS IN DENMARK

Confederation of Danish Industry (DI) is a nationwide employers' organization with a broad sector representation covering manufacturing as well as service industries across sectors such as water, transport, energy, IT, health, trade and professional services. From our local office in Mumbai, **DI India** provides tailor-made guidance to companies to ensure the right connection between Danish solutions and opportunities in India. Our local network includes our sister organization Confederation of Indian Industry (CII) as well as experts and representatives from both the private and the public sector. **DI Water** is the overarching and executing arm for DI in relation to water, wastewater and climate adaptation. Our member base consists of the prime companies and public utilities. We see political framework conditions and commercial business opportunities going hand-in-hand in Denmark and abroad. Our ambition is to utilize Denmark's first-class position within water and wastewater technology to help India deliver on its political ambitions. We believe in partnerships, dialogue and co-creation as the way forward.

The Trade Council in India (TC Delhi) is a part of Ministry of Foreign Affairs of Denmark. TC Delhi is supported by various export advisors comprising an adequate mix of local experts who bring a solid understanding of the local business conditions and posted staff with roots in the Danish business sector. This ensures that our clients get the best advice as we combine we combine commercial knowledge and technical knowledge. TC routinely collaborates with the political department at the embassy on relevant policy issues and possesses expertise within International trade policies and regulations. With local experts and extensive network within the Indian political and business landscape in its arsenal, The Trade Council has been promoting the best practices from Denmark.

State of Green is a not-for-profit, public-private partnership from Denmark. We foster relations with international stakeholders interested in discussing their challenges and bring into play relevant Danish competencies and technologies that enable the green transition. As a one-point entry to more than 170 Danish partners working with water resources and supply, climate adaptation, water in industries and wastewater, we can help you connect with relevant solution providers or sector specialist know-how. If you are looking for inspiration, dialogue or partnership, State of Green welcomes you. We promise to connect, inspire and share.

The Danish Export-Water is a B2B network within the Danish Export Association, which consists of companies, advisors, contractors, utilities and suppliers of equipment and know-how for the global water and wastewater industry. We aim to build and enhance the knowledge exchange and cooperation between India and Denmark and by so creating awareness about common water challenges and how innovative solutions can be applied. It is our goal to create good business cooperation and dialogue about implementing the most effective solutions to the many water projects of the future in India. Danish Export-Water will support the India and Denmark trade relation by organizing activities to secure a common platform, where both public and private stakeholders will have the chance to meet and discuss strategy and investment plans.

Danish Water Forum works to promote Danish and international research, development and innovation in the water sector. Our aim is to strengthen the Danish water agenda by contributing to Danish knowledge and skills in international water organizations and in international and European initiatives on water. We promote knowledge sharing on water and

international exposure of Danish water knowledge, promoting cooperation in research, development and innovation among stakeholders in the Danish water sector and by contributing to the visibility of the Danish water efforts.

The Danish Ministry of Environment is the sector ministry for water and the environment. The Ministry's international work is characterized by a broad and closely coordinated collaboration involving companies, industry organizations as well as other relevant authorities and actors. The Ministry enters into bilateral collaborations, where the Ministry has clear professional competencies to offer, and where there is active demand and support from the Danish business community as well as demand from the partner countries. **The Danish Environmental Protection Agency** is a part of the Ministry and the Agency participates in government-to-government collaborations with a focus on relationship building and knowledge sharing with authorities in partner countries, which can contribute to solving relevant challenges in the partner countries.

Danish stakeholders are eager to meet with Indian actors to increase knowledge sharing and share solutions. We want to connect, inspire and learn from each other in global partnerships – and work together to contribute to a sustainable world.

You are most welcome to reach out to all of us if you are interested in exploring the future for potential partnerships.

FOR MORE INFORMATION

Confederation of Danish Industry

Bente Toftkær
Director, DI India
bet@di.dk

Mads Helleberg Dorff
Director, DI Water
mahd@di.dk

The Trade Council in India

Søren Nørrelund Kannik-Marquardsen
Commercial Counsellor
sokran@um.dk

State of Green

Malene Bering Beitzel
Project Leader
mbb@stateofgreen.com

Danish Export Association

Andreas Julskjaer Pedersen
Head of Water
ajp@danishexport.dk

Danish Water Forum

Jesper Dannisøe
Director and Global Convener
jda@dhigroup.com

The Danish Ministry of Environment

Anne Marie Zinck
Special Advisor
anmzi@mim.dk

	Water Ressource Management	Urban Water Solutions	Water Quality and Treatment	Water Supply	Drinking Water Management	Non-Revenue Water	Waste Water	Water Efficiency and Conservation
4Life					●			
Alfa Laval		●	●			●	●	●
AVK		●		●	●	●	●	
Aquaporin			●				●	●
Biokube			●				●	●
Danfoss	●	●	●	●	●	●	●	●
Desmi				●			●	
DHI	●	●		●			●	●
Ecobeta								●
Grundfos	●	●	●	●	●	●	●	●
Kamstrup	●	●	●					●
Landia							●	
Lyninco	●			●		●		
Nissen Energy							●	
Ramboll	●	●	●	●	●	●	●	●
Simon Moos							●	
Sonflow							●	
Stjernholm							●	●
Ultraaqua			●				●	●