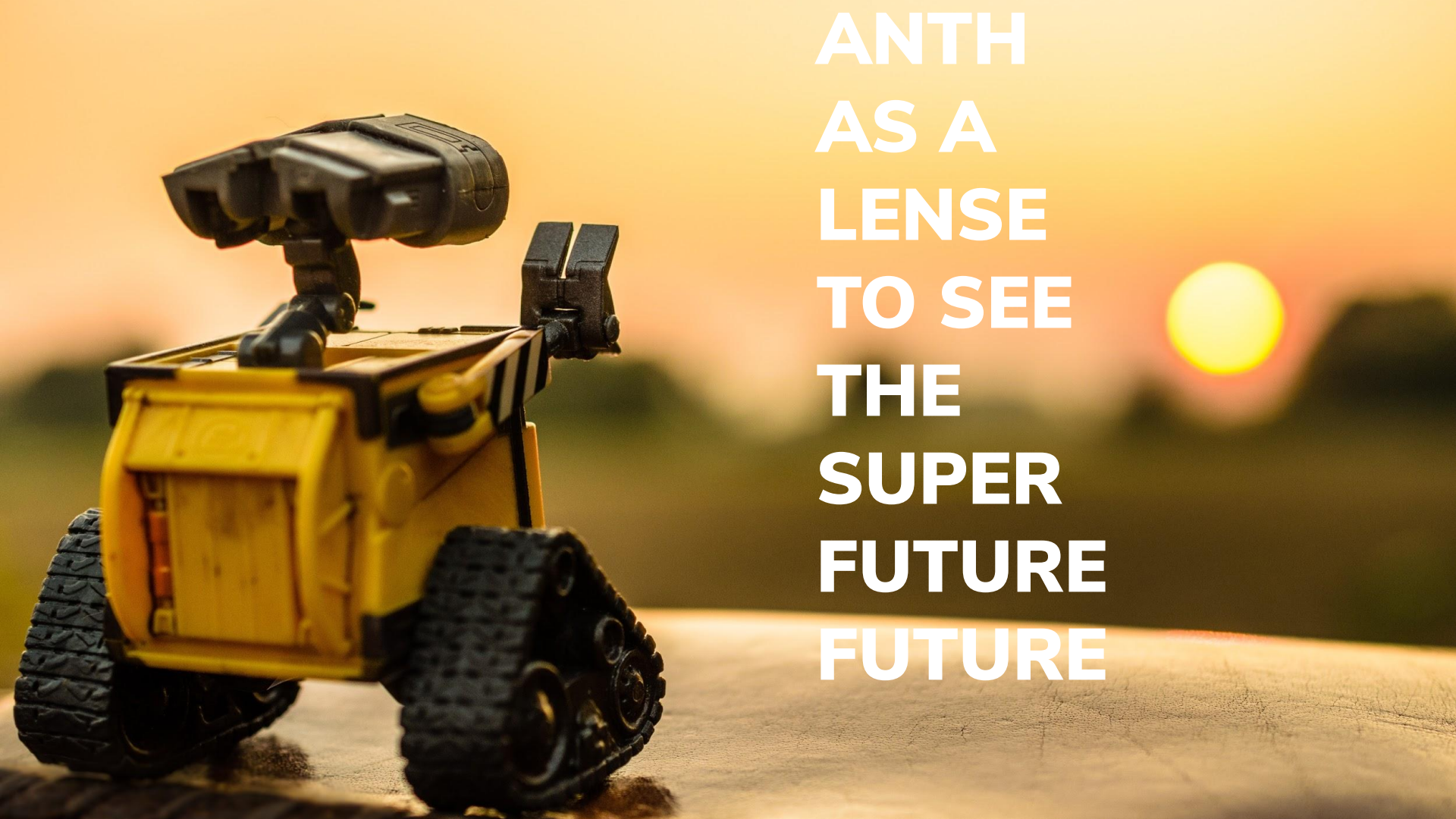
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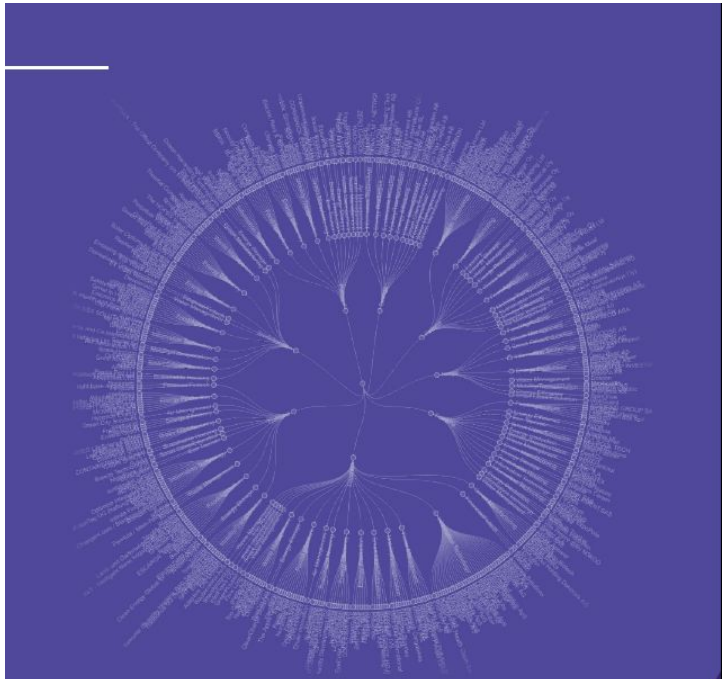
FUTURE

Frederik van Deurs
CEO
LISBON
Cand.scient.anth 2016

GREEN INNOVATION
GROUP A/S


GREEN INNOVATION
GROUP A/S

+4000 IMPACT INNOVATIONS MAPPED



ANALYSIS

THE DANISH ECOSYSTEM FOR STARTUPS IN GREEN ENERGY AND ENVIRONMENTAL TECHNOLOGY

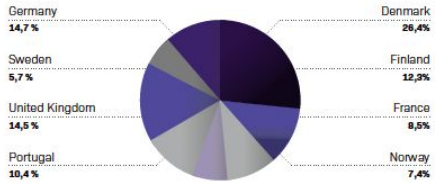
ANALYSIS OF THE DANISH ECOSYSTEM FOR GREEN STARTUPS COMPARED TO OTHER EUROPEAN COUNTRIES

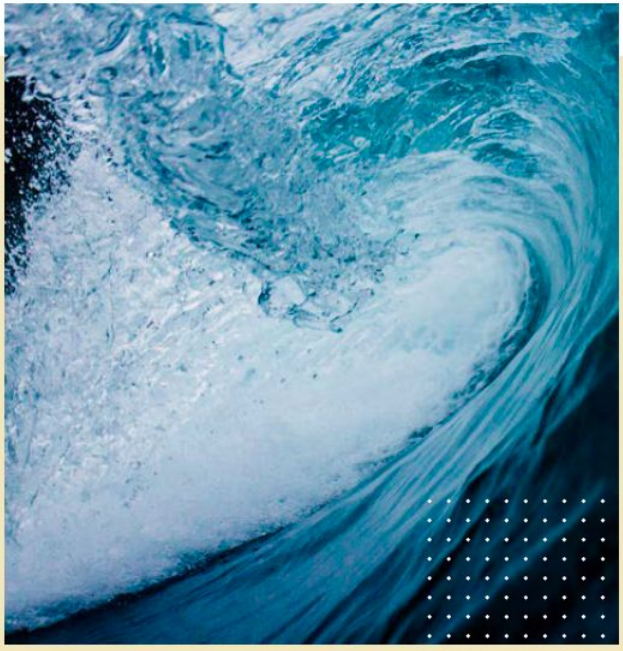
In this section the Danish ecosystem for green start-ups is analyzed and compared to other European ecosystems. The section clarifies where the Danish system stands out and where there is room for improvement. Especially when it comes to further strengthening the efforts for green startups with a digital element as part of their product / service, we see great potential.

3.1 DANISH PREDOMINANCE OF IT-STARTUPS

The green startups from this analysis are distributed among different European countries as illustrated in figure 1. The diagram is not a representative picture of the green startups in Europe, but illustrates how the 513 cases included in this report are distributed geographically. As it can be seen, most of the 513

DIAGRAM #1 GEOGRAPHICAL DISTRIBUTION OF STARTUPS INCLUDED IN THE ANALYSIS.





HORIZON SCAN

OCEAN TECHNOLOGIES FOR A BETTER WORLD

THE VELUX FOUNDATIONS

VELUX FONDEN ✕ VELUX STIFTEN

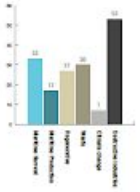
04

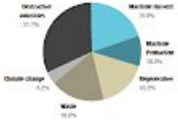
MAPPING OF BLUE TECHNOLOGY INNOVATION

MAPPING OF BLUE TECHNOLOGY INNOVATION

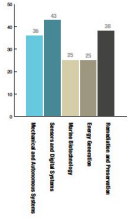
In the mapping of ocean technologies with potential for positive environmental impact, 101 relevant innovation cases have been identified partly from our existing portfolio of around 4000 green startups, partly from additional research. The companies apply a wide range of technologies and work within and across several sectors. As frontrunners of innovation, they are inherently interdisciplinary, organizationally flexible, and hard to categorize in sections. However, creating an overview of the current and developing technologies within the blue innovation space inevitably calls for meaningful groupings of the innovations in question. Thus, several layered maps of the analyzed startup ecosystem have been made – grouped by area of application, technology types, and geographical dispersion respectively.

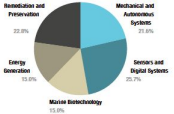
In [MAP 1], every relevant innovation case have been sorted by the untapped opportunity within blue bio-economy that they seek to utilize, and/or every issue they seek to remedy. While the specifics of each opportunity and issue branch out into innumerable nuances, the following thematic areas have been chosen to represent the different applications of sustainable blue innovation:





In [MAP 2], the innovation cases have been sorted by the technology types they employ. Again the interdisciplinarity and flexibility of many startups becomes evident. Some startups branch across several technologies to achieve their goals. Others present innovation that are or can become highly synergistic with other technology types. To represent these patterns and facilitate a qualified prediction of the next steps of ocean technology innovation, the following five overarching technological categories have been distinguished:





TECHNOLOGY TYPES

Mechanical & Autonomous Systems
This category covers the implementation of robotics & drones, autonomous vessels and equipment. It also includes mechanical innovations that improves the sustainability of current maritime efforts, and/or extends the reach of human exploration and intervention in marine ecosystems.

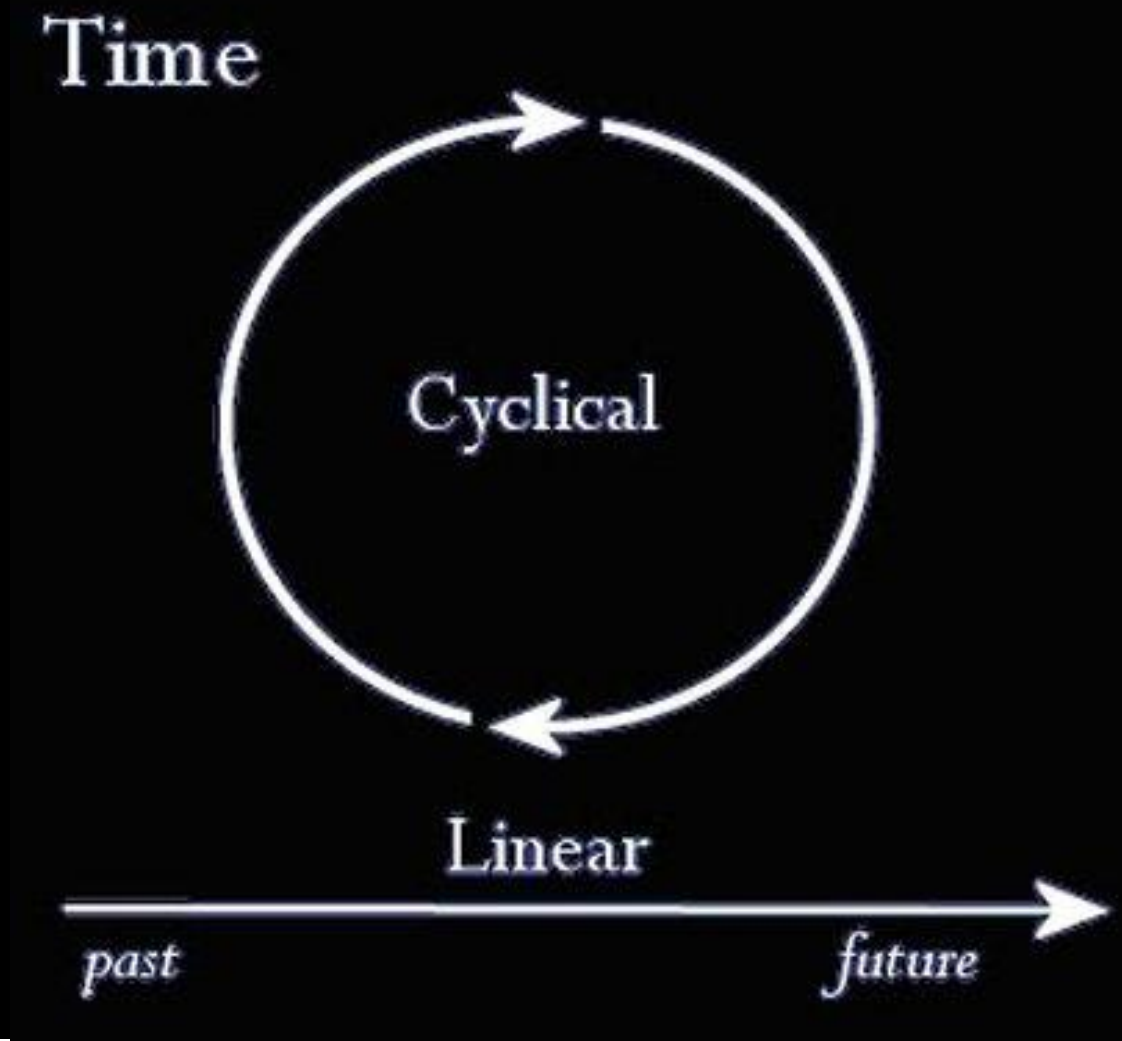
Sensors & Digital Systems
This category covers networks of sensors (Internet of Things), as well as digital innovations like platforms for monitoring and analysis (of ecosystems or maritime vessels), cloud-based maps and software that significantly improves the resource efficiency and sustainability of current actors.

Marine Biotechnology
This category includes innovations related to marine biological resources like algae and seaweed, utilized in a wide range of fields, from food production and medicine to construction and plastic alternatives.

Energy Generation
This category includes innovations related to marine bio-refineries, maritime energy production and integrated marine power sources.

Remediation & Preservation
This category covers purification methods, recycling and other regenerative innovations, that either minimize waste in the oceans or restore the maritime infrastructure damaged by climate change.


ANTHROPOLOGY


Time
Cyclical
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past
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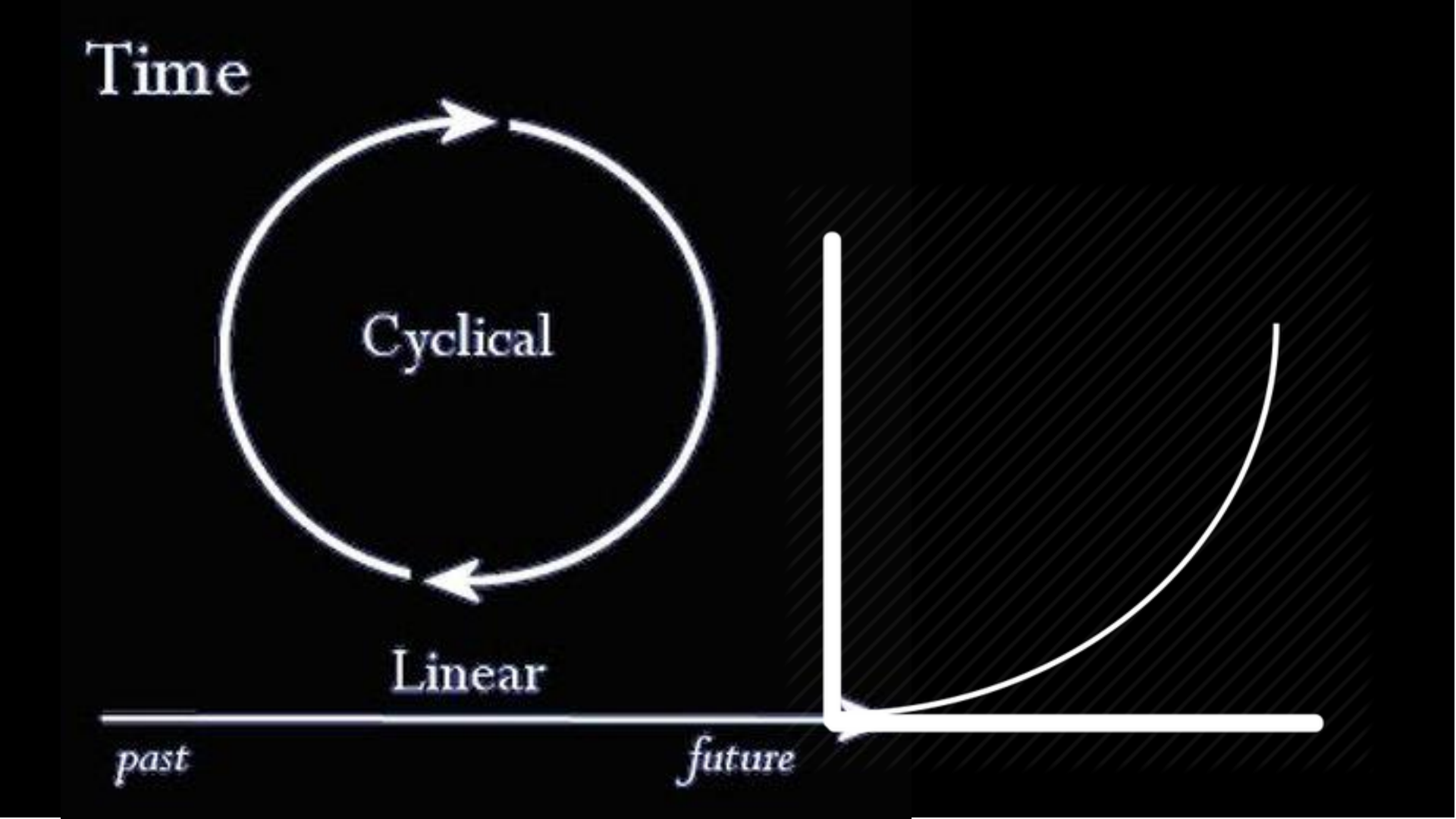
Time
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Linear
past
future


EXPON
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CHANGE


MOBILITY?


LADESTASJON

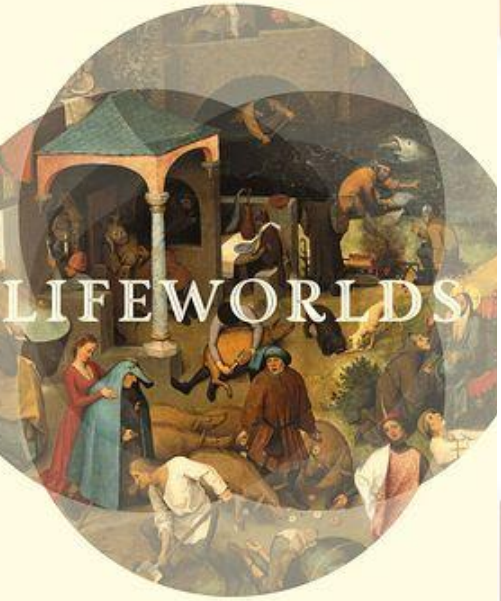
RADICAL CHANGE


MOBILITY?
Gear VR
oculus


FACTORY?


FACTORY?


WHERE DOES ANTHROPOLOGY FIT IN?



ESSAYS IN EXISTENTIAL ANTHROPOLOGY

MICHAEL JACKSON

METHODOLOGY AND HISTORY IN ANTHROPOLOGY VOLUME 13

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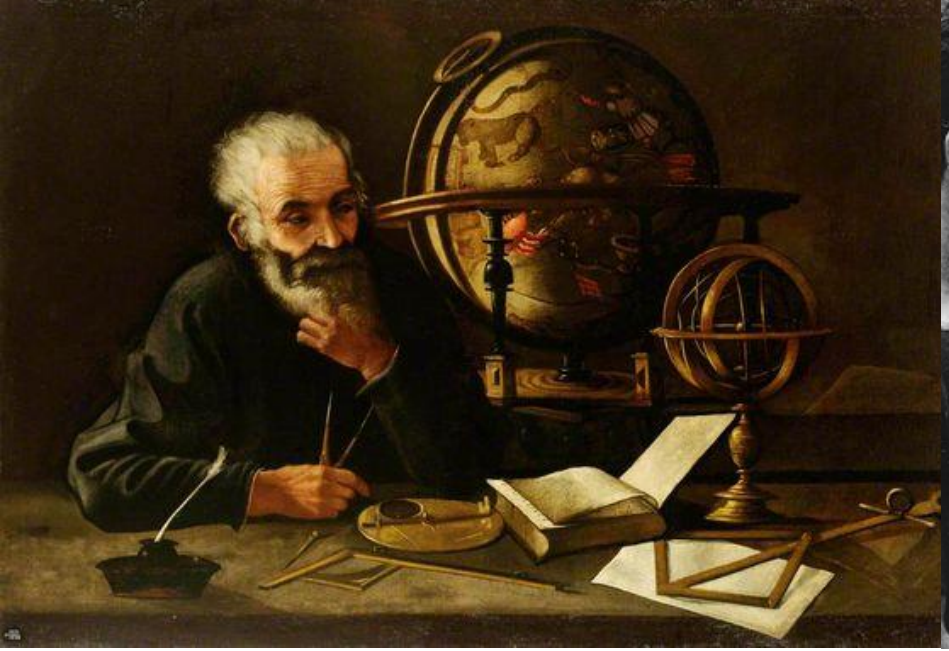

ACTION