

Welcome

State of Green

A public-private
partnership



House of Green
Join the Future. Think Denmark



State of Green

State of Green a public-private partnership founded by:

Working to:

- Increase the visibility of Denmark's green solutions internationally
- Attract investments to Denmark

Target group:

- Decision makers and journalists

How?

- Stateofgreen.com and Stateofgreen.com/cn
- International conferencers, export promotions and events
- House of Green and State of Green Tours
- News and social media



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Together we stand stronger...



The situation after COP15...

- Intensified international competition within the green sector
- Danish policy pointing towards fossil independence by 2050 and a more circular economy
- A unique but also rather used national narrative in the decoupling story
- No unified national platform for the "green" Denmark

State of Green



Join the Future. Think Denmark

Showcasing Danish green solutions - online

The screenshot shows the homepage of the State of Green website. At the top, there is a navigation bar with a search field and links for CONTACT, PRESS, NEWSROOM, EVENTS, TOURS, and ABOUT. The main header features the 'State of Green' logo with the tagline 'Join the Future. Think Denmark.' Below this is a large banner image of solar panels with the text 'Explore solutions that make the transition to a green economy possible' and a 'Read more >' link. A green navigation bar lists various sectors: Intelligent Energy, Energy Efficiency, Heating & Cooling, Water, Bioenergy, Wind Power, Solar & Other Renewables, and Resources & Environment. Below this are three main action buttons: 'Explore Solutions', 'Learn about Products', and 'Connect with Profiles'. The main content area is divided into several sections: 'News' with a link to 'State of Green introduces W...', 'In Focus' with 'Offshore Wind: Power Plants...', and 'Denmark Knows Water' with 'Download latest white papers'. There are also sections for 'Watch video about Energy and Environment', 'State of Green Tours', and 'Subscribe to newsletter'. A sidebar on the left shows a 'News' section with dates and titles like 'State of Green introduces Water Tours', 'Dissection of wind turbine blades for the GENVIND project', and 'Chicagohagen: Lessons Learned from Denmark'.

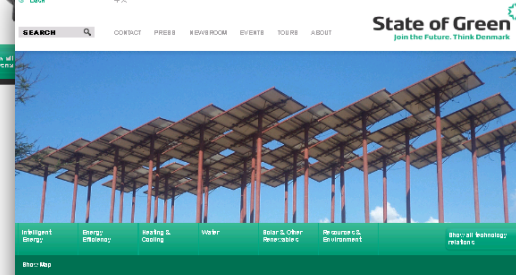
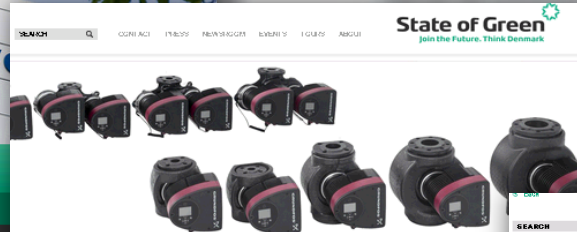
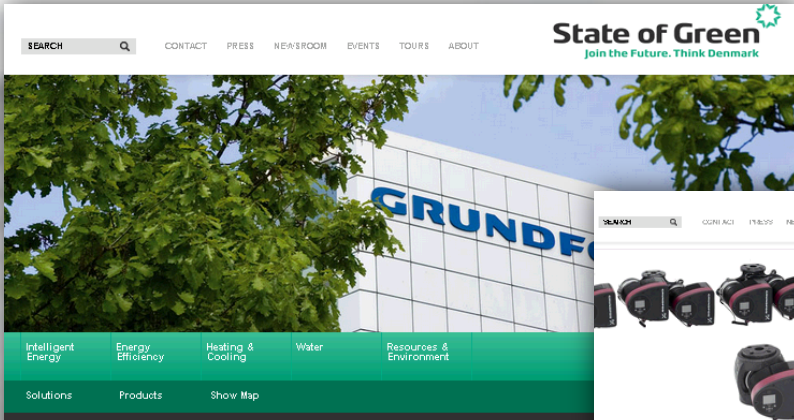


- > **Stateofgreen.com**
- > Online webportal
- also in Chinese
- > 8 highlighted sectors
- > News & Newsletter
- > Events overview

Create a profile on stateofgreen.com/join

➤ Companies have their own exhibition area

- Company profile
- Solutions & Products
- Reports, videos etc.
- News & open for visit



Grundfos

GRUNDFOS

For more information

PART OF FOCUS:
Smart Grid Hub

An annual production of more than 16 million pump units makes Grundfos one of the world's leading pump manufacturers. Circulator pumps for heating and air-conditioning as well as other centrifugal pumps for the industry, water supply, sewage and dosing are the main products. Today Grundfos is the world's largest manufacturer of circulators, covering app. 50% of the world market of these pumps.

In addition to pumps Grundfos produces standard and submersible motors as well as state-of-the-art electronics for monitoring and controlling pumps. Additional products are produced in the BioBooster and Lifeline divisions, which are part of the company's new business activities. Grundfos has also introduced Blueflux, which is a new technology-label, which ensures that the equipment is among the absolute best in the market.

Read more about Grundfos and news from Grundfos [here](#).

MAGNA3

PRODOTYPE: PRODUCT

The MAGNA3 pumps make up a broad range of small, medium and large circulator pumps fitted with communication equipment and motor with electronic speed control based on permanent magnet (PM) and compact motor technology.

The MAGNA3 is an innovative member of the Grundfos family of high-quality circulator pumps.

With a MAGNA3, you can stop worrying about complicated pump settings. Simply line the pump and leave it on the factory setting, AUTOADAPT (MAGNA3 only).

The MAGNA3 will automatically analyze the heating system, find the optimum setting and then continuously adjust its operation to changes in demand. The result is optimum comfort and minimum energy consumption. In addition, MAGNA3 pumps are extremely flexible and reliable, and have low noise levels, long life and no maintenance requirements. They are fitted with IR communication and can offer external control and monitoring via expansion modules.

Application:

The Grundfos MAGNA3 circulator pumps are designed for circulating liquids in the following systems:

- Heating systems
- Air-conditioning and cooling systems
- Domes to hot-water systems.

You may also like

Overtaken by developments!
"They've been overtaken by developments!" With this bitter statement, sales engineer Poul Bøgelund from Grundfos says up

GreenWave R6
GreenWave. Really? Innovator in the Smart Buildings market, water Energy Management

New green product delivers more water to remote areas

Tours

For more information

Want to visit?

Please contact us for more information

Grundfos
A/S, 2140, The Road 2700
P.O. Box 2700
8850 Bjerringbro
Denmark
Phone: +45 87501400
Visit us at: [stateofgreen.com](#)
Send us an email to: [Grundfos](#)

With the new Blueflux Solar heater (PS), many Grundfos products can now operate on solar power. A large solar panel is the main opening up for products requiring larger quantities of water than the SQ100 pump can deliver.

Water for 40,000 inhabitants
The new RS1 will be installed in January 2013, together with 16 tanks for rain, a project in Tanzania that already demonstrates that the product can give a great benefit to the area. The benefiting community with 40,000 inhabitants lives in the state of Bona Fide, which is a local state that controls its own water supply. The installation of the new RS1 will be replaced once the pump and tank are made.



Showcasing Danish green solutions -events

➤ Events

- Support for joint export promotions with a focus on the green sector
- With or without direct participation from State of Green



Showcasing Danish green solutions - live

➤ State of Green Tours

- Technical visits for high-level commercial and political decision makers and media
- Lessons learned by leading Danish companies, institutions and government bodies
- Each tour tailored to delegation's local needs - and the interests of the Danish companies
- Approx. 1,500 visitors per year



House of Green

-a professional introduction to the Danish Green sector

*1st stop entry

- Experience
- Explore
- Experiment





Experience

Resources

Energy

Water

Good Business

Liveable cities

Climate Adaptation

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Explore

- Sector overview
- Sector and subsector descriptions
- State of the art solutions

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Experiment



Scalable scenarios - a playful way of learning!

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Bliv set internationalt

- Opret en profil via stateofgreen.com/join





Tak

Helle
Project Manager,
hmf@stateofgreen.com