

# 8<sup>th</sup> PPD WORKSHOP

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**2015 SITE VISITS - EXHIBITOR  
HANDBOOK**

**A COMPLETE GUIDE TO EXHIBITING  
AT THE 2015 WORKSHOP**



**WORLD BANK GROUP**

MINISTRY OF FOREIGN AFFAIRS OF DENMARK  
**DANIDA** | INTERNATIONAL  
DEVELOPMENT COOPERATION



Confederation of Danish Industry

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# **8th PPD | SITE VISITS**

## **1. INTRODUCTION TO SITE VISITS**

The eighth Global Workshop on Public-Private Dialogue will feature for the first time a unique opportunity: site visits to local institutions and companies of the host country. The organizers of the event have identified four different local companies or institutions, which have implemented green growth strategies through practices of public-private dialogue. The idea behind such field visits is for participants of the global workshop to see firsthand examples of good practice in PPD and create an exhibition where they can showcase the practices and lessons learned. This handbook will provide a brief introduction to the case studies and help guide participants from the site visits to the PPD Expo.

## **LOCAL COMPANIES AND INSTITUTIONS**

### **Carlsberg Group**

The Carlsberg Group is a Danish brewing company founded in 1847 by J. C. Jacobsen with headquarters located in Copenhagen, Denmark. The company's flagship brand is Carlsberg Beer (named after Jacobsen's son Carl) but it also brews Tuborg, Kronenbourg, Somersby cider, Russia's best selling beer Baltika, Belgian Grimbergen as well as more than 500 local beers. The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. The flagship brand – Carlsberg – is one of the best-known beer brands in the world and Baltika, Carlsberg and Tuborg brands are among the eight biggest brands in Europe. More than 48,000 people work for the Carlsberg Group, and its products are sold in more than 150 markets. In 2014, the Carlsberg Group sold 120 million hectolitres of beer, which is about 36 billion bottles of beer.

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Since Carlsberg's foundation in 1847, passion has been to brew quality of life for people and society. Today, as one of the world's leading brewing companies, this passion is stronger than ever. However, today's world is very different to what it was 168 years ago, facing new global, environmental and societal challenges. Carlsberg believes that through their CSR activities the company can help to overcome these challenges by collaborating with others, both inside and outside their industry, in order to create more effective change. Carlsberg is continuously moving towards a more collaborative model throughout its global CSR activities. One example is the cooperation with the United Nations Industrial Development Organization (UNIDO) in Russia, which was initiated in 2014 to further reduce Carlsberg's environmental footprint and contribute to the agro-ecosystems and water systems in Russia. Another example is the cooperation with the Technical University of Denmark, the packaging company ecoXpac and Innovation Fund Denmark, to develop a fully bio based and biodegradable wood-fiber bottle within the next three years.



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## **Falck**

Falck is a Danish service company founded in 1906 by Sophus Falck. Falck's activities are directed at preventing accidents and disease; providing assistance in situations of emergency, accidents and need. Falck has business activities in 45 countries. Falck runs emergency medical services in close collaboration with public authorities, hospitals and private customers. Falck has the world's largest international ambulance fleet- it also runs medical clinics and provides preventive and occupational healthcare in a number of countries worldwide. Falck is the world's largest provider of firefighting services – for the public and for private companies. Globally, Falck also provides rescue and safety courses, especially for staff in the off shore oil, gas and windmill industry and maritime sector. The total number of employees is 35.000.



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## **Falck**

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## **State of Green**

Denmark has decided to lead the transition to a green growth economy and will be independent of fossil fuels by 2050 as the first country in the world. As the official green brand for Denmark, State of Green gathers all leading players in the fields of energy, climate, water and environment and fosters relations with international stakeholders interested in learning from the Danish experience. State of Green is your gateway to learn more about the ambitious Danish plan and the innovative solutions, which are essential to make it happen.

State of Green is a public-private partnership founded by the Danish Government, the Confederation of Danish Industry, the Danish Energy Association, the Danish Agriculture & Food Council and the Danish Wind Industry Association. H.R.H. Crown Prince Frederik of Denmark is patron of State of Green.



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## **House of Green**

House of Green is an interactive showroom and visitors' centre funded by the Danish Industry Foundation. It uses a combination of guided storytelling and self-exploration to showcase Danish integrated solutions and scenarios across the landscape of energy, water, climate, resources and the environment. The visitors' centre and interactive showroom are primarily aimed at foreign delegations visiting Denmark. Danish representatives act as hosts that both inspire and inform delegations before they move on to on-site visits. The showroom also houses a permanent, interactive installation that highlights the potential and possibilities nested in the green Danish business sector.

**House of Green**  
Join the Future. Think Denmark



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## City of Copenhagen

In Copenhagen, we believe that dialogue and cooperation with businesses, knowledge institutions and NGO's is the only way to enhance green growth and realize our common goal of a liveable and carbon neutral city. We don't want to develop the smartest, greenest and most liveable city *for* the citizens, businesses, NGO's and knowledge institutions, but *with* them. Therefore we aim at starting the public-private dialogue at an early stage whether we are building a playground, developing an intelligent transport system or making a climate plan for Copenhagen.



Copenhagen wants to be carbon neutral by 2025, and the CPH 2025 Climate Plan is a good example of a collaborative effort of numerous external players within the business community, knowledge institutions and organizations. The Plan indicates ways in which authorities, universities and businesses have to collaborate and specifies how the Copenhageners can contribute to and engage themselves in climate tasks. Furthermore, the plan outlines how the energy companies of the future will be promoting a resource-efficient metropolis and it lays down the practices of the municipality in its role as one of the country's largest employers. Finally, it is a plan for exploiting the ambitions about carbon neutrality as leverage for innovation, new jobs and investments. Another example of the strength of public-private dialogue and partnership across sectors was Copenhagen's year as European Green Capital in 2014. Under the tagline "Sharing Copenhagen", more than 90 businesses, knowledge institutions and organizations joined forces and created a programme with 300 events, conferences and guided tours throughout the year – contributing to the common goal of green growth and of making Copenhagen a greener, more livable and carbon neutral city.

## **2. GROUPS**

As many as 200 participants are expected to take part in the activities of the technical workshop days of the event. The group will be divided into 4 main sub-groups, each visiting one of the four companies/institutions. Once the group of participants has been consolidated and confirmed, based on the delegations and the nature of the PPD, the organizing team will create the 4 main subgroups to conduct the four field visits in parallel. Upon the start of the conference, each participant will be handed a name tag which will be color-coded. These colors will indicate the four main subgroups to be formed for the field visits. The World Bank and Danish Industry will each assign one lead person for each group.

## **3. ITINERARY**

The filed visits are scheduled for 14.30, March 11<sup>th</sup>, 2015 (first workshop day after high-level conference day). After a first workshop day filled with lessons learned on PPD, collaborative leadership development, the French café and case studies parallel sessions, participants will be able to leave the DI Headquarters building and hear firsthand how Danish institutions and companies have used practices of Public-Private Dialogue to manage inclusive industrial and community development.

**In the following pages, you will find the specific program for each field visit.**

# **8th PPD | SITE VISITS**

**Wednesday, March 11<sup>th</sup>, 2015**

14:30 – 15:00	<b>Introduction to the events and tasks of the day</b>
15:00 – 18:00	<b>Field visits:</b>  <b>1. Carlsberg Group:</b> Using Collaboration to Develop Circular Economy <b>2. Falck:</b> Enhancing Sustainable Sourcing and Inclusive Supply Chain through PPD <b>3. The State of Green:</b> Business and Government Partnering for Green Economy <b>4. Copenhagen municipality:</b> PPD for Sustainable City Development
18:30 – 19:00	<b>Arrival at Danish Industry Conference Center</b>
19:00 – 21:30	<b>Group PPD Expo preparation*</b>

**\*Buffet Dinner available throughout**

*Teams will be able to work on the production of their booth. Teams will have to self-distribute tasks for writing the lessons learned brochure/short-case study, and produce exhibition material such as panels with write-ups, illustrations, diagrams and pictures, videos to be displayed during the exhibition, etc. Arts and craft materials will be available for teams, as well as video editing and color printing capability.*

# 8th PPD | SITE VISITS

Thursday, March 12<sup>th</sup>, 2015

08:45 – 09:45	<p><b>The PPD Expo</b></p> <p>Each group will designate a 5-person “Booth advanced set-up team” which will arrive at the Danish Industry Conference Center at 08:00 AM to set up their respective PPD Expo booth.</p> <p>Four booths will be set up to exhibit the findings of the site visits from the previous day. Each booth will be manned by members of the groups having performed the site visits.</p> <p>The booths will present information and lessons including a 2-page brochure, pictures, write-ups, videos, props, etc., all produced by the teams the night before. Representatives of each visited sites will also be present to roam through the exhibition.</p>
09:45 – 10:30	<p><b>Applicability of “PPD Expo”: Knowledge Exchange and Community of Practice</b></p> <p><b>“Debriefing session with feedback from participants” - Malcolm Toland, PPD expert</b></p> <p><b>“Capacity Building and systemic change through South-South Exchange” - Syed Akhtar Mahmood, Global Lead, Transparency, Accountability and Dialogue, WBG</b></p> <p><b>“Online knowledge exchange platform and community of Practice” - Anna Nadgrodkiewicz, Director, Multiregional Programs, CIPE</b></p>

## 4. SITE VISIT PROGRAM

### Prologue of the activities - topics

The private sector faces significant adaptation challenges, and whether countries succeed at adaption will depend on how well private actors are prepared. The sessions of the day will discuss the role of the private sector in adaption and highlight what contributions of PPD's can make in areas such as sustainable urbanization, food sector transformation, financing for green growth, subsidies distorting markets, water resource management, green public procurement and innovation, etc. The broader views on how PPD is used to address larger social and political issues will be discussed as well as these issues affect the bottom line of the companies. These tendencies are seen with governments, social actors and various corporations.

Focus is on issues such as women in workplace, child labor in value chains, and natural resource and land use management. Tools and techniques to help a PPD secretariat function on a decent level will be introduced and implementation tips and introduction of specific challenges that PPD secretariats are facing will be shared.

### Carlsberg Group – Using collaboration to develop solutions for the circular economy

15:00 – 15:15	<b>Departure from DI HQ by bus – arranged by DI</b>
15:15:	<b>Arrival at Carlsberg HQ – Bryggerhesten, 1778 Copenhagen</b>  The group will be received & registered by Carlsberg staff
15:20 – 16:00	<b>Introduction to Carlsberg Group by Simon H. Boas &amp; Wouter de Groot</b>

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	<p>In the winter garden at the Carlsberg Academy Beverage and light refreshment will be served for the participants</p>
16:00 – 17:15	<p><b>Introduction to CSR at Carlsberg, as well as selected partnerships initiatives driving Carlsberg Group's ambition to grow responsibly</b></p> <p>Carlsberg are continuously moving towards a more collaborative model throughout their global CSR activities. One example is the cooperation with the United Nations Industrial Development Organization (UNIDO) in Russia, which was initiated in 2014 to further reduce the environmental footprint and contribute to the agro-ecosystems and water systems in Russia. Another example is the cooperation with the Technical University of Denmark, the packaging company ecoXpac and Innovation Fund Denmark, to develop a fully biobased and biodegradable wood-fiber bottle within the next three years.</p> <p><i>Keynotes: Simon H. Boas and Wouter de Groot, Carlsberg Group Communications and CSR</i></p>
17:15 – 18:00	<p><b>Round trip around the Carlsberg Brewery grounds and the visitors centre</b></p>
18:00 – 18:30	<p><b>Return to DI HQ – Pick up at Bryggerhesten, Copenhagen</b></p>
18:30.	<p><b>Dinner buffet and case development</b></p>

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## **Short Biography of the Speakers:**

### **Simon Hoffmeyer Boas**

Carlsberg Group Corporate Affairs

Simon has been developing business-driven CSR solutions since 2008, within many different areas such as compliance, reporting, communication, data management and sustainability business development. He is currently heading up the Sustainable Packaging Programme in Carlsberg Group which includes the Carlsberg Circular Community, a partnership platform where Carlsberg's suppliers, customers and other stakeholders cooperate to create resource-optimised packaging solutions using the Cradle-to-Cradle® design framework.



### **Wouter de Groot**

Carlsberg Group Corporate Affairs

Wouter de Groot has been involved with developing the Group's CSR reporting and positioning and has previously led the development of Carlsberg Supply Chain's CSR programme, focused on responsible sourcing and environmental efficiency. He initiated and manages the public-private partnership with the United Nations Industrial Development Organisation (UNIDO)



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## City of Copenhagen – Efficient city development through PPD

15:15:	<b>Arrival at Business House Copenhagen</b>
15:30 – 16:00	<b>Opening: Janus Krarup, head of Business House Copenhagen</b>
16:00 – 16:30	<b>Business service and opportunities in Copenhagen</b>  A brief introduction to the City of Copenhagen's approach to using dialogue and cooperation with businesses, knowledge institutions and NGO's to enhance green growth and realize common goals of a livable and carbon neutral city. The aim is not to develop the smartest, greenest and most livable city <i>for</i> the citizens, businesses, NGO's and knowledge institutions, but <i>with</i> them. The aim is therefore to start public-private dialogue at an early stage whether building a playground, developing an intelligent transport system or making a climate plan for Copenhagen.  <i>Keynote: Carsten Riis, executive director of The Technical and Environmental Administration</i>
16:30 – 16:45	<b>Coffee Break</b>
16:45 – 17:15	<b>Introduction to PPD in the Technical and Environmental Administration</b>  Under the tagline "Sharing Copenhagen" more than 90 businesses, knowledge institutions and organizations joined forces and created a programme with 300 events, conferences and guided tours throughout the year – contributing to the common goal of green growth and of making Copenhagen a greener, more liveable and carbon neutral city.  <i>Keynote: Casper Harboe, Programme Director, Sharing Cph</i>

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	<i>Specific cases and new approaches to sustainable city development through PPD/PPP</i>
17:45 – 18:00	<b>Closing remarks: Janus Krarup, head of Business House Copenhagen</b>
18:00 - 18:15	<b>Return to DI Headquarters</b>
18:30:	<b>Dinner and case development</b>

## Short Biography of the Speakers:

### **Casper Harboe**

Programme Director, Sharing Copenhagen,  
the Technical and Environmental  
Administration, City of Copenhagen

Casper Harboe has been working with climate, environment, urban planning and PPD for the last 10 years, both as Programme Director, Head of Secretariat, and a consultant. He has broad experience with developing public-private partnerships and has during the last two years created a range of strong PPP's using Copenhagen's year as a European Green Capital a platform for co-creation



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## **Carsten Riis**

Executive Director of the Technical and Environmental administration in the City of Copenhagen

Alongside his two co-directors, he manages over 2300 employees to achieve Copenhagen's portfolio on environmental and waste regulations, climate adaptation plans, urban renewal, building permits, planning and building of infrastructure projects, traffic-management, cleaning and maintenance of roads and parks of Copenhagen as well as parking control. Carsten has worked for the City of Copenhagen since 2003 and before taking on his current role, worked as Head of Finance in the Health and Social Care Administration, and in financial roles within the Technical and Environmental Administration and the Lord Mayors Office. Carsten holds a MA in political science from Aarhus University, from where he has gained particular knowledge of and interest in economic incentive structures in public management.



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## State of Green – Business & government partnering for green economy

15:00 – 15:45	<p><b>A guided tour at the newly renovated Industriens Hus by Anne G. Jensen, Head of the estate administration</b></p> <p>The tour will include guided tour at the following points: Low energy building, District cooling, solar PV</p>
15:45 – 15:50	<p><b>Walk to House of Green</b></p>
16:00 – 16:30	<p><b>Welcome to State of Green – a public-private partnership working to share Denmark's green solutions, by Finn Mortensen, CEO State of Green</b></p>
16:30 – 17:00	<p><b>Using market forces in public-private partnerships to reach green goals, by Anders Dyrelund, Senior Market Manager Ramboll</b></p> <p>Ramboll will explain 3 different cases on how a public-private dialog has been key to success:</p> <p>1) The Metropolitan Copenhagen Heating Transmission Company (CTR) is a municipal partnership formed in 1984 by five municipalities. Today CTR supplies efficiency and climate friendly heat to 275,000 households in the municipalities of Frederiksberg, Gentofte, Gladsaxe, Copenhagen and Tårnby. This corresponds to just under 10 per cent of the total heating requirement in Denmark. The CTR works in close dialog with both the public and private sector and is an important player in Denmark's goal of becoming fossil fuel independent by 2050.</p> <p>2) The private urban development company Carlsbergbyen develops a new city district.</p> <p>3) In Høje Taastrup the city has transferred ownership of their district heating company to a private district heating company</p>

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	<p>owned jointly by all the district heating consumers serving the interest of the local community.</p>
17:00 – 17:30	<p><b>Public-private partnerships – how we do it! By Poul Erik Lauridsen, CEO Gate21</b></p> <p>Gate 21 brings together local authorities, companies and research institutions to develop and distribute energy- and resource-efficient solutions that support sustainable local climate action and promote green growth. In innovative partnerships, Gate 21 and the partners innovate ambitious solutions to local authorities' climate and energy challenges through public-private projects. Gate 21's secretariat helps the group of partners with the development, financing and management of the projects. In this way, partners can concentrate on developing the best technical solutions.</p>
17:30 – 18:00	<p><b>Explore solutions in House of Green and engage in dialog with the presenters</b></p>
18:00	<p><b>Back to Atrium at DI &amp; Case development</b></p>

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## Short Biography of the Speakers:

### Finn Mortensen

CEO, State of Green

Since 2008, Finn Mortensen has been the Executive Director of State of Green, a public-private partnership tasked with promoting and marketing Danish green solutions and competences. The last eight years Finn Mortensen has been engaged in dialog about public-private partnerships and green growth, through a number of international conferences and business delegations. He has welcomed political and commercial decision makers and journalists from all over the world to Denmark and has a vast experience in telling Denmark's green transition story and sharing green solutions.



### Anders Dyrelund

Senior Market Manager, Ramboll

Anders Dyrelund is one of Ramboll's leading energy consultants. His experience is drawn from both the private sector through consultancy assignments for Ramboll and from the public sector through the positions he has held in the Danish Energy Agency. One of the areas in which he has specialized is the solution of techno-economic and organizational problems of district heating and cooling in cities. He has furthermore been involved in the planning, implementation and operation of



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energy plants, primarily district heating based on CHP and renewable energy.

## Poul Erik Lauridsen

Managing Director, Gate21

Poul Erik Lauridsen has considerable experience in managing public-private partnerships. In his work at Gate 21 he develops and nurtures public-private partnerships that promote climate friendly solutions for Danish municipalities. He has a solid experience in designing and implementing strategies and programmes related to green growth, sustainable development, climate change and disaster response.



## Falck

15:00 – 15:30	<b>Departure from DI HQ to Gladsaxe</b>
15:30:	<b>Arrival to Falck Gladsaxe Ambulance station</b>
15:30 – 16:00	<b>Introduction to Falck Group – Story behind the company</b>
16:00 – 16:30	<b>PPD Case: Falck Denmark – Region North Station</b>  An example of a long-term cooperation in the development of the ambulance services and pre-hospital care in the Region North, based on innovation, high quality, delivery and patients' experiences.  <i>Keynote: Diana Sørensen, Regional director Region North, EMS responsible DK</i>

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16:30 – 17:00	<b>PPD Case: Falck and Bornefonden in Benin in West AfricaPartnership</b>  A new type of business partnership where Bornefonden and Falck in cooperation are educating health workers and local citizens in first aid and child birth. The ambition for the 2 year project is to reduce maternal and child mortality in Benin, and to increase public knowledge of basic first aid.  <i>Keynote: Diana Sørensen, Regional director Region North, EMS responsible DK</i>
17:00 – 17:30	<b>PPD Case: Falck Slovakia</b>  Falck has since 2005 played an important role together with the Slovakia Healthcare Authority's desire to reform, modernize and improve the pre-hospital services. The pre-hospital services have undergone a unification and standardization process leading to a reduced number of emergency providers from 91 providers in 2005 to 12 providers in 2014, modernized and improved quality substantially. Falck is a leader in pre-hospital care in Slovakia since 2006 and is now responsible for 39,2% of the emergency medical services in Slovakia.  <i>Keynote: Anders Delcomyn Larsen, Senior Vice President, Emergency Europe</i>
17:30 – 18:15	<b>Guided tour around Gladsaxe Station: ambulances, paramedics, etc.</b>
18:15 – 18:40	<b>Departure back to DI HQ &amp; Case development</b>

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## **Short Biography of the Speakers:**

### **Diana Sørensen**

Regional director Region North, EMS  
responsible DK

Diana Sørensen is operation, management and contract manager for the ambulance service, fire service, assistance area and Falck's internal training department. She is responsible of Falck's ambulance services in Denmark. Since 2003, served as emergency duty for Falck Healthcare acute crisis counseling.



### **Ole Qvist Pedersen**

Senior Vice President, Group Public Affairs

Ole Qvist Pedersen has been the Danish Company Falck since 1989 in different positions. Mr. Pedersen worked for the Danish local and central government as well as teaching Public Administration at Aarhus University prior to 1989. He is also Chairman of the Committee of Public-Private Partnerships in the Confederation of Danish Industries (DI), Chairman of the Internal Market Policy Committee in Business Europe (Brussels), Member of the Board of CBS Public-Private Partnership Platform (Copenhagen Business School), as well as Member of the Board of Healthcare Denmark



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## Anders Delcomyn Larsen

Senior Vice President, Emergency Europe

Employed with Falck from 1994 to 2000, Mr. Larsen joined Falck again in 2007. During his time at Falck he has been responsible for several PPD projects. Since 2014 became Senior Vice President of Falck Emergency Europe.



## Logistics

All sub-groups, except for State of Green, will have busses waiting for them outside DI HQ at the main entrance. Participants must enter the bus with the destination label of their sub-group.

### Group 1 – Carlsberg Group

### Group 2 – Falck

### Group 3 – City of Copenhagen – Business House of Copenhagen

**Group 4 – State of Green** will start their workshop at DI (Industriens Hus) in conference room **AMBITION 17**.

After the site visits all participants will be transported back to DI HQ for case development.

Refreshments and dinner buffet will be served from 18.30.

## 5. MATERIALS TO BE PREPARED & EXHIBITION BOOTHS

After the field visits, participants will return back to the conference venue and work on preparing the material for the PPD Exhibition. Each of the four main groups will need to create an exhibition booth with the material they have prepared from after the site visits.

While at the site visits, the participants will need to pay attention in grabbing as much detail as possible by taking notes, taking pictures, recording videos or requesting informational material from the host companies and organizations.

Upon the arrival at the DI Headquarters, the four groups will start working on compiling the material and setting up the PPD Exhibition booths for the following day. The final products to be exhibited the following morning include:

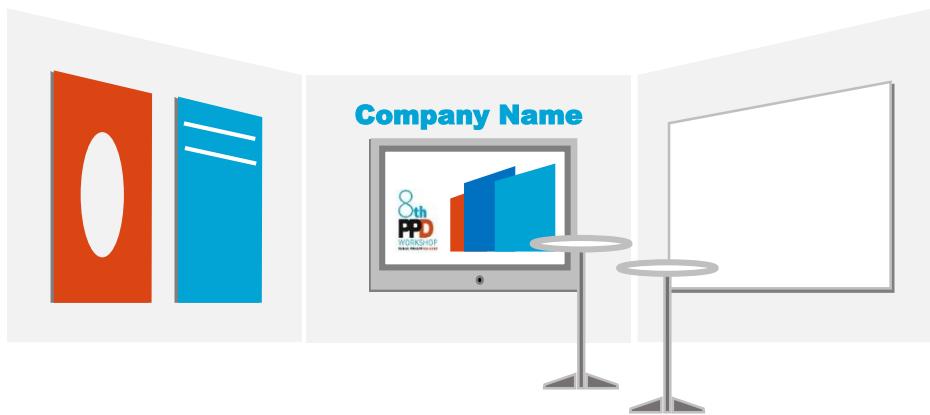
- **A 2 page case study summary.** This will be printed in multiple copies for other participants/visitors to take with themselves. It will compile in a very concise way a general description of the institution/company and the PPD strategies that participants were presented with.
- **Photographs.** Photos of the presentations can be taken, but it would be mainly photos of the sites and their environment to showcase actions and results.
- **Brochures/write-ups to showcase most unique practices witnessed.**
- **Videos.** Participants will be able to record videos of the visits and get the help needed to edit them and screen in their exhibition booths.
- **Other creative output.** The idea behind the exhibition booths is for the participants to be creative in their objective to display these exemplary implementations of PPD practices to achieve inclusive and sustainable industrial development.

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## **Application in home countries**

A specific area of the booth shall be dedicated to how the respective teams having visited the local PPDs will apply the lessons learned to their own mechanisms in their respective countries.

*\*Format of the Exhibition booths*



Please note that some of the presenters and staff of the local institutions/companies will also visit the PPD Expo. The Exhibition will be open to the Danish Industries HQ clients and employees as well as other interested parties.

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## **6. INDEX**

### **Host companies/institutions websites**

- [www.carlsberggroup.com/](http://www.carlsberggroup.com/) – Carlsberg Group
- [www.falck.com](http://www.falck.com) – Falck A/S
- <https://stateofgreen.com/> – The State of Green
- <http://subsite.kk.dk/sitecore/content/subsites/cityofcopenhagen/subsitefrontpage.aspx> – Copenhagen municipality

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