



UDENRIGSMINISTERIET
The Trade Council



**SDG BUSINESS
ACCELERATOR**

SDG BUSINESS ACCELERATOR STRENGTHENING SUSTAINABLE EXPORT

IN PARTNERSHIP WITH

DANISH:CARE
Branchen for hjælpemidler og velfærdsteknologi

**DANSK
ERHVERV**

 **DANISH
EXPORT
ASSOCIATION**



 **Erhvervshus
FYN**

 **Erhvervshus
HOVEDSTADEN**




**Healthcare
DENMARK**
INNOVATING BETTER LIFE


Network
Denmark

INTRODUCTION TO THE SDG BUSINESS ACCELERATOR



One of the initiatives in the 'Government's Action Plan for the SDGs'
Purpose is to strengthen sustainable export for Danish SMEs

3 months programme with workshops, network, mentoring and **direct link to markets** with export potential



SDG BUSINESS ACCELERATOR



Partner driven

Sector specific focusing on Denmark's business advantages **health, food, water and energy**

First batch:
HEALTH AND LIFE SCIENCE
May, June and August 2022

WHO CAN PARTICIPATE?

Danish SMEs with..

- Export potential
- Activities within health and life science
- Motivation to work strategically with sustainability and the SDGs



- Medical equipment
- Welfare technology
- Robot technology
- Health tech
- Pharmaceutical raw materials
- Biotech
- Suppliers to life science industry
- (Pharmaceutical products)

The companies should have products, services or solutions with potential to address global challenges (as outlined in SDGs)

And want to further explore...

How to work strategically with the SDGs

How to measure and document footprints/progress?

What and how to communicate about sustainability

WHAT DO YOU GET OUT OF THE PROGRAMME?

Build business resilience

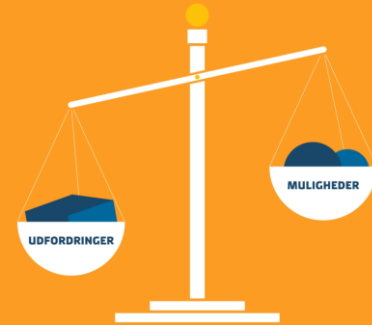
- Prepare for the increasing sustainability regulations and demands from customers, authorities and other stakeholders
- Start/accelerate sustainability transition

Strengthen SMEs export opportunities

- Tap into the export potential the SDGs (and sustainability) provide

Establish network

- Concrete contacts and network in an export market
- Peer-to-peer sparring



SME OWN INITIATIVES

MFA PROGRAMMES

PARTNER PROGRAMMES

PRELIMINARY PROGRAMME OVERVIEW

TRADE COUNCIL
MENTOR
SPARRING 1:1

TRADE COUNCIL
MENTOR
SPARRING 1:1

TRADE COUNCIL
MENTOR
SPARRING 1:1

Market
match

ONLINE
WELCOME
MEETING
28 APRIL

WORKSHOP 1

2 MAJ
COPENHAGEN

Introduction
Network sparring
Demands and opportunities
Mapping positive and negative impacts
Link to SDGs
Initiate Roadmap

WORKSHOP 2

17 MAY
AARHUS

Since last and network sparring
How to translate SDGs into market opportunities
Brainstorm & Prioritising
Start value prop and (BMC light)
Input to Roadmap

MARKET VISIT

7-10 JUNE
MARKET

Visit to relevant export market
Test Roadmap and hypotheses + local BMC



BREAK

WORKSHOP 3

11. AUGUST
AARHUS

Recap from market visit (peer-to-peer sparring)
Reporting and documentation
Communications (Greenwashing, narrative etc)
Input Roadmap

DEMODAG

31. AUGUST
COPENHAGEN

Presentation pitch and feed-back to Roadmap
Next steps
Finance opportunities

HOMEWORK BETWEEN WORKSHOPS AND MARKET VISIT

MATCH WITH RELEVANT EKSPORT MARKET

- Every SME will be matched with a relevant export market
- 1:1 mentor sparring between workshops with focus on opportunities in the market
- Market visit to test Roadmap

EXPORT MARKETS*	
Brasil	Norge
China	Spain
Germany	Sweden
Indien	Thailand
Korea	UK

*) Participating markets. If companies wish for a different market than one of the above, this can be noted in the application.

COMPANIES WILL OUTLINE PREFERRED MARKET MATCH IN APPLICATION



The image shows a computer monitor displaying the 'Ansøgning' (Application) form for the SDG Business Accelerator. The form is titled 'SDG Business Accelerator' and 'Ansøgning'. It features a progress bar with 5 steps, where step 1 is highlighted. Below the progress bar, there are input fields for 'Virksomhedens navn' (Goma Health), 'Virksomhedens CVR' (123456), and 'Industri/sekter' (Sundhed). The form is displayed on a computer monitor with a silver stand.

PRACTICAL INFORMATION

- SDG Business Accelerator HEALTH will run during May, June and August 2022
- The price for participating in the SDG Business Accelerator is DKK 10,000 per SME
- Travel and accommodation expenses are covered by the SME
- All participants should expect to spent approx. 50 hours (four workshop days, market visit and homework)
- We meet face-to-face (in Copenhagen and Aarhus) as well as online
- We expect that you are motivated to work strategically with sustainability and the SDGs



PARTNERS

The SDG Business Accelerator is driven by the Ministry of Foreign affairs in partnership with a number of partners. They all share a common goal to strengthen sustainable export for Danish SME and reinforce Denmark's progress on sustainable development



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INFORMATION AND APPLICATION



To learn more or apply for the programme visit

[SDGBUSINESSACCELERATOR.DK](https://sdgbusinessaccelerator.dk)