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For Immediate Release

Denmark Forges Strategic Alliance for Green Transition with India

BENGALURU, India – Denmark has announced its Green Transition Alliance India (GTAI) initiative to strengthen collaboration with India on sustainable energy solutions and accelerate its shared commitment to global carbon neutrality.

Led by the Embassy and Consulate General of Denmark in India, the new alliance is a strategic initiative poised to play a pivotal role in fostering sustainable energy growth in India by creating an ecosystem that promotes collaboration between businesses, government bodies, research institutions, and financial stakeholders from both countries.

Several pioneering Danish companies are joining the GTAI as members including Grundfos, Copenhagen Infrastructure Partners, Baettr, Novonesis, MASH Makes, ROCKWOOL and A. P. Møller-Maersk.

Strategic partners include industry experts, researchers and thought leaders that will ensure that these initiatives remain innovative and aligned with industry trends in India and Denmark. The partners include the Global Wind Energy Council (GWEC), Indo-Danish Chamber of Commerce (IDCC), Confederation of Danish Industry (DI), Indian Institute of Technology (IIT) Madras Energy Consortium.

The announcement comes at a significant moment as India accelerates its push to achieve net zero emissions by 2070, while Denmark, ranked fourth in the global Climate Change Performance Index 2025, aims for net zero by 2045. The GTAI exemplifies the initiatives under the Green Strategic Partnership (GSP)

signed in 2020, designed to help both countries meet their ambitious climate goals.

The **Ambassador of Denmark to India H.E. Rasmus Abildgaard Kristensen** says of the alliance:

“The time for decisive action on climate change is now, and international collaboration is essential to drive the green transition. Danish companies bring valuable expertise to this global effort, and India's growing capabilities in sustainable energy are key to the success of this partnership. I am pleased to see the Green Strategic Partnership making a significant impact. The Green Transition Alliance will strengthen our shared commitment to advancing green energy solutions, and I am confident our joint efforts will be both meaningful and inspiring for the future.”

The GTAI serves as an integrated platform for leading players in the global green transition, stemming from the success of the Green Fuels Alliance India (GFAI) and Wind Alliance India (WAI). The companies will comprise three Working Groups with a focus on Renewable Energy, Green Fuels and Energy Efficiency.

Key Objectives of the GTAI include:

- **Cross-sector Collaboration:** Facilitating stakeholder engagement and information exchange across the green transition value chain to maximise opportunities through upstream and downstream linkages.
- **Stakeholder Management and Visits:** Aligning stakeholder needs, fostering collaboration, bridging industry gaps, and creating sustainable partnerships.
- **Economic Diplomacy:** Strategic influence in high-level decision-making to drive the adoption and scale-up of green technologies.
- **Knowledge Sharing:** Facilitating expertise, best practice, and technology exchange in green solutions between India and Denmark
- **Thought Leadership and Branding:** Positioning Denmark's global leadership in green solutions in Indian market.
- **Industry Network and Partnerships:** Build industry networks to foster collaboration, ease market entry, drive innovation, and ensure sustainable growth.

Here's what GTAI members say of the alliance:

Morten Bo Christiansen, Head of Energy Transition at A.P. Møller-Maersk:

"The availability of alternative fuel in sufficient quantities at cost-competitive price levels remains the single largest challenge to the global shipping's net-zero journey. With its favourable conditions for renewable energy production, India is positioning itself as a global leader in the green energy value chain. Building on a century-old business relationship with the nation, we are excited to be a founding member and play a pivotal role in strengthening the India-Denmark Green Strategic Partnership through the launch of the comprehensive Green Transition Alliance India."

Usha Subramaniam, Country President – India, Grundfos:

"India's potential to become a leading, developed country is closely linked to moving the needle within sustainability in a meaningful and impactful way. The Green Transition Alliance offers an opportunity to impact this agenda through collaboration and eco-system partnerships. The need for energy efficiency and smart water management within buildings, industries, utilities and homes is massive and through structured efforts, GTAI can make a positive difference."

Dr. Jakob Bejbro Andersen, CEO & Co-Founder, MASH Makes:

"The Green Transition Alliance India represents a crucial step toward a sustainable future, fostering collaboration, innovation, and networking in the fight against climate change. By uniting capable stakeholders, this initiative has the power to drive impactful action, accelerate the green transition, and showcase cutting-edge Danish technology rooted in the Global South - strengthening its role in shaping a sustainable future."

Krishna Mohan Puvvada, Regional President – Middle East, India, and Africa at Novonesis:

"We are thrilled to be part of this visionary initiative. The Green Transition Alliance India represents a significant step forward in our collective efforts to take climate action and promote sustainable solutions. At Novonesis, we believe that international cooperation is essential to address the pressing challenges of climate change and need for energy sustainability. We are committed to contributing our expertise and resources to support the GTAI initiative and drive meaningful progress."

Interested parties can contact Prithvi Sai Penumadu, Energy Adviser, Trade Council of Denmark, Consulate General of Denmark in Bangalore at pripen@um.dk