

DBDHs VISION

**THE GO-TO-PLATFORM
FOR DISTRICT HEATING!**

DBDH STRATEGY

2019-2022



Network



Export



Communication



Politics

THE STRATEGY 2019-2022

DBDH works with a 4-year strategy period. In this folder, the most important points in the strategy 2019-2022 are presented, focusing on mission, vision, goal and strategic efforts.

The wording of this strategy comes from a collaboration with the members through interviews and questionnaires.

The results have shown a large and loyal support for DBDH. At the same time, there is a clear expectation about a continuous development of activities, products and the organization as a whole.

OBJECTIVES

The purpose of the organization is:

- To help promote Danish companies' export of all relevant technology, consultancy and services with regards to establishment, operation, renovation and expansion of district heating plants and district cooling plants.

The purpose of the organization must be achieved by conveying information to foreign nations in regard to:

- district and district cooling and
- the opportunities through district heating and district cooling to solve environmental and energy problems in general and
- the ability of the members to resolve such tasks.

Furthermore, the organization must encourage contact and promote cooperation between the members and relevant organizations, associations and suchlike.

The phrase "district heating" is used here in reference to both district heating and district cooling.

**Promoting
District
Energy for a
Sustainable City
Transformation**

**M
I
S
S
I
O
N**

The mission of DBDH takes its starting point in its international work towards the target group.

The mission is supported by the UN's strategic development goals.

**The Go-To-
Platform for
district heating**

**V
I
S
I
O
N**

DBDH must be the organization that everyone in the district heating sector with a need for knowledge, contacts and networking goes to and is kept updated by.

**Create largest
possible value
for all members**

**G
O
A
L**

Actively support the development of district heating worldwide.

Support the members' development, cooperation, network and export opportunities.

STRATEGIC EFFORTS



Stronger national and international network

The DNA of DBDH is to create, develop and communicate strong networks.

Efforts:

The efforts must be maintained. Abroad, the expansion of new and existing networks must be strengthened. The efforts are integrated in DBDH's communication strategy.

Goal:

DBDH must be a strong local and global network organization. DBDH's global network must help all members and customers in their daily work.

Consumption of resources: 



Strengthening and renewal of export efforts and market development

The origin and main purpose of DBDH is to strengthen the members' export and international engagement.

Efforts:

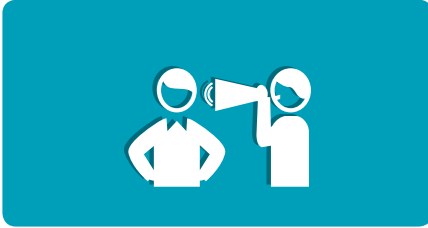
New export promoting and market developing activities must be progressed, while the existing are being continued.

Goal:

DBDH must strengthen the members' export opportunities. DBDH must secure market development. Value for the utility members must be ensured.

Consumption of resources: 

Up until 2022, a continuation, focus and renewal of many of the services of DBDH must take place. Focus is, to a larger extent, to create export opportunities for the members, to be an active player in ensuring development of district heating in cities and countries, and to be leading in the communication internationally.



Development, digitalization and integration of the communication effort

DBDH publishes the world's best international district energy magazine.

Efforts:

Full integration of all communication efforts.
DBDH must publish and modernize Hot Cool.

Goal:

The communication effort must be the leading in district heating. The financial foundation must be secured.



Promote the export through political representation of interests

DBDH influences the export political debate and communicates the value created by the sector.

Efforts:

Partnerships must be created between other organizations and authorities.

Goal:

Secure cooperation with other actors in the sector and make clear the value that is created

Consumption of resources: 

Consumption of resources: 

STRATEGIC DEVELOPMENT GOALS

The UN Sustainable Development Goals are part of the strategy of DBDH. Goal 7, Sustainable Energy, is the goal that lies closest to district heating. Especially the goals 7.1, 7.2 and 7.3 influence the district heating sector directly, and DBDH works to promote these.



By 2030, ensure universal access to affordable, reliable and modern energy services.



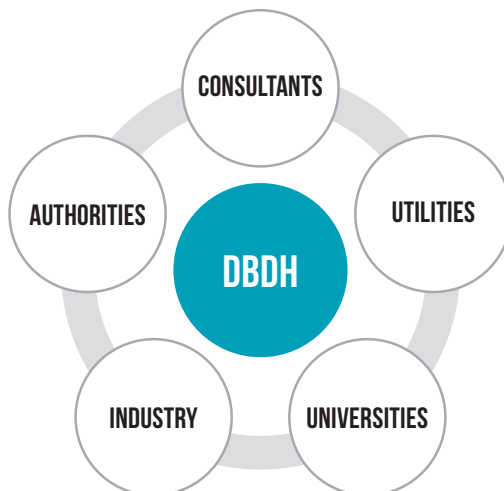
By 2030, increase substantially the share of renewable energy in the global energy mix.



By 2030, double the global rate of improvement in energy efficiency

THE HEART OF DBDH

The heart of DBDH are the members and partners, representing the entire Danish district heating sector and DBDH's international network.



DBDH CREATES VALUE FOR MEMBERS AND CUSTOMERS!

DBDH works with two target groups: Customers and Members. "Customers" include the clients of the DBDH members, authorities, politicians, organizations as well as educational and research institutions globally.



WE MUST

- Strengthen and expand the position as the district heating's go-to-platform and strongest network
- Continuously develop and strengthen own "products" for members and customers
- Secure cooperation and alliances with the many existing and new actors, nationally as well as internationally
- Increase the number of members; securing membership from the entire value chain
- Publish the leading international district heating magazine as part of an integrated, digital communication effort



DBDH

DBDH STRATEGY 2019-2022