

THE STATE OF DENMARK

# TALENT TO A GREEN DENMARK



# Talent to a Green Denmark

Activity overview

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## TALENT TO A GREEN DENMARK



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**TALENT TO A  
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# About the project

**Connect** with talent in Denmark

**Attract** talent outside of Denmark

**Get ready** to hire international talent



# Project details

Large national partnership with  
**37** private and public organisations

## Project period

Jan 1. 2023 –  
Dec 25. 2025

## 3 main focus areas

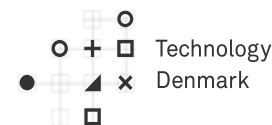
9 activities  
3 special activities

Focus:  
Support companies  
in Denmark

**Target group:**  
International highly educated and skilled  
candidates outside Denmark and  
international students in Denmark



# Project partners



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# Green transition on top of a preassured labor market

The green energy transition is expected to generate **10,3 million** net new jobs in 2030 [World Economic Forum](#)

**100,000** specialists are needed to realize the green transition in Denmark in the coming years [Børsen](#)

In 2030, Denmark will lack **13,000** educated graduates in the areas of engineering, IT & Tech [IDA](#)

**300.641** international fulltime employees in Denmark in oct 2022 [Dansk Industri](#)

Denmark will lack **99,000** skilled workers in 2030 [AE](#)

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# Place Branding in Talent Attraction

- By telling stories of life in Denmark, our welfare system, work-life balance, flat hierarchies etc., we let international candidates imagine their life in Denmark. This is an essential first step before considering applying for a job here.
- Place branding adds to the short-term goal of generating hires with a long-term effort to position Denmark as an attractive career destination, making our country top-of-mind among the international talent who are ready to move here in 1, 3 or 5 years.
- The State of Denmark campaigns combine place branding of Denmark with talent attraction to Danish companies.

# Connect with talent in Denmark

The goal of this activity is to connect international students and academics/senior candidates to Danish companies



Matchmaking Events



Innovation Challenges



Career programs



Cluster collaboration



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# Matchmaking Events

- Connect with qualified international candidates through innovative matchmaking events
- Format: Career fair/1-1 matchmaking/workshops/company visits/webinars
- When: 8 events over 3 years
- To join the events, reach out to Katarina Gregorickova, [kgr@copcap.com](mailto:kgr@copcap.com)

# Innovation Challenges

- Boost your company's innovation and creativity by joining our innovation challenges
- Format: Group of three to five students address your business problem over the course of two days
- When: One per semester starting in Oct 2023
- Sign up for the next event [here](#).
- Questions? Reach out to Charlotte N. Brault at [cni@copcap.com](mailto:cni@copcap.com)

# Career programs

- Get access to international students and talent already in Denmark
- Format: Career development programs to introduce participants to and develop their readiness for the Danish labor market
- 12 career programs during the project period
  - Young Professionals in Denmark
  - Greater Copenhagen Career Program
  - Mentor program for international students (Herning)
  - Spouse program (Aalborg)
- Focus: Green transition & retention
- Want to know more about the career programs?
  - Katarina Gregorickova, [kgr@copcap.com](mailto:kgr@copcap.com)
  - Dorthe Kingo Vesterlund, [fa59@kk.dk](mailto:fa59@kk.dk)



54%

of the participants in career development programs are still in Denmark two years after graduation, compared to the national average 34%

# Cluster Collaboration

- Development and testing of different methods to attract and connect international and Danish candidates in collaborations with the two national cluster organizations CLEAN & Odense Robotics
- What:
  - 2 talent attraction campaigns focusing on the areas that the clusters are focused on (Engineering & Robotics/Tech)
  - 4 Events matching companies with local candidates
- When:
  - Talent Attraction Campaign with Odense Robotics Spring 2024
  - Talent Attraction Campaign with CLEAN Fall 2024
  - Events – to be decided
- Questions? Reach out to Merete Sandager [mrs@copcap.com](mailto:mrs@copcap.com) or Dan Rosenberg [dro@copcap.com](mailto:dro@copcap.com)



# Attract talent outside of Denmark

The aim of this activity is to attract qualified international candidates to Danish companies and to secure the green transition



Digital attraction campaigns



Ambassador corps



Securing a good welcome with digital services and events



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# Digital attraction campaigns

## Specialists

- We attract international **engineers** and IT/Tech specialists (+3-5 yrs. of experience) to match your open jobs
- Format: 8-week digital talent attraction campaign
- Timeline for campaigns on next page
- Contact: Merete Sandager, Senior Consultant Copenhagen Capacity, [msa@copcap.com](mailto:msa@copcap.com) or book a short online meeting [here](#)

## Skilled worker

- We prepare your company to hire international skilled candidates
- Timeline for campaigns on next page
- Format: 8-week digital talent attraction campaign
- Contact: Gitte Davidsen: [gitte@worklvestay.dk](mailto:gitte@worklvestay.dk)



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# Join the next State of Denmark campaign in Fall 2023

**TARGET GROUP:** International engineers and IT/Tech specialists (+3-5 yrs. of experience) to match your open jobs

**FOCUS:** Green Transition & Digitalization

**WHEN:** Fall 2023 – 8 weeks of campaign – Mid-September- Mid-November 2023

**HOW:** The digital talent attraction campaign will run for 8 weeks. Candidates will apply and be pre-screened to assure quality and reduce time for the companies

**COST:** It's free to participate in the Talent Attraction Campaign, but require a signed De Minimis declaration

**SIGNUP:** Contact Merete Sandager, Senior Consultant Copenhagen Capacity, [msa@copcap.com](mailto:msa@copcap.com) or book a short online meeting [here](#)

# Campaign overview – State of Green DK

2023

2024

2025



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When: 2/10 – 26/11 '23  
 Focus: Specialists  
 Profiles: IT/Tech/  
 Engineers  
 Deadline: Sept 19. 2023

22/4 - 9/6 '24  
 Skilled labour  
 Industry/  
 production  
 March 26. 2024

Fall 2024  
 Specialists  
 IT/Tech/  
 Engineers  
 TBD

End- Feb-April '25  
 Specialists  
 IT/Tech/Engineers  
 TBD

Spring 2025  
 Skilled Labour  
 Industry/  
 production  
 TBD

Fall 2025  
 Specialists  
 IT/Tech/  
 Engineers  
 TBD

# Ambassador corps

Strengthen your employer brand and attractiveness through our ambassador corps!

We train your employees to become great ambassadors for your company and for Denmark as a career destination and a frontrunner of the green transition

- **For companies:** Get inspiration and support on how your employees can boost your employer brand and your recruitment efforts
  - Guidance on starting and running an ambassador program (Employee Advocacy)
  - Specially-designed workshops to train your employees to advocate for a career in your company and in Denmark
- **For employees:** Invite your employees to join a national network with access to monthly workshops, local events, webinars and inspiration emails that will help them show the world what Denmark has to offer (sign up via this [link](#))

For questions or to request a workshop, contact:  
Amélie Drouet, 61 92 73 30, [ad@erhvervarhus.dk](mailto:ad@erhvervarhus.dk)





# International Citizen Service

## Securing a good welcome with digital services and events

- New digital registration services making it easier for your international employees to register in Denmark
- 3 major events in Aalborg, Aarhus and Copenhagen in September welcoming international citizens and supporting them with settling in
- "Welcome September": 70+ physical and digital events nationwide helping with an easy start in Denmark
- Branding Denmark through digital events as an attractive career destination for talent considering moving here
- Giving an easy overview of all activities on [lifeindenmark.dk](https://lifeindenmark.dk) – for (potential) employees in and outside of Denmark
- Relevant content to talents needed for the green transition
- For questions or to participate in Welcome September, please contact: Ilka Wolter, [vg7v@kk.dk](mailto:vg7v@kk.dk), 20537074

● International Citizen Services represented in seven cities in Denmark



# Get ready to hire international talent

With these activities we will develop and reorganise Danish companies to attract, hire and retain talent with green skills



Get ready to the green transition



Get ready to hire international specialists



Get ready to hire internationals in manufacturing companies



Toolbox



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# Get ready for the green transition

- Learn how to get started with the green transition and find the right competences
- You know that very soon it will be pertinent for you to work with green transition, but you do not know how and who to help you
- We offer SME's a task investigation where we help you get started with the transition – and possibly match you with relevant candidates, who can help you solve the task.
- **Format:** 1 company visit of about 60 min. and subsequent dialogue.
- **When:** available from June 1, 2023
- **Contact:** Akademikerne, chefkonsulent Kristina Falkvist [kfa@ac.dk](mailto:kfa@ac.dk), +452535 4133

### *Questions covered in a meeting*

1: Together we will map out **what you need** so you can get started with the green transition.

2: We help you **putting words on the task** – and show you which support schemes you can utilize.

3: If you are ready to hire, we will **present you to relevant candidates** who are prepared to help you and your company going forward with the green transition.

# Get ready to hire international specialists

Get professional help free of charge to attract and onboard international talent

Are you considering hiring international employees? Maybe you have already started?

Do you have questions or lack knowledge concerning e.g. Rules, talent attraction, recruitment and terms of employment?

Sign up for an exclusive counselling course where you receive concrete advice and help, specifically tailored to your needs.

**When:** Autumn 2023 and ongoing

**Who:** Small and medium sized companies

**Contact:** Helle Bastrup, [hbj@erhvervarhus.dk](mailto:hbj@erhvervarhus.dk)



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# Get ready to hire internationals in manufacturing companies

We invite your company to co-design a model to remove barriers for recruiting internationals in manufacturing companies

Enhance your own chances of successful recruitment of international labor force

Contribute to the development of a model, that will enforce manufacturing companies' ability to attract and hire international labor force

**When:** Workshops starting in Fall 2023 – continuing with new participants in Spring 2024, Fall 2024 and national modules in 2025

**Who:** Owners in manufacturing companies - motivated to explore possibilities for hiring internationals

**Contact:** Reach out to [buster.jorgensen@br-mv.dk](mailto:buster.jorgensen@br-mv.dk), Business Region MidtVest/HEADSTART for more info

# Toolbox

- Learn how to implement the methods for green transition and working with the SDG's
- Where do you find qualified labor – both resident and international candidates.
- Methods for eg. on-the-job- training and other applicable methods.
- Examples of continuing education for existing employees and how and where to obtain skills.

**When:** available from June 1, 2023

**Contact:** Akademikerne, Kristina Falkvist  
[kfa@ac.dk](mailto:kfa@ac.dk) +4525354133 or Nils Houmann  
[nh@ac.dk](mailto:nh@ac.dk) +452249 5861



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# De Minimis

Danish Business Authority has estimated that this project provides state aid to companies involved in the activities

This is handled through the de minimis scheme, where the participating companies must sign a 'De Minimis' declaration, as the participation in the activities otherwise will be considered as illegal state aid

**What is De minimis:** State aid (e.g. in the form of free service) granted to a private company over a period of three years and not exceed a ceiling of approximately 1.5 mil ddk. (200.000 EUR) is not considered as competitive and should therefore not be notified to the EU

After completion of the project, your company will be informed about the actual amount of state aid in a closing statement

## De minimis value:

- Connection activities: 10.000 DKK
- Attraction activities: 26.000 DKK
- Guidance activities: 4.000 DKK

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*Questions?*

**Dan Rosenberg**

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+45 60 85 15 60

**Merete Sandager**

[msa@copcap.com](mailto:msa@copcap.com)

+45 26 92 21 27

Or reach out directly to  
the project manager

# Thank you