

BORNHOLM

BRIGHT GREEN ISLAND



Dear Reader

We have been looking forward to the book you are holding right now – a book that presents Bright Green Island from a business perspective. We are proud to show how more than 36 Bornholm enterprises and projects are all working in a green direction and believe in the vision of a sustainable society free of carbon emissions. Collectively they make Bornholm's business community unique.

At Business Center Bornholm – the island's local business centre – we are involved with green development from a growth perspective. We can see how working on the Bright Green Island vision has infused the Bornholm community with new know-how which is converted into growth and value. Bornholm's master brand – Bright Green Island – now appears under two headings:

- The vision of a green future where we all take responsibility for our own actions
- The vision as a force for growth, business, community, clusters, development and upturn in otherwise forgotten corner of the Danish business community

Since 2007, the ambitious efforts of the Regional Municipality of Bornholm and the Bornholm Growth Forum have made it possible to establish a development platform which interacts naturally with the green trends in the Bornholm business community. This has helped to ensure the wide scope of the green sector as presented in this book.

We look forward to meeting you and answering your questions, and we hope this book will be a source of inspiration for your continued efforts in a green direction.

Please watch the film Bright Green Island – Come Join Us at brightgreenisland.com and visit our Facebook page: facebook.com/Brightgreenisland

Yours sincerely

Business Center Bornholm



BORNHOLM

BRIGHT GREEN ISLAND

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BORNHOLM TURNS OBSTACLES INTO OPPORTUNITIES



Some people believe that words like technology, design and creativity belong to the big cities. That big problems should be solved by big companies in big offices. We as a small island have decided to prove them wrong: Innovation, solutions and development can take place anywhere at anytime by anyone.

Bornholm is the first place in Denmark that sees the sunrise – this leap ahead symbolises our core idea. Bornholm has experienced crises and financial downturns, and being ahead has not always been within easy reach. But in 2007 the island took a crucial step. A widely representative group of 48 people from the Bornholm community boarded one of it's biggest ferries to engender new hope, find a new direction and develop a new strategy for the island. As the ferry plied the waters surrounding the island for 48 hours, the group developed a vision which we now call "Bright Green Island".

Bright Green Island is the vision of becoming a 100% sustainable and carbon-free community by 2025. A community which creates local, sustainable and eco-friendly solutions, growth and new business. A community which shows the world how a small island can take qualified steps towards coping with urgent global challenges such as scarce resources and the greenhouse effect.

The urban countre life on Bornholm attracts thinkers, doers and makers and offers them a green creative playground. We wish to turn being a fringe area of Denmark into an asset: an island replete with green initiatives, projects and enterprises presented in this book. Bornholm has chosen a bold new direction and we will keep on turning all obstacles into opportunities and to develop new solutions to meet major challenges.

Come join us. The future looks bright!

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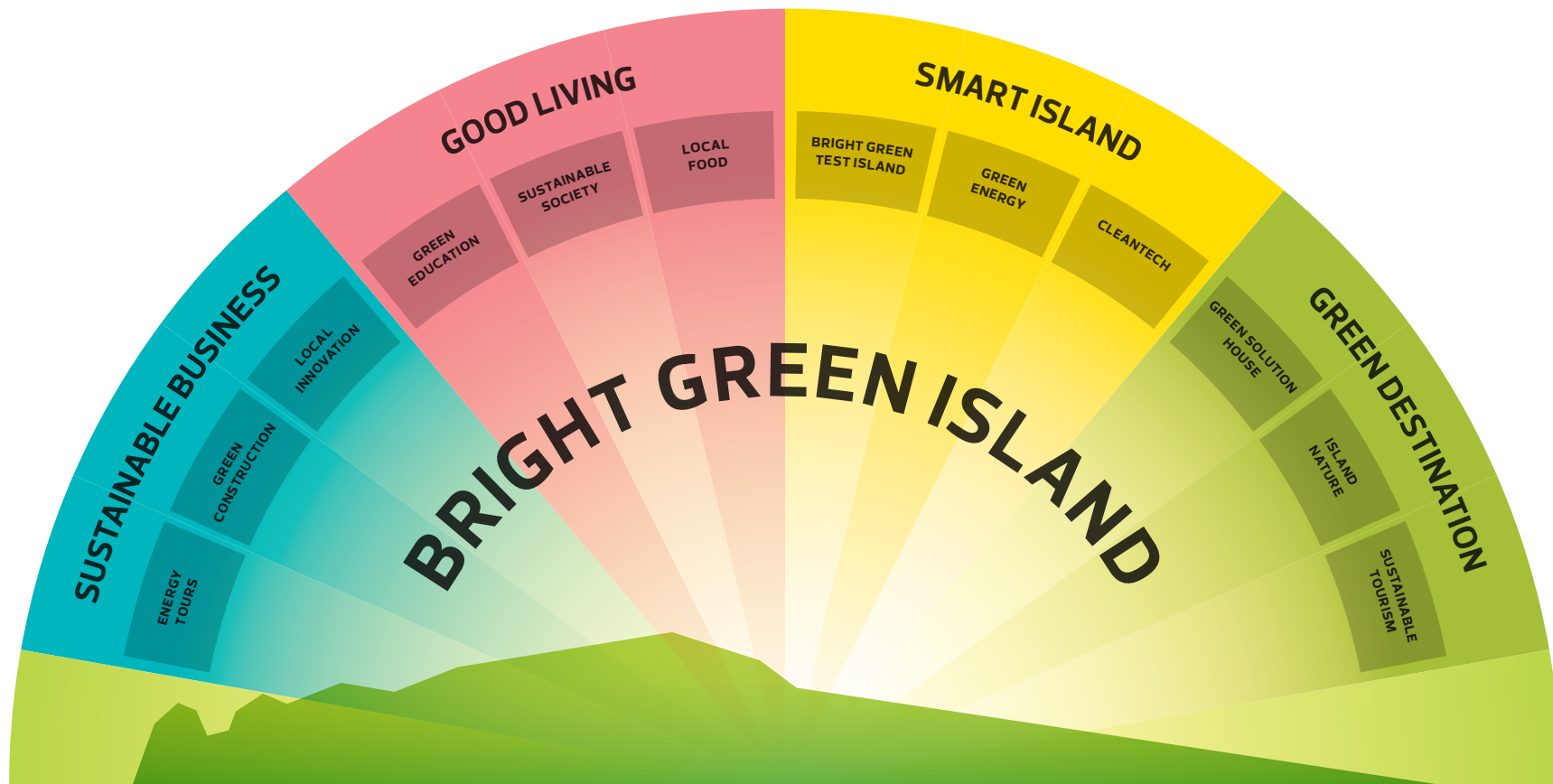
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THIS IS HOW WE MAKE IT HAPPEN

● The Bright Green Island vision has four cornerstones: Sustainable Business, Good Living, Smart Island and Green Destination. These four categories are organised in a fan to show how they can be viewed as one image with four autonomous areas. By complementing one another, they comprise the combined vision of Bright Green Island.

We have amassed vast experience and know-how in each of the four categories. We wish to share this with other islands and regions around the world which have set their sights on green, sustainable development. In this book, we present some of the services, products and expertise relating to community development, skills enhancement and business development which we have amassed through our efforts with Bright Green Island.

We encourage you to explore this book or our website:

www.brightgreenisland.com

and see whether you can make use of any of our offers or skill sets. We are ready to inspire and assist you!

SUSTAINABLE BUSINESS

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BORNHOLM LEADS THE WAY
TO SHOW THAT THE FUTURE BELONGS
TO THOSE WHO INVENT IT

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Bornholm has undergone several business crises and financial downturns over the years, but has managed to recover every time. Since the Bright Green Island strategy came into being in 2007, sustainability, innovation and green technologies have become an increasingly widespread common denominator for Bornholm's business community





ENERGY TOURS

IN RECENT YEARS, BUSINESS CENTER BORNHOLM HAS SUCCEEDED IN ATTRACTING INTERNATIONAL BUSINESSES TO THE ISLAND. THEY COME HERE TO SEE WIND TURBINES, GREEN ENERGY EXPERIMENTS, ELECTRIC CARS, BIOGAS PLANTS, ENERGY-EFFICIENT HOUSES AND DISTRICT HEATING PLANTS

● Bornholm's vision of becoming carbon neutral by 2025, based on sustainable and renewable energy, has resulted in a range of projects intended to make this vision a reality. Bornholm's initiatives have attracted attention both in Denmark and abroad. Since the UN Climate Summit in Copenhagen in 2009, the Bornholm Business Center has been organising guided tours to the island's various environmental and energy-related sights of interests for scientists, environmental professionals, businesspeople, public officials and politicians from all over the world.

Energy Tours has attracted energy tourists to the island from around the world, including Thailand, Germany, South Korea, Japan, Poland, Sweden, Hong Kong, Vietnam, China, the US and Russia. There are a total of fifteen different Energy Tours which can be combined as required.

• bornholm.biz



ENERGY TOURS OFFERS



Energy tours:

- Developing an electric community
- Wind power
- District heating
- Turning waste into energy
- Electric cars
- Energy strategy
- Green branding strategy
- Sustainable know-how
- Green construction
- Sustainable business development
- Water quality and treatment
- Lectures about Bright Green Island



GREEN CONSTRUCTION



GREEN CONSTRUCTION OFFERS



Service

Green Craftsmen

Green energy advice

Architects with expertise in green construction



Inspiration

Networking meetings with a committee of the Bornholm Construction Cluster

Visits to demonstration houses and architectural firms



GREEN CONSTRUCTION IS AN AMBITIOUS PROJECT WHICH PROPELS BORNHOLM TO THE FOREFRONT OF THE GREEN CONSTRUCTION SECTOR

- Campaigns, education, house visits and energy consulting has already set a significant agenda in building green and sustainably.

- Green Construction is expected to create 100 jobs, including by means of a focused, large-scale effort to create energy-efficient renovation.
- Close to 10,000 households will be encouraged to assess their needs for energy advice and guidance – in collaboration with the island's utility companies. The target is to provide 1,000 energy advice sessions, as this is the first step towards energy-efficient renovation.
- Bornholm has set a Danish record in the number of green craftsmen. More than 25% of all tradespeople on Bornholm have completed the four-week Green Tradesman programme (as of March 2012).
- 25 Bornholm construction enterprises have hired an energy advisor and one or more green craftsmen. See www.groenliste.dk

- grontbyggeri.dk



Passive house

In the town of Nexø, a draughty 150-year-old townhouse has been transformed into Denmark's most energy-efficient house of historic interest.

Energy advice

Many Bornholm residents are making an active contribution to reducing the island's energy consumption. Everywhere you look there are solar panels, small household wind turbines and heat pumps. And this involvement is expected to keep rising, after the launch of a large-scale effort to provide energy analyses of 10,000 houses and flats in 2012.

Energy-efficient refurbishment

There are plans to build a green, sustainable, intelligent luxury holiday home on the east coast of Bornholm. And in the years ahead, the Regional Municipality of Bornholm plans to refurbish and improve the energy efficiency of its more than 60 publicly owned buildings.

LOCAL INNOVATION



LOCAL INNOVATION OFFERS

Service

Advice concerning social entrepreneurship

Advice concerning business-cluster collaboration

Advice concerning green business development

Products

Sustainable fashion design

Solar energy solutions

Sustainable food production

Inspiration

Networking and visits to sustainable and green production processes



THE PEOPLE OF BORNHOLM HAVE MANAGED TO GENERATE GROWTH AND NEW JOBS IN THE GREEN SECTOR

● In recent years, efforts involving business clusters on Bornholm have had a positive impact on business development. The clusters link up Bornholm enterprises and institutions, expertise and resources to focus on local innovative initiatives with international potential.

Today, a number of Bornholm businesses are involved in green development, locally and also beyond the island. Bornholm businesses are central to the development and production of world-renowned clean-tech solutions, smart-grid projects, components for solar-cell systems and the development of electric car concepts – and these developments are largely responsible for heightening Bornholm's European profile. The island now has a consolidated food brand to pave the way for local producers to sell exclusive delicacies such as cheese, organic meat, beer, toffee, chocolate, ice cream and vegetable oil to customers all over the world. And the tourism sector has launched a number of new experience-tourism products and developed a green setting for meetings and conferences.

In terms of social sustainability, the Bright Green Island vision has proven its ability to inspire the development of new business models which provide meaningful employment to people with disabilities or other challenges that exclude them from ordinary employment.



Stinne Gorell

Designer Stinne Gorell is unique. She has incorporated social and environmental sustainability into every aspect of her production of knitwear which she sells to shops in the Scandinavian market. Stinne Gorell's exclusive designs are produced by women knitters on Bornholm. The designer does not live on Bornholm herself, but chose to relocate her production process from the island of Zealand to Bornholm with its green image and host of skilled knitters. Stinne Gorell's knitters included many long-term unemployed women, pensioners, reduced-hours workers and early/disability pensioners, and the collaboration between the designer and local knitters is rewarding and meaningful for everyone involved. In addition to her Bornholm-based knitwear production, Stinne Gorell is involved with a fair-trade organisation in Bolivia.

● stinnegorell.dk

Bornholms Mosteri

In the course of just a few years, the delicious beverages made by the Bornholms Mosteri cider mill have become a huge success and are sold at restaurants and speciality shops all over Denmark. The Bornholms Mosteri success story has great potential. The green future of this business both involves sustainable production of organic products and accommodates the needs of socially at-risk individuals. The cider mill is a social enterprise primarily set up to provide physically or mentally challenged individuals with a position in the labour market. So far this has been successful for 35 people. And Bornholms Mosteri is also a healthy business.

The cider mill had a royal visitor in the autumn of 2012: His Royal Highness the Prince Consort Henrik was given a guided tour of the facilities where he tasted cider made of elderflower and rhubarb.

● bornholmmosteri.dk

Vasagaard

Pig farmer Thomas Kaas Pedersen disliked the level of animal welfare and the financial set-up of his conventional pig farm at Vasagaard. So he decided to produce pigs in a forest instead of a barn. In Thomas Kaas Pedersen's forest, the pigs get good feed, have lots of freedom and fresh air, and plenty of space in which to romp, play and root through the soil with their snouts. The forest pigs from Vasagaard taste so good to consumers that Thomas is able to combine economy, animal welfare and respect for nature in perfect – green – harmony.

● vasagaard.dk





JL Energy

JL Energy is a prime example of a Bornholm business which stakes its future on selling and developing green energy technology and creates jobs and growth in the process. JL Energy grew out of JL Landbrugsteknik, a business which supplied technical equipment to Bornholm farmers in the early 2000s. But when the financial crisis hit agriculture like a sledgehammer, much of JL's market disappeared and its turnover plummeted. Fortunately, JL managed to alter its course five minutes before closing time. Since then, the business has grown by leaps and bounds by converting its product range to solar energy and by developing small wind turbines and solar cell systems for foreign markets and the people of Bornholm. JL is a brilliant example of how to increase competitiveness by aiming at green technology development.

• jl-energy.dk

GOOD LIVING



BORNHOLM SHOWS THAT
ANYONE CAN CHANGE THE WORLD



The green conversion process goes beyond renewable energy and technological solutions. It is crucial for each individual to take part in this trend. It is important to teach ourselves and our children to think sustainably, to change our habits and to nudge businesses and industry to produce greener foods. Participatory democracy, openness to new ideas and caring for ourselves and our surroundings are important elements of the Bright Green Island vision.



GREEN EDUCATION

BRIGHT GREEN ISLAND CONTRIBUTES TO GREEN TRENDS IN EDUCATION AND TRAINING

● On Bornholm, Green Training Programmes are having an impact on kindergartens, primary and lower secondary schools, vocational training programmes and supplementary training.

· The Project Bright Green Campus influences the study programmes offered by Campus Bornholm in a green, sustainable and innovative direction. By associating life-cycle analyses of the environmental impact of products and services – i.e. from cradle to grave – with elements of the curriculum in the higher commercial (HHX) and higher technical (HTX) programmes, it becomes possible for HHX and HTX students and teachers to contribute with complex, technical calculations.

· Bornholm has hosted a number of PhD and MSc students. Business Center Bornholm can serve as a point of contact between students and local green businesses and open doors to green research and research projects.

· Bornholm has a number of green kindergartens whose basic values include green play, organic food, a chemical-free environment, and much more besides. An effort is being made to establish an association of green Bornholm kindergartens which will not only create healthier lives for Bornholm children but also aims to inspire institutions beyond the island.



Co-Creative

Co-Creative is a strategic design agency specialising in sustainable, social innovation. The business performs tasks in areas like sustainable social development, green construction and product development. Co Creative conducts Bright Green Changemaker training courses for towns and organisations seeking tools and inspiration for sustainable transformation.

• cocreative.com

Bright Park Bornholm

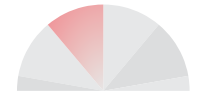
Bright Park works together with a number of green consultants to offer courses in how to initiate green and sustainable social development. Its courses are entitled "Bright Green Solutions Development" and "Sustainable Society Workshop" and are available in both Danish and English.

• brightparkbornholm.dk

Campus Bornholm

Bornholm's construction sector has joined forces with the island's biggest educational institution – Campus Bornholm – to develop and run Green Tradesman, a pioneering educational concept. Over the course of four intensive weeks, bricklayers, carpenters and plumbers are equipped with everything they need to know to work on green construction and refurbishment projects.

• campusbornholm.dk



GREEN EDUCATION OFFERS

Service

Point of contact for green research and research projects

Products

Bright Green Changemaker

Innovation development processes

Supplementary training

Green Tradesman

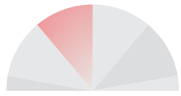
Inspiration

Network visits to "green kindergartens"

School visits with professional content



SUSTAINABLE SOCIETY



SUSTAINABLE SOCIETY OFFERS

Service

Point of contact for newcomers

Point of contact for new businesses/business projects

Products

Co-funding for green projects

Inspirational presentations about social innovation

Social development workshop

Inspiration

Networking meetings



PEOPLE THRIVE WHEN THEY FEEL WELCOME AND FEEL THEY CAN INFLUENCE THEIR LOCAL COMMUNITY. ON BORNHOLM, WE HAVE MADE BOTH ELEMENTS MORE SYSTEMATIC

- Bornholm welcomes newcomers to the island. A newcomers' guide is ready and waiting to assist new Bornholm residents: from their initial deliberations about whether to pull up stakes and move to an island in the middle of the Baltic until the decision becomes a reality. A team of newcomer ambassadors, with a fervent desire to show what Bornholm has to offer, support the new network and various events for welcoming newcomers and encouraging them to get off to a good start on the island.

Bornholm makes a big effort to involve its citizens in decisions concerning the island they live on. The Regional Municipality of Bornholm uses an advisory panel of 900 citizens who give their opinion of the direction which the island should take and the framework within which this should take place.

We believe that people who care for their local environment also want to take good care of it. And we believe that involvement and the possibility of influencing local decisions is the right way to support the vision of a sustainable island community.



Our Bornholm

In 2012, an enterprising group of Bornholm residents founded a new think tank named "Our Bornholm" (Vores Bornholm). The purpose of this initiative is to generate development based on a strong sense of community and optimism. The declared targets are to make Bornholm into Denmark's fastest-growing community and to bring Bornholm's population up to 50,000 permanent residents – and to achieve both by 2025. Our Bornholm's efforts involve citizen development groups. One group is involved with Bornholm residents' wishes and thoughts for a green future. This gives active citizens a platform on which to promote the Bright Green Island strategy – and which can be used to influence decision-makers.

When the think tank invited the people of Bornholm to a brainstorming meeting about the island's future, the turnout was enormous – from a Bornholm perspective. Almost 500 residents took part in the public meeting at a central location on the island.

• voresbornholm.com

LAG-Bornholm

The LAG Bornholm association is instrumental in strengthening the local community and accelerating development in rural areas, fishery areas and green transformation. LAG achieves this in collaboration with local residents, the business community, organisations, groups, associations, public authorities and many others. LAG Bornholm focuses on 8 action areas, several of which involve sustainable development. LAG Bornholm has supported and developed many interesting green projects under the Bright Green Island theme. These include electric-car sharing schemes, energy efficiency, Bornholm as a health island and quality food products. Recently the project "Embedding the vision of a green sustainable island" was launched with support from LAG Bornholm..

• lag-bornholm.dk



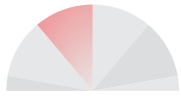
Newcomers' Guide

Newcomers who move to Bornholm are welcomed by a special newcomer service. This consists of a newcomers' guide which helps newcomers before, during and after they decide to settle on the island. The newcomers' guide project also coordinates 4 to 8 annual events held in a scenic area of Bornholm's countryside, at a museum or at an exhibition. These events give newcomers an opportunity to meet one another and to network. Bornholm's newcomer ambassadors – volunteers who make an unpaid effort to help newcomers feel at home – also take part in the events.

• bornholm.biz



LOCAL FOOD



LOCAL FOOD OFFERS

Service

Advice about starting up and developing sustainable production

Knowledge-sharing in relation to food production

Cluster incubation

Products

Organic and sustainable ingredients and products

Inspiration

Networking meetings

Company visits

Lectures on sustainable production

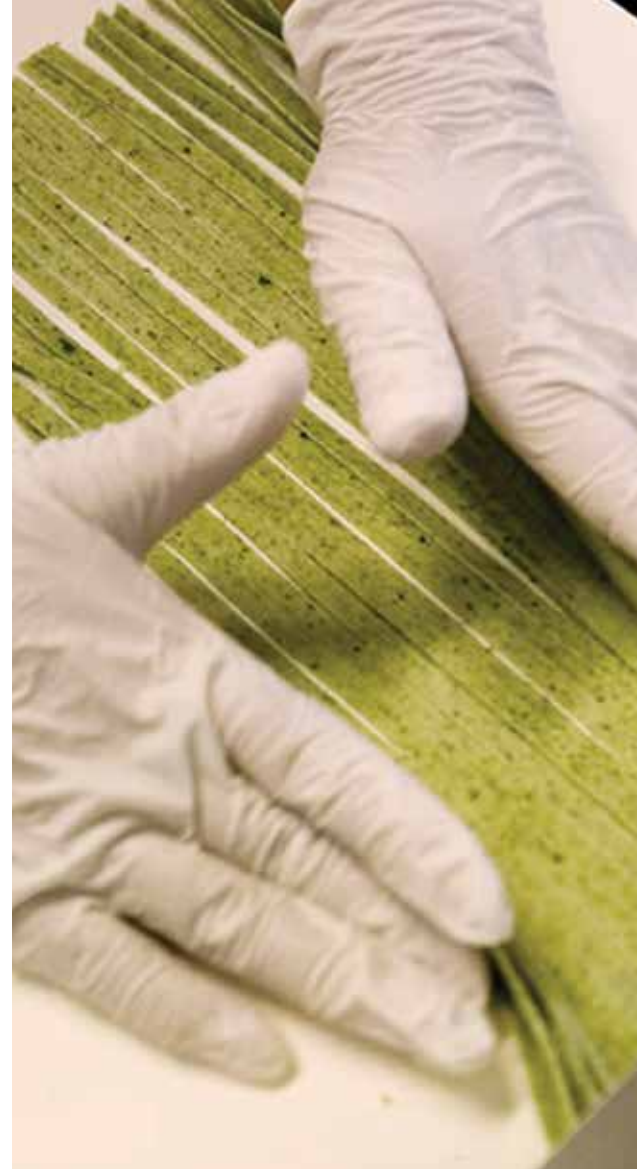


BORNHOLM IS DELICIOUS! THE ISLAND'S RESTAURANTS AND FOOD PRODUCERS ARE LAUDED FOR HIGH QUALITY, DRAWING ON BORNHOLM'S BOUNTIFUL FIELDS, WOODS, COASTLINES AND THE SEA

● Today, Bornholm is a veritable magnet for expert chefs, who skilfully caress the palates of discerning diners with the delicacies they create from quality local ingredients. They have garnered awards in Denmark and abroad, as well as favourable reviews and visits by gourmet enthusiasts from far and near.

The island has some 50 small and medium-sized producers of everything from organic ice cream, toffee, wine gums, sausages and other meat products, to flour, crackers, oil, mustard and chocolate. The products are marketed on the basis of high quality and interesting stories. Who can resist tasting meat from a lamb that grazed the slopes of the Hammershus Castle Ruin, or a classic Bornholm rye cracker made from a secret family recipe dating to 1924, or hand-made wine gums made entirely from natural ingredients?

A number of Bornholm's food producers have joined forces in the "Gourmet Bornholm" organisation to provide a framework for joint product development, marketing, etc.



Pastariget

Pastariget is small exclusive pasta factory on the outskirts of Svaneke on the east coast of Bornholm. Living the good life is the driving force of farming couple Susanne and Finn of Frennegaard farm. The many hours of sunshine, the sea currents around the island and the fertile Bornholm topsoil enable Finn to raise durum wheat in the Bornholm climate, while Susanne runs the pasta factory. The pasta is made according to original age-old traditions using local durum and whole organic eggs. The pasta production process at Frennegaard is certified eco-friendly and sustainable and has been lauded with distinguished awards and praise.

● pastariget.dk

Bornholms Andelsmejeri

Bornholms Andelsmejeri is a food company which has helped to put quality Bornholm food products on the map. The dairy at Klemensker has been nominated for and received accolades and awards on more than 25 occasions since 1988.

The milk for the dairy's Danablu cheese comes from Bornholm cows which graze outdoors all summer long and the salty sea breezes enhance the taste of the milk. Bornholms Andelsmejeri makes all its products locally, sells them in local supermarkets and exports them to the rest of Denmark and abroad. Its product range also includes organic milk.

● st-clemens.dk



Restaurant Kadeau

Restaurant Kadeau is situated on the cusp of a sand dune on the south coast of Bornholm and is high on the list of food critics' and gourmet enthusiasts' favourite restaurants. The concept arose from the owners' fondness for Bornholm food and the island's proud culinary traditions. In the wake of its success on Bornholm, Kadeau has opened two restaurants in Copenhagen, enriching the capital city's gourmet enthusiasts with fish, meat, berries, vegetables, eggs, cheeses, dairy products, honey, flour, oil and beer – all originating from Bornholm. In addition, Restaurant Kadeau Copenhagen also earned a coveted Michelin star in 2013.

• kadeau.dk

SMART ISLAND



BORNHOLM TURNS OBSTACLES
INTO OPPORTUNITIES



Bornholm is one of the best places in the world for testing new renewable-energy technologies. For this reason, Danish universities and companies, and multinational giants like Siemens and IBM are intensely interested in using Bornholm as a test island.





ONE POWER CHORD

Instant disconnection possibility making the whole island a closed circuit open for testing new technologies

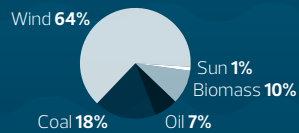


ISLAND OF BORNHOLM

Geographically isolated in the center of the world making it a perfect restricted area for innovation



ENERGY PRODUCED AT BORNHOLM



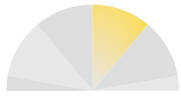
41.000 PEOPLE

form a whole society making testing in real life possible

BRIGHT GREEN ISLAND BORNHOLM

TESTING THE SOLUTIONS OF TOMORROW **TODAY**

BRIGHT GREEN TEST ISLAND



BRIGHT GREEN TEST ISLAND OFFERS

- **Service**
A point of contact for test projects
- **Products**
Management and administration of test projects
Demonstration and testing facilities
- **Inspiration**
Simulation analyses
Company visits
Networking meetings



SELLING AND SHARING SUSTAINABLE INNOVATION SOLUTIONS AND PROVIDING AN EXPERIMENTAL R&D PLAYGROUND IS BORNHOLM'S AMBITIOUS VISION, WHICH IS ALREADY BECOMING A REALITY

● Bornholm hosts a number of R&D projects involving electric cars, solar cells, energy-efficient construction projects and the development of an intelligent electricity system – each of which aims to reduce carbon emissions. The participants in these experiments include Siemens, IBM, the Technical University of Denmark and Energinet.dk. The interest in testing and trying out new concepts and products on Bornholm is primarily prompted by two factors:

Bornholm's power grid is connected to the rest of the world by only one connection: a long submarine cable laid to Sweden. This makes it possible to isolate the island for electricity purposes and monitor the volume of electricity imported and exported by the island. Accordingly, the impact of changes and new factors can be determined with unprecedented accuracy.

Secondly, Østkraft (Bornholm's power utility company) incorporates a substantial and steadily increasing percentage of electricity from renewable energy sources into the power grid. In 2012, solar cells, wind turbines and woodchip incineration met almost 50% of the island's energy needs.

EcoGrid EU

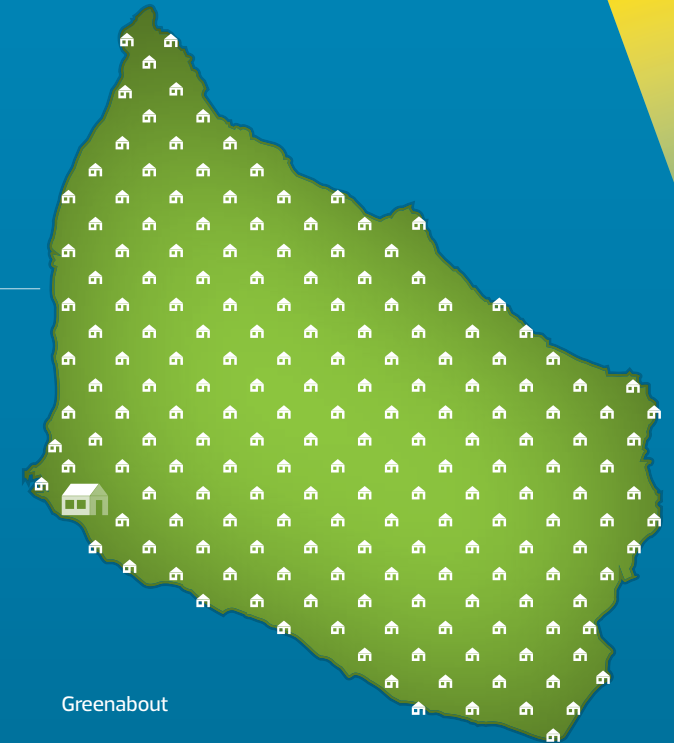
"The solution is to adapt users' electricity consumption to the production volume. We do this by changing their habits." The intelligent power system of tomorrow – also known as "smart grid" – is currently being tested on Bornholm. Two thousand (or 10%) of the island's households are taking direct part in the trailblazing EcoGrid EU, a demonstration experiment project with a total budget of DKK 200 million. The development of a reliable intelligent electricity system is a decisive prerequisite for being able to drastically increase the volume of wind and solar energy, without compromising the reliability of supply.

The obstacle to a steady supply of renewable electricity is variable weather conditions, which is resolved by adapting consumption to production.

The EcoGrid EU experiment involves encouraging consumers to switch selected electrical appliances on or off according to whether electricity production is rising or falling. EcoGrid EU involves both developing technical equipment and educating the people of Bornholm to become intelligent consumers of electricity.

EcoGrid EU is expected to become a model for power-grid set-ups all over the world, and in 2012, the experiment was listed by the international organisation Sustania as one of the ten most sustainable projects in the world.

• eu-ecogrid.net



Greenabout

GreenAbout's car-sharing test project "Electric Cars for Everyone" is a two-year trial project aimed at developing a scheme and an electronic platform giving users access to sharing an electric car by joining an organisation. The "Electric Cars for Everyone" project aims to increase the number of people who drive electric cars.

What is interesting about the project is not only its focus on infrastructure; it also supports the development of Bright Green Island and is an important aspect of Bornholm as a Green Island for Testing. Visitors to Bornholm can see that we have the technology and that the tests involve both year-round residents and visitors. In this test project GreenAbout works together with Better Place A/S. The two companies are already partners in a somewhat larger project entitled "Green Motion" where 46 countries, towns and international companies and organisations are working together to test the infrastructure for electric cars throughout the EU. The "Electric Cars for Everyone" project is supported by LAG Bornholm.

• greenabout.dk

BGTI-modellen

BGTI is a simulation model which aims to make the test results from Bornholm more applicable and refined, and thus help other communities move towards a carbon-free way of life. Plainly speaking, the BGTI simulation model can "translate" the Bornholm test results in the area of environment and energy so they are applicable to other local communities. This enables researchers, companies and organisations to test new green initiatives on Bornholm and then run the results through the simulation model which accurately calculates the effect of similar initiatives in other communities – such as Moscow, a small Pacific island or a Paris suburb. The BGTI model can be connected to an energy analysis or strategy.

The model was developed on the basis of Bright Green Test Island as a result of the widespread interest in using Bornholm as an energy laboratory.

• bornholm.biz



District heating

Much of the energy used in Denmark and the EU goes to heating homes and buildings. The typical sources of energy are coal and oil, but on Bornholm other solutions are used to provide access to inexpensive eco-friendly heat.

Bornholms Forsyning A/S is a municipal utility which produces carbon-neutral district heating based on straw and woodchips and supplies heat to around 2,500 households.

Bornholms Forsyning operates a straw-based heating plant at Klemensker and commissioned a newly-established woodchip heating plant at Aakirkeby in 2010. The latter facility generates about 23,000 MWh a year, providing heat to around 1,300 households. This equates to reducing carbon emissions by 6,400 tonnes a year. A new straw-based heating plant was established at Østerlars in 2011 and 2012 and is one of the few plants in Denmark to use flue-gas condensation to optimise fuel utilisation.

The plants use local fuels as the only source of energy. The straw is supplied by local farmers and the woodchips are chipped wood left over from sawmill production and from trees felled as part of general woodland conservation. Bornholm farmers use the only residual product from this process – ashes – as fertiliser.

- bornholmsforsyning.dk



Bofa

Bofa, Bornholm's local waste-management company, is keenly aware of innovative environmental development. The incineration of waste at Bofa supplies heat to most of Rønne, and this heat is almost free of carbon emissions.

According to Bofa's managing director, the smoke emitted by the process is so clean you could grill a sausage on top of the 75-metre-high chimney during peak operation of the incineration process. Bofa is intently focused on providing information about a sustainable environment and has turned a former water tower into an ultramodern information centre on waste and the environment to stimulate the green enthusiasm of the island's schoolchildren and many others. Bofa conducts classes, guided tours and lectures in the "Waste Info Tower", as it is commonly referred to, in a digital, interactive experience universe using QR codes and other technology.

- bofa.dk

BIOKRAFT

Bornholm's largest biogas plant, BIOKRAFT, generates electricity, heat and fertiliser products (primarily pig slurry) from biomass. The plant is also engaged in a pioneering project to establish a second-generation bioethanol plant on the island.

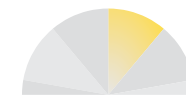
- biokraft.dk

GREEN ENERGY

USING RENEWABLE ENERGY IS CRUCIAL IN EFFORTS TO PHASE OUT THE USE OF FOSSIL FUELS. BORNHOLM IS WORKING WITH THIS REALISATION IN SEVERAL WAYS

- Wind is an important source of energy on Bornholm as wind power currently meets 50% of the island's power needs. Production of wind-generated electricity is planned to increase in the years ahead.

District heating based on straw and woodchips is also crucial for the island's green developments – and so, last but not least, is the way in which various types of waste are disposed of.



GREEN ENERGY OFFERS



Service

Systems solutions in the areas of Green Energy and Smart Energy

Advice about how to establish and develop Smart Energy

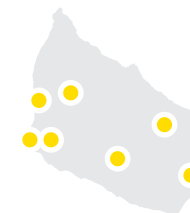


Inspiration

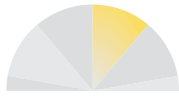
Waste Info Tower

Company visits

Inspiring presentations about Smart Energy solutions



CLEANTECH



CLEANTECH OFFERS

Service

Knowledge-sharing in the incubation of green industrial laundries

Products

Innovative green-laundry solutions

Energy strategies

Energy analyses

Inspiration

Company visits

Networking meetings



TOMORROW'S GREEN, ECO-FRIENDLY CONCEPTS FOR INDUSTRIAL LAUNDRIES ALL OVER THE WORLD ARE CURRENTLY BEING DEVELOPED ON BORNHOLM

- Cleantech companies share a common point of departure: their solutions are better than ordinary technologies because they reduce or eliminate negative environmental impact. Bornholm has businesses which are leading the way in making industrial laundries more sustainable.

Laundry Logic

Laundry Logics develops, markets and sells advanced simulation models to industrial laundries all over the world. These virtual testing-environment models of customers' own laundries make it possible for customers to optimise their products in terms of environmental impact, operations and economy.

Laundry Logics is helping to solidify Bornholm's leading position in the area of know-how and technology in the international laundry sector.

Together with JENSEN Denmark and Victor Vask (a local industrial laundry), Bornholm has the technology, know-how and practical experience at its command to assist local regions and laundries all over the world in optimising their own solutions.



Smart Green Consulting

In recent years, Østkraft has taken part in fast-paced growth in the development of the electric community of tomorrow. The know-how Østkraft has amassed in the process concerning renewable energy in the power grid, smart grid, etc., can now be passed on to other small communities. Smart Green Consulting is Østkraft's new consultancy division which provides advice on green energy production, efficient energy consumption and the involvement of the consumers. Finally, Østkraft can also provide advice on holistic energy systems based on comprehensive experience from thirty years of developing Bornholm's energy system.

- oestkraft.dk

JENSEN Denmark

JENSEN Denmark is Bornholm's biggest company and a world-leading manufacturer of technological solutions for industrial laundries. The company has made sustainability and eco-friendliness the cornerstones of its mission. JENSEN Denmark is deeply devoted to developing new machinery and concepts for intelligent, green industrial clothes washing – solutions which clean clothing but which drastically reduce the use of water, chemicals and energy.

- jensen-group.com

GREEN DESTINATION

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BORNHOLM LEADS THE WAY TO A
100% GREEN AND SUSTAINABLE SOCIETY
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Bornholm's biggest attraction is its widely varied, beautiful countryside with vast wooded areas, dramatic rocky coastlines and world-class sandy beaches. The forces of nature blanket Bornholm with snow, create turbulent waves, cause heavy storms and provide moments of solitude. But it is these very same conditions and surroundings which attract people to settle here, attract new visitors and attract visitors who keep coming back year after year. The serenity of the Bornholm countryside provides ideal conditions for relaxing, meditating and exercising outdoors. Bright Green Island is based on a desire to promote nature conservation to give people better natural living conditions. Our local efforts depict our global desires.



GREEN SOLUTION HOUSE



GREEN SOLUTION HOUSE OFFERS



Products

Rooms/flats
(92)

Conference facilities
(max. 350 participants)

Exhibition venue

Office facilities can be leased
on an individual basis

Apartment for longer-term lets:
ideal for researchers and creative
individuals seeking peace and
quiet to immerse themselves
in an innovative environment.

It is already possible to book
Green Solution House



Inspiration

Inspiring presentation about
sustainable business and "cradle-
to-grave" construction processes

Company visits with
professional content

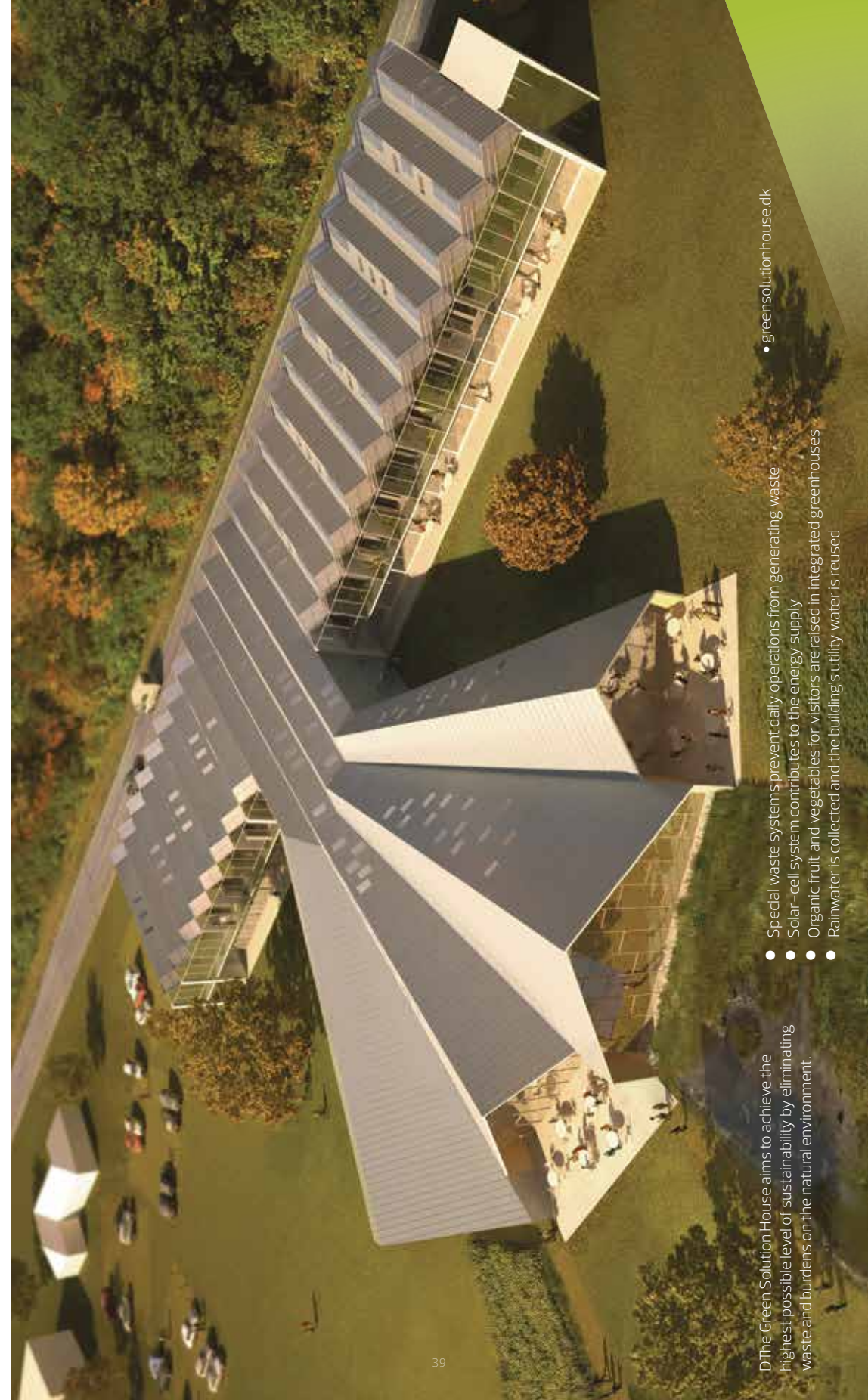


IN 2014, BORNHOLM WILL INAUGURATE A NEW GREEN WORLD CLASS ATTRACTION: GREEN SOLUTION HOUSE. THIS CONFERENCE AND KNOWLEDGE CENTRE IS UNDER CONSTRUCTION NEAR THE BEACH ON THE OUTSKIRTS OF RØNNE

- The 4,500 m² centre will be one of the first construction projects in Europe to be based on lifecycle design. This means that, as far as possible, all building materials will be reusable or biodegradable.

Green Solution House will be developed on an ongoing basis, concurrent with the emergence of new concepts and building materials. The edifice will be a dynamic demonstration centre which is continuously improved with a view to becoming healthier and wiser. Green Solution House will, at any given time, be a state-of-the-art showcase for the latest possibilities in the field of sustainable construction.

Green Solution House will be operated according to an ecotourism concept, which in turn is based on a sustainability principle – in terms of health, social factors and environmental impact. The kitchen will use local organic produce and the area around Green Solution House will provide opportunities for relaxation and reflection.



- Special waste systems prevent daily operations from generating waste
- Solar-cell system contributes to the energy supply
- Organic fruit and vegetables for visitors are raised in integrated greenhouses
- Rainwater is collected and the building's utility water is reused

● The Green Solution House aims to achieve the highest possible level of sustainability by eliminating waste and burdens on the natural environment.



Cycle paths

Cycling on Bornholm is a story all of its own. The island has been developing and laying out a network of cycle paths since 1981, and today the grid covers more than 230 km, making it the longest cycle-path system in Northern Europe. As you cycle along the extensive Bornholm cycle-path grid, you pass by old fishing hamlets and ride along rocky coastlines and sandy beaches and through wooded areas – not least through one of the biggest forests in Denmark: Almindingen. Bornholm has the longest cycle-path system in Northern Europe and Bornholm is a leading destination for bicycle tourism.

The cycle paths themselves are managed by the Technology and Environment Department of the Regional Municipality of Bornholm.

• brk.dk

Outdoor

Bornholm has excellent conditions for combining reflection, development of ideas, pleasure and conversation. This is another reason why many organisations and businesses choose to hold conferences and meetings on Bornholm. As alternative conference activities, the business-meeting tourists make use of the more than 35 outdoor activities available on Bornholm, including cycling, scuba-diving, rappelling, horseback-riding, tree-climbing, kite-surfing, windsurfing, hiking, sea-kayaking, and rides on the longest aerial cableway in Denmark. Action Tour Bornholm accommodates the needs of business-meeting tourists, groups of tourists and individuals seeking an active outdoor experience.

At Bright Green Island, we believe that outdoor activities which create green experiences in a sustainable perspective also create added value for Bornholm.

• actiontour.dk



Bison Bornholm

The European bison is the biggest mammal living in the wild in Europe. After World War I, all bison living in the wild were wiped out by hunting, leaving only 54 bison living in various zoos – in captivity. Since then, dedicated breeding programmes have enabled European bison to return to the wild. Bornholm's Almindingen Forest was specifically selected to receive seven of these European bison oxen, as it is one of the biggest forests in Denmark (200 hectares). The forest has many excellent habitats for a number of rare species of plants and animals. Machinery and human labour have been used to preserve and improve these habitats over the past 30 years, but this is an expensive, noisy and polluting process. The Bison Bornholm project intends to protect an endangered animal species and at the same time conduct research into how these free-roaming nature conservationists are a better, less expensive and more eco-friendly way to maintain wildlife areas.

The project is managed by the Danish Nature Agency.

• naturstyrelsen.dk



ISLAND NATURE

ACCORDING TO AN OLD LEGEND, AFTER GOD CREATED SCANDINAVIA, A LITTLE SOMETHING OF ALL THE BEST PARTS REMAINED...

- He took some of the most dramatic rocky scenery, the frothiest seas, the finest sand, the loveliest views and the most beautiful woods, put them in his hand, kneaded them well and flung them far out into the Baltic Sea. And that was how Bornholm was created...



ISLAND NATURE OFFERS

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Products

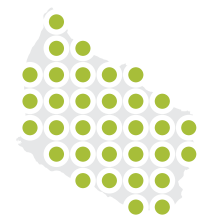
Customized green business meetings

35 outdoor activities for business tourists

Bison safari

Sustainable adventure holiday

●



SUSTAINABLE TOURISM



SUSTAINABLE TOURISM OFFERS

Products

Sustainable tourist locations and green meeting venues

Inspiration

Company visits with professional content

Inspiring presentations about sustainable tourism businesses



SUSTAINABLE TOURISM TAKES FULL RESPONSIBILITY OF THE LOCAL POPULATION, NATURE, ENVIRONMENT AND ECONOMY, WHILE CONSIDERING THE NEEDS OF VISITORS AND THE TOURISM SECTOR AT THE SAME TIME

- Tourism is Bornholm's third largest business, and throughout the '70s, '80s and '90s Bornholm was renowned for Krølle Bølle ice cream, round churches and smoked herring. Today, parts of Bornholm's tourism sector and some tourist attractions are committed to a more deliberately green entertainment angle, with animal life and the island's unique geography and countryside as the focal points. All the while, these businesses give priority to sustainable development.

Comfortness Konzept Bornholm

Comfortness Konzept Bornholm is a two-year development project aimed at consolidating and developing tourism-sector businesses for growth, innovation and sustainable development. The project focuses on four action areas: Hosting, Quality, Sustainability and Management/Innovation and expects to carry out 225 participant processes. All participants will be introduced to sustainability in their business, e.g. through the "Green Key" scheme or a similar certification label. In 2008, Hotel Siemens Gård was certified under the "Green Key" scheme. Since then, Radisson Blu Fredensborg Hotel and Hotel Griffen have chosen to actively participate in Bornholm's green strategy and have qualified for certification.

- bornholm.biz



The Medieval Centre of Bornholm

The Medieval Centre of Bornholm is an educational visitors' centre covering 15 hectares and surrounded by the Bornholm countryside. The centre has open workshops where visitors can try out working methods of the past for washing clothes, cookery, making archery weapons and many other activities.

Every year in mid-July, tradespeople from far and near descend on the centre to set up trading booths for the annual Medieval Market. With their fires burning in the fireplaces, the sounds of children playing and the silversmith's hammer intermingle with medieval music and the clip-clop of horses' hooves. Mummers juggle torches, and a travelling theatre troupe performs. At the Medieval Centre, we travel back to the Middle Ages to get a sustainable tourist experience for children and adults – with no electronics and no pollution.

- bornholmsmiddelaldercenter.dk



NaturBornholm

Bornholm's past and present meet at this green tourist attraction where experiences, knowledge and technology interact – with nature as the focal point. The recurring theme of NaturBornholm's exhibitions is interactivity and conversation with nature guides who tell the story of Bornholm's wildlife and countryside, past and present. NaturBornholm is interesting for young and old alike, and children can feel the "pulse of life", generate energy for small electric cars outdoors or watch a film about Bornholm's prehistoric past. In addition to communicating topics of natural history to tourists and schoolchildren, the building is based on green forms of energy and works together with Østkraft in connection with the power company's "Climate Choice" scheme.

- naturbornholm.dk

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BRIGHT GREEN ISLAND ADDRESSES GLOBAL CLIMATE
CHANGE AND POINTS OUT A BOLD NEW DIRECTION
TOWARDS EMISSION FREE LIVING.
OUR VISION IS TO BECOME A 100% GREEN
AND SUSTAINABLE SOCIETY BY 2025

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