

Denmark

- Aviation and the climate challenge

- Danish Aviation: Trade association under the umbrella of the Confederation of Danish Industries (DI)
- Long hot summer increases debate on climate challenge
 - Increased awareness
 - Increased pressure for action
 - Increased pressure for aviation tax – inspired by Sweden
 - Overall political position (until now): aviation key for economy – climate challenges to be solved in an international context
- Coordinated industry response:
 - From defensive to progressive strategy: take active responsibility
 - Defining ambitious, but realistic and timely targets to guide responses
 - Stimulating virtuous SFA-cycle through blend-in: > demand <> market supply < > economies of scale <
 - Act on facts
 - Seeking partnerships: ministries, NGO's etc.
 - Increase funds for R&D – Scandinavian strengths
- Key principle: “Carrot – not whip”