

# Green Accelerator

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# Introduction

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To support the Danish export-oriented business community and mitigate risks related to the green transition, the Danish Government has allocated funds to support mature green solutions by a Danish company or Danish Company Alliances, with the ambition to pave the way for an economic recovery that can contribute to sustainable investments in the green transition.

The Green Accelerator Facility is an initiative launched in October 2020 as part of a political agreement to reboot Danish exports based on the recommendations from Danish businesses. The purpose of the Facility is to increase Danish green exports. More specifically, it will support the preparatory work for green projects with export potential, but which are yet to find the right structure and format. The Green Accelerator will contribute to the financing of i) preparatory business activities and ii) secondments and short-term visits of Danish advisers and experts, including the posting of financing advisers to selected Danish representations abroad to support maturation of projects with potential for Danish exports. This Application Guide describes the application procedures for the Green Accelerator's financial support related to i) preparatory business activities.

The objective of the Green Accelerator is to help Danish companies take the crucial steps into new markets by providing financial support to mature Danish export solutions, which have a ready foreign market. Danish companies can make a significant contribution to reigniting growth in the Danish export market by stimulating sustainable growth and employment opportunities in Denmark and abroad.

The financial support per project can be between DKK 300,000 and 5,000,000. Company Alliances that apply for financing of their projects can do so without all companies in the alliance applying for financial support. After completion of the project. The Facility will reimburse 70% of expenses incurred in the case of a single company applying and 80% of expenses incurred in the event of a Company Alliance. No advance payment will be made.

The Green Accelerator will help Danish companies address the key barriers to enter new markets by providing financial support to pay for services and related hardware necessary to realize the export order.

# **What is the Green Accelerator?**

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The Green Accelerator will support Danish Companies or Company Alliances, consisting of large, small and medium-sized companies, and contribute to the financing of consultancy services which will enable the export of mature green and sustainable Danish solutions. Only proven technologies and solutions beyond proof-of-concept stage can receive support through the Green Accelerator. This Facility follows EIFO's general assessments of export transactions.

The maximum financial support per company is DKK 2,250,000 and DKK 5,000,000 for the entire Company Alliance (when not conflicting with EU's "De Minimis state aid" regulation). Upon completion of all project activities and submission of a final completion report. The Green Accelerator will reimburse 70% of expenses incurred in the case of a single company applying and 80% of expenses incurred in the case of a Company Alliance applying.

The Facility will not make any advance payments. Once a grant amount is approved, no additional funds will be made available. The Company or Company Alliance will be responsible for ensuring that the completion of the project happens within the agreed budget and timeframe. All taxes and duties must be borne by the Company or Company Alliance and shall not be financed by the grant awarded.

The total expected amount available under the Green Accelerator is DKK 85 million. The Facility will be operational until the funds are exhausted.

The overall objective of the Green Accelerator is to provide financial support to already mature Danish export solutions, thereby supporting Danish companies in their final push to enter new foreign markets. **The expected impact** is the attainment of new export orders amounting to DK 1.400 million and the creation of 850 Danish jobs.



*Results Chain of the Green Accelerator*

**Who can apply  
for support?**

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The Green Accelerator is open for Applications from Danish companies or Company Alliances that consist of companies registered in Denmark. To qualify, the Danish companies must meet certain minimum requirements related to their financial and technical capacities.

**The minimum requirements pertaining to the applicant company or Company Alliance are:**

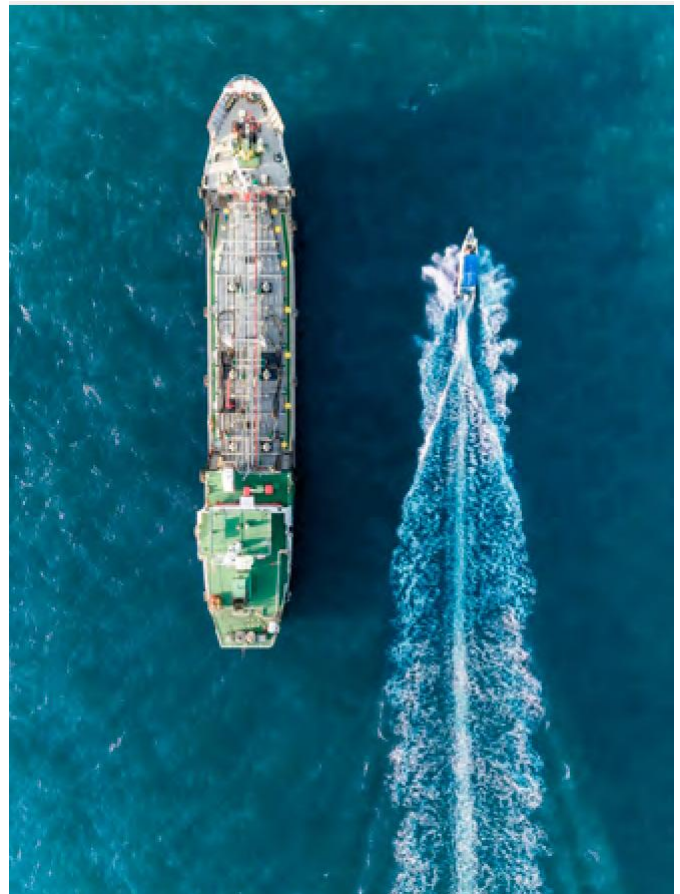
- › In case of a single applicant, the applicant company must be registered in Denmark and must be an [SME as defined by the EU](#).
- › In case of a Company Alliance, all companies must be registered in Denmark, of which one must be a SME
- › Any company applying (as a single company or as a part of an Alliance) must have been registered in Denmark for at least 3 years
- › Any company applying (as a single company or as a part of an Alliance) must be able to document at least five full-time equivalent staff according to a company annual audited report for the most recent financial year
- › The single company applying or the lead company of an Alliance must be able to document turnover greater than DKK 10 million according to company annual audited report for the most recent financial year
- › The lead company must be able to document export volume greater than DKK 5 million in the most recent financial year
- › Any company applying (as a single company or as a part of an Alliance) must be able to pass an initial ESG screening and Reputational Due Diligence by EIFO
- › A Company Alliance must appoint a lead company registered in Denmark, which will be the focal point for the project vis-à-vis EIFO. In case of a single Company, this company will take on such responsibilities. The companies which form a part of the alliance will all be equally liable for the fulfilment of the potential contractual obligations if entering a Grant Agreement with the Green Accelerator.

**The following supporting documents are required to be submitted with the application:**

- › Proposal Submission Form
- › Time Schedule and Budget
- › In case of a Company Alliance, a Memorandum of Understanding between the companies forming the alliance (no formal requirements to content or format)
- › Audited company annual report for the most recent financial year for the single company or Company Alliance members (all companies part of the alliance).
  - › If revenue and export revenue are not stated in the annual report, separate documentation providing this information must be submitted.
- › Declaration confirming that the support is not conflicting with EU De Minimis principles

**The following supporting document is optional:**

- › Sustainability Policy from the company or each company forming part of the alliance



# **What can the Facility support?**

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The Green Accelerator will reimburse 70% of the total project budget in case of a single company applying and 80% of the total project budget in case of a Company Alliance applying. The maximum reimbursement can be DKK 2,250,000 per company or DKK 5,000,000 for the entire Company Alliance, if applicable. It is assumed that the applicant has a mature solution ready to go to market, which means

that the proposed project must be an export opportunity already developed and tested by the Company or Company Alliance. Initial market studies and analyses cannot be financed under the Green Accelerator. There are no geographical requirements, but it is considered an advantage to apply for support in countries where Denmark already has an established strategic sector cooperation.

### Eligible project activity costs:

Refundable Expenses	Description
<b>Consultancy Services to address identified gaps / bottlenecks</b>	Studies and Analyses
	Technical reviews / feasibility studies
	Market analyses
	ESG review, conformance and compliance review
	Legal reviews and advice
	Advice on patent applications (not the patent application itself)
	<b>Training and Capacity building</b>
	Capacity building, awareness creation and peer-to-peer knowledge exchange
	Site visit for identified customer(s) and key decisionmakers
	<b>Advocacy and Marketing</b>
	Mapping of relevant decision-makers / actors
	Contact with relevant decision-makers / actors – events
	Monitoring of relevant administrative / political initiatives / legislation
	Preparation and execution of local advocacy campaigns related to the green solution
Awareness creation related to the green solution such as export promotions, trade fairs, workshops, demonstrations, campaigns in the targeted export market	
<b>Project Management</b>	Internal project management related costs shall not exceed more than 10% of the <u>total budget for the project</u> .
<b>Travel and Accommodation</b>	Economy class. According to Danish government rules ( <u>Cirkulære om satsregulering pr. 1. januar 2026 for tjenesterejser</u> ), however not incl. meals and drinks (see table for “non-refundable expenses)
<b>Auditor Expenses</b>	Auditor expenses related to final disbursement. The Request for Disbursement must be submitted to the Danish company’s auditor for examination
<b>Products (hardware / software / design / equipment)</b>	Costs associated with the purchase or inclusion of products directly related to approved project activities (studies and analyses, training and capacity building and advocacy and marketing) shall not exceed more than 30% of the total budget for the project. If the products included in the budget are sold by companies within the alliance or closely associated companies, then the equipment has to be traded at cost price. Profits or development costs are thus not to be included.

**The Facility cannot financially support (the list below is not exhaustive):**

<b>Non-Refundable Expenses</b>	<b>Description</b>
Wage costs	Wage costs of the Danish single company or companies in the Company Alliance (exception is project management costs – maximum 10% of the project budget)
Normal, direct sales promotions	Ordinary sales and marketing activities aimed at promoting company brands, products, or services to a broad, non-targeted audience that is not clearly defined as the project’s identified decision-makers. Such activities are considered part of companies’ normal commercial operations and are therefore not eligible for reimbursement.
Operating costs / Auxiliary costs	Expected to be covered by the participating stakeholders
Per diem costs / Meals and drinks	As an exception to the Danish government travel rules, expenses for meals and beverages are not reimbursable and are expected to be covered by the participating stakeholders.
Regulatory procedures	Implementation of regulatory procedures in connection with construction cases, environmental approvals and the like
Infrastructure and patents	Construction, Infrastructure, approval of patents and similar

**Financial support from the Green Accelerator is subject to the European Union’s “De Minimis state aid” regulation, which allows for aid of maximum EUR 300,000 to be provided from public funds to any business enterprise over a rolling three-year period. Companies applying for support must submit a Declaration confirming that the support through this Facility is not conflicting with the EU State aid regulations**

**The minimum requirements for the Project Activities are:**

- › The solution must be considered “Green” based on the Green Accelerator definition (see section “How do we define Green Solutions?”)
- › Development stage (maturity) of the solution, including the technology, should be proven and ready to go to market
- › All project activities must be completed within 12 months of the project’s start date and must commence within 6 months from the time of grant commitment
- › The solution must be able to pass a EIFO ESG Screening (including no significant harm criteria).

- › Service Providers (consultants) contracted to perform the project activities will be screened for compliance and business integrity standards
- › The creditworthiness and risk of the export country/ countries will be screened, taking into consideration the proposed project activities and the export solution. Please consult the following link for further information. Please note that a high-risk country classification does not necessarily mean that your application will be disqualified: [Green Accelerator \(eifo.dk\)](https://eifo.dk)

**The following supporting documents will be required to submit:**

- › Declaration confirming that the grant is not conflicting with EU De Minimis principles.  
*Upon approval of the grant, EIFO will register the awarded amount in eAid in accordance with EU requirements.*

**The following supporting documents are optional to include, to demonstrate the likelihood of an export sales order:**

- › Letter of Intent from potential Customer(s)
- › Letter from a relevant Danish representation in the countries i.e. Embassy and consulate, confirming that the solution is aligned with strategic engagement by Danish government

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**Financial support from the Green Accelerator is subject to the European Union's "De Minimis state aid" regulation, which allows for aid of maximum EUR 300,000 to be provided from public funds to any business enterprise over a rolling three-year period.**

# **How do we define Green Solutions?**

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The solution is aligned with one or more of the following criteria constituting the Green Accelerator's definition of green solutions (A, B and C - based on the EU Taxonomy and Denmark's Green Future Fund). As part of the application, the Company Alliance must provide supporting material on how their solution, service or product is aligned with one or more of the following criteria.

**A. Green Solution:**

- › Solutions which have the potential to reduce greenhouse gas emissions nationally and/or internationally, including the timing of the implementation of the Community
- › Solutions that can increase energy and resource efficiency throughout or parts of the value chain, such as through circular economy
- › Solutions that decouple the use of fossil fuels and fossil bases the materials throughout or part of the value chain
- › Solutions that promote, protect and/or support climate, environmental and natural conditions, including the use of water resources, biodiversity and other ecosystem services
- › Solutions to address food shortages and/or water scarcity and/or other climate, environmental and natural challenges in the food and water sector
- › Supporting solutions, including symbiosis and sector collaborations that enable or accelerate other green solutions.

**B. Other Green Solutions. Solutions within other green transition areas such as:**

- › Climate change adaptation
- › Blue economy projects, i.e. sustainable use and

- › protection of water resources and the ocean
- › Transition to circular economy
- › Protection and rehabilitation of biodiversity and ecosystems

**C. Greener alternatives. Solutions greener than existing alternatives, replacing or substituting these. Examples include the following areas:**

- › Measuring and testing instruments for green solutions
- › Renewable energy facilities
- › Carbon capture utilisation, Power to X technologies
- › Energy savings, including energy efficiency in buildings
- › Energy storage and energy regulation systems
- › Re-charging stations and recharging infrastructure
- › Electrifying personal transport
- › Recycling of rare metals
- › Reduced footprint for the food production industry
- › Industrial size biogas facilities with high share of (animal) waste
- › Reduced consumption of water and chemicals
- › Facilities to reuse certain raw materials and reuse of components



# How to apply for support?

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Applications for support should be submitted through the online SmartME platform. Applications submitted through other channels will not be accepted.

**Submission Procedure:**

1. The Applicant checks the minimum requirements and the assessment criteria in this Application Guide
2. The single company or lead company responsible for the application registers on the online SmartME application system through the website: [Green Accelerator \(eifo.dk\)](https://eifo.dk)
3. The Applicant creates and submits the Application in SmartME

**General rules for submission**

- › Applications received after the submission deadline will be rejected
- › Applications must be submitted online on the SmartME platform - no other form of submission is allowed
- › Applications shall be submitted in English
- › All financial information included in the Applications shall be in DKK
- › EIFO reserves the right to reject any Application until signing of the Grant Agreement.

# SmartME

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## Detailed registration and submission guide for SmartME

### The registration process on the SmartME platform is as follows:

- › Follow this link to register for the Call for Applications: [Green Accelerator \(eifo.dk\)](https://eifo.dk)
- › Register by providing your first and last name, email address and your chosen password as well as your location. You may also be required to provide a mobile number for authentication
- › An e-mail with login credentials will be sent to the registered e-mail address
- › Sign in to the system and begin developing your Application
- › Applicants can at any time log out of the system and return to the same access point as all work will be saved in real-time, as it is entered.

### IT Support

Visit the Green Accelerator online management system (SmartME) helpdesk for technical problems. The SmartME helpdesk support function is located on the application page once the Applicant has logged into the system. The helpdesk responds to queries within 48 hours.

## Data Protection

All data entered into the SmartME system is secure. All the operations and practices regarding the collection, storage and processing of personal information are in accordance with the EU Data Protection Directive 95/46/EC and the Danish law.





**How is the  
Application  
assessed?**

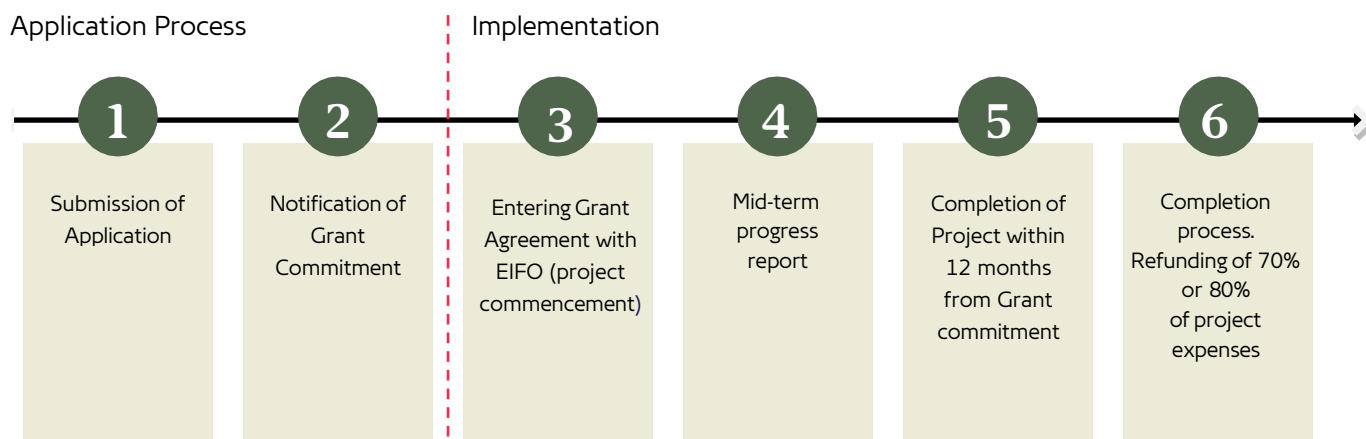
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The Applications meeting the minimum requirements will be assessed against the following assessment. A minimum of 15 points pr. category is required to obtain a Grant Agreement.

Categories	Assessment Criteria	Description	max score	Scale Description
<b>1. Assessment of project potential</b>	1.1 Business case and market potential	Relevance of the proposed solution in relation to market potential (relevance, demand, size and price), including strengths in the target market(s).	10	<b>Top score:</b> Assessed as a great fit between solution and market, with a solid business case – all aligned with the potentials and strengths in the target market. <b>Bottom score:</b> Poor documentation and/or unrealistic argumentation for solution and market fit.
	1.2 Export Preparedness	Assessment of the applicant's export preparedness and capacity to achieve the stated export objectives within 24 months from grant award, including the credibility and realism of the proposed export, clarity on products/services, pricing assumptions, and a feasible pathway for achieving export, considering previous export experience, customer engagement, and market potential.	10	<b>Top score:</b> Clear and credible export preparedness, demonstrating realistic assumptions for realizing a high export impact ( <i>realistic export effect of 10 or above to achieve highest score</i> ) <b>Bottom score:</b> Low export preparedness, with unclear or unrealistic expectations regarding the realization of export impact
	1.3 Preidentified customer	Assessment of whether one or more potential customers have been identified, including evidence of interest and the level of commitment to the proposed project and solution. The evaluation considers both the number of LOIs and the strength of their commitment.	10	<b>Top score:</b> At least one credible and relevant customer identified, and one letter of intent included. <b>Bottom score:</b> No relevant customers/customer segments identified and/or no documentation of contact with the customer(s).
	1.4 Additionality	Assessment of the applicant's description of why the project activities in the described form would not be implemented without support from the Green Accelerator.	5	<b>Top score:</b> High program additionality <b>Bottom score:</b> Low program additionality
<b>2. Assessment of expected success for project implementation</b>	2.1 Activities, budget and Time schedule	Clarity and coherence of the proposed project activities, and the extent to which they address or directly overcome the identified gaps or bottlenecks. The assessment includes the consistency and alignment between time schedule, the project content and budget (incl. only eligible costs), as well as its overall probability of success.	15	<b>Top score:</b> The probability of success is assessed as high, and project purpose is fully aligned with the activities. <b>Bottom score:</b> Significant discrepancy between activities and project purpose.
	2.2 Risk mitigation measures	Assessment of the applicant's identification of key project-related risks and the adequacy and realism of proposed mitigation measures, reflecting the project's robustness and the applicant's ability to manage uncertainty.	5	<b>Top score:</b> Relevant risks identified and relevant mitigation measures described. <b>Bottom score:</b> Poor or insufficient descriptions of risks and mitigation
	2.3 Project Management	Assessment of the project management capacity, including the distribution of roles, responsibilities, and competencies within the project management staff.	5	<b>Top score:</b> PM is relevant with proven project management experience, and the project governance (RACI-model) well described. <b>Bottom score:</b> The choice of project manager is assessed as a poor match with no governance structure.
	2.4 Service providers	Assessment of the relevance, suitability and experience of the service provider.	10	<b>Top score:</b> All the selected service providers are suitable, relevant and experienced (technical competence, export barriers, geographical context etc) <b>Bottom score:</b> The choice of service providers is assessed as a poor match.
			<b>70</b>	

**What are the requirements if your project receives a grant commitment?**

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› As own contribution is considered 30% for single company grantees and 20% for Company Alliance, the disbursement of the Facility will be the reimbursement of 70% of the total project budget in the case of a single company grantee and 80% of the total project budget in the case of a Company Alliance. Full disbursement procedures will be made available to the Grantees once the Grant Agreement has been shared.

- › Reporting consists of:
  - › Mid-term Progress Report describing the main results of the work carried out thus far.
  - › Final Completion Report describing the results of the project work, documenting the project's finances, and informing on the performance according to pre-defined standards
  - › Export Success Report describing the export results achieved 12 months after project completion.

All reports must be submitted to EIFO according to the stated results and associated indicators in the Application (both quantitative and qualitative).

- › The Grantee will contribute to possible additional monitoring and evaluation (lessons learnt) events, stories, surveys, etc.
- › EIFO reserves the right to conduct a sample audit / due diligence when deemed necessary.

› The auditor, as part of the audit of grant accounts under the Green Accelerator program, must issue an audit opinion with a high level of assurance and in accordance with ISA 800. The auditor's report must include:

- › Compliance audit to verify whether the grant recipient complies with the established grant conditions.
- › Performance audit to assess whether the grant has been used economically, efficiently, and in accordance with its intended purpose.

The audit shall be conducted in accordance with 'Standarderne for Offentlig Revision' (SOR) and Rigsrevisionens guidance on the drafting of audit provisions, including paradigm 4 for grant accounts, which shall form the basis for clarifying the auditor's responsibilities and obligations.

› The Grantee must adhere to the project duration timeline and the expense ceiling. In the case of an expense overrun of the overall project budget, the Grantee is required to cover the excess expenses from its own funds, which are considered as additional counterpart contributions.

› The overall project budget must not be exceeded. Cost overruns within individual budget lines below 10% is acceptable without notification to the EIFO, as long as the overall project budget is not exceeded and as long as the budget is compliant with the overall guidelines for refundable expenses (i.e. less than 30% on products, less than 10% on project management costs).

**Where to find  
additional  
information?**

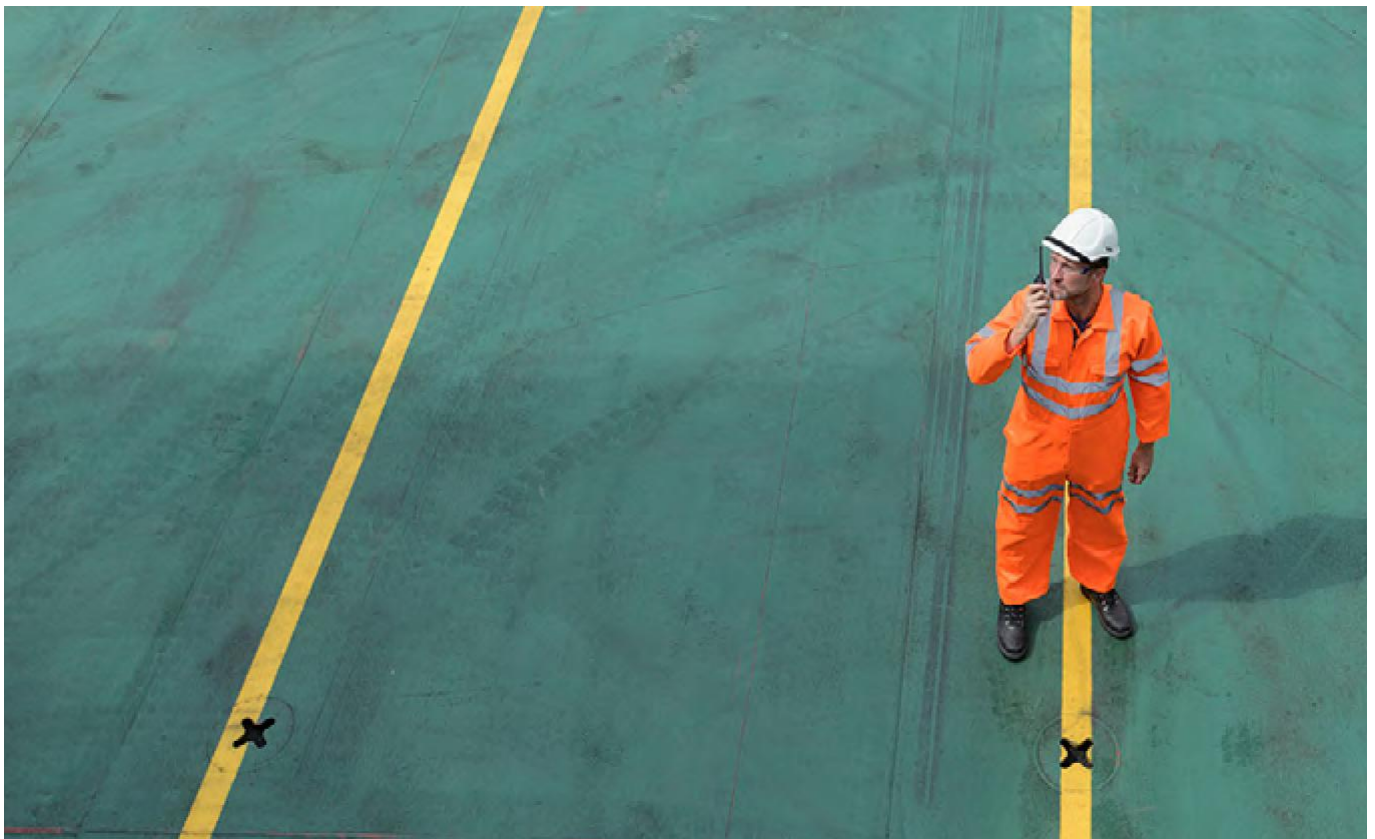
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› Questions and requests for clarification may be submitted to the email: [markedsmoending@eifo.dk](mailto:markedsmoending@eifo.dk)

**Disclaimer**

These guidelines are designed to provide general information to potential Applicants (single Companies or Company Alliances). The information provided in these guidelines is for informational purposes only and is not intended to be a source of advice with respect to the material presented. EIFO does not warrant or make other forms of promises as to any results that may be obtained by using the content of these guidelines. EIFO disclaim any and all liability in the event any information proving to be inaccurate, incomplete or unreliable, or result in any losses or not being awarded the Green Accelerator grant commitment. The use of these guidelines implies your acceptance of this disclaimer.



# **Glossary of key terms**

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## Glossary of key terms

Term	Definition / Explanation
Assessment Criteria	Defined criteria used to assess and rank Applications
Company	Single entity applying for support
Company Alliance	Group of companies applying for funding, one of which must be an SME
Company or Company Alliance Contribution	Company or Company Alliance's own funds contributing to the realization of the Facility financially supported project
Due Diligence	Verification exercise to confirm the information submitted by Company Alliance
EIFO	Denmark's Export and Investment Fund
Eligibility Criteria	Defined minimum requirements to be fulfilled by an Application to be considered for funding
Entity	Institution, company, or organization that has legal rights and obligations
ESG	Environmental, Social and Corporate Governance
Facility Manager	EIFO employee in charge of managing the Green Accelerator
Grant Agreement	Contract signed between EIFO and the single company or company alliance partners
Grant Committee	Committee that consists of representatives from EIFO which makes strategic decisions for the Facility, including grant awards for Applications
Grantee	Successful Company or Company Alliance who has signed a Grant Agreement with EIFO
Grantor	Denmark's Export and Investment Fund
Reputational Due Diligence	Assessing and evaluating the reputation and integrity of the applicants to identify any potential risks or concerns related to the reputation of the company and project
Lead Company	Main entity heading the Company Alliance (if applicable)
Refundable Expenses	Expenses which can be financed through Green Accelerator financial support
Solution	The proposed business product or service to be exported



Export &  
Investment Fund  
of Denmark

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