

## SoMe and Communications kit – launch of virtual wind platform

Thank you for contributing to the launch of the Danish Energy Agency's new virtual offshore wind platform. The Danish Energy Agency (DEA) will launch the platform on June 20, 2022 before 12.00 CEST and we invite you to share it with your followers. We kindly ask you **not** to begin posting about the virtual wind platform before launched through DEA's official channels.

### Introduction to the virtual offshore wind platform

The virtual wind platform has been developed by the DEA with financial support from The Ministry of Foreign Affairs. By launching the platform, Danish offshore wind experiences will be available to the rest of the world. The platform is available in three different languages (English, Japanese and Korean) and is targeted at Government authorities in emerging offshore wind markets but can be relevant for a broader audience.

The platform contains:

1) Presentations from DEA experts including our General Director, Kristoffer Böttzau, and the following industry experts: Siemens Gamesa, Ørsted, NKT, Green Power Denmark, CIP, Global Wind Organisation, COWI, Cadeler and The Port of Esbjerg.

An important precondition for succeeding with offshore wind is good regulatory frameworks in order to successfully expand the offshore wind market and attract investors, and this is a Danish stronghold. Among the many contributors are the DEA's own wind energy experts together with industry experts representing key areas to a successful offshore wind development. The platform invites people to learn and understand more about the Danish approach and experiences within offshore wind.

2) Different visual content including wind turbine technology and short quick draw videos.

Please note, that the platform will have new content uploaded on a regular basis. This means that at present, there are no presentations on energy islands and Power-to-X in the section "Regulatory & Policy". These will be uploaded at some point.

### Facts

- The new site [www.offshorewindtour.org](http://www.offshorewindtour.org) introduces its audience to the history of transitioning to offshore wind and presents different parts of offshore wind development by breaking it into key topics. It is available in three different languages: English, Japanese and Korean.
- Denmark built the world's first offshore wind farm in 1991 and today has an installed capacity of approximately 2.3 gigawatt. In 2022, wind power is estimated to cover 50 per cent of Denmark's electricity production.
- The virtual platform is developed by the Danish Energy Agency in collaboration with the Ministry of Foreign Affairs of Denmark. It is inspired by the Ministry of Foreign Affairs' Trade Council in North America's virtual tours held during covid-19 as travel restrictions made it impossible to travel and experience offshore wind in Denmark first-hand.

- Denmark has 19 government-to-government cooperations on energy with countries that collectively emit more than 60 per cent of the world's CO<sub>2</sub>. In addition, Denmark has a number of short-term country cooperations including *The Danish Energy Transition Initiative*. By sharing and expanding knowledge and capacity in the partner countries' national authorities, policymakers are empowered to make sustainable and cost-effective energy policy decisions that support the global sustainable transition.

### SoMe and Communications kit

This SoMe and Communications kit provides you with text suggestions, visuals etc. you can use to share through your own channels. Feel free to adapt to your own context and add your own flair.

### LinkedIn / Facebook / Instagram

Hello upcoming offshore wind nations! Jump on a 3D helicopter ride to an offshore wind platform to explore key learnings from Danish government and industry experts in offshore wind.

Today, the Danish Energy Agency and the Ministry of Foreign Affairs of Denmark launch [www.offshorewindtour.org](http://www.offshorewindtour.org) to share the Danish experiences with offshore wind to support the acceleration of offshore wind globally.

Denmark holds a front-runner position within offshore wind based on more than 30 years of experience. Sharing Danish experiences and expertise with upcoming offshore wind nations can help multiply the effect of Danish knowhow.

The virtual wind platform is the latest tool in the Danish Energy Agency's 19 government-to-government cooperations on green energy transition and offers a wide variety of features such as:

- Jump on a 3D helicopter ride to an offshore transformer platform.
- Learn about the different areas of the offshore wind supply chain through Danish government and industry experts working within the wind industry on daily basis. Meet them through the menu in the "Power room" at the substation.
- Explore the visual effects of the wind turbines from different distances from shore.

Visit the new virtual wind platform and dive deep into Danish offshore wind knowhow – it's available in three different languages!

### Twitter

Jump on a 3D helicopter ride to an offshore wind platform!

@Energistyr and @DanishMFA launch [www.offshorewindtour.org](http://www.offshorewindtour.org) to share Danish experiences with offshore wind worldwide.

Visit the site, dive deep into the Danish knowhow and meet government and industry experts.

## Tags + hashtags

We would appreciate it if you would use the following handles and tags in your social media posts.

LinkedIn: @Energistyrelsen or @Danish Energy Agency

Twitter: @Energistyr

Recommended hashtags: #greentransition #offshorewind #globalcooperation #dkgreen

## Visuals

Please find a video teaser and different thumbnails via the Skyfish link that you are more than welcome to share. You will find regular formats and formats suitable for Instagram.

## SoMe Q&A

You might get some questions from your followers when you share content about the platform. We have tried to answer some of the questions, people may ask.

### ***Q: Why are the French and Indian sites not translated into French and Indian?***

A: The two sites do not yet contain specific French and Indian content but they have their own meeting facilities, which can be used for meetings within our governmental cooperations.

### ***Q: What about the Chinese site?***

A: The Chinese site is under construction.

### ***Q: Where do I find the expert presentations?***

A: Start the heli-ride and to speed up, click "Skip helicopter ride". Click on the menu "Go to substation". On your right, you will see a Tour Guide showing the different content on the platform. Click on the menu "Power Room". Here you can choose between "Regulatory & Policy" or "OSW Supply Chain".

### ***Q: How do I get access to the conference and meeting rooms?***

A: These rooms are only available for people who have been invited by the Danish Energy Agency.

### ***Q: Why is there no presentation from Vestas?***

A: We are in dialogue with Vestas as well as others, and the site will be further developed with content going ahead.