
ProjectZero Sønderborg

Partnering for the Green Transition

Future Energy Solutions
Lappeenranta, 9th September 2026

Managing Director Allan Pilgaard-Jensen, ProjectZero



The next 15 minutes

- ProjectZero – a public private partnership
- Our decarbonization model
- How we work with energy-efficient decarbonization of heating
- What we have achieved so far
- Summary – recommendations

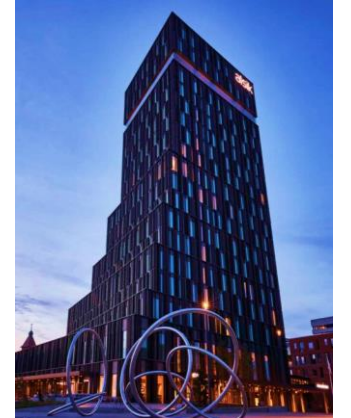
Beyond climate: The green transition drives independence, security and competitiveness



- Less dependence on imported energy means lower geopolitical risk. Greater resilience to energy crises.
- Reduce household energy bills, helping ensure social balance.
- Reduce business energy costs, improving competitiveness and lowering vulnerability to fluctuations in energy prices.

Sønderborg in Denmark

- Municipality of 74.000 inhabitants
- 251 km of coastal line
- More than 120 nationalities live in Sønderborg
- Electronics/mechanical industry focused on the green transition
- Danfoss headquarters
- Fastest growing university in Denmark. 1300 students from more than 50 countries





ProjectZero

A local partnership with global potential

- Sønderborg's ambition is to decarbonize our energy system by 2029
- A Sønderborg municipality lighthouse project
- We focus on reducing energy consumption
- We demonstrate how a local community can accelerate decarbonization by turning a master plan into action
- We inspire decision makers and share our learnings



Climate action through partnerships

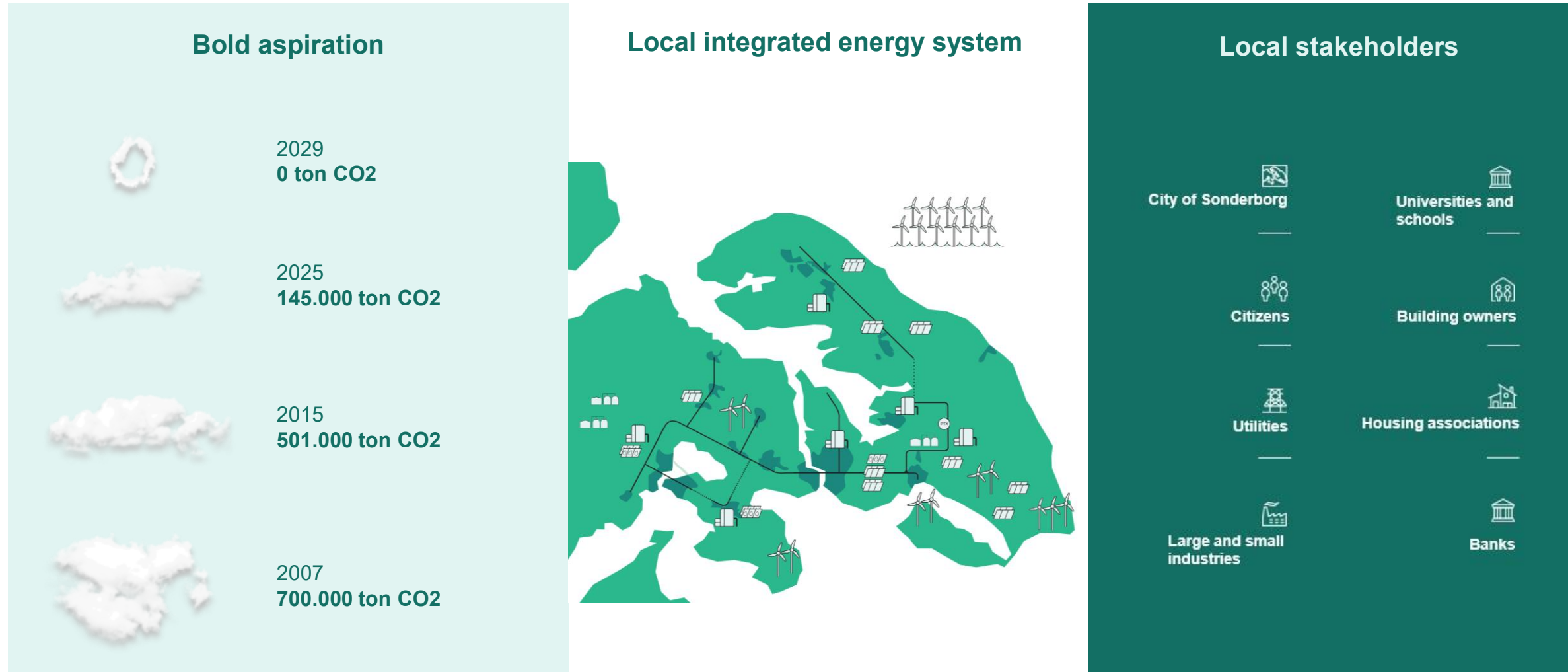
We have shown how a local society through partnerships can accelerate decarbonization by following a cost-effective master plan:

1. Formulate a bold aspiration and ensure it has local support
2. Develop a cost-effective master plan
3. Organize action, execute, and follow up

Break down siloes and develop a strong collaborative culture !



1. Local engagement behind a bold aspiration



2. Cost-effective master plan

Reduce = energy efficiency first

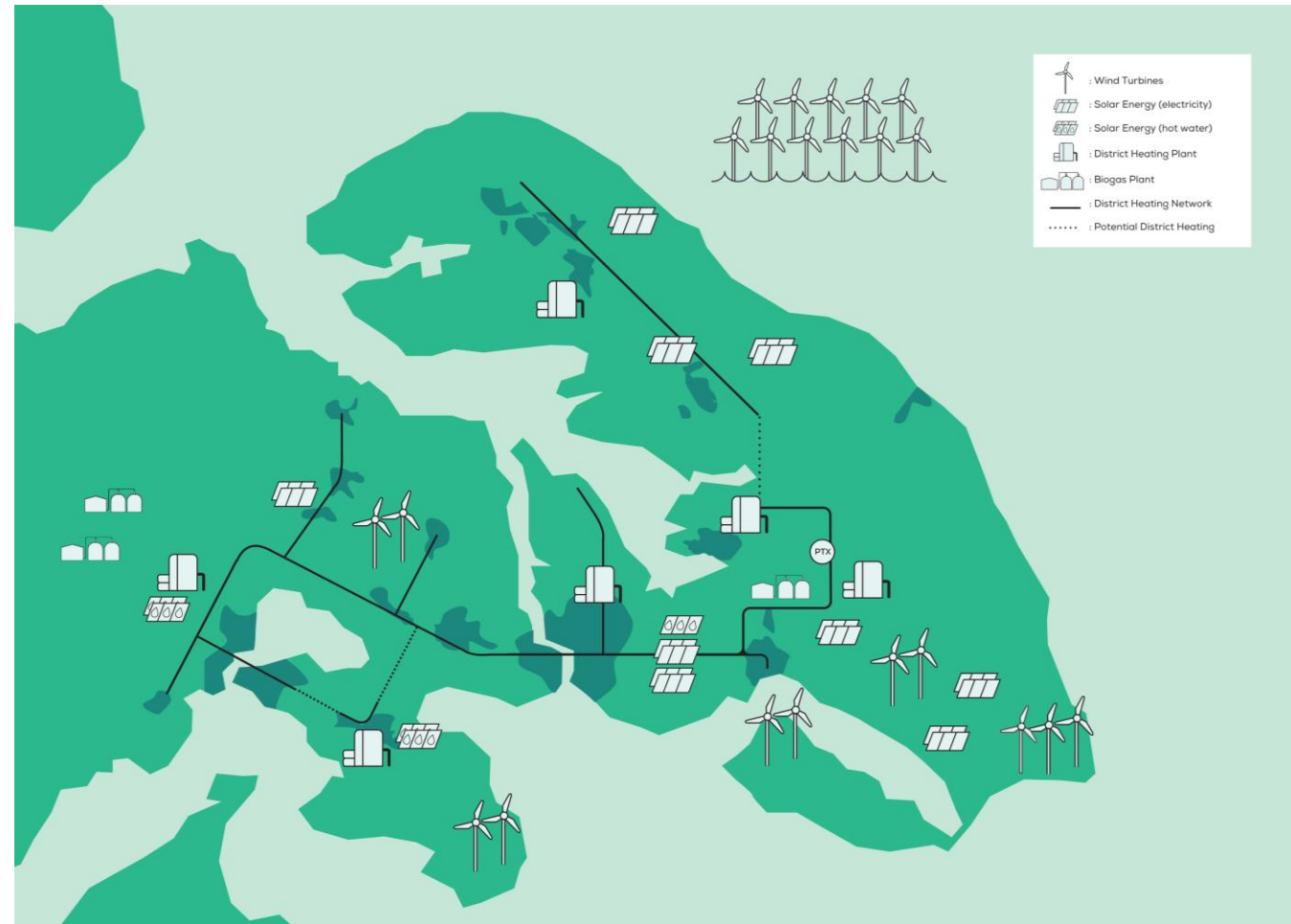
- Energy-efficient buildings
- Heat pumps in the industry, district heating and buildings
- Electric vehicles

Reuse = sector integration

- Reuse of excess heat from industry, hospital, data centers, supermarkets, energy production
- Integration and digitalization of district heating networks
- Wastewater plant – part of the local resource symbiosis

Green the rest = renewables

- Green gas from three biogas plants
- Green fuel/gas from Power-to-Gas
- Carbon neutral district heating
- Onshore wind and solar
- 165 MW costal wind farm



3. Organizing local action

**Action is
organized
in hotspots**

Homes



Owner
Project manager
Project group



The engagement by
the stakeholders is
driven by the joint
aspiration and what is
in it for them.



Project management
Co-ordinates, facilitates
and keep all parties
engaged and the
aspiration on track



Energy



Industry

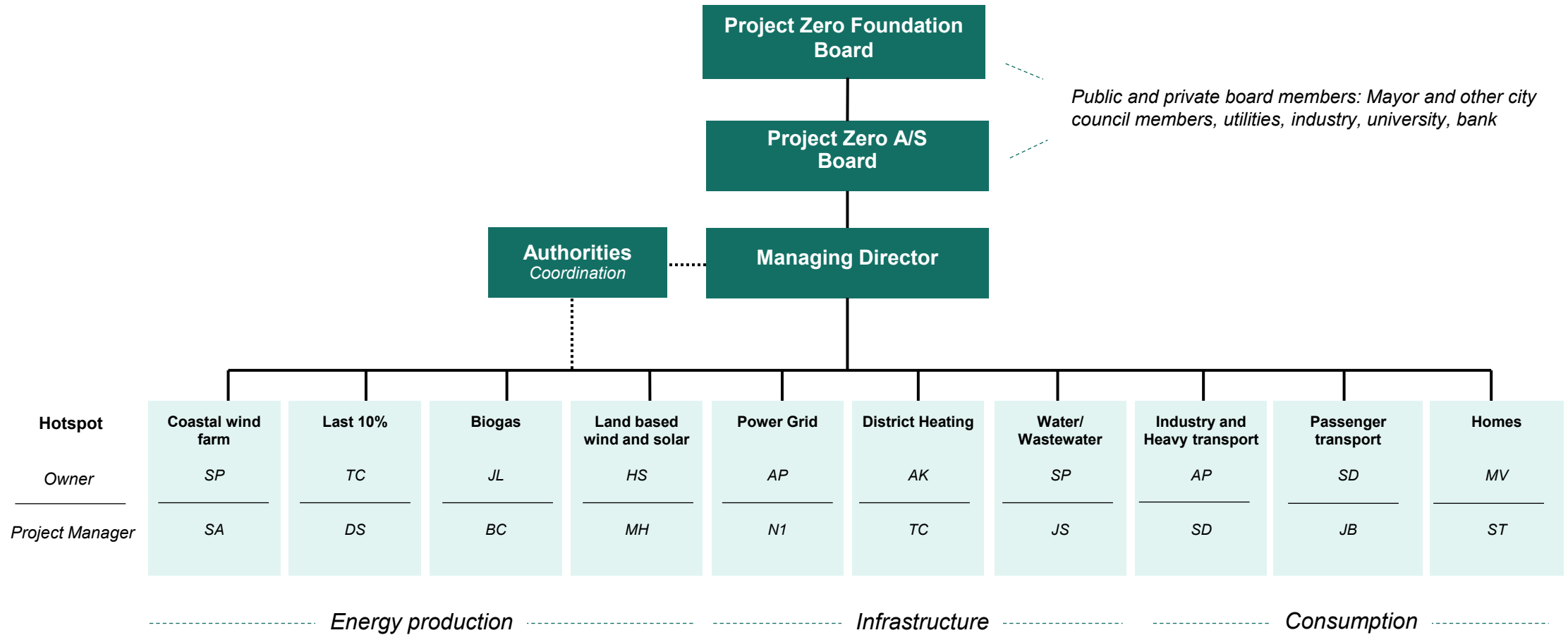


Transport



Buildings

ProjectZero Sønderborg – public private governance



Hotspot: Decarbonizing homes by district heating and single-house heat pumps

Action organized
in hotspots

Homes



Owner

Director, Bank Service Company

Project manager

ProjectZero

Working group

- The municipality – the heating plan authority
- District heating companies
- Heat pump suppliers
- Real estate agents
- Banks



The engagement by
the stakeholders is
driven by the joint
aspiration and what is
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Decarbonization of heating by systematic planning

Systematic planning of green heat in Sønderborg

- District heating and electricity expected to be carbon neutral by 2029
- 4700 oil-boilers replaced so far (90%)
6000 gas-boilers replaced (70%)
- One heat plan including all households in the municipality
- close cooperation between municipality, district heating companies and ProjectZero

District
heating

Local
heating

Heat
pumps





**District heating is
the backbone of
our energy system**

Hotspot: Decarbonizing the District Heating System

Action organized
in hotspots

District heating



The engagement by the stakeholders is driven by the joint aspiration and what is in it for them.

Owner

CEO, Sonderborg Heating Company

Project manager

Project Director, Sonderborg Heating Company

Working group

- CEOs and Project Directors of the other heating companies in the Sonderborg region
- The municipality – the heating plan authority
- Danfoss – district heating expert
- ProjectZero - coordination

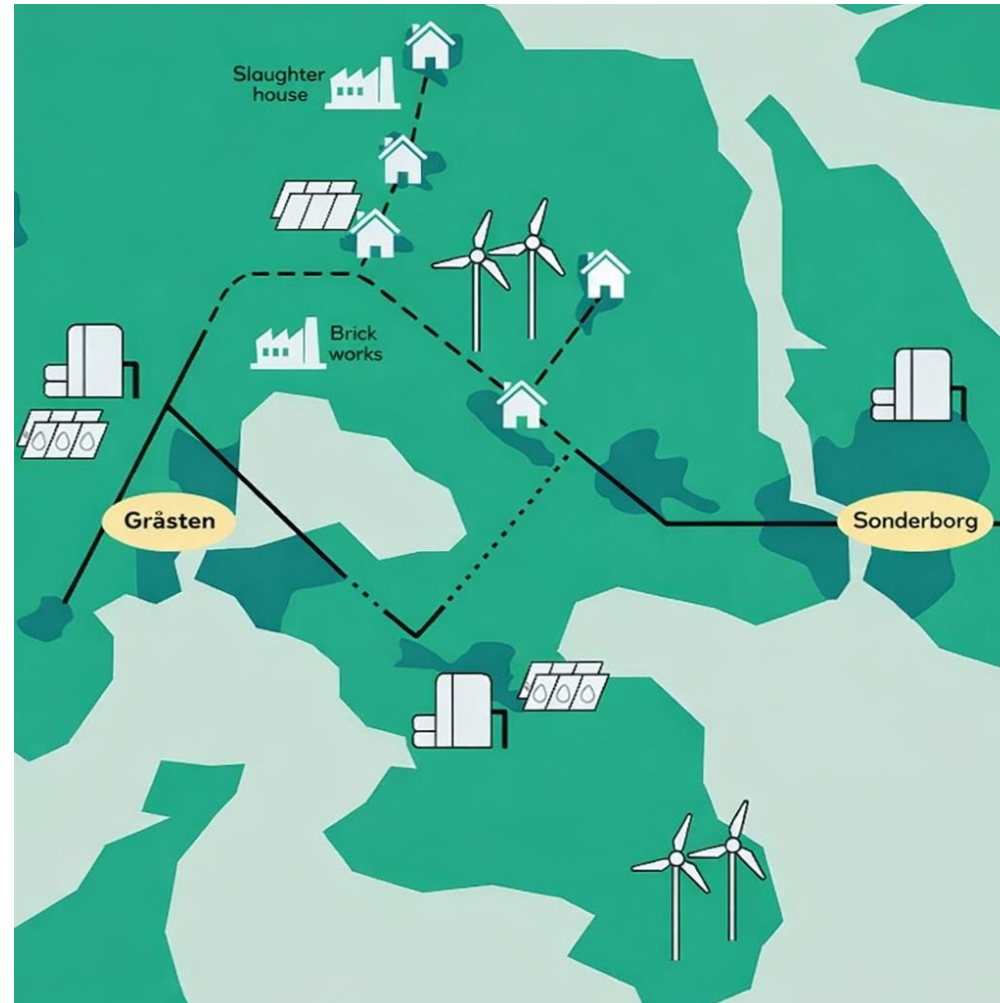
Excess heat saves energy – and costs

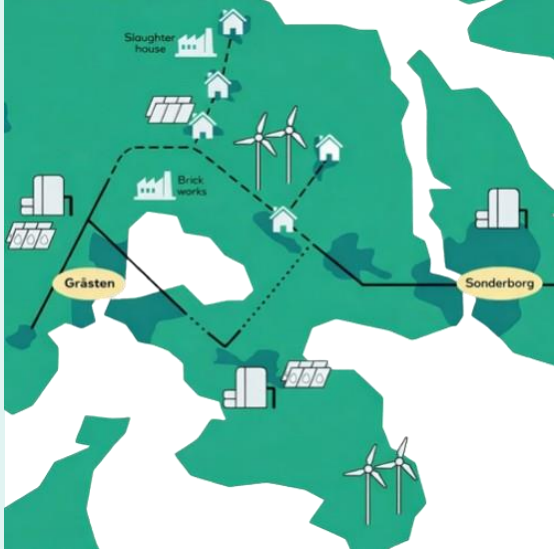
The greenest – and cheapest – energy is the energy, you don't use

- Our hospital utilizes excess heat from cooling - covering most of its own heat demand. Even contributes to the district heating network.
- 12 supermarkets have a strong focus on energy efficiency – 53% energy reduction. Cover 80% of own demand with excess heat from coolers and freezers



Sector coupling is just as much about people as technology





The Challenge

Decarbonization in remote areas

Homes



No access to
district heating

District heating



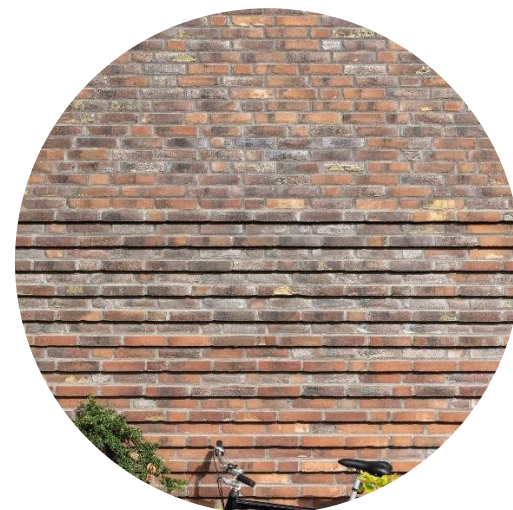
Too costly to
expand

Slaughterhouse

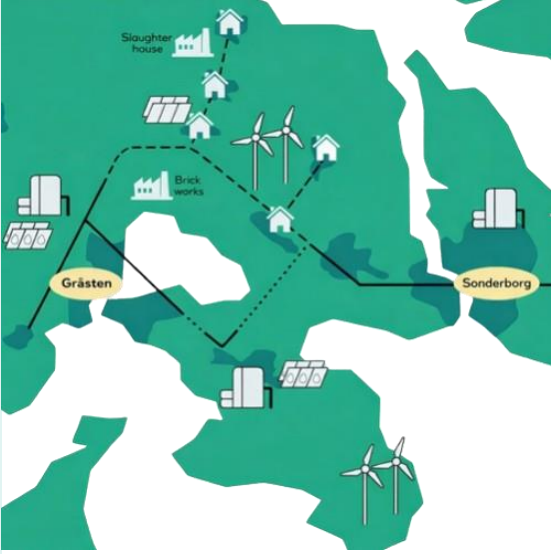


Relies on
gas

Brickworks



Waste of
excess heat



The Challenge

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Homes



No access to district heating

District heating



Too costly to expand

Slaughterhouse



Relies on gas

Brickworks



Waste of excess heat

Homes

Access to
affordable and
green heating



Slaughterhouse

Access to
district heating

Supply excess heat



Connecting people
Creating value

District heating company

New customers

Utilize excess heat



Brickworks

Supply excess heat



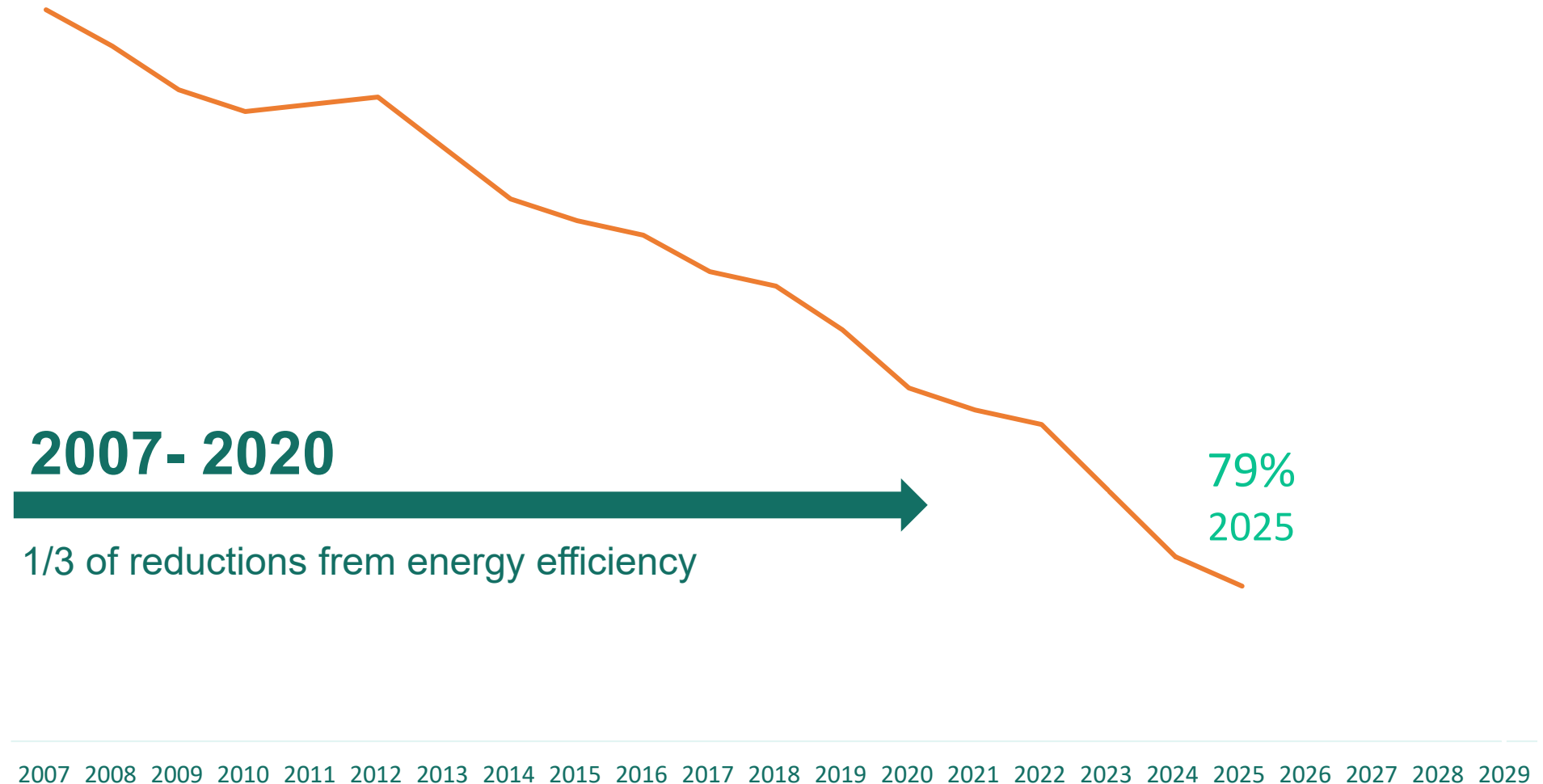


**What we have
achieved so far**

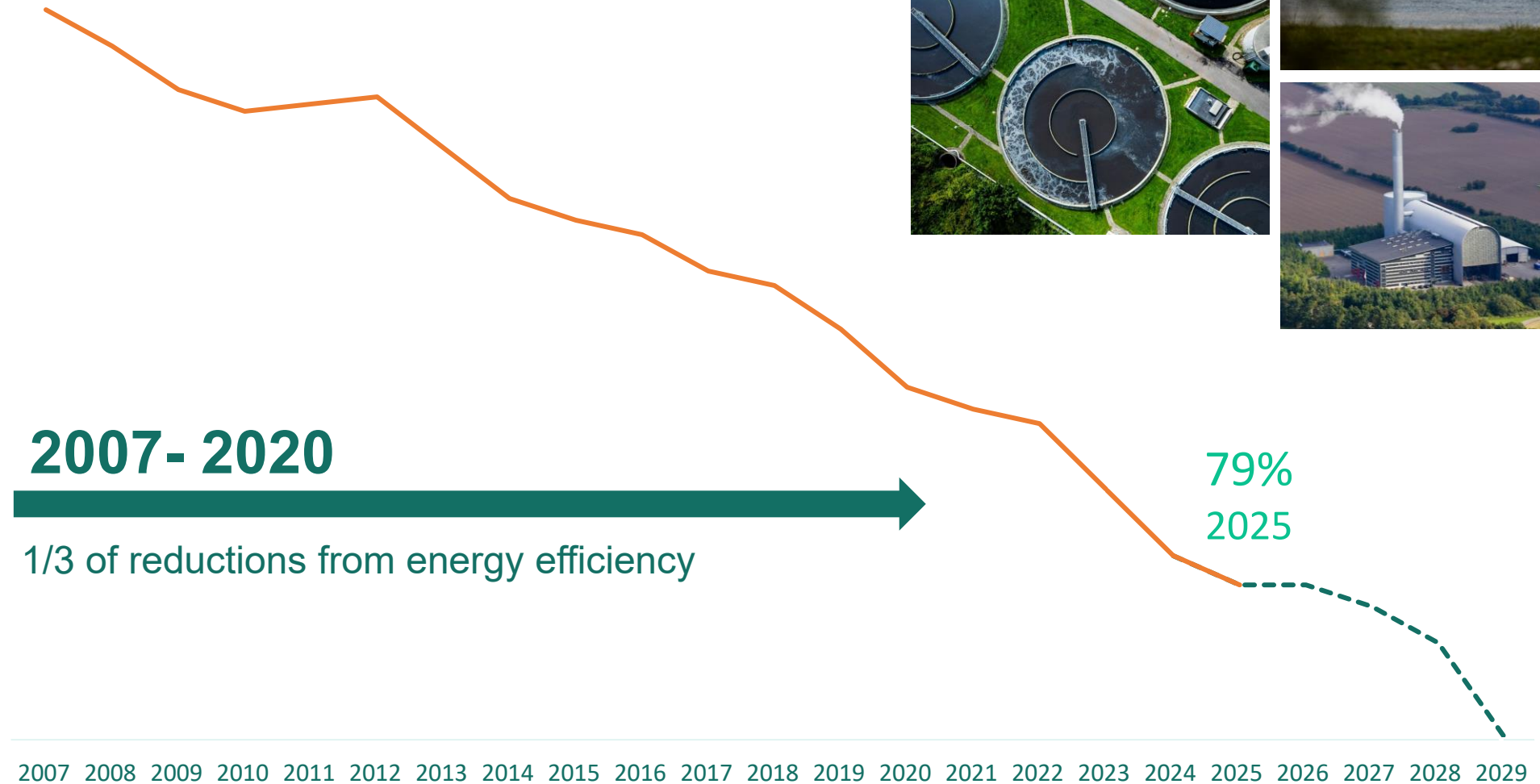
Our road to Zero



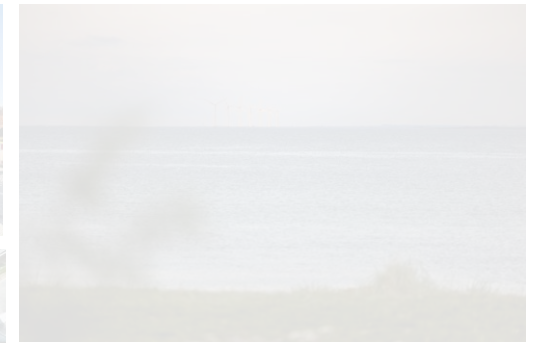
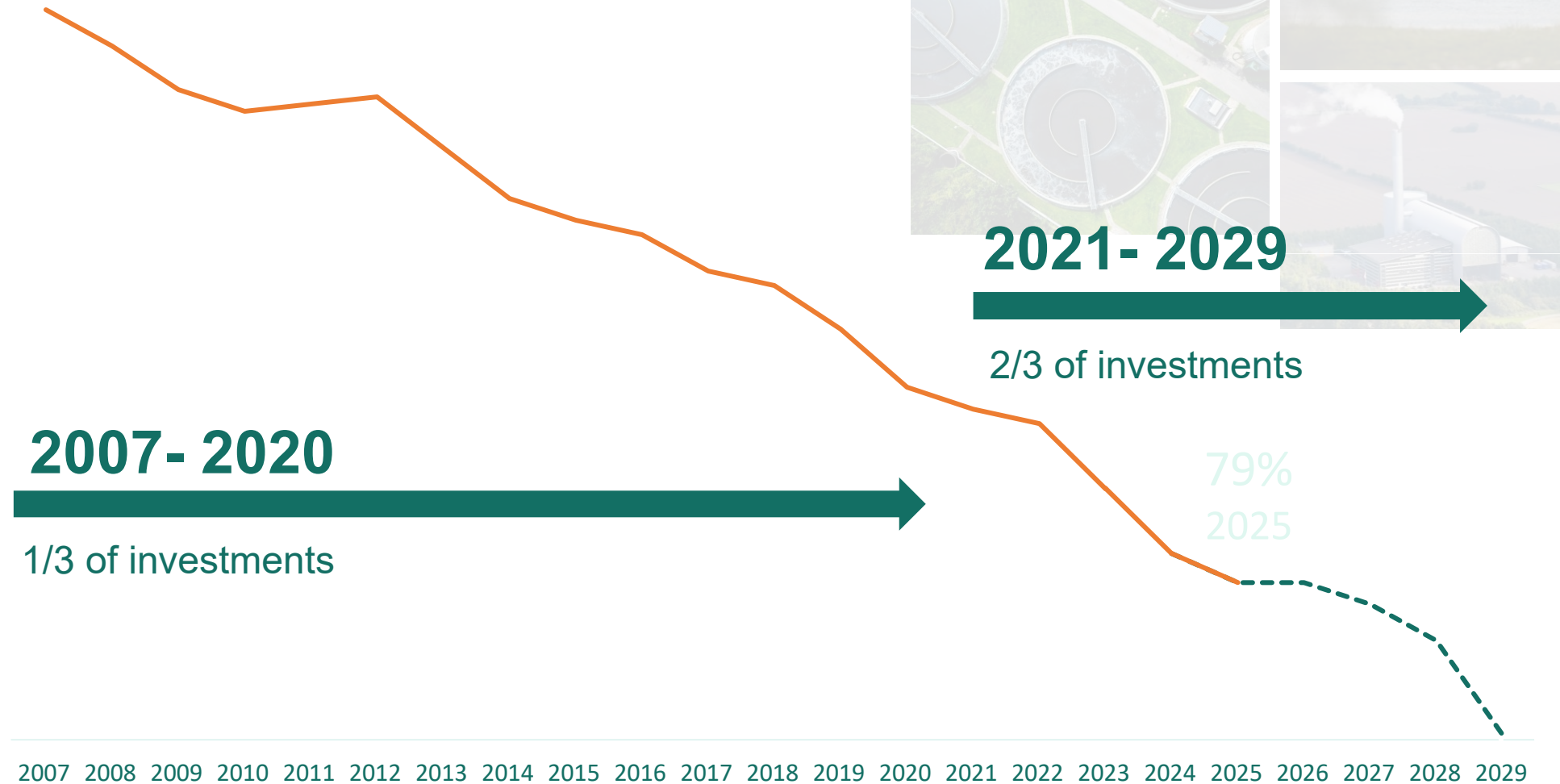
Our road to Zero



Our road to Zero



Our road to Zero



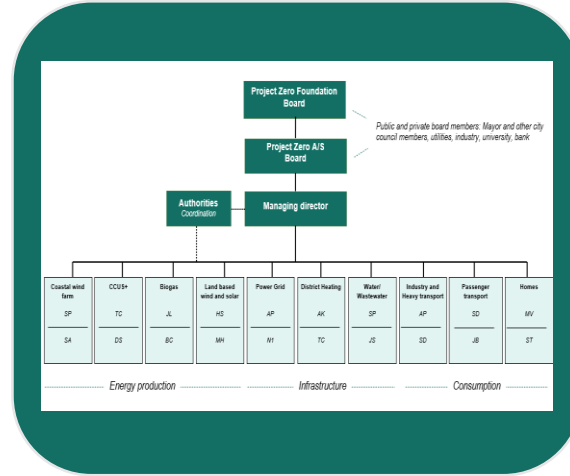


Summary

Recommendations in summary



A Public Private Partnership can bring all stakeholders together on a joint mission



Organize your planning with key drivers and form working groups with the relevant stakeholders. A coordinated effort makes $1+1 = 3$



It's all about passionate people driving the agenda and engaging other people

ProjectZero - a local solution to a global problem

Through partnerships our ambition is to inspire global decision-makers and make a global impact

