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Martin has more than 15 years' experience within EU Public Affairs in Brussels and Denmark, where he is affiliated with major international corporates. He is specialised with promoting and catalysing strategies supporting the uptake of cutting edge technologies within energy, water, and matters that pertain to an improved environment and climate.

Having founded Denmark's 1st "Smart City Kalundborg" gaining initial support up to 20 mio. Euro, Martin is advocating for getting more from less through leveraging public-private partnerships. Through these, sustainable growth can and should be induced and sustained. It revolves around resource efficiency through a smart cities approach having industrial symbiosis as key aspiration. Cities cannot do this alone, neither can industry. Jointly cities can make industry, research and civic society perform in a proper direction mainly by use of existing means, but with a much better outcome for the benefit of the local economy and the global environment.