



New York and its municipalities are on a mission to improve public services through the installation of Intelligent outdoor light as part of the “Smart Street Lighting NY” program. It has created an opportunity for Danish startups and SMEs to demonstrate coherent and solid multifunctional intelligent LED light solutions. Solutions, that are not only energy efficient, but also improves connectivity, public health and safety. So, are you a Danish based Lighting company, or maybe you produce the new smart application that New York’s municipalities need to hear about? Then this event might be something for you!

ABOUT

The rapid development in NYC creates new market opportunities and the program is developed by Danish Cleantech Hub in New York and Gate 21, to give the Danish SMEs a flying start in accessing the US market. The program zooms in on a concrete local challenge and invites Danish SMEs to present innovative solutions, to how their products and/or services can solve the challenge and provides an opportunity to pitch their solution towards a panel of public and private purchasers.

THE CHALLENGE: Putting 12th Street on the Long Island City (LIC) Night-Map

The objective is to create this pocket of the Industrial Business Zone (IBZ) into a viable and vibrant neighborhood hub for the LIC community. Using light as a means of connectivity, 12th Street will be an “always on” neighborhood oasis with safety, function and enjoyment at its foundation. With strategic implementation of smart lighting systems, that bring people together, the Campus at 12th Street is primed to be an iconic destination for LIC and across the five boroughs. The challenge has been submitted by Long Island City Partnerships, International Nighttime Design Initiative and VOREA.

We task the Challenge respondents to propose solutions to the two Living Lab themes within their pitch: a showcase for best practice public lighting – beyond the street pole-luminaire typical and to facilitate community-based placemaking research.

Read more about the challenge [HERE](#).

The Challenge Owners



Long Island City Partnerships (LICP) is the neighborhood development organization for Long Island City. The mission is to advocate for economic development that benefits sectors across the area and the goal is among others to attract new businesses to LIC retain those already here, welcome new residents and visitors, and promote a vibrant and authentic mixed-use community.



International Nighttime Design Initiative (NTD) is an interdisciplinary consortium aiming to increase hours of social and physical activity in public space after dark – in part through smart lighting. The intended outcome is public safety, better health and economic vitality.



The VOREA Group (VOREA), is a multifaceted real estate company equipped to perform mid to large scale development projects throughout the Tri-state area. VOREA's uniquely vertically integrated enterprise include among others a construction management division focused on marrying best-in-class management with best-in-class technology, and an end user platform focused on weaving small business into the fabric of community.

PROGRAM

The program is divided into two parts:

- A day where we learn more about how to access the American lighting and Smart City-market, followed by a solution workshop to prepare for the pitch finale
- A day with the opportunity to pitch your solution to a panel consisting of the challenge owners and other American public and private purchasers based on NYC. Please find details about each activity below:

November 3, 2020: SOLUTION WORKSHOP DAY PROGRAM @ DOLL Living Lab

09.00 Breakfast

09.30 Welcome and A roadmap to NYC – understand your market + Q&A

10:30 Challenges as an accelerator for green export

11.00 The NYC challenge

11.30 Lunch

12.15 Solution hack workshop

15.00 Persuade the challenge owner – methods for preparing your solution, pitch and presentation

16.00 Q&A with US expert

17.00 Networking drinks

November 30, 2020: PITCH FINALE @ State of Green

14.30 Arrival at State of Green

15.00 Kick off – virtual pitch finale and introduction by Danish Cleantech Hub and Gate 21

15.10 Pitch rounds of 5-7 minutes per company including questions from the panel

16.10 Announcement of winner

16.15 Thank you by Danish Cleantech Hub and Gate 21

WHO CAN PARTICIPATE?

The program is developed for Danish companies that produces smart intelligent outdoor light components and producers of Smart City solutions – [REGISTER](#).

PRACTICAL INFORMATION

The program is financed by the Danish Industry Foundation through the project Access Cities. Participation is FREE for Danish SMEs.

Location November 3: **DOLL Living Lab**

Naverland 2, Floor 6, 2600 Glostrup

Location November 24: **State of Green**

Vesterbrogade 1E, 1620 Copenhagen V

CONTACT

If you have any questions, please do not hesitate to contact us.

Mille Munksgaard, Danish Cleantech Hub, mimu@di.dk
or

Maja Yhde, Gate 21, maja.yhde@gate21.dk