



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK
The Trade Council

DANA DYNAMICS: PIONEERING AUTONOMOUS MARITIME SOLUTIONS TOWARDS BETTER WATER MANAGEMENT

DANA DYNAMICS HAS STRATEGICALLY EMBEDDED SUSTAINABILITY AND SDGS AT THE CORE OF THEIR DUTCH EXPORT STRATEGY, UNLOCKING NEW AVENUES TO SALES ALONG THE WAY.

In the heart of Svendborg, surrounded by the Danish archipelago, Dana Dynamics is breaking new ground in maritime innovation. Founded in 2018, this maritime technology company specializes in autonomous solutions, enabling better, more effective, and sustainable water management.

Dana Dynamics launched its first maritime drone in 2019 but has since also expanded to other vessel types, including autonomous workboats. Their location in Svendborg serves as the perfect proving ground for refining and testing their systems, as the city boasts a large coastline and a strong maritime history.

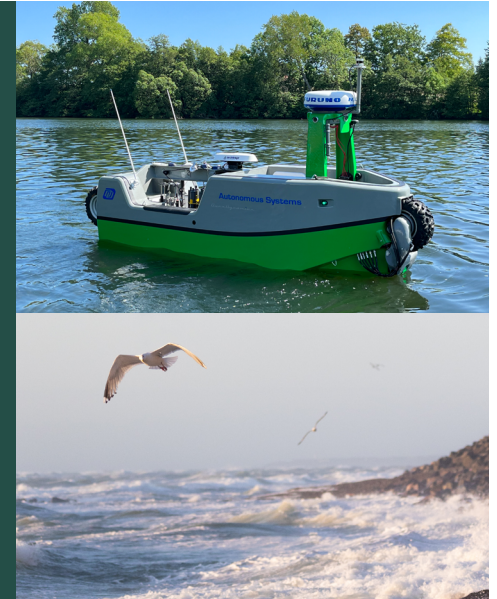
As the global population expands, so does the demand for clean water, intensifying pressure on our scarce freshwater resources. Climate change worsens this by increasing the frequency and severity of droughts and floods, impacting water availability and quality. Effective water management is crucial, especially in regions like the Netherlands, to ensure access to safe drinking water, protect ecosystems, and support economic activities reliant on water, such as agriculture, industry, and energy production.

In their pursuit for better water management, Dana Dynamics has developed environmental drones that offer a pragmatic solution for efficient and precise environmental monitoring. These drones are adept at collecting consistent and accurate data from specific water bodies, crucial for assessing water quality and addressing environmental concerns.

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Our goal was to identify markets where water is a critical societal element and where we can apply our expertise to make a meaningful difference.

Martin Stockholm, Co-Founder
of Dana Dynamics



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TIPS TO ENHANCE YOUR SUSTAINABLE EXPORT STRATEGY IN THE NETHERLANDS

Embed Sustainability in Your Narrative: With 68 % of Dutch firms increasingly engaging with SDGs, ensure your business narrative strongly reflects sustainability, mirroring the broader societal focus in the Netherlands.

Target Key Sustainability Themes: Prioritize themes like climate action (SDG 13), sustainable production (SDG 12), decent work, economic growth (SDG 8), and water environment management to resonate with the core concerns of the Dutch market.

Align with Dutch SDG Targets: Study the Netherlands' 2030 SDG goals in the document *Dit zijn de Sustainable Development Goals* to identify market openings. Craft your value proposition to clearly incorporate SDGs, addressing the specific needs of Dutch political priorities.



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Integrating Sustainability and SDGs into Business Strategy

Dana Dynamics combines technological innovation with sustainability, embedding specific SDGs at the heart of their export strategy. Employing autonomous systems for maritime navigation and environmental monitoring, the company enhances efficiency towards better water management. This alignment with SDG 6, focusing on Clean Water and Sanitation, has been instrumental in their strategy for entering the water-conscious Dutch market.

Martin Stockholm, the Co-Founder of Dana Dynamics, clarifies, "While we are fundamentally a technology provider, we've evolved to recognize and intentionally incorporate the sustainability advantages of our technology, especially in our international markets." He emphasizes their commitment to sustainable engineering solutions, stating, "Our environmental drones exemplify this commitment. They dramatically increase the precision and effectiveness of water monitoring, a vital component in tackling the intricate water management issues prevalent today."

The Dutch Market: An Obvious Choice

The Netherlands, with its unique water management challenges, represents an ideal market for Dana Dynamics. The Dutch intensive agriculture, industrial activities, and the influx of river water from neighboring countries create a complex water management landscape. On top of that, a significant portion of the Netherlands, nearly a third of the country, lies below sea level, necessitating a strong focus on advanced water management to safeguard

against the unique challenges this presents.

"Our decision to enter the Dutch market was driven by their intense focus on water quality, which resonates deeply with our product and expertise," explains Martin Stockholm "The Netherlands faces similar, yet more pronounced challenges compared to Denmark, especially in terms of agricultural runoff. Our goal was to identify markets where water is a critical societal element and where we can apply our expertise to make a meaningful difference."

Michael Nørregaard from Trade Council agrees with this notion and praises Dana Dynamics for how they have integrated the SDGs in their value proposition: "The Dutch are deeply committed to water and water quality. This presents significant opportunities for a company like Dana Dynamics by focusing on water rather than technology. In other words, the value proposition is now focused on tackling societal issues, shifting away from emphasizing the solely technical achievements."

In terms of sales, Dana Dynamics is gradually making inroads into the Dutch market.

"We're actively engaging with two to three potential partners in the Netherlands and have demonstrations scheduled with them," concludes Martin Stockholm.

Participated in the SDG Business Accelerator, 2022. An initiative driven by the Trade Council with focus on sustainability and export.



**SDG BUSINESS
ACCELERATOR**

DANA DYNAMICS' CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS



Clean Water and Sanitation

Dana Dynamics enhances water quality management, supporting sustainable water and sanitation access.



Industry, Innovation, and Infrastructure

Dana Dynamics' maritime innovations strengthen resilient infrastructure and foster sustainable industrial growth.



Life Below Water

Dana Dynamics' technology plays a vital role in preserving oceans and protecting marine life.