

# WESTWIND24

in Ringkøbing-Skjern

*The world's most talked about and  
innovative event for electric vehicles*



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## The goal is to create the world's most talked about and innovative event for electric vehicles

This prospect describes the idea of **WestWind24**, situated in Ringkøbing-Skjern Municipality – the heartland of Danish entrepreneurial conquests into windpower. An event that attracts the leading stakeholders within the electromobility industry, i.e. manufacturers of EVs, batteries and charging technologies.

A fantastic combination of EV race, expert symposium and people's electromobility festival. Viewers will experience the technologies of tomorrow, just as the event will catapult electromobility up the global agenda; experts and laymen alike.

On behalf of the concept group and the city council of Ringkøbing-Skjern Municipality,

Hans Østergaard, Mayor

## WESTWIND24



# Tradition for innovation and creativity

In West Jutland there is a saying: "Nothing comes by itself, except the west wind". The saying subtly articulates that one should challenge the status quo if one wants to promote the ideas that drive individuals and society up the ladder of development.

That is exactly what an industrious engineer did in the town of Lem in the 1970s. On the backdrop of an international energy crisis, he established the wind energy adventure known today as Vestas.

One of the most pressing questions of our time is: 'How do we develop and optimize a fossil-free transportation sector?'

The obvious answer is: 'By creating innovation through qualified and relevant competition.'

**WestWind24** will facilitate the finding of solutions and answers. This will happen by challenging key stakeholders' power of innovation through competition and by enticing a global audience for the unique solutions showcase that the race will offer.





# WestWind24 – an international annual recurring event

*In its essence, **WestWind24** is a tribute to humankind's ability to innovate; Homo sapiens' perpetual impulse to ponder, rethink and create new solutions.*

With its ambitious impetus and spectacular set up, **WestWind24** attracts an international audience and a worldwide media attention. Viewers and followers around the globe will get a sneak peek of tomorrow's green mobility solutions.

From the first idea concerning farming to the most recent state-of-the-art high-tech achievements, we have continuously generated wealth and better standards of living from the planet's resources. Resources that we only now fully understand are finite – unless we continue to develop and optimize the utilization of our renewable energy resources.

Denmark, with the wind power industry as a global leader in renewable energy technology, can create a lasting force of innovative and progressive ideas, furthered by a pragmatic and solution-oriented culture.

We can now see the contours of a future fossil-free infrastructure in terms of the transport of people and goods and **WestWind24** is envisioned to be the place where the lines are drawn. With a mix of prestigious competition and people's festival, the event will be a pressure cooker for idea generation.

**WestWind24** is an international annual recurring event.

***"The best way  
to predict the  
future is to  
invent it"***

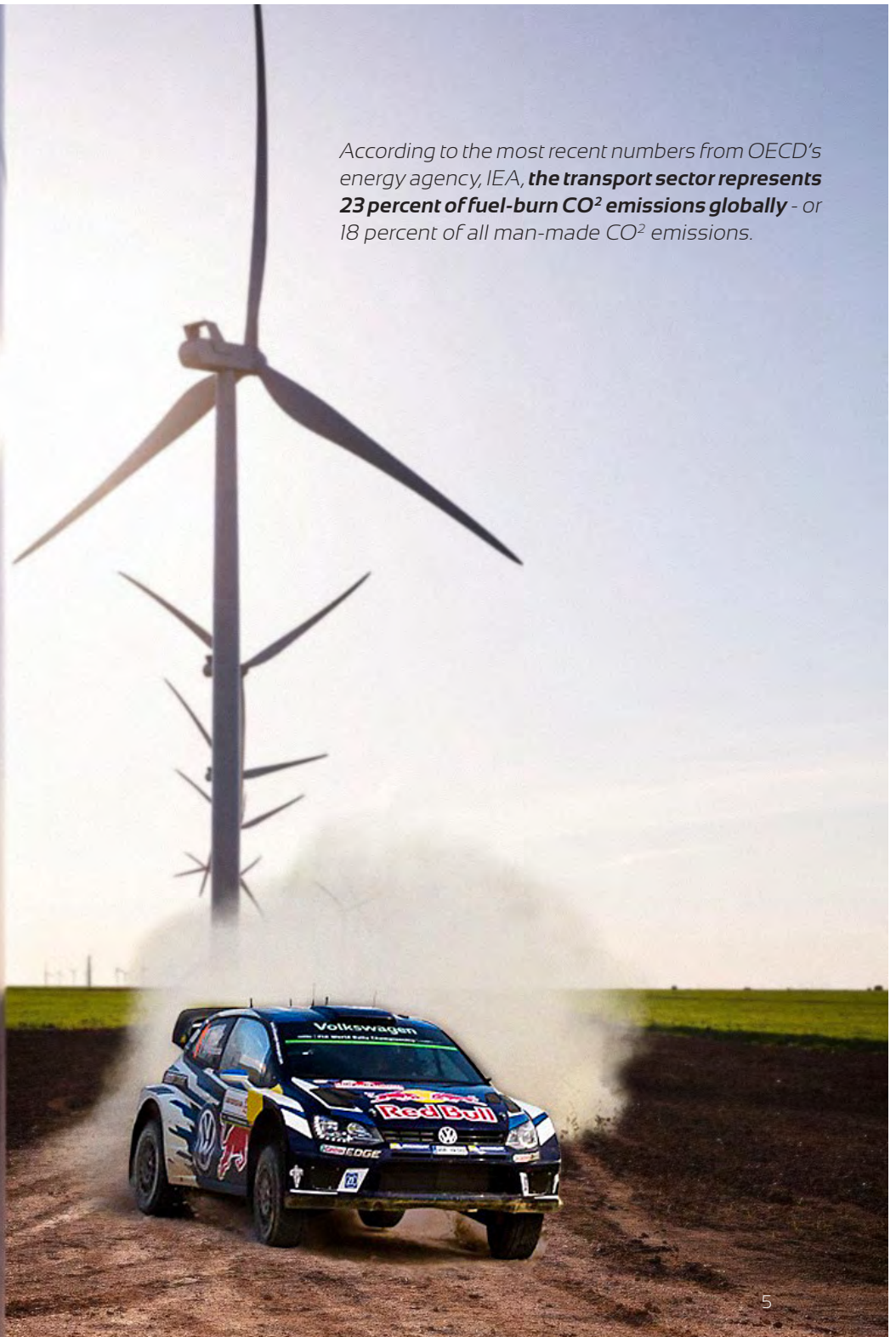
*Alan Kay*



*Besides being a spectacular green high-tech event, **WestWind24** is also a driving force, innovative hub and a show case of hands-on solutions in reaching the Sustainable Development Goals.*



According to the most recent numbers from OECD's energy agency, IEA, **the transport sector represents 23 percent of fuel-burn CO<sup>2</sup> emissions globally** - or 18 percent of all man-made CO<sup>2</sup> emissions.





# WestWind24

## – a coveted title in several categories

*WestWind24 is designed to fuel the power of innovation in electrified transportation, and ensure a communal and exciting understanding of the vast potentials in the technology.*

The essence of **WestWind24** is a 24-hour stage race where the participants compete in concurrently running disciplines, all of which are relevant for the development of green transportation in the future.

For example, participants will compete in induction and plug-in charging categories, giving a strong indication of which technology has the capacity to create a global standard.

There will also be competitions in stamina and driving range with the least possible joule input. In such a scenario, each team is given a number of joule-units, which needs to last them the entire 24-hour race.

In addition to the longest range and stamina, **WestWind24** will also include the following elements:

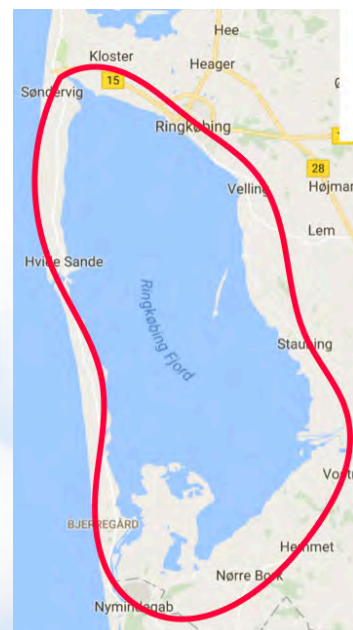
- Viewers and audience will be able to experience flamboyant electric vehicles and vessels in and around Ringkøbing Fjord, as competitions of acceleration and speed commence.

- Viewers and audience will experience complex courses where upcoming and leading manufactures in autonomous vehicles' models compete.

- As a prelude to the **WestWind24** race, EVs will weave seamlessly with ordinary traffic along the 105 km route around Ringkøbing Fjord whilst the drivers of larger companies' fleets, with the transmitted counsel from advisors, compete in optimal driving strategies.

The competitive element of **WestWind24** will push the power of innovation of the globe's manufacturers, engineers and concept developers. Professionals and a global online crowd of amateur inventors will evoke a common wave of enthusiasm and find new solutions for a future world with sustainable mobility.

The competitive elements will match the innovations of car manufacturers, charging station operators and other stakeholders, and, as such, there is intense work ahead in terms of further developing the concepts.




### RINGKØBING FJORD

**WestWind24** is envisioned as a stage-race on the 105 km-long-route in the scenic countryside around Ringkøbing Fjord.





# Vestjylland Airport



Emblematic to humankind's ingenuity, Danish aircraft pioneer, Jacob Christian Ellehammer's famous plane hangs from the ceiling of the hanger in the Danish Air Museum that is housed at Vestjylland Airport. Ellehammer conducted countless experiments in his pursuit to conquer the airspace. In 1906 he made history, when he completed the first manned flight in Europe.

At Vestjylland Airport, there is an abundance of space for play for the international racing teams, EV enthu-

siasts as well as curious onlookers at **WestWind24**.

With its long paved runway, huge meadows, hangars and buildings, the airport has the perfect characteristics to house the international car manufacturers. There is also ample room for the international exhibitors to showcase their products in charging stations, battery packs, smart mobility technology and more.

# WestWind24 Symposium

## a state-of-the-art international symposium

*The symposium complements the EV race and is a forum for research, knowledge sharing and networking. The Symposium is a summit driven by innovation where the international elite of experts in electrified people transport and goods transport meet and articulate visions, new knowledge and legislation.*

Academia and peoples festival will convene and challenge our understanding of the potentials in fossil free mobility in front of an audience of stakeholders, students and consumers.

An international audience will meet the highest levels of expertise in batteries, charging stations, e-mobility, intelligent drive and security, smart city solutions and of course, electrified modes of transport.

The **WestWind24** Symposium will attract top speakers with in-depth

knowledge of potentials and of which creations are in the pipeline. At the very top of the shortlist of speakers are capacities such as Tesla, Vestas' Anders Runevad, Volkswagen's Head of Technical Development Frank Welsch as well as former European Commissioner for Climate Action Connie Hedegaard along with leading capacities from Davos and The Paris Agreement.

The **WestWind24** Symposium is held at the newly established Naturkraft – Explore the Powers of

Nature – or at Vestjylland Airport. At both locations symposium participants will be able to monitor race results on-screen.

Naturally, as part of the symposium's roots in Western Jutland, participants are indulged with gastronomic delights of local origin.

During the evening and throughout the night, DJs will create the right ambience for participants and students from international technical universities to party and create new networks.







*World-class knowledge sharing to fulfill the 17 SDGs.*



**Ringkøbing-Skjern** is the municipality in Denmark where the most people work in the wind industry. Here at Vestas' blades facility in Lem.



# WestWind24

## – inspiration in the heart-land of the west wind

*Naturally, an event such as **WestWind24** belongs in Denmark whom have established a strong international reputation as a highly innovative country – most recently, Denmark ranked sixth in The Global Innovation Index. Above all, **WestWind24** belongs in West Jutland where an entrepreneurial mindset is ingrained in the ethos of the people, and where the west wind propelled the wind power adventure to take off.*



The powers of nature are also at the core of municipal vision, Nature's Kingdom, which emphasizes nature as the source of growth and a fulfilling life.

In fact, this is evident in the revenue base as Ringkøbing-Skjern is the municipality in Denmark that has the most citizens employed in the wind turbine industry. Just as is evident in energy accounting as there in Ringkøbing-Skjern is produced more than twice as many kilowatt-hours of electricity in comparison to the municipality in second place.

This ensures that the municipality

is more than self-sufficient with sustainable electricity.

However, the ambitions reach much further. The municipality's strategic energy plan, Energy2020, has a declared goal that the municipal district is self-sufficient with renewable energy in 2020. Thus, by the time **WestWind24** launches for the very first time, the plan is that as much renewable energy is produced locally as is consumed in the municipality.

At the grass-roots level, there are also green initiatives on display. Some of these have merged as

part of an international collaborative endeavor; Delivering Community Benefits of Civic Energy (COBEN), which emphasizes green transitions must happen by co-creating with local citizens.

**WestWind24** will be an international event – an attractive and relevant venue for top global stakeholders, researchers and innovative environments within fossil-free transportation as well as an attractive and exclusive event to be associated with in a time where the global community is facing a disruptive green transition in the transport sector.

# WestWind24 – next steps

*This prospect outlines the vision of **West-Wind24** – a spectacular contribution to tomorrow's sustainable developments in green mobility.*

These are the contours of an international race and symposium. The next steps require professionalization and organizational work.

Ringkøbing-Skjern Municipality have allotted funds for the appointment of a project manager for the next two years' development and maturing of the project.

It is crucial that during the development and hence implementation of the project, the initiative becomes a collaborative effort, together with, for example, Vestas, EV manufacturers, research institutions and many others in order to fully accomplish the large-scale ambitions of the project.

## ORIGIN OF IDEA

The vision of **WestWind24** is originally fostered by TV hosts Jan Gintberg and Anders Agger, both of whom have roots in West Jutland.

The idea has since been further advanced by Lærke Flader, Managing Director at the Danish EV Alliance, John Nielsen, racecar driver, team boss and TV commentator, Anton Bech, engineer and EV expert as well as the Ringkøbing-Skjern municipal Energy Secretariat.





## Project Manager for ambitious international renewable energy event

*Ringkøbing-Skjern Municipality is looking for a visionary, strategically well founded and experienced project and event manager with a wide array of skills, including the ability to network in an international setting and implement the project's many phases with great success.*

*Can you turn ideas into reality?*

**Read more:**  
**[www.rksk.dk/job](http://www.rksk.dk/job)**

# Energy2020

Energy2020 is the municipality's ambitious strategic energy plan. The goal is that the municipality as a geographic area is self-sufficient with renewable energy in 2020. Presently, Ringkøbing-Skjern is more than 150 percent self-sufficient with electricity from renewable energy sources.

The most recent data specifies that the self-sufficiency rate is 58.5 percent and the ambitious goal of 100 percent is within reach.

The municipality is also participating in the transnational project, Delivering Community Benefits of Civic Energy (COBEN), concerning green transition in co-creation with citizens.

[www.energi2020.dk](http://www.energi2020.dk)



*Denmark's largest energy park, Nørhede-Hjortmose, is located in Ringkøbing-Skjern.*

## Naturkraft – Explore the Powers of Nature

*Naturkraft is an upcoming world-class knowledge-based experience center, opening in 2020 and with an estimated 200,000 annual visitors.*

Using the local windblown setting as the starting point, the center will give insights into the powers of nature, humankind's interaction with nature as well as an understanding of how we, as individuals and collectively, can contribute to a better balance between natural resources and humankind's needs.

Naturkraft is situated on the WestWind24-route, just outside Ringkøbing – and is thus an obvious choice as a venue during WestWind24 for activities for grass-roots and the greater public.

[www.naturkraft.dk](http://www.naturkraft.dk)



# NATURE'S KINGDOM

*With its vision, Nature's Kingdom, Ringkøbing-Skjern Municipality has put emphasis on nature as the source of growth and a fulfilling life.*



**WESTWIND24**