



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK

THE MINISTRY OF FOREIGN AFFAIRS OF DENMARK'S STRATEGY FOR TECH DIPLOMACY

A Responsible Technological Future for Denmark and the World

May 2024

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INTRODUCTION

Technology is everywhere in our lives and in society. It challenges our present and shapes our future. Technology influences and changes foreign and security policy, and is reshaping the way we engage with and understand the world. The world is experiencing technological breakthroughs like never before – innovations that inspire awe and benefit our prosperity, health and the climate. At the same time, we find ourselves in a new geopolitical reality. War is being waged in Europe, the international system is under pressure, and the future of foreign relations is marred with uncertainty, unpredictability, vulnerabilities and emerging threats.

On the global stage, a technological race is unfolding between China and the United States. It is a race to master and lead the development of critical technologies, such as quantum technology, artificial intelligence, microchips and advanced biotechnology. These fields are viewed as

In a world full of unpredictability, crises and confrontation, technology can and must be part of the solution.

the key to security, growth and influence in the future. The EU has taken a global role in legislating the use of technology. But it is not enough to be those who make the rules. If Europe is to become a global technological leader, it is crucial to establish the right framework conditions needed to accelerate and empower the European tech sector to compete at a global scale. Only this way can we ensure that technology is developed for the benefit of Danish and European citizens, and maintain Europe's ability to lead in setting the global rules for technological development and use.

Supply chains for coveted microchips and digital infrastructure have proven less robust than previously assumed, and emerging technologies are increasingly important to our economic security. Cyberattacks globally remind us that protecting our digital infrastructure is just as critical as protecting our physical

infrastructure. Access to and control over the internet has become a matter of geopolitics – whether it be autocratic forces shutting down the internet in the weeks leading up to a national election, or a private business owner deciding whether the Ukrainian military will have internet access on the frontlines. Artificial intelligence has become a contested geopolitical issue in a battle for control of a technology whose impact on society will be as foundational as that of the internet. Digital information warfare, misinformation, disinformation and state-sponsored influence campaigns are central challenges that we as democracies and societies will continue to face in a world where truths are gradually becoming harder to distinguish from lies.

But technology also represents hope. In a world full of unpredictability, crises and confrontation, technology can and must be part of the solution. Technology is key to the green transition, in advancing global health, as well as in fulfilling the aspirations of millions of young people worldwide who yearn for improved economic and social opportunities. Technology must help to stabilise societies and support peace. As a society, we must ensure that technology contributes to the



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member States supported Denmark's ambitious vision for the work on establishing digital diplomacy in the EU.

advancement of human rights, freedom and self-determination. Whether it is used as a means of expression, organisation, information or learning, the potential of technology is enormous. Artificial intelligence holds seemingly limitless potential to help improve education and health, as does quantum technology for the green transition, and digitalisation for better public services globally. We should not be naive, nor should we lose faith in technology being critical in achieving better and more sustainable societies.

As one of the world's most digitalised countries, Denmark is a leading example that digitalisation and technology can support prosperity, welfare and societal development. Denmark has taken a leading role in ensuring EU legislation that sets responsible and democratic rules for the tech industry, not only in Europe but globally. Because despite the enormous global influence of major tech companies, it remains a political responsibility to set the rules and guardrails for technology development and use. Only this way can we maintain trust in technology. In 2017, Denmark became the first country to appoint a tech ambassador. Since

then, many countries have followed suit. Denmark's innovative approach has given us a unique opportunity to define tech diplomacy, and create significant results together with partners around the world. Yet, tech diplomacy is still evolving and must continue adapting to both global developments and technological changes.

The foreign policy dialogue with the global tech industry is key to tech diplomacy. Through diplomatic engagement, the Ministry of Foreign Affairs' tech diplomacy helps to represent the interests and values of Denmark, and influence technology development globally. This is more important than ever. Tech companies are leading the development of advanced new technology and much of the global digital infrastructure. Meanwhile, the Danish Government's position is clear: The tech industry must assume greater social responsibility to match its unparalleled influence on society. With this strategy, the Ministry of Foreign Affairs charts the path for the next chapter in Denmark's tech diplomacy.

TECH DIPLOMATIC RESULTS

- ▶ Denmark's tech diplomacy spearheaded efforts to **establish digital diplomacy in the EU**, garnering the support of all 27 member states for its ambitious vision. The result today is a stronger EU in international tech issues, in the UN, and in critical dialogue with the industry, most recently with the opening of an EU delegation in Silicon Valley.
- ▶ By Danish initiative, **NATO has increased its focus on the importance of new technologies for the Alliance's security**. This has paved the way for the establishment of a NATO quantum accelerator programme in Denmark – DIANA – and has led to series of strategic discussions in NATO about new technology.
- ▶ **Tech for Democracy**, a Danish-led initiative, was launched in the run-up to the United States' first Summit for Democracy in 2021, and culminated with the second Summit in 2023. This initiative, which brought together more than 200 partners from governments, the tech industry, and civil society, delivered an internationally recognised "Copenhagen Pledge on Tech for Democracy" and more than ten action coalitions. Based on public-private cooperation, these coalitions worked for more credible information online, fought against gender-based violence and harassment online, and helped to strengthen information integrity in connection with elections. The initiative has contributed to close transatlantic cooperation on the tech agenda.
- ▶ Denmark has been a driving force for **increasing the exchange of information and experiences with the tech industry regarding cyber threats and disinformation**, with the involvement of Danish authorities and like-minded countries. These efforts have led to a number of targeted working initiatives and new partnerships.

EXECUTIVE SUMMARY

THE VISION

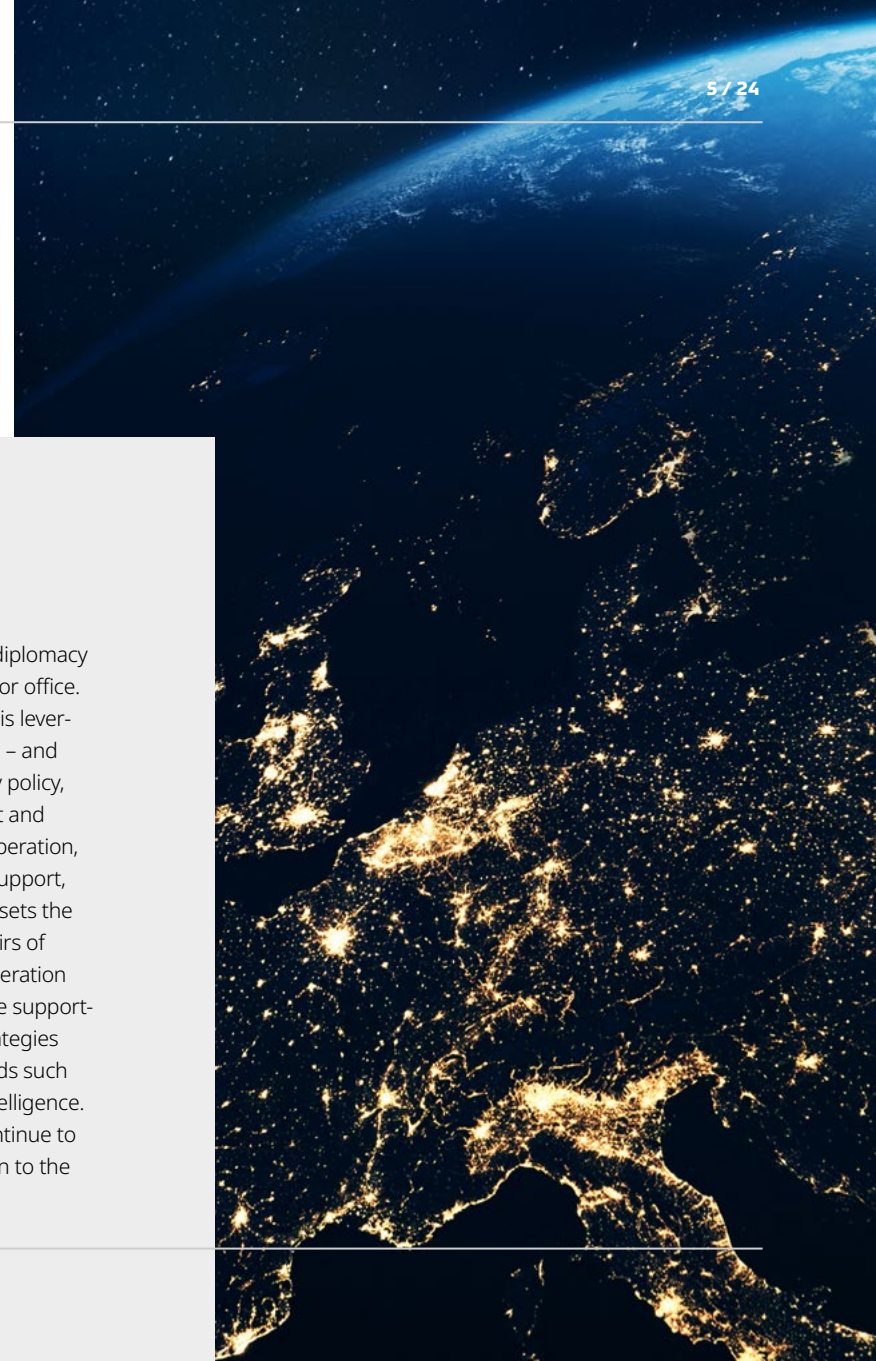
... for the Ministry of Foreign Affairs of Denmark's tech diplomacy is to work for an international technology development that benefits Denmark and Europe, while delivering solutions to global challenges in a safe and responsible manner.

THE MISSION

... is to assist Denmark navigating a new geopolitical and technological reality. Anchored in a balance between managing risks and embracing opportunities, the tech diplomacy represents Denmark's interests internationally and works for a responsible technological development globally. We seek to influence through cooperation with countries, dialogue with the tech industry, participation in multilateral forums, and engagement with civil society and the research sector. The tech diplomacy translates foreign and security political aspects of new technology to Danish tech policy development, and spearheads efforts to ensure a Danish imprint on the global tech agenda.

Technological development has become a mainstream political issue and is prominently prioritised by the Danish Government, both do-

mestically and abroad. Denmark's tech diplomacy cannot be reduced to a single embassy or office. On the contrary, the tech policy agenda is leveraged broadly – not least through the EU – and via industrial policy, trade policy, security policy, economic diplomacy, export, investment and innovation promotion, government cooperation, development cooperation, civil society support, and multilateral initiatives. This strategy sets the direction for the Ministry of Foreign Affairs of Denmark's tech diplomacy in close cooperation with other government authorities, while supporting international aspects of national strategies and other initiatives in technological fields such as quantum technology and artificial intelligence. The tech diplomacy will furthermore continue to serve as the Danish Government's liaison to the global tech industry.



STRATEGIC PRIORITIES



GEOPOLITICAL ENGAGEMENT WITH THE TECH INDUSTRY

- ▶ **Strengthening** the geopolitical dialogue with the tech industry
- ▶ **Promoting** Europe as a technological leader
- ▶ **Representing** Danish strengths in tech internationally



RESPONSIBLE GOVERNANCE FOR NEW AND CRITICAL TECHNOLOGIES

- ▶ **Working** for responsible global governance for artificial intelligence
- ▶ **Strengthening** strategic cooperation on quantum technology globally
- ▶ **Increasing** Danish knowledge and contributing to early representation of interests within the latest technological trends



SECURITY POLITICAL COOPERATION ON TECHNOLOGY

- ▶ **Supporting** cooperation in NATO and the EU with the tech industry on critical technology
- ▶ **Promoting** cooperation with the cybersecurity industry
- ▶ **Strengthening** cyber-diplomatic efforts



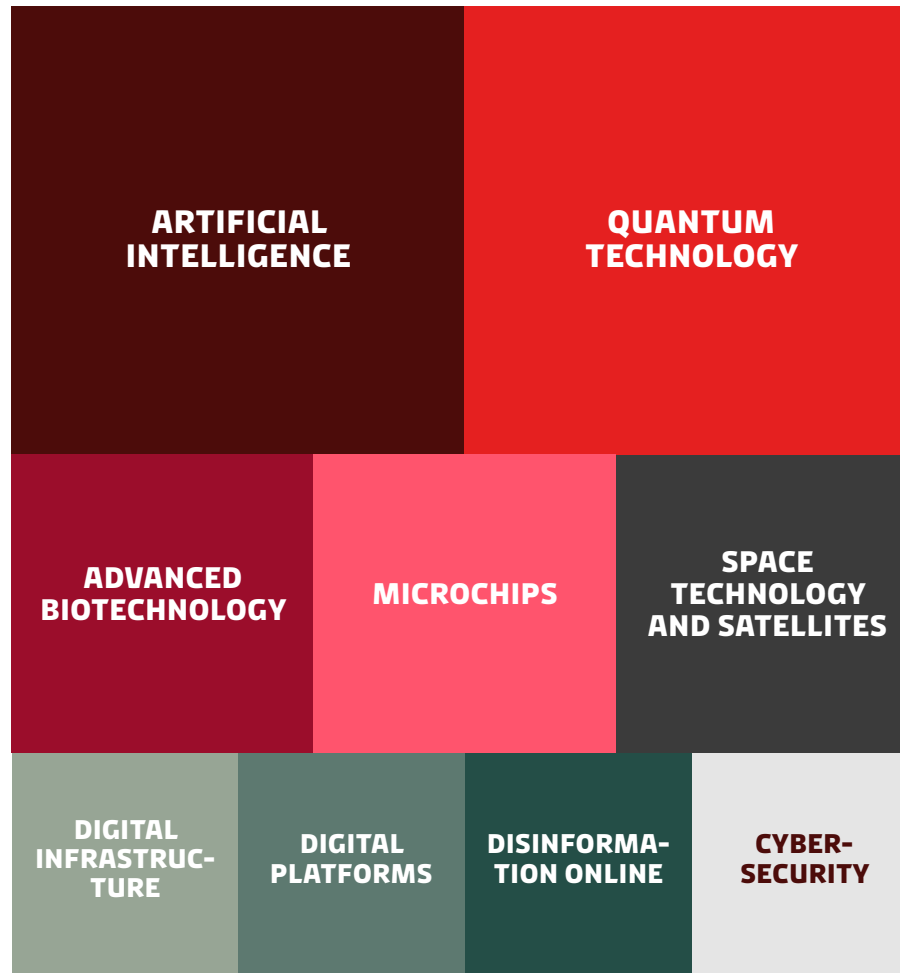
GLOBAL NORMS AND PARTNERSHIPS

- ▶ **Working** for a stronger EU on the global tech policy scene
- ▶ **Promoting and protecting** digital rights and common global standards
- ▶ **Strengthening** tech diplomatic cooperation globally

PRIORITISED TECHNOLOGIES

Denmark's tech diplomacy will prioritise the foreign and security political aspects of artificial intelligence and quantum technologies, leveraging Denmark's particular strengths in these areas. In addition to these, the tech diplomacy will focus on technologies with significant importance for Denmark, including biotechnology, microchips, and space technology. These technologies also align with the critical technologies prioritised by the EU and NATO.

In addition, several application areas across these technologies also necessitate dedicated focus, in particular digital infrastructure; digital platforms including social media; disinformation online; and cybersecurity.



STRENGTHENING TECHNOLOGY UNDERSTANDING AND EXPERTISE IN THE MINISTRY OF FOREIGN AFFAIRS OF DENMARK

The new geopolitical reality, where technology plays an increasing pivotal role internationally, necessitates a better understanding of technology throughout the Ministry of Foreign Affairs. Denmark's tech diplomacy will therefore strengthen knowledge creation and sharing in the Ministry, as well as increase cooperation with research institutions, think tanks, companies and organisations, with a particular focus on new and critical technologies. These efforts aim to strengthen classic diplomacy to pursue and realise tech-diplomatic priorities internationally. For tech diplomacy to be influential and efficient, we will need increased technological knowledge and experience from research and industry. To that end Denmark's tech diplomacy will recruit external tech experts and practitioners to enhance technology policy development and advisory.

These efforts aim to strengthen classic diplomacy to pursue and realise tech-diplomatic priorities internationally.



GEOPOLITICAL ENGAGEMENT WITH THE TECH INDUSTRY

The enormous influence of the tech industry on our culture, entertainment, society, economy, democracy and security is unlike anything the world has experienced before. Decisions about where industries produce their products, how much they invest in new technology, the values underpinning their policies, and where their products are available have impacts extending far beyond their shareholders. They have geopolitical implications. At the same time, the tech industry is affected by vulnerable supply chains, security political considerations, and new approaches to industrial- and trade policy. The long-term competitiveness and societal development of Denmark and Europe are affected by developments in the tech industry; including innovation, attraction of foreign investment and talent, tech companies' social responsibility, compliance with legislation, and global opportunities for Danish and European

technological solutions. This necessitates a foreign policy dialogue with companies that acknowledges the growing geopolitical influence wielded by the tech industry.

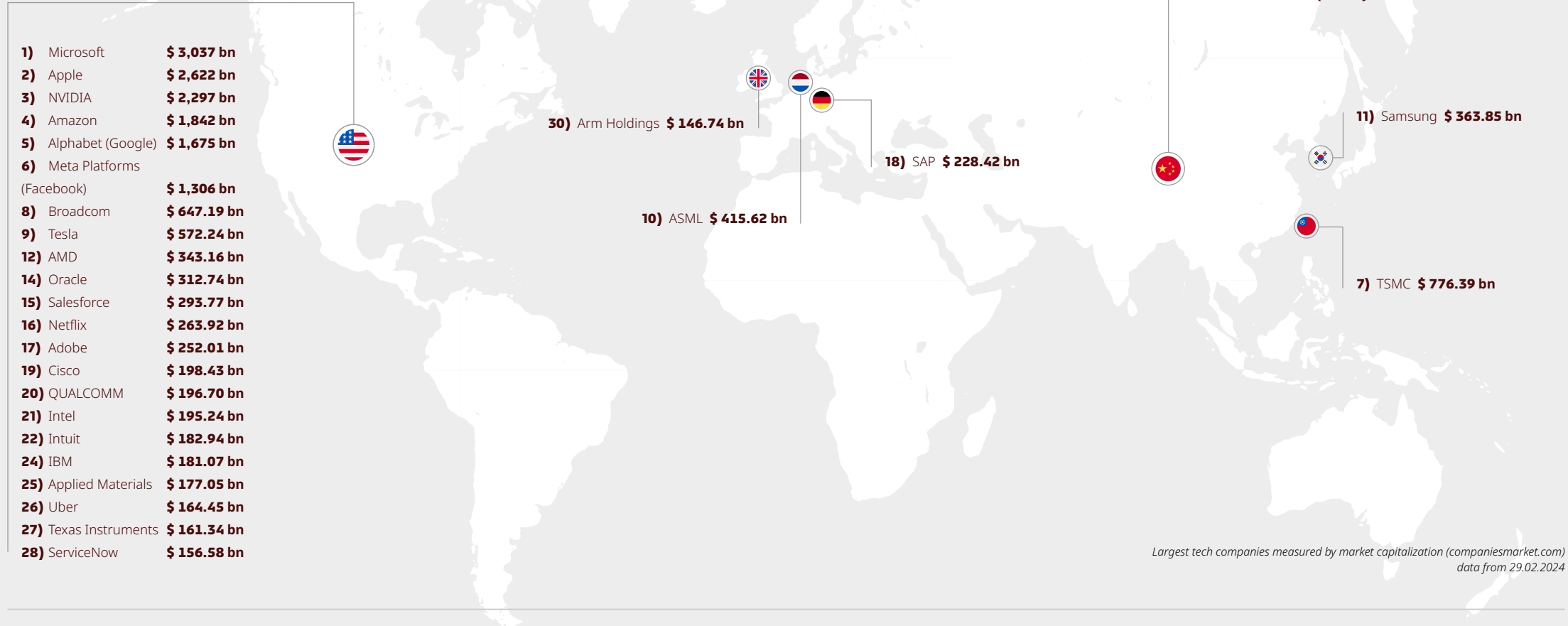
With a technological agenda evolving at an accelerating pace and complexity, it is imperative for Denmark to maintain a direct dialogue with the tech industry – in Silicon Valley, in Europe and globally. A critical and constructive dialogue must complement Danish and European tech legislation by directly engaging with the global tech industry. This purpose is to contribute to responsible technological development and use.

Ensuring that the tech companies assume greater social responsibility will remain a priority. In particular, they must improve their efforts to uphold consumer rights and privacy protection, protect children and youth online, take responsibility for

The increasing geopolitical influence and role of the Tech industry requires a strategic dialogue about foreign affairs and security policy questions.

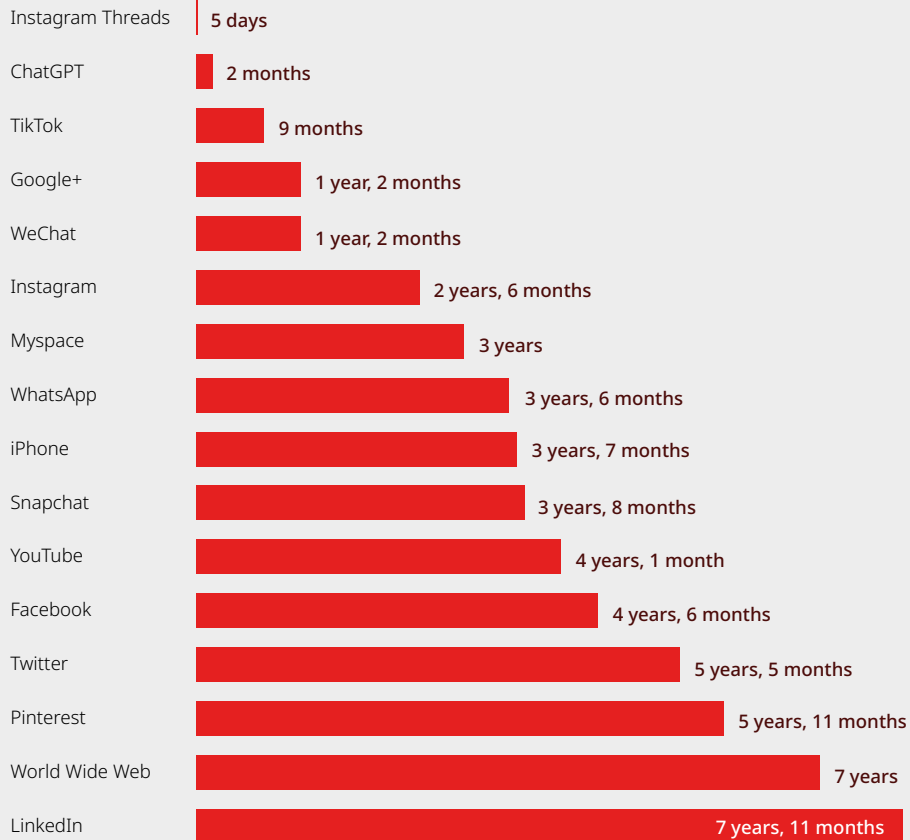
countering the spread of misinformation and disinformation on digital platforms, support an informed democratic conversation, and promote greater transparency regarding black-box algorithms and the data upon which these algorithms rely. There is also a need to strengthen cooperation between countries and the tech industry on responsible technological solutions that contribute to security, the green transition, health, and solving global challenges. Denmark's engagement with the industry must continue to foster cooperation on responsible innovation and assert an expectation of compliance with democratic values and human rights.

GLOBAL DISTRIBUTION OF THE WORLD'S 30 LARGEST TECH COMPANIES



Largest tech companies measured by market capitalization (companiesmarket.com) data from 29.02.2024

TIME TO REACH 100 MILLION USERS



Source: PWC Insight, 2023.

ACTIVITIES

STRENGTHENING THE GEOPOLITICAL DIALOGUE WITH THE TECH INDUSTRY

We want to position Denmark as a tech-diplomatic and digital pioneering country.

In Silicon Valley, home to a large proportion of the world's most influential tech companies, the exchange rate between technological innovation and global influence is higher than ever. From a position of strength based on the long-standing presence of Danish tech diplomacy in Silicon Valley, the Ministry of Foreign Affairs will work to strengthen engagement with the most important global stakeholders in the field. By maintaining dialogue with the industry and relevant experts, the tech diplomacy will represent Danish interests locally, raise issues on behalf of the Danish Government, translate the latest tech trends into a Danish context, and position Denmark as a leading nation in tech diplomacy and digitalisation. Denmark will continue to lead the global network of cyber and tech ambassadors together with Australia, to increase the strategic engagement between like-minded countries and the tech industry.

GLOBAL NETWORK OF CYBER AND TECH AMBASSADORS

Denmark and Australia jointly founded and currently head the global network of cyber and tech ambassadors. The network contributes to setting the direction for tech diplomacy and bringing new countries into these efforts. Denmark and Australia will continue to facilitate an annual "Cyber and Tech Retreat" in Silicon Valley.

ACTIVITIES

PROMOTING EUROPE AS A TECHNOLOGICAL LEADER

The EU is a global leader in legislation and standards. The European tech industry has historically been an early developer of new technologies; however, it now faces growing global competition. It is in our interest, commercially and geopolitically, to ensure that the European tech industry remains competitive and innovative – and that start-ups increasingly see opportunities to scale and mature their technology and business within Europe. Through the EU, we need to shape the framework conditions that influence technology development in Europe. This includes reducing burdens and costs for companies, expanding the internal market, and promoting collaborative EU projects in research and innovation. The Ministry of Foreign Affairs will support these efforts by enhancing Danish strengths. This will

be achieved through assisting Danish companies in export activities, attracting foreign investments, and repatriating knowledge via Denmark's innovation centres. Collectively, these actions will contribute to empowering Europe to become a more robust market for developing and maturing advanced technologies, and strengthen Danish and European companies globally. It is essential to ensure that the global technological development reflects European values and that Europe acts as a global player, not merely as a playing field. To achieve this, it will require a stronger, more influential European tech industry that can lead globally. The aim is to support European innovation, stability and economic security. These efforts will especially be prioritised leading up to and during Denmark's EU Presidency in 2025.



TECH DIPLOMATIC DIALOGUE WITH LEADING EUROPEAN TECH COMPANIES

The Ministry of Foreign Affairs will convene leading European tech companies to discuss the European approach to developing technology. This forum will foster increased strategic cooperation between EU governments and the European tech industry. The aim is to discuss the EU's geopolitical position and explore potential collaborations between states and companies to enhance Europe's global standing. Additionally, the forum will aim to foster a broader consensus on the European vision for responsible technological development.

ACTIVITIES

REPRESENTING DANISH STRENGTHS IN TECH INTERNATIONALLY

Many countries look to Denmark to see how innovation and responsibility can go hand in hand.

Denmark holds an international position of strength in public digitalisation, which stems from extensive investments and efficient public-private collaborations. Denmark also holds a number of positions of strength within critical new technologies, including leading research environments in fields such as quantum technology. Many countries look to Denmark to see how innovation and responsibility can go hand in hand. In partnership with relevant ministries, authorities, Innovation Centre Denmark, Digital Hub Denmark, and other key players in the Danish tech ecosystem, the Ministry of Foreign Affairs will represent Denmark on the international stage as a country committed to responsible technology and world-class digitalisation. In addition, the Ministry of Foreign Affairs seeks to contribute to the internationalisation of Danish businesses and industry through specific activities in global markets, with the aim of advancing Danish technological advantages.



RESPONSIBLE GOVERNANCE FOR NEW AND CRITICAL TECHNOLOGIES

The compass, the printing press, the steam engine, the telephone and the internet. Since the dawn of time new technologies have played a monumental role for the world's development. They have transformed global trade and international relations, and impacted the balance of power. The outcome of the race to master critical technologies determines the future. Technology has extended life expectancy, improved prosperity and bettered living conditions. But new technology can also destabilise the foundations of societies.

New technologies risk ultimately undermining international peace and security, as well as democracies worldwide. Consider the implications of personally targeted disinformation on social media generated by artificial intelligence or future quantum computers capable of breaking existing encryption. These developments in critical technologies are also shaping the context of

Danish foreign policy. Our ability to navigate the world will require insight into and understanding of specific technologies. This in turn must be converted into knowledge, analysis and strategy in the global cooperation on both the development and regulation of new critical technology. The Ministry of Foreign Affairs will, therefore, further prioritise international efforts within quantum technology and artificial intelligence, both Danish positions of strength and with unparalleled potential for broad disruption.

New critical technologies are a central part of the efforts to strengthen economic security in Europe. This includes preventing the unauthorised transfer of European technology to competitors, and promoting the development of new technologies that can strengthen Europe's economy and competitiveness in the long term. Add to this the importance of shaping the

The outcome of the race to master critical technologies determines the future.

global frameworks for these technologies. Therefore, we must collaborate with global partners to strengthen Danish and European competitiveness, address the security risks of technologies, and together work for global norms, standards and frameworks that reflect our common values. We must also continue the work of understanding and translating new geopolitical trends within fields such as biotechnology, microchips and space technology into Danish policy development. Therefore, Denmark's tech diplomacy will invite research institutions and leading think tanks into a strengthened collaboration between research, authorities and diplomacy to enhance knowledge and more effectively promote Danish priorities globally. It will also seek to connect the innovation-, security- and human rights agendas within new critical technologies.

AI

ACTIVITIES

WORKING FOR RESPONSIBLE GLOBAL GOVERNANCE FOR ARTIFICIAL INTELLIGENCE

The development of powerful language models – often referred to as generative artificial intelligence – has fuelled a boom in interest for artificial intelligence throughout the world. New generations of algorithms made headlines with their capacity to generate increasingly realistic imitations of human abilities in problem solving, product generation and decision-making. The technology is made possible by concurrent developments in the availability of massive datasets, increased computational power, and increasingly advanced algorithms. In the coming years, advanced artificial intelligence will alter large parts of the digital world. It will automate for both good and bad, and it will present new challenges for cybersecurity and information integrity, including the ability

to recognise the difference between true and false, especially on digital platforms. But it will also change the way that we work, contribute significantly to improved efficiency, and offer new creative possibilities. With such great potential to transform society, it is paramount which values underlie the development, use, regulation and accountability of artificial intelligence. The same can be said not only of Denmark's ability to use, but also to develop and apply artificial intelligence in new innovation to remain relevant and exercise influence in a changing world. It requires close cooperation on both the innovation and regulation agendas with leading countries, as well as in the EU, NATO, other international forums, industry, civil society, and the research community.

With such great potential to transform society, it is paramount which values underlie the development, use, regulation and accountability of artificial intelligence.

Building on the Danish Government's coming strategic efforts and recommendations on artificial intelligence from the expert group on tech giants, the Ministry of Foreign Affairs will assist in pursuing Danish priorities and values for artificial intelligence in multilateral forums and through dialogue with the leading companies in the field. The aim will be to foster understanding and cooperation on norms, rules and standards. It is necessary to address both the short- and long-term systemic risks of artificial intelligence, and create incentives to develop and use artificial intelligence in ways that contribute positively to our society and solve global challenges. The tech diplomacy will in cooperation with relevant responsible ministries particularly contribute to strengthening the EU's global influence. We will also work to strengthen Danish knowledge and insight into the international development of artificial intelligence and raise awareness of Denmark's use of AI in important areas such as democracy, climate, health and welfare. In line with the efforts in the new international quantum hub, a specialist in artificial intelligence will be recruited to contribute with deep technical understanding of artificial intelligence and its implications for foreign and security policy.

ACTIVITIES

STRENGTHENING STRATEGIC COOPERATION ON QUANTUM TECHNOLOGY GLOBALLY

Quantum technology holds the potential to revolutionise a wide range of fields. This includes the green transition, climate adaptation, the pharmaceutical industry, food production and transportation. Quantum technology of the future will be able to perform calculations and measurements that are impossible with today's technology. As quantum technology increasingly becomes an important security and geopolitical issue, a strengthened diplomatic effort is needed to achieve a balance between protection, competition and international cooperation.

The Danish Government's "**National Strategy for Quantum Technology**" establishes an international quantum technology hub within the Ministry of Foreign Affairs tasked with increasing Denmark's international engagement. These efforts will include bilateral quantum

collaborations regionally in the Nordics, in the EU, and multilaterally, as well as dialogue with key actors in the quantum field. The quantum hub will prioritise efforts to secure concrete results from future strategic collaborations on quantum technology with leading and like-minded quantum nations. With the quantum hub, Denmark fortifies its positions of strength internationally, in close cooperation with the Danish quantum ecosystem. Denmark must also play a leading role in security political cooperation on quantum technology, including within the EU and NATO. The quantum hub will contribute to raise the visibility of opportunities in the Danish quantum ecosystem to help attract companies and other relevant actors in the field to Denmark. This way Denmark can play an active part in setting the global agenda for the benefit of stakeholders in the Danish ecosystem, Denmark's security,

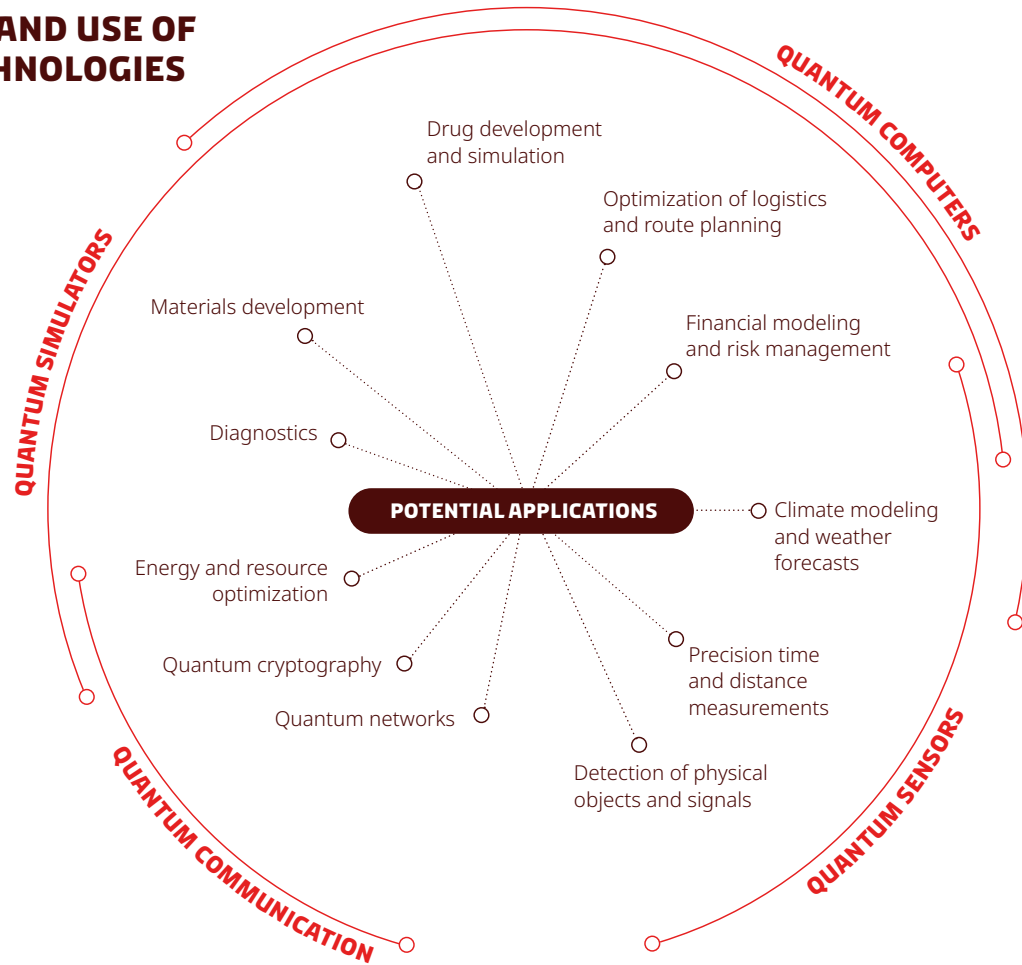
and European sovereignty and innovative power. The new international quantum hub will recruit a specialist with deep technical expertise in quantum technology to strengthen scientific knowledge in the Ministry of Foreign Affairs, as well as across other Danish ministries.



STRATEGIC INTERNATIONAL COOPERATION ON QUANTUM TECHNOLOGY

Quantum technology is one of the transformative technologies of the future and a Danish position of strength. However, no country can develop the technology alone. Strategic international cooperation with like-minded and leading quantum nations must therefore contribute to the development of the Danish quantum ecosystem and the security of Denmark. In 2022, Denmark entered into a bilateral **quantum agreement with the United States** and has taken a leading role in shaping the principles for strengthened cooperation between 13 like-minded and leading quantum nations. Denmark is also the host of **NATO's accelerator programme for quantum technology, DIANA**.

APPLICATIONS AND USE OF QUANTUM TECHNOLOGIES



Source: National Strategy for Quantum Technology

ACTIVITIES

INCREASING DANISH KNOWLEDGE AND CONTRIBUTING TO EARLY REPRESENTATION OF INTERESTS WITHIN THE LATEST TECHNOLOGICAL TRENDS

Denmark's tech diplomacy will increase the dialogue and cooperation with companies, start-ups and leading experts within the most important new technological trends. The aim is to ensure early representation of Danish interests among those who are shaping the technologies of tomorrow. The dialogue will also contribute to increasing knowledge within Denmark. The mission in Silicon Valley, in cooperation with Danish missions and innovation centres globally, will collect the latest knowledge on new and critical technologies of relevance for Denmark and Danish authorities. This knowledge will contribute to policy development and advisory services, provide a strong foundation for the debate on future technology, and support Denmark's international engagement in responsible technology development.

Tech diplomacy must acquire the latest knowledge about new and critical technologies with relevance for Denmark and the Danish authorities.



SECURITY POLITICAL COOPERATION ON TECHNOLOGY

The robustness, resilience, security and sovereignty of Denmark and Europe in the 21st century is increasingly linked to new and critical technologies. The COVID-19 pandemic alongside increased geopolitical tensions have shown that the development, production and supply chains relating to certain types of technology can pose critical security risks. Russia's illegal war against Ukraine has demonstrated that many of the defence technology solutions of the future can be found within the global private tech industry. Ukraine has innovatively and effectively used network and satellite technology, as well as drones developed for civilian purposes, to make a difference on the battlefield. Simultaneously, Russia's war on Ukraine have also highlighted examples of the negative applications of new technology. Ukraine has been subject to online information operations, where disinformation is spread via social media

with the aim of weakening trust in Ukrainian authorities, causing discord in civil society, and influencing global opinions.

New technologies are rapidly changing and challenging the security of Denmark, the EU and NATO. Innovation capacity is about more than competition and trade. It is also critical for Euro-Atlantic peace, stability and security. As new technologies such as artificial intelligence and quantum technology become a critical part of our society, we must secure them against misuse and unauthorised transfer. As such, the geopolitical competition on technology intensifies demands for export controls, investment screening and research security. Tech companies are at the centre of these issues, as they develop dual-use technology that can be used for both civilian and military purposes.

They are increasingly important players in

Tech companies are increasingly important players in the realm of foreign and security policy, and their decisions have implications far beyond commercial interests

the realm of foreign and security policy and their decisions have implications far beyond commercial interests. In a future where new technology will play a larger role, Denmark's security and safety can best be supported through closer, more committed, and strategic cooperation between the tech industry, innovation ecosystems, and research on one side, and Danish authorities, the EU, and NATO on the other.

In highly digitalised societies like Denmark, cyberspace is increasingly crucial for the security of individuals, companies and government authorities. The threat from cyberattacks and cybercrime against Danish society are far from new, yet the complexity of the threat continues to evolve. Cyberespionage is carried out against Denmark for nefarious purposes such as accessing information on foreign and security policy or stealing trade



secrets. We have from partner countries witnessed how destructive cyberattacks on critical infrastructure can fully or partially incapacitate essential societal functions. Meanwhile, cybercrime continues to escalate, incurring significant costs for individuals and companies. This makes the private cybersecurity industry an increasingly important player in the defence against cyberattacks and disinformation. They are often the first to detect an incident and given the scope and size of their activities, they often have deep insight into technical data and behavioural patterns on a level comparable with major intelligence agencies. Altogether, this requires Denmark to further prioritise our cyber-diplomatic efforts in the EU and our partnerships and cooperation with the private cybersecurity industry.

We will further work to promote a deeper understanding within the industry of its responsibility and role in protecting our critical digital infrastructure.

**ACTIVITIES**

SUPPORTING COOPERATION IN NATO AND THE EU WITH THE TECH INDUSTRY ON CRITICAL TECHNOLOGY

NATO and the EU are increasingly supporting the development of new technologies to maintain the technological edge in the geopolitical competition. With its early tech diplomacy, Denmark was instrumental in starting NATO's dialogue with the tech industry. The Ministry of Foreign Affairs will continue to leverage our tech diplomatic experience to support enhanced strategic cooperation between NATO, the EU and the tech industry to the benefit of Euro-Atlantic security. The Ministry of Foreign Affairs will continue to work to ensure that NATO takes greater responsibility for responsible development and use of new dual-use technologies. In the EU, the Ministry of Foreign Affairs will continue to insist that new technologies are put on the agenda within the framework of European security policy,

economic security and cyber diplomacy. Denmark will continue to bring tech perspectives into the EU's discussions on hybrid threats such as disinformation and foreign interference. There is also a need to support the emerging recognition in the tech industry of its responsibility for supporting Euro-Atlantic security. The tech industry has played an important part in the defence and security of Ukraine, also to the benefit of the industry itself. But there are no guarantees that large tech companies will continue to provide support when tensions arise in the future. In its dialogue with the tech industry, Denmark will stress the industry's role in continuing to support peace and security in Ukraine, and in the rest of the world where conflicts do not necessarily receive the same level of attention.

ACTIVITIES

PROMOTING COOPERATION WITH THE CYBERSECURITY INDUSTRY

There are still many challenges associated with public-private cooperation on cybersecurity. Successful cooperation requires a shared understanding of goals and means, building trust, and committing the necessary resources. Denmark's tech diplomacy will continue its cooperation with the global cybersecurity industry to establish trustful relations and real cooperation between public and private actors. The purpose is to achieve a common understanding of how to jointly counter the increasingly complex cyber

threat landscape and work for better, faster and more timely sharing of information about cyber threats and digital disinformation campaigns. Increased information sharing with the private sector will aid in holding those responsible for cyberattacks against Denmark, our allies, and partners accountable. At the same time, the Ministry of Foreign Affairs will engage in dialogue with the growing Danish cybersecurity industry for the benefit of Denmark's security and the development of the industry.

ACTIVITIES

STRENGTHENING CYBER-DIPLOMATIC EFFORTS

The cyber threat is global. That is why diplomatic cooperation with our like-minded partners, including those outside of the EU, is an absolutely critical part of the efforts to counter the cyber threat against Denmark. Denmark has strengthened efforts to build cyber capacity in Ukraine, including through partnerships with the United Kingdom and the United States. The Ministry of Foreign Affairs of Denmark will build on these partnerships and, as part of the effort to strengthen the cyber-diplomatic dialogue, engage in cyber dialogues with the United Kingdom, Ukraine, and the United States. Denmark will also increase our cyber-diplomatic engagement in important international partnerships, such as the Counter Ransomware Initiative, which aims to prevent the use of ransomware for the extortion of companies, public authorities and citizens.

Denmark will increase our cyber-diplomatic work in the EU, with our partners and in collaboration with the private cybersecurity industry.





GLOBAL NORMS AND PARTNERSHIPS

Technology affects everyone's life, for better or worse, whether it is available to them or not. Therefore, we must shape technology together globally. Regardless of whether countries are "tech takers" or "tech makers", we are all part of a future where technology is a given for our societies, economies, forms of government and opportunities. In global transformations, technology can be a tool to promote human rights, democracy and greater opportunity – but it can also be used for the opposite.

The transnational nature of technology requires international cooperation, new partnerships and common global guidelines. But that is far from easy. Our ability to find common global solutions is complicated by geopolitical tensions. The rules-based world order with strong multilateral institutions is under pressure.

Denmark's leading position in tech diplomacy provides a strong starting point for contributing to the global agenda

on technology and values. We must, especially through the EU, prioritise our efforts in multilateral organisations and the UN on important global technology issues. We must work to ensure that the human-centred approach to technology becomes a global norm. This involves acknowledging the value of open and democratic dialogue online, emphasizing the importance of credible information, upholding human rights, and appreciating the positive impact of technology on democratic values. In short, it is about ensuring that Danish and European values are reflected in the global rules.

In this very moment a struggle for what kind of internet we will have in the future is taking place. For Denmark, it is critical that global internet regulation and norms are based on the multi-stakeholder model. This means that we seek to govern together with key actors from civil society, governments, and industry, as well as technical and academic experts and collectively engage in finding solutions.

Only through the multi-stakeholder model can we best seek to uphold the ambitions of the early pioneers who created the internet: as a place where everyone has access, information flows freely, and arbitrary shutdowns are prevented.

Protecting strong values in technological development cannot be done in Denmark and the EU alone. It necessitates an open-minded dialogue and engagement with the rest of the world, even with those with whom we may not agree on all matters. The endeavour for a responsible technological future relies on the participation of the large and growing economies in Africa, Asia and Latin America. Countries that undoubtedly will play a crucial role in shaping the technology, rules and applications of the future. Therefore, the Ministry of Foreign Affairs of Denmark will strengthen its cooperation with important tech nations globally on concrete digital collaborations and tech-diplomatic dialogue.

Geopolitical tensions challenge our ability to find common solutions. But the cross-border nature of the technology requires international cooperation, new partnerships and shared global norms.

DENMARK'S INTERNATIONAL ENGAGEMENT FOR A RESPONSIBLE TECHNOLOGICAL FUTURE

In 2024, the world will come together in the United Nations to agree on a **Global Digital Compact** as part of the UN's Summit of the Future in September and an overall "Pact for the Future". Denmark will especially work through the EU to ensure that the part of the agreement relating to the digital sphere is ambitious, establishes a common positive vision for future technology, and reflects European values. This includes ensuring human rights are upheld and maintaining a multi-stakeholder approach. It is also necessary to address global digital challenges such as the digital divide between those with access to new technology and those without, and to ensure that new technologies such as artificial intelligence contribute solutions in the areas of education, health, combating poverty, and climate change.

The fight for the free, open internet will also be high on the agenda in the coming years. Through the EU we will engage in the **UN's Internet Governance Forum**, and in the global cooperation on technology standards with like-minded countries in international standard-setting organisations. Through our engagement in the EU, we will also focus on important forums such as the **World Summit for the Information Society** (WSIS+20) in 2025, which will lay the foundations for continued global multi-stakeholder cooperation on technology.

ACTIVITIES

WORKING FOR A STRONGER EU ON THE GLOBAL TECH POLICY SCENE

The EU has drawn up the most ambitious and comprehensive legislative framework for technology and digitalisation to date, which includes addressing the increasing influence of tech companies. This work has paved the way for legislation and governance far beyond the EU's borders through partnerships and the EU's digital diplomacy. Denmark took the lead in the establishment of the EU's external digital diplomacy and will continue our efforts to elevate ambitions in this regard.

The Ministry of Foreign Affairs of Denmark, together with relevant ministries, will strive to establish a unified European stance on global frameworks for emerging technologies such as quantum technology and artificial intelligence. It is through strong and well-coordinated EU participation that we achieve the greatest influence. The EU must also enhance its role as a significant partner

for third countries when it comes to digitalisation and new technologies, bridging the digital divide and ensuring global representation in forums where important decisions on tech regulation are taken. Denmark supports initiatives under the EU's Global Gateway to provide digital infrastructure and reliable internet connectivity for EU's partner countries. Denmark will also engage in the ongoing development of the EU's bilateral digital and technological collaborations with selected global partners, including the trade and technology councils with the United States and India, and digital collaborations with Japan, Singapore, South Korea and others. The Digital Democracy Initiative, which supports civil society actors outside of Europe, and which Denmark launched together with the EU, constitutes another important element in these efforts.

EU'S DIGITAL DIPLOMACY

Denmark has been a driving force in efforts to develop **the EU's digital diplomacy**, which was launched with Council conclusions in July 2022. This establishes a coordinated approach to the challenges associated with new digital technologies to ensure that digital diplomacy remains a central and integrated part of EU foreign policy. The launch of these efforts included a decision to open an EU office in San Francisco. Renewed **Council conclusions in 2023** reiterated the need for a stronger, more strategic, coordinated and effective EU policy on global digital affairs and set out a number of prioritised initiatives.

ACTIVITIES

PROMOTING AND PROTECTING DIGITAL RIGHTS AND COMMON GLOBAL STANDARDS

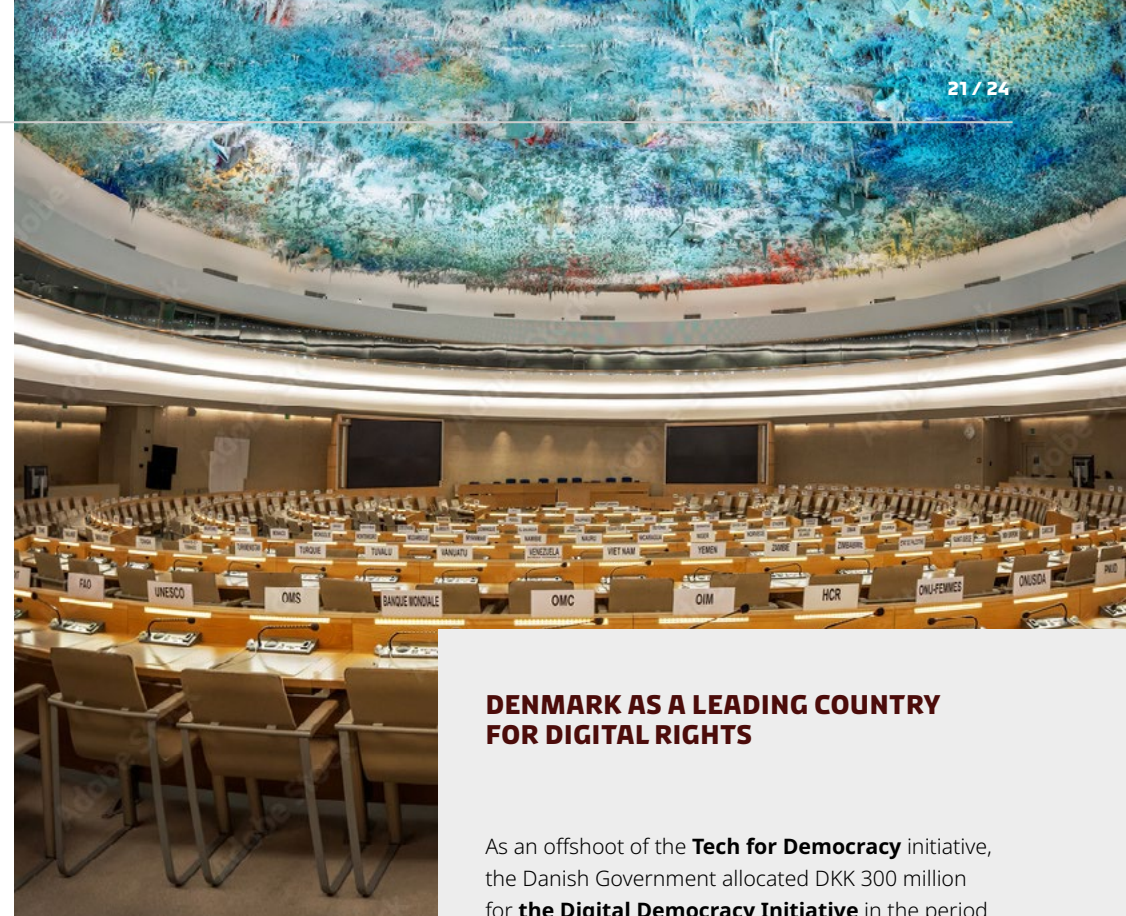
Denmark will continue to be at the forefront of the fight for human rights and democracy online.

With the Tech for Democracy project in 2021 and the Digital Democracy Initiative, Denmark has established a global platform for working to promote and protect rights online through strong multi-stakeholder and multi-donor collaborations. Denmark will remain a strong voice internationally for an open, free, interoperable and secure internet. We will be at the forefront of the fight for human rights and democracy online, especially in our dialogue with the tech industry, in cooperation with civil society, and in work on global norms. Leveraging the Danish leadership position and experience on these issues, we will engage in global negotiations and stress the need for stronger language, increased involvement of the private sector and civil society, and we will focus on concrete, applicable guidelines, and, most importantly, action. The Ministry of Foreign Affairs of Denmark

will pursue these objectives notably within the UN Human Rights Council, and through partnerships and collaborations such as Freedom Online Coalition and the Christchurch Call.

The UN is in the process of drawing up common principles for an open, free and secure digital future for everyone in the form of the Global Digital Compact, which will be adopted at the UN Summit of the Future in September 2024 as part of the Pact for the Future. Here, Denmark will strive for an ambitious agreement that sets a common global direction for the internet and new technologies, such as artificial intelligence, ensuring their positive and responsible contribution to the world. Once the compact is adopted, Denmark will work for ambitious implementation and follow-up, not least through the EU.

We will work to promote digital equality; to strengthen credible information online and combat disinformation; to maintain a multi-stakeholder approach in regulating the internet; and to ensure that credible global partnerships remain a priority in the Global Digital Compact.

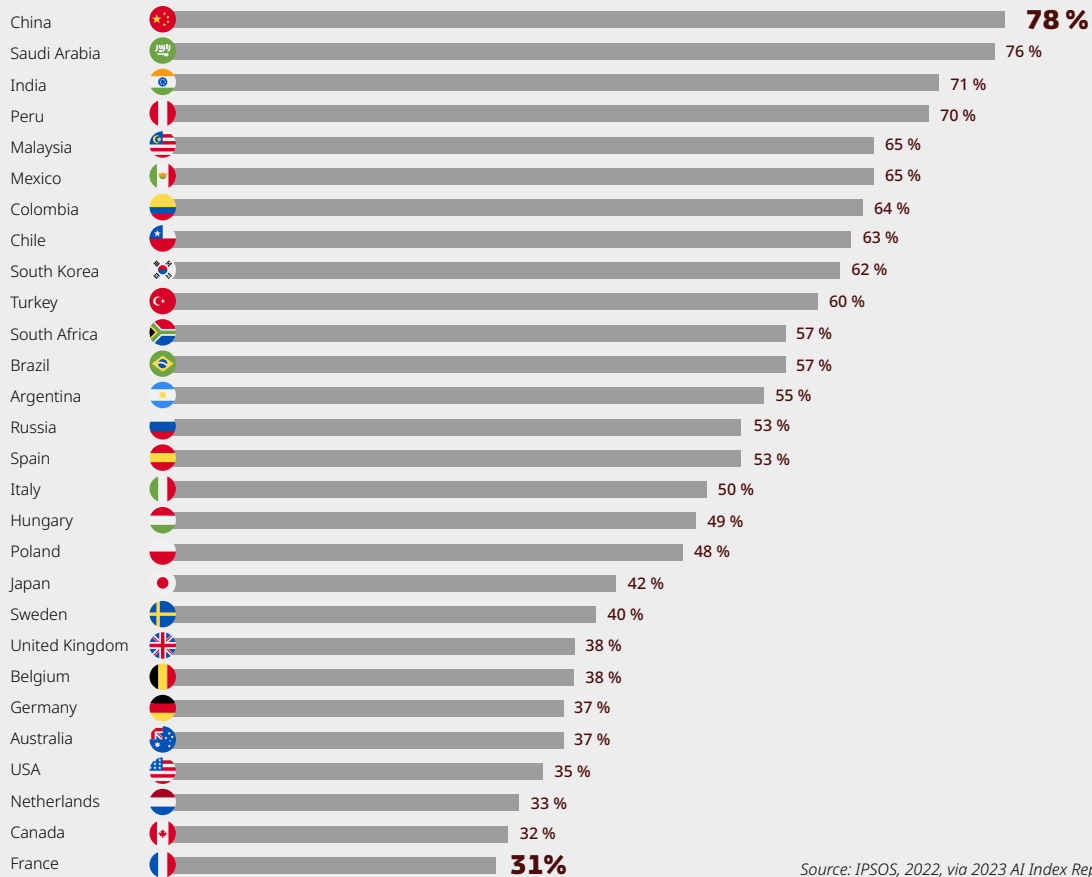


DENMARK AS A LEADING COUNTRY FOR DIGITAL RIGHTS

As an offshoot of the **Tech for Democracy** initiative, the Danish Government allocated DKK 300 million for **the Digital Democracy Initiative** in the period 2023-2026. With this initiative, Denmark supports efforts in developing countries and regions of crisis to help civil society use technology in their work for democracy and human rights. This includes countering technology-facilitated gender-based violence, protecting climate activists through digital technologies, and supporting the work of civil society with the use and handling of new technologies, especially artificial intelligence.

GLOBAL PERSPECTIVES ON ARTIFICIAL INTELLIGENCE

Respondents who agree that products and services using AI have more benefits than drawbacks.



Source: IPSOS, 2022, via 2023 AI Index Report.

ACTIVITIES

STRENGTHENING TECH DIPLOMATIC COOPERATION GLOBALLY

Together with the Ministry of Digital Government and Gender Equality, the Ministry of Foreign Affairs will participate in the G20's work on digital economy. This will involve sharing Danish digital experiences, reinforcing European values, and fostering cooperation with G20 countries on future technologies. The Tech diplomacy will also enter into partnerships with a small number of countries in an effort to strengthen our bilateral relations with important tech nations worldwide, including major digital frontrunners such as Brazil, India and Kenya. This will provide opportunities for exchanging experiences and knowledge, showcasing Danish strongholds and digital products in new regions, and fostering

global unity on important multilateral issues. The aim is to pursue tech diplomacy globally, strengthen joint positions on definitions of international norms and rules for technology, create bilateral opportunities for increased cooperation in research, development, application and trade in new technology, as well as inviting selected countries to participate in Denmark's efforts to unite global tech diplomacy. The Ministry of Foreign Affairs will also offer selected country partners short-term fellowships in Silicon Valley with the aim of leveraging Denmark's relationships with leading tech companies to enhance partners' understanding and network with the American tech industry.



MINISTRY OF FOREIGN AFFAIRS OF DENMARK

Asiatisk Plads 2
1448 Copenhagen K
Denmark

Phone +45 33 92 00 00
Fax +45 32 54 05 33
um@um.dk
www.um.dk

PHOTOS:

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