



Doing Digital Differently

Digital Hub
Denmark

Agenda

- #1** Introduction to Digital Hub Denmark
- #2** Digital Denmark at a Glance
- #3** A Danish digital journey
- #4** The Danish digital strategies

#1 Introduction to Digital Hub Denmark

In Collaboration with:



INDUSTRIENS FOND

**Digital Hub
Denmark**

What we do

Digital Hub Denmark provides **customised matchmaking services** for international stakeholders with an interest in **collaborating** with, **procuring** or **supporting** the **Danish digital tech ecosystem**.

We're here to attract:

- Talent
- Collaboration

We attract talent

Shortage of tech workers is the biggest barrier for growth for Danish companies.

Digital Hub Denmark works to meet the demand for talents by:

- Exposing talent for our talent attraction campaigns (**200 mio. exposed**)
- Matching Danish tech jobs with our database of **+12.000 tech talents** with interest in Denmark
- Sponsoring fast track programs within Danish ecosystem to **attract** and **retain** talent



We attract collaboration

Digital Hub Denmark is the first stop in Denmark, when you engage with the Danish tech scene.

We welcome international delegations and make customised agendas that engages the Danish digital ecosphere.

Numbers from 2022:

- 123+ international delegations
- 2200+ guests
- 42+ countries
- 9 Authority Collaborations
- 5 B2G Collaborations
- 3 B2B Collaborations



#1 Digital Denmark at a Glance

A small country with big digital ambitions



Life expectancy
81 years life expectancy



Area
42,933 km²



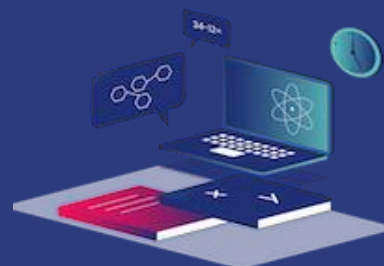
Population
5,8 million people



Entrepreneurship
10 unicorns



Education level
78% have completed
further education



Education level
39% has a Higher
education

Conditions, culture, and efficiency on a global scale

Corruption Perceptions Index

1. Denmark
2. Finland
3. New Zealand
4. Norway
5. Singapore
6. Sweden
7. Switzerland
8. Netherlands

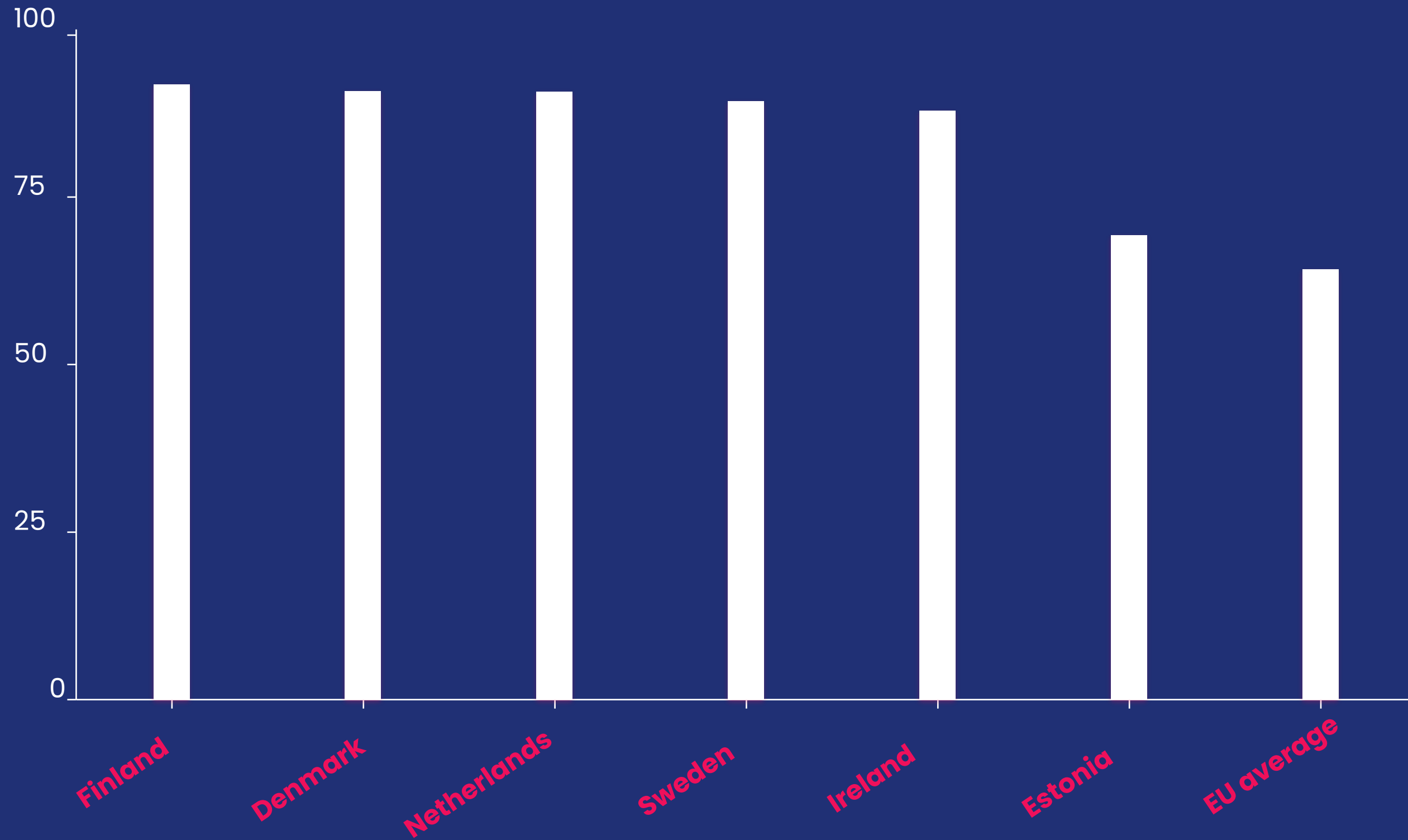
Global Social Mobility Index

1. Denmark
2. Norway
3. Finland
4. Sweden
5. Iceland
6. Netherlands
7. Switzerland
8. Austria

World Competitiveness Ranking

1. Denmark
2. Switzerland
3. Singapore
4. Sweden
5. Hong Kong SAR
6. Netherlands
7. Taiwan, China
8. Finland

Digital Economy and Society Index (DESI)



The DESI 2022 report looks at:

- connectivity
- integration of digital technology
- digital public services
- human capital.

A human-centric approach to digitisation



Connectivity

92% of internet users used digital public services within the last year.



Connectivity

Application for maternity benefits has a digital take-up rate of 100%



Education

70% of adults have basic digital skills, significantly above EU average of 56%.



Government

Even application for state pension has an uptake rate of 95% – digital is not only for the younger generation.



E-commerce

More than twice as many SMEs sell online in Denmark than the EU average.



Connectivity

9 out of 10 citizens use Digital Post to communicate with public authorities.

#2 A Danish digital journey

A short history of Denmark's digital solutions

1968



CPR

The government introduced a central database of every person residing in Denmark.

2001



Digital signature

Digital signature allows authorities and businesses to communicate digitally with citizens thereby moving away from physical letters. A secure way of authenticating identity online.

2004



Easy account

The mandatory easy account tied to your personal bank account gave authorities and employers an easy way to handle payments to citizens.

2007



Digital ID

Authorities are obliged to use a common ICT infrastructure. A cross-government identity verification known as "Easy ID" was created - which became NemID in 2010 and then mitID in 2021.

2007



Citizen.dk

Borger.dk portal was launched, allowing citizens to access more than 2,000 self-services. This was the gateway to the public sector.

2011



Digital Post

In the following years, digital post and digital self-services were made mandatory for both citizens and businesses alike.

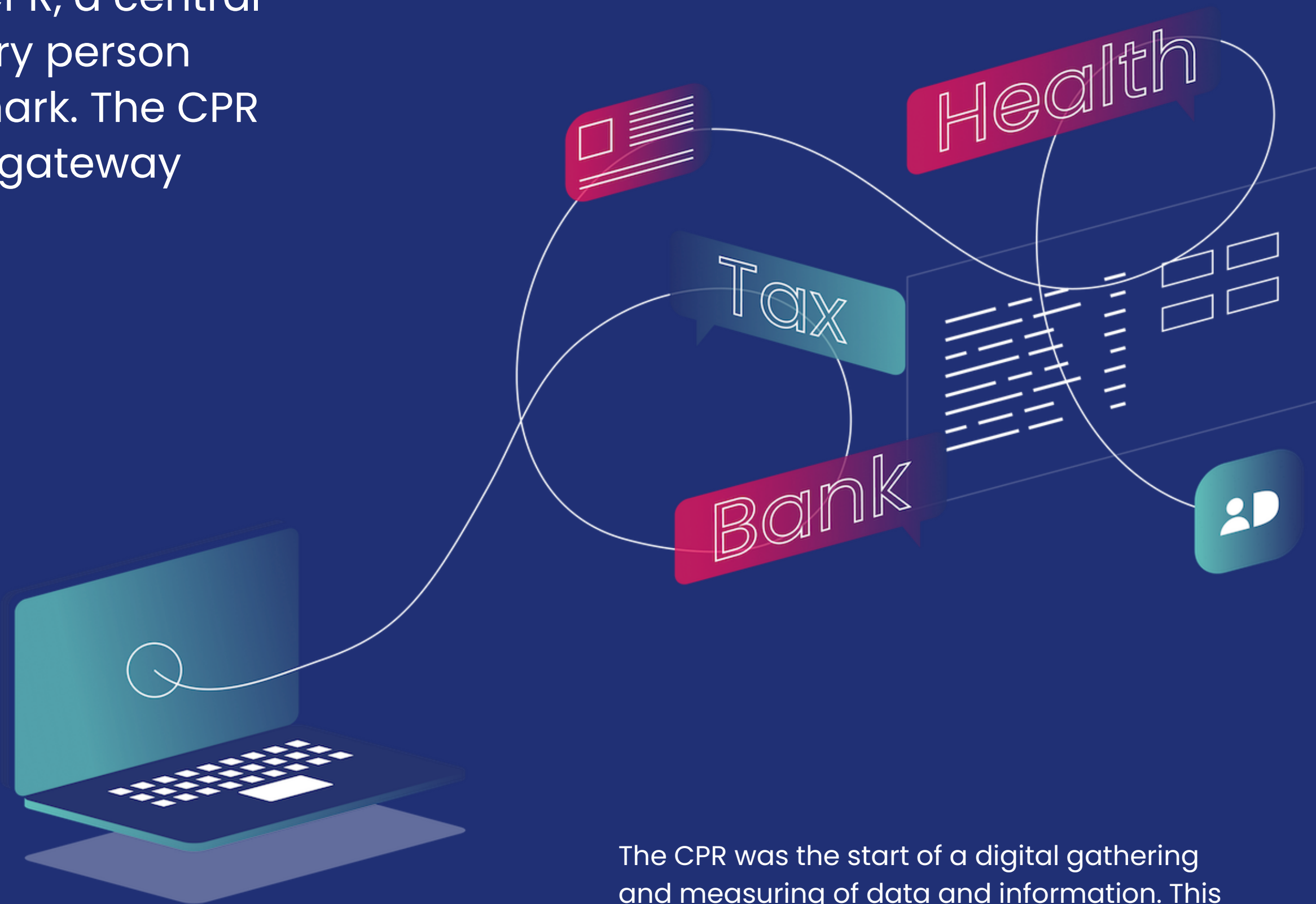
2021



Digital Visitor Centre

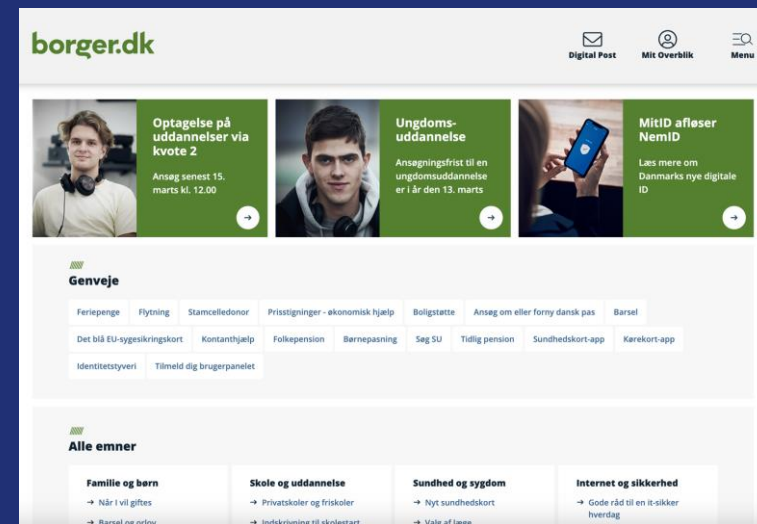
An experience center was inaugurated for international delegations visiting Denmark with the aim of promoting Danish digital solutions.

Back in 1968 Denmark introduced the CPR, a central database of every person residing in Denmark. The CPR is basically your gateway into Denmark.



The CPR was the start of a digital gathering and measuring of data and information. This early adoption of digitisation had a major impact on shaping Denmark into a nation of digital frontrunners we know today.

Four national portals

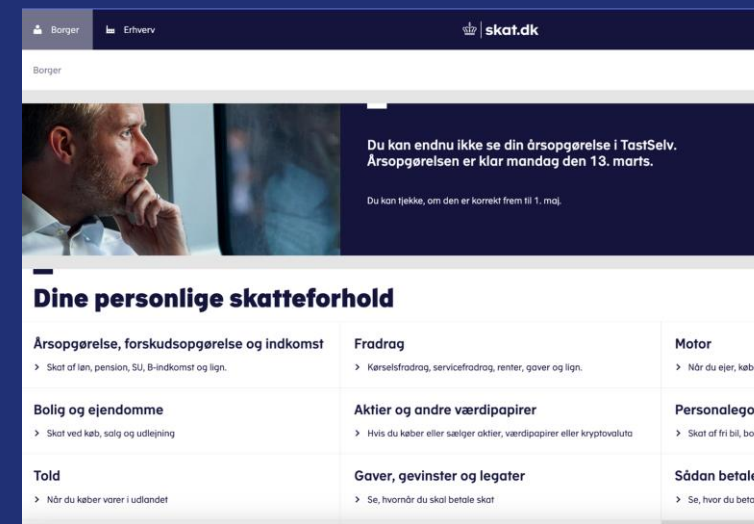


Borger.dk

A common public-sector portal providing a single point of access to all digital public services.

Operated by Agency for Digital Government

(part of Ministry for Digital Government and Gender Equality)

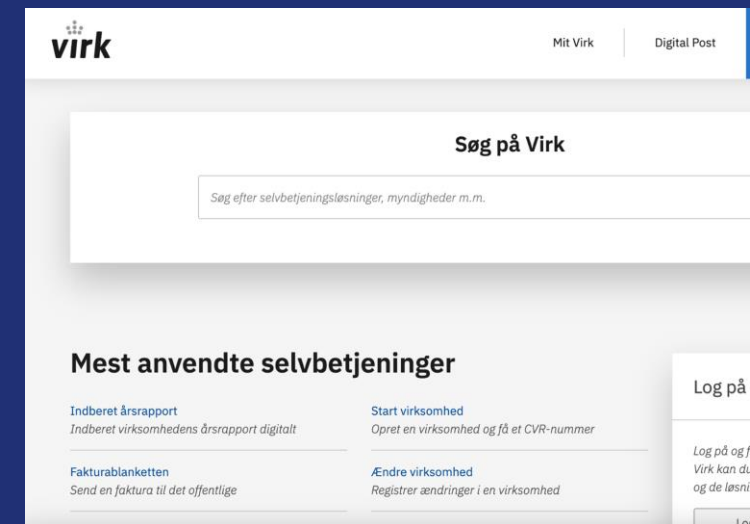


Skat.dk

Skat.dk gives you access to a self-service system and guides on taxes and duties

Operated by The Tax Administration

(part of Ministry of Taxation)

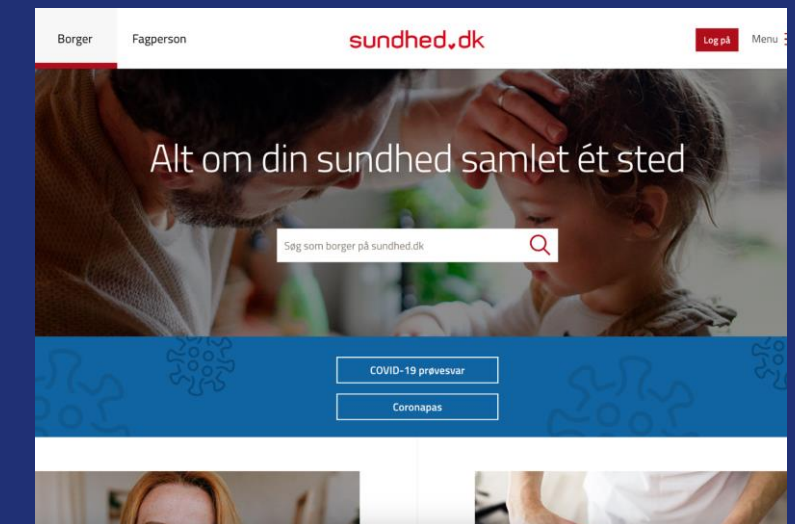


Virk.dk

The digital entrance to the public sector for Danish businesses.

Operated by Danish Business Authority

(part of Ministry of Industry, Business, and Financial Affairs)



Sundhed.dk

A web portal providing access to medical records and communication with healthcare providers.

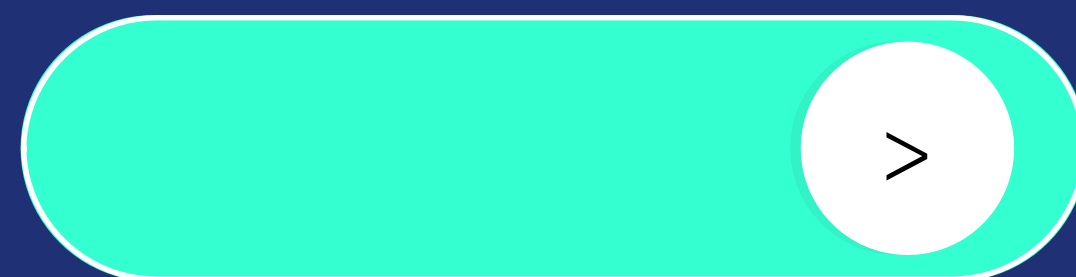
Operated by sundhed.dk

Owned by Danish Regions, Local Government Denmark, and the Ministry of Health and the Elderly

With your CPR you can

enroll your child on a waiting list for daycare
report that you are changing address
apply for child benefits
choose or change your doctor
complete your tax return
claim your holiday allowance
apply for maternity / paternity
benefits apply for a divorce
apply for spousal support
apply for a Danish tax card and a personal tax number
change and access your preliminary income assessment
order a new health insurance card
apply for home care
apply for a driver's license
apply for a travel guarantee for the metro
get an overview of contributions to your pension
logon to your online banking
send and receive digital post from public authorities
apply for a loan
register your company for VAT
file your VAT return with the Tax Agency
report employee salaries
report holiday pay for employees
report a company merger / split
apply for a students' Grants and Loans Scheme
access your medical records
get a video consultation with your doctor
renew a medical prescription
get test results
book an appointment with a specialist

...and manage them all with a swipe



#3 The Danish Digital Strategies

Administrative structure in Denmark

State

- Defence
- Police and courts
- Universities and high schools
- Highways

→ Financed by state taxes

Regions (5)

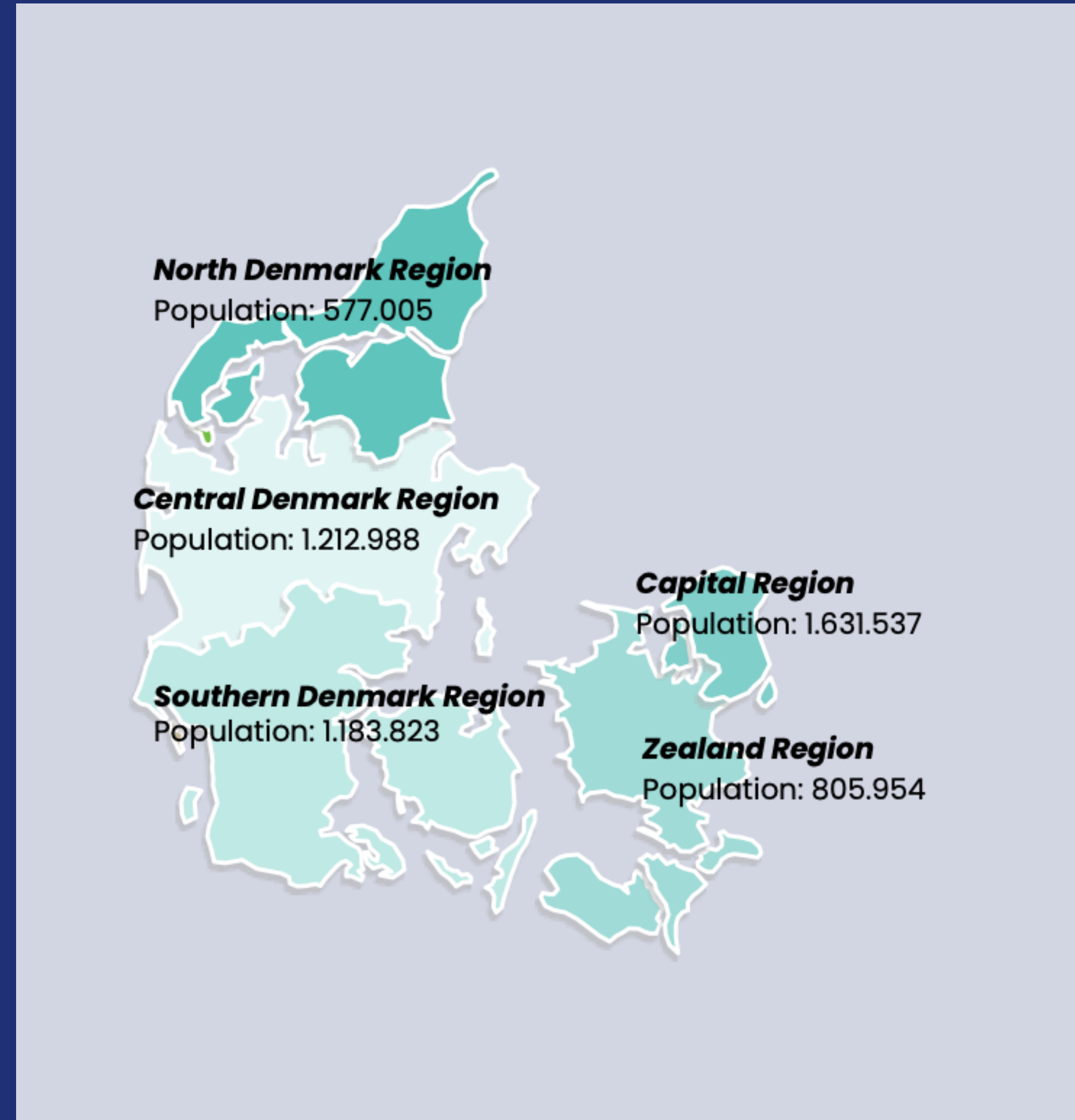
- Hospitals and psychiatry
- Regional public transport
- Regional development

→ Financed by state grants

Municipalities (98)

- Childcare & elderly care
- Employment
- Public schools
- Culture & libraries
- Local public transport
- Passports & driver's license
- Social area

→ 75 pct. local taxes
→ 25 pct. state grants



Success factors in the Danish digitisation journey

Build-up of infrastructure

Clear goals and quick wins

Alignment on all levels of Government

Cooperation with the private sector

Digital cooperation

Payments and digitisation

Common infrastructure

Digital communication

Better use of data

Digital service and management

2001

Digital signature
E-mails to public sector
Authorities communicate digitally

2004

NemKonto and eInvoicing
Business portal
Citizens' health portal
Safe e-mail between authorities

2007

eID (NemID), authentication (NemLog-in)
Digital Post, SMS notifications, citizens' portal
Common framework

2011

Digital Post for companies
Self-service solutions for citizens and companies
Digital welfare and basic data

2016

Sharing of public data
Coherent user journeys
Higher level of information security
New generation of coherent service infrastructure

NOW

Digital service
Efficient IT management
Cyber and information security
Artificial intelligence

Common digital strategy and direction

#4 The Joint Government Digital Strategy

Governance of Joint Government Digital Strategy '22 – '25



Steering Group for Coherent Services and Communication

Examples:

- Inclusive and Coherent Services
- A Joint and Personalized overview for citizens
- Improved Access for Adults with Responsibilities towards Children
- Digitizing the Resort of Drivers Licences
- Coherent Citizen Journeys for Vulnerable Youth and Children

Steering Group for Digital Innovation and Green Transition

Examples:

- Data driven Transition for Circular Economy
- Digital Platform for Building Materials and Raw Materials
- Further Development of Energy and Co2 Accounting
- Improved use of Supply Data for Energy Efficient Buildings

- A Joint Public Collaboration on Improving Access to Public Data
- Strengthened Danish Language Technology
- A Responsible Foundation for use of New and Emerging Technologies

Steering Group for Infrastructure and Digital Solutions

Examples:

- Easy and Safe Use of Powers of Attorneys
- Easy and Safe Use of Declarations of Consent

Infrastructure Solutions:

- MyID / E- ID
- Digital Post
- Easy LogIn
- Citizen.dk
- Digital Health Card

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Common digital strategy and direction

Basic Data Program

- Part of eGovernment Strategy from 2011
- Relates to ambition of closer public sector collaboration
 - Legislation in support of digital services
 - Reuse of data
 - Improved governance and benefit realization
- Fully implemented in 2020

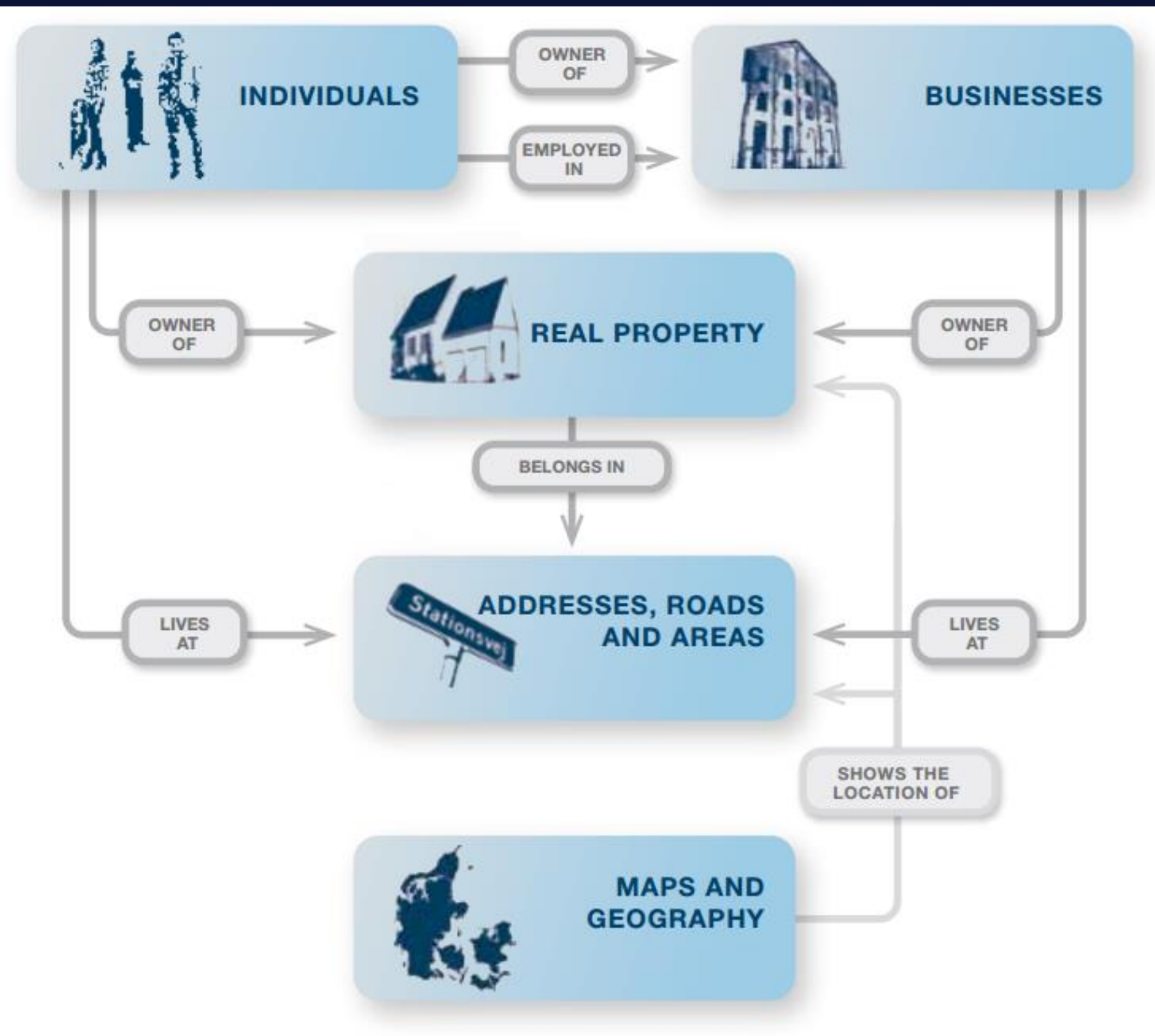
Main points in Basic Data Agreement

- Free access to public sector basic data – for citizens and businesses
- Improved quality for basic data regarding real property, addresses, geography, individuals and businesses
- Effective, joint distribution of basic data
- Business case – back then
 - Yearly benefits of approx. €35 million in public sector and €65 million in the private sector
 - Government investments for approx. €125 million up to 2016



Hosted by:

Agency for Data Supply and Efficiency

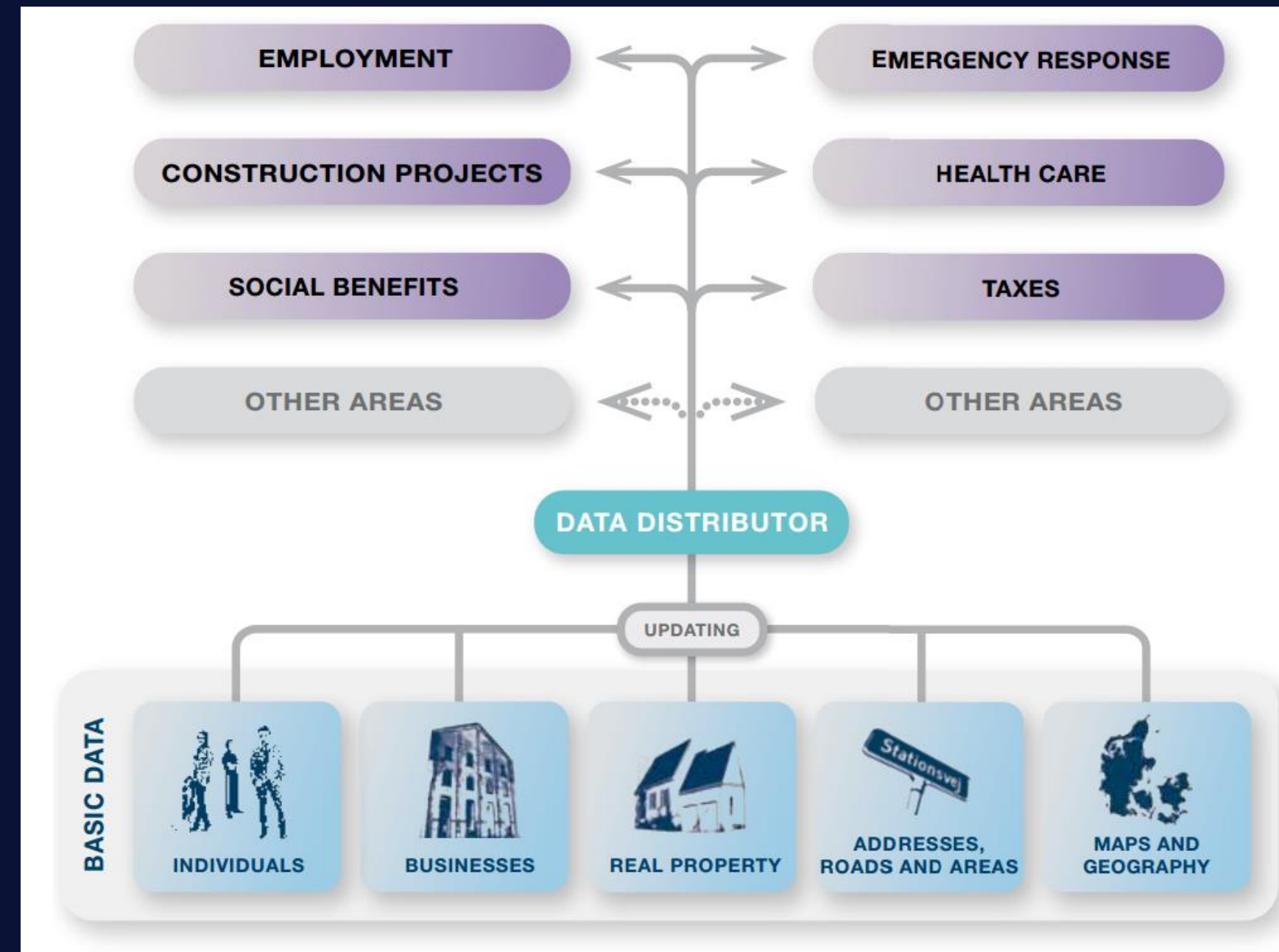


Basic Data is:

- Core information about
 - individuals
 - businesses
 - real property and buildings
 - addresses
 - maps
 - geography
- Base registers maintained by different public authorities
- Re-use of high-quality data is an essential basis for public authorities to perform their tasks properly and efficiently across units, administrations and sectors.

The Data Distributer:

- Basic data is distributed through the 'Data Distributor'
- Conveys updated and authentic information from base registers on to the relevant public and private sector users by
 - Data services and event based updates
 - Download services
- Fulfills the requirement for accessing data in an easy, fast, reliable and cost-effective manner
- Saves resources for data responsible authorities



Urgent always screams



**Digital Hub
Denmark**

Important tends to whisper



**Digital Hub
Denmark**

***Important trends to whisper
listen carefully...***

Digitisation is culture – only integrate what resonates...

Be Humancentric

Be Democratic

Be Collaborative

**Digital Hub
Denmark**