

Chapter 13

Danish eGovernment Success Factors: Strategies and Good Practice Examples

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ABSTRACT

Denmark has been at the forefront of eGovernment development and implementation for the last ten years. ICT facilitated modernisation has been a focus area for increase efficiency and effectiveness since the mid-1980s with eGovernment national initiatives and strategies in place since 1999. Still the current state (May 2010) of public sector digitisation in Denmark face a number of eGovernment related challenges and opportunities in relation to the shift to Government 2.0 and a greater focus on use-centricity, reuse of public sector information and a network society.

As illustrated by the specific eGovernment strategies, initiatives and good practice examples Danish authorities, at all levels of government, possess a number of strengths equipping them well for further digitisation and a move to Government 2.0. Strengths which include: Well developed strategies, goals and activities; single point of entry initiatives; attended and aligned development, common standards and enterprise architecture; joint development, strategies, corporation and marketing; guidelines and methodologies developed specifically to optimise the use of ICT etc.

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INTRODUCTION

Over the years, digitisation has become a natural part of providing services throughout the public sector. Many elements of the actual production and provision of services and communication between citizens, businesses and the public sector have become electronic. A consequence of this development is that ongoing efforts need alignment with emerging and future challenges. This alignment is needed to fully exploit the possibilities arising from, and within, an increasingly digitalised society. In this context, Denmark has in the last decade repeatedly been highlighted as one of the most advanced examples in the world of eGovernment and technology use in the public sector - including good rankings in various Eurostat statistics, European Commission benchmarking (see Table 1), a second position on the 2005 and 2008 United Nations eGovernment Readiness Ranking etc.

In this respect the 2007-2010 Danish eGovernment strategy has raised the level of ambition, and sets new standards, for the development of citizen services and for an improved cohesion

across the public sector. Nonetheless the upcoming OECD review of the Danish eGovernment strategies and progress since 2005 is expected to highlight a number of challenges related to the optimisation the potential of Information Communication Technology (ICT) in the public sector, user take-up, clarity of the national vision etc. (the OECD review is expected mid-2010).

While this chapter does not constitute an academic discourse of global eGovernance strategy and practice, but an analysis of the Danish eGovernment experience. The objective of the chapter is through key experiences and examples to highlight factors which have facilitated the successful introduction of ICT into the Danish public sector. In light of this objective the basic approach taken by the author in the analysis will be anchored in key strategy and policy documents, initiatives, management documents and presentations.

The first part will therefore outline the key difference between eGovernance and eGovernment.

The second part of this analysis will therefore highlight the Danish policy background and strategies since 1999 while illustrating the change from an early focus on the conversion to a network

Table 1. Selected ICT and eGovernment statistics and rankings for Denmark and EU27 (2009) (Eurostat (2010))

| | Denmark 2009 | EU27 2009 | Ranking |
|---|--------------|-----------|---------|
| Total DSL coverage (as % of total population) | 100.0 | 94.0 | 1 |
| 3G coverage (as % of total population) | 99.5* | N/A | 2 |
| % of population who regularly use the internet (min. once a week) | 82 | 60 | 4 |
| % of population who use the internet daily (daily or almost daily) | 72 | 48 | 3 |
| % of population who have never used the internet | 11 | 30 | 3 |
| % of households with broadband connection | 76 | 56 | 3 |
| % of enterprises with (fixed) broadband connection | 80 | 83 | 17 |
| % basics public services for citizens fully available online | 75 | 66 | 11 |
| % of basic public services for enterprises fully online | 100 | 86 | 1 |
| % of population using eGovernment services | 67 | 30 | 1 |
| % of publication using eGovernment services for returning filled in forms | 33 | 13 | 1 |
| % of enterprises using eGovernment services | 90 | 71 | 4 |
| % of enterprises using eGovernment services for returning filled in forms | 66 | 55 | 8 |

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