A4: Simplification strategies through e-government

Eva Meiling, Deputy Director General
Danish Commerce and Companies Agency
Danish strategy for reducing the administrative burdens

- A reduction of 25 pct. in the administrative burdens by 2010
- The most effective regulation in the EU
- e2012 objective – digital communication

Better new regulation
Systematic approach to simplification of regulation
Better regulation in the EU
Better communication to stakeholders and target groups
More businesses using more digital solutions

SCM ex ante analysis and SCM updates
Action plans for simplification
Both new and existing
Communication strategies
Web platform Virk.dk

User-driven Innovation
Project “10 business processes”
Project “Burden hunters”
Challenge for maximizing synergies

The “reality”

Law drafting  Simplification  Digitalization

The “ideal”

Simplification

Law drafting  Digitalization
Burden hunter approach

• The law from a user point-of-view

Burdenhunters (subjective)  SCM (objective)
User centred approach

1. Collection of existing knowledge about business irritations

2. Preparation and selection of businesses

3. Visits in businesses
   - Studies of business processes (Flows)

4. Data analysis experts

5. Selection of Flows (LEAN studies)

6. Development of solutions/initiatives

7. Political process
Virk.dk by August 2010

- 160,000 unique users of the portal
- 1,300,000 forms sent via Virk.dk in the first 6 months of 2010 (the total for 2009 was approx. 2,200,000) The total amount of yearly filings across all channels are 10,000,000
- 72,000 active companies (out of approx. 400-500,000 active companies)
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