

Strategy 2025



Strategy 2022

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Statistics Denmark is working to allow decisions at all levels of society – from national politics to the individual business and family – to be based on reliable and objective facts.

In the absence of statistics and data, we are unable to answer many of society's most important questions. We witness this through a rapidly increasing demand from our users. We take pride in making relevant and reliable statistics as well as data available to society at a time when citizens daily have to navigate in the flow of potentially misleading figures and information.

Strategy 2025 focuses on how we can become better still at meeting society's needs for statistics and data. It is important that Denmark makes the most of and gains easy access to the volumes of data created in one of the world's most digitised countries.

With Strategy 2025, we set ambitious goals for the development of Statistics Denmark and make clear commitments to our many users, suppliers and other stakeholders as to what they can expect from us in the years to come.

The board of Statistics Denmark has adopted the strategy, which is implemented via annual work plans.



Birgitte Anker
Director General



MISSION

We are the national provider of independent statistics and data to society

Statistics Denmark is the national authority compiling and communicating official statistics in Denmark. Our history dates back to the birth of democracy in Denmark. We take pride in the fact that our figures and data support a strong democracy and a well-functioning economy.

Act on Statistics Denmark sets the framework for our activities together with the European Statistics Code of Practice, which sets binding principles of professional independence, objectivity, confidentiality and quality.



VISION

We are the preferred source of reliable knowledge on Danish society

In a world characterised by an infinite flow of information, we offer you impartial and solidly figure-based knowledge. Many users make direct use of the knowledge we offer, while others benefit from our statistics and data when media, enterprises, authorities and research scientists use us as a source. Our vision is to be the preferred source of reliable knowledge on society.

To this end, we aim:

- to provide new and improved statistics for the development of Danish society
- to offer the most secure and easy access to data on Danish society
- to be a competent and efficient organisation enabling others to succeed.

STRATEGIC OBJECTIVES

Nine strategic objectives support our vision and are the cornerstones of Statistics Denmark's development towards 2025. Three of the objectives focus on our statistics, another three on our data and the final three on our development as an organisation. The strategic efforts to meet the objectives will be unfolded in our annual work plans.

STATISTICS

We provide new and improved statistics for the development of Danish society

Added relevance

We will match the present-day needs of users and thus cover new areas of relevance to society, develop early indicators and use new channels of communication.

High quality

We will ensure that the quality of our statistics, communication and documentation is of the highest international standard.

Stronger development

We will pursue an ambitious and bold development agenda, experiment and test new opportunities whenever there is potential for improvement.

DATA

We offer the most secure and easy access to data on Danish society

One common entry point

We will create one common entry point to all data on society for researchers, analysts and authorities.

New data sources

We will find new data sources, ensure their concordance with existing data, and turn them into new knowledge of relevance to society.

High data security

We will maintain a leading, well-established and certified data environment, where security is always a primary consideration.

ORGANISATION

We are a competent and efficient organisation enabling others to succeed

Extended cooperation

We will initiate and enter into additional mutually beneficial partnerships and strengthen our relationship with stakeholders and users.

New competences

We will develop our talents and attract competent and dedicated employees and managers to make our vision come true.

Improved efficiency

We will improve our efficiency using new technology and work towards efficient use of our own resources as well as those of others.



VALUES

Our values guide us in our everyday conduct and reflect how we see ourselves and our role in society

Trustworthiness

We are independent and impartial – and make a conscious effort to appear as such.

Transparency

We are transparent, share our knowledge and methods, document our work and are open about errors.

User focus

We cooperate closely with our users on finding good solutions and we appreciate feedback – also when it is critical.

Ability to change

We seek out new opportunities and take new initiatives to meet the needs of society.

Data accountability

Data security, common procedures and clear rules are at the core of our corporate culture.



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