



DIGITALISERINGSSTYRELSEN

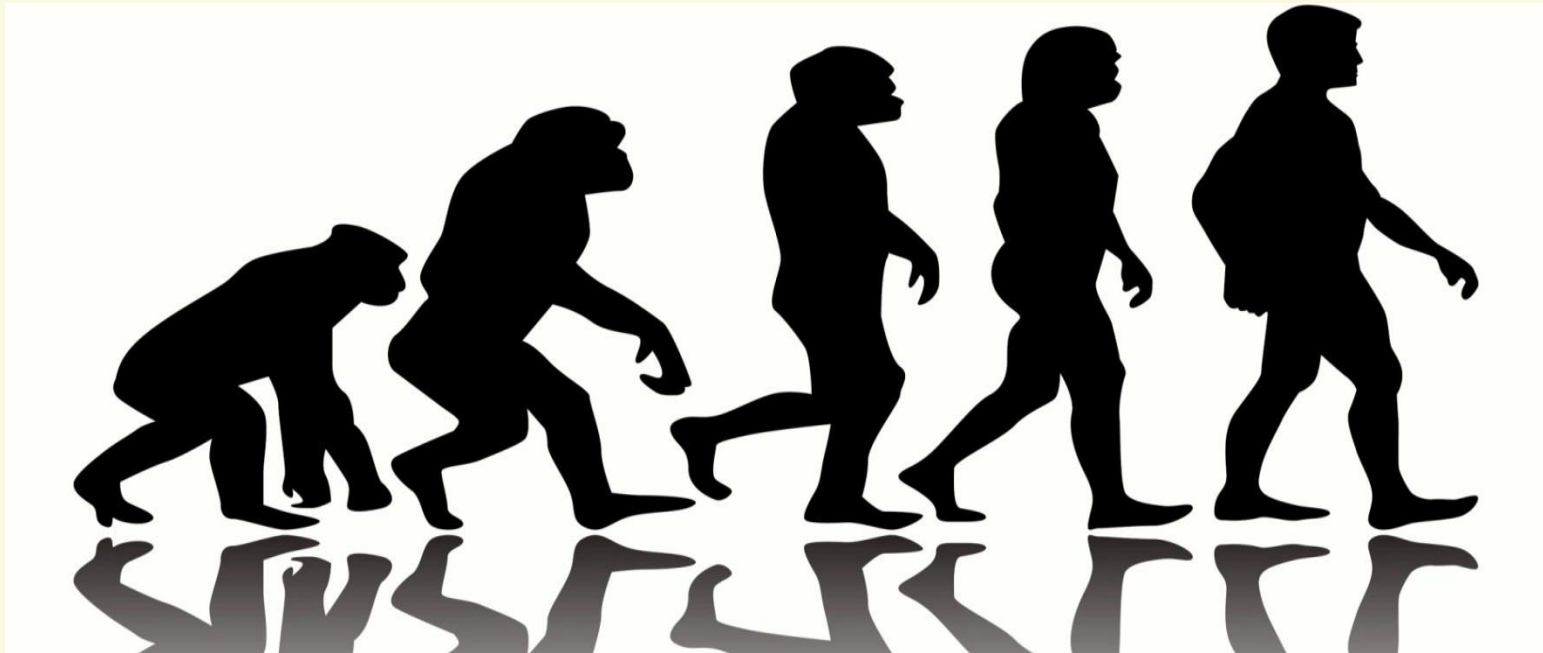
Digital Post

Copenhagen Economics

June 2017, Lars Frelle-Petersen, Director General



THE JOURNEY OF DIGITAL POST



2010

2012

2013

2014

2020

Business case

Passing the law

Mandatory for businesses

Mandatory for citizens

Next generation in place

A GREAT INCENTIVE: POSTAGE SPENDING

Public postage spending for 2011 alone: € 91m
Business case estimates: € 133m gained per year
(less spending on postage + fewer work hours)

THE DANES WERE READY!

91 percent of citizens had internet at home by early 2014

88 percent used the internet at least weekly

More than 4 mio. citizens had our eID at the time

DANISH PUBLIC DIGITAL POST ACT

§

- Physical and digital letters have by law been given the same legal effect
- Citizens may be granted exemption

A HUGE TRANSFORMATION: AUTHORITIES

- 80 percent of all communication to be digital
- Organizational and communicative preparations
- Today 450 authorities have more than 2.000 technical integrations



THE EVEN BIGGER TRANSFORMATION: THE CITIZENS



Husk at læse din digitale post

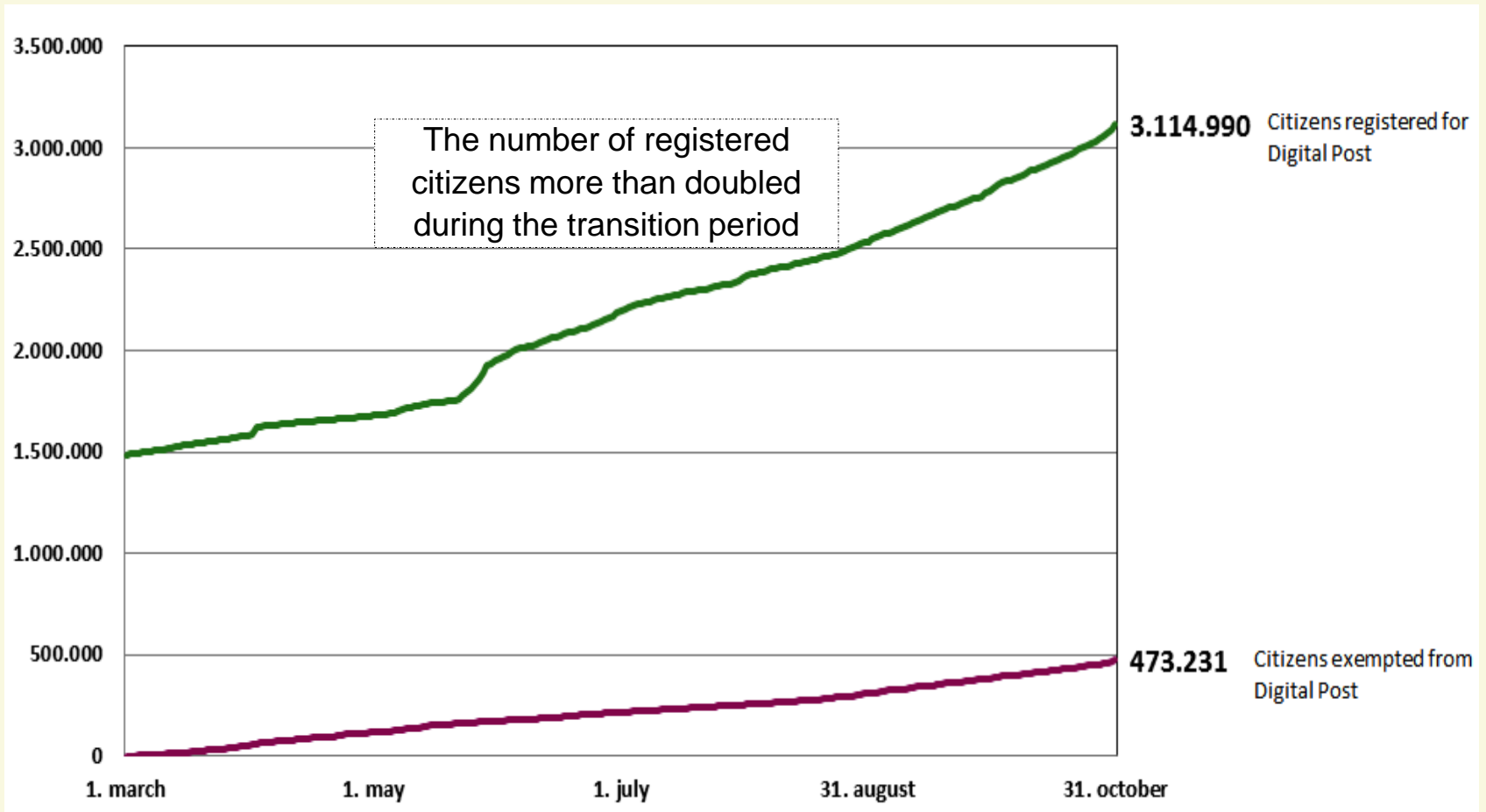
- Oplys mobilnummer og mailadresse, så får du besked, når der er ny Digital Post til dig
- Du kan få hjælp til Digital Post i borgerservice. Her kan du også blive fritaget, hvis du ikke kan bruge Digital Post.



Du læser din digitale post på
borger.dk eller e-boks.dk

borger.dk

EFFECT OF THE TRANSITION: Registered and exempted citizens during the campaign



MEDIA HEADLINES BEFORE THE TRANSITION

“Why chaos looms before mandatory Digital Post”

“Responsible cabinet minister apologizes for Digital Post chaos”

“Researcher warns against Digital Post – you will never receive a reply”

And many more ...

RISKS DURING THE TRANSITION

- 1) Public authorities don't send enough Digital Post
- 2) Citizens overlook important messages
- 3) Too few citizens get exempted

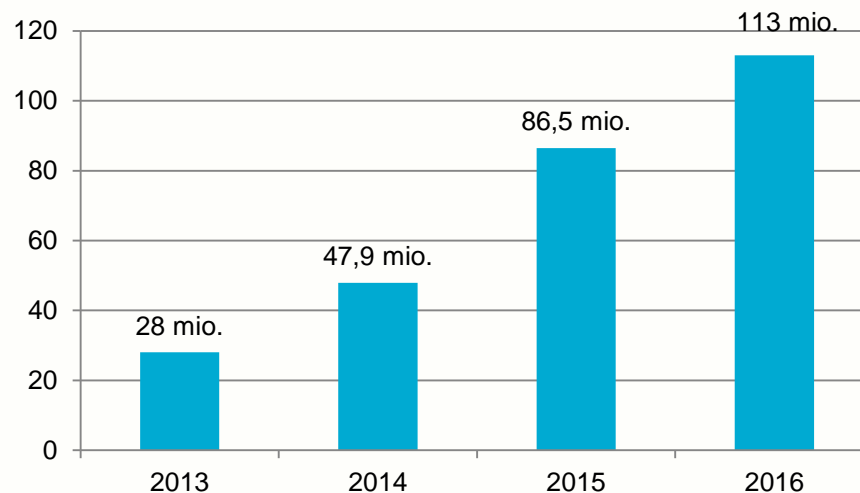
DIGITAL POST IS A GREAT SUCCESS

90 % receive Digital Post (appr. 4,3 mio. citizens)

10 % exempted from Digital Post (appr. 460.000 citizens)

77 % of all communication is digital (per 2016)

Sent Digital Post-messages per year



NEXT GENERATION

- Critical infrastructure for the nation
- Better use of the market
- Preparing for a future of changing demands and endless technical opportunities

