

1. Primary Objectives

1.1 Aims and Mission

Mission Statistics Denmark's basic aim is reflected in its mission:

Our mission is to produce and disseminate trustworthy statistics on social and economic trends in society, which are an essential condition for its democracy and economy to work.

Trustworthy Trustworthy statistics are:

- comprehensive and impartial
- of high quality, i.e. relevant, reliable, timely, coherent and easily accessible
- produced by sound scientific methods.

Aims Statistics Denmark aims to produce and disseminate statistics on trends in Danish society. Our purpose in providing these statistics is to enable:

- Danish citizens to acquire a trustworthy picture of society.
- Politicians, the business community, public agencies and other organisations to monitor developments within society; to analyse them and obtain trustworthy information upon which rational decisions can be based.
- The media and educational institutions to relay trustworthy information on developments within Danish society.
- Researchers to carry out empirical studies on social and economic trends.
- The EU and other international cooperation to base activities on readily comparable statistics.

Internationalisation Statistics Denmark not only sheds light on developments within Danish society but, by means of comparison, contributes to the greater picture of developments within European and international society. We thereby contribute to the construction of an international statistical system of comparable data.

Cooperation To achieve these aims Statistics Denmark works together with statistical users, data suppliers and other producers of statistics. We especially work closely with the Central Bank of Denmark, the Danish economic ministries and a number of other ministries as well as our international collaborators, of which Eurostat is the most notable.

1.2 Vision and values

Vision Our vision envisages the further development of Statistics Denmark.

Our vision is:

Statistics Denmark is to be recognized as a user-friendly statistical institution providing internationally high quality products.

Our vision focuses on the statistical users. Increasing use and satisfaction with our products reflect the recognition and user-friendliness of our products available to citizens, public authorities, the media, the business community and researchers, etc.

Furthermore, it focuses on an internationally high quality. This highlights the importance of quality and enhances the relevance of international data comparability and benchmarking.

Human Resource Development In order to realise this vision Statistics Denmark must have highly qualified and professional personnel. Consequently great emphasis is placed on the strategic development of our human resources.

Values It is vital that all employees have a common set of values. Statistics Denmark works on the basis of four core values. These values inspire each employee and the entire institution, which is characterised by a continual commitment to achieve ever better results. These values are:

- *User-orientation.* Current and potential users are the reason for our existence. We value user needs highly and work together with our users to meet their expectation.
- *Quality.* Tasks are always the first time and every time to be carried out to the best of our abilities. It is essential that we are professionally qualified.
- *Efficiency.* Resources are used in an efficient way. We value efficiency and resource awareness.
- *Innovation.* Continual innovation is a precondition of life. The world undergoes constant change and to keep abreast of these changes we recognise the need for developing our institution and products.

1.3. Hierarchy of Goals

Hierarchy of Goals Statistics Denmark's aims, mission, vision and values can be portrayed in a pyramidal hierarchy of goals.



Aims and vision The hierarchy has 6 levels. The top two show the long-term aims and values which direct the institution as a whole. They influence all other objectives and specific goals.

The aims and mission justify Statistics Denmark's existence. The vision and values show how we envisage the future development of the institution as well as the corporate culture we want.

Main Tasks and Strategic Areas The two middle levels in the hierarchy of goals represent the various tasks and areas stipulated by legislation.

The three main tasks, as determined by legislation, are: *to collect, process and publish statistical information, to contribute to international statistical cooperation activities and to carry out service activities.*

Five strategic areas ensure that these tasks are carried out to the best of our abilities. Statistics Denmark works within the following:

- Statistics
- Dissemination
- International cooperation
- Service activities
- Staff and organisation

The strategic areas are clearly linked to the three main tasks. The strategic area "Staff and Organisation" describes internal relations within and between the other strategic areas.

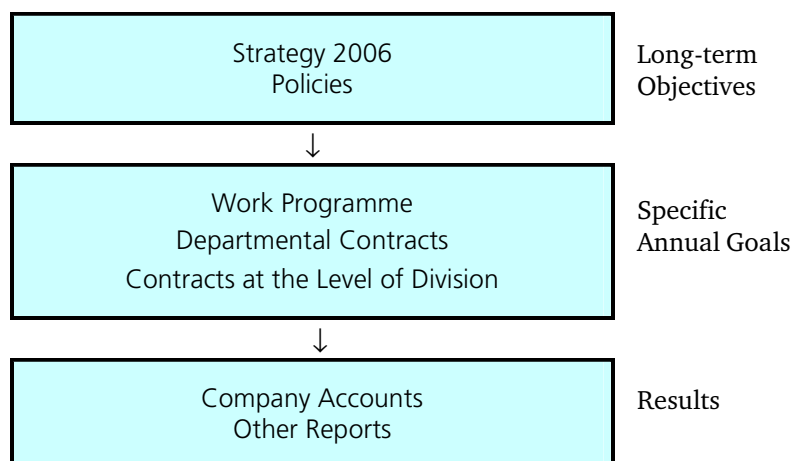
Strategic and Specific Goals The two lower levels in the goal hierarchy represent the formulated objectives. These objectives are direct products of our aims, mission, vision and values.

Each strategic area comprises a series of long-term strategic objectives for the development of Statistics Denmark. These strategic objectives appear in the following summary table. In total, *efforts* in the 60 strategic objectives are constantly being improved.

Each strategic objective manifests itself in a number of specific goals, many of which are set annually – others are longer term. These specific goals lie outside the scope of Strategy 2006, but are addressed in the annual Work Programme and the contracts at the levels of department and division.

Policies In some areas policies highlighting the objectives in Strategic 2006 have been determined. They are, e.g. data supplier policy, pricing policy, IT policy, and personnel and remuneration policies.

Gradual implementation The individual strategies necessary to meet the objectives in Strategy 2006 will be gradually implemented throughout the period up until the end of 2006, with the results published in the annual Company Accounts and in the reports outlined in chapter 7. In the spring of 2003 and 2007 these strategic objectives, and the means used to achieve them, will be reviewed in comprehensive reports.



Summary of the Strategic Objectives

Strategic Areas				
Statistics	Dissemination	International Cooperation	Service Activities	Staff and Organisation
Strategic Objectives				
<p>13-16 Further development of data supplier policy, and a decrease in the response burden</p> <p>17-18 Research projects and analyses</p> <p>19-20 European statistics on economic trends and structural development</p> <p>21-22 Development of social statistics</p> <p>23-25 Development of business statistics</p> <p>26-27 Development of economic statistics</p> <p>28-35 QUALITSTAT, to increase the quality of statistical information via quality projects, quality surveys, user surveys, documentation and more timely statistics</p> <p>See chapters 4.2, 5.1 and 5.2</p>	<p>36 New communication and publication policies</p> <p>37 New media policy</p> <p>38-40 Development of Statbank Denmark and Statistics Denmark's web site</p> <p>41 New journal on Statistics Denmark's activities</p> <p>42-44 Citizen survey and other user surveys</p> <p>See chapter 5.3</p>	<p>1 Internationally comparable statistics</p> <p>2 Social and economic trends in society are compared with other countries</p> <p>3 International benchmarking reports</p> <p>4 More English translations on our web site</p> <p>5 Influence via central statistical committees</p> <p>6 Report on international cooperation</p> <p>See chapter 2.6</p>	<p>7 Quality assessment of services</p> <p>8 More electronically disseminated services via the Internet</p> <p>9 Customer satisfaction</p> <p>10-11 Fair pricing monitored by financial analyses</p> <p>12 Publication on pricing policies</p> <p>See chapters 3.3 and 3.4</p>	<p>45 Management audit and management development</p> <p>46-50 Strategic human resource development</p> <p>51 Staff surveys of the working environment</p> <p>52 The mainframe is phased out</p> <p>53-57 New IT strategy and digital management</p> <p>58 Internal information</p> <p>59 Productivity and efficiency</p> <p>60 Internal benchmarking</p> <p>See chapter 6</p>

Note: The objectives are numbered. Chapters 2-6 describe the numbered objectives in detail.