DIGITAL INTELLIGENCE DASHBOARD

DENMARK

DIGITAL INTELLIGENCE INDEX IS A COLLABORATIVE RESEARCH INITIATIVE OF THE FLETCHER SCHOOL AT TUFTS UNIVERSITY AND MASTERCARD.

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The Digital Intelligence Index (DII) is an interactive research platform built to provide evidence-driven, actionable insights on how to enhance digital competitiveness, nurture trust in the digital economy, and foster responsible use of data, AI, and other advanced technologies for enhanced productivity and the greater good.

The following DII Dashboard provides an in-depth breakdown of a single economy’s relative performance in the DII’s Digital Evolution and Digital Trust Scorecards. DII Dashboards offer a suite of powerful visualizations to gauge an economy’s digital strengths and shortcomings, benchmarking an economy’s score in each index dimension against global and income group peer medians.

The Digital Evolution Scorecard compares the digital maturity and historical growth trajectory of 90 select economies—comprising 95% of the globe’s online population—across four key drivers: Supply Conditions, Demand Conditions, Institutional Environment, and Innovation and Change. The resulting framework captures both the state and rate of digital evolution and identifies implications for investment, innovation, and policy priorities.

The Digital Trust Scorecard covers a smaller group of 42 economies and is comprised of four key drivers: Environment, Experience, Behavior, and Attitudes. These measures consider the trustworthiness of the digital ecosystem in each economy, the level and types of friction in digital experiences, the depth of engagement among Internet users, and the level of trust in the digital ecosystem expressed by citizens.

For both scorecards, economies are given a rating (represented by color) on each metric dependent on their quartile of the metric score distribution. Box and whisker plots for each metric demonstrate where in the distribution an economy falls, with a triangle representing the average metric score for their respective World Bank income group. For Digital Evolution, economies are also assessed on their relative trend in the given metric from 2008 to 2019—from rapidly receding to rapidly advancing—an assessment we represent with arrows.

This edition of the DII offers data, insights, policy recommendations, and international comparisons to guide decision-makers to chart a path out of the pandemic-induced economic challenges of 2020 and toward a data-enabled, artificial intelligence-augmented, and inclusive digital future. Click here to explore the DII interactive site, read the report, and download the dataset.
Digital Evolution measures the state and momentum of digitalization across 90 economies

Digital Trust evaluates the performance of the givers and guarantors of digital trust in 42 economies

Digital Trust:
- Attitudes Rank: 06/42
- Behavior Rank: 26/42
- Environment Rank: 01/42
- Experience Rank: 09/42

Digital Evolution:
- Supply Rank: 02/90
- Demand Rank: 03/90
- Institutions Rank: 06/90
- Innovation Rank: 14/90
DIGITAL EVOLUTION | INSTITUTIONS AND INNOVATION DRIVERS

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Rapidly Receding  Slowly Receding  Slowly Advancing  Rapidly Advancing

Institutions and the
ICT Regulatory Environment
Government Facilitation of ICT
Government Digital Uptake
Institutions and the
Business Environment
Legal Environment for Businesses
Bureaucracy
Institutional Effectiveness and Trust
Transparency
Effectiveness of Institutions

Top performing clusters by rank
1. Transparency 4/90
2. Effectiveness of Institutions 6/90
3. ICT Regulatory Environment 12/90

Lowest performing clusters by rank
1. Government Digital Uptake 16/90
2. Legal Environment for Businesses 30/90
3. Government Facilitation of ICT 35/90

Innovation

Rapidly Receding  Slowly Receding  Slowly Advancing  Rapidly Advancing

Inputs
Financing
Startup Capacity
Talent Availability
Outputs
Value Capture
Value Creation
Processes
Business Practices
Research and Development

Top performing clusters by rank
1. Value Creation 5/90
2. Business Practices 8/90
3. Research and Development 10/90

Lowest performing clusters by rank
1. Startup Capacity 28/90
2. Value Capture 29/90
3. Financing 42/90

2010 30 40 50 60 70 80 90 100