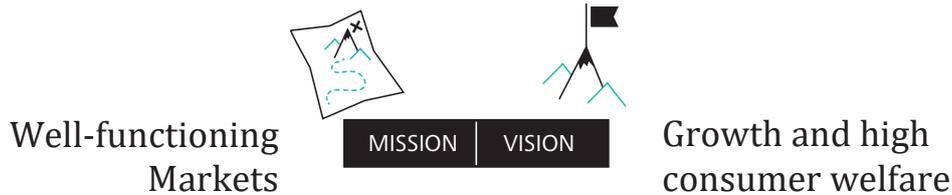


Strong professionalism - clear effect

The Competition and Consumer Authority's 2020 strategy



STRATEGIC FOCUS AREAS

EFFICIENT AND MODERN AUTHORITY

The DCCA aims to strengthen prioritisation of cases for maximum effect, test new methods and tools for streamlining efforts, and focus in particular on digital and technological developments.

ENHANCED POLICY DEVELOPMENT

The DCCA aims to contribute to new growth opportunities and high consumer welfare by developing qualified, relevant and targeted solutions to significant challenges in the markets.

HIGH DEGREE OF PROFESSIONALISM

The DCCA aims to develop and attract talented employees with a high level of professionalism through good career opportunities, exciting professional environments, competence development and good leadership with visible results

WELL-FUNCTIONING INTERACTION WITH THE OUTSIDE WORLD

QUALITY - RESULTS - JOB SATISFACTION - HELPFULNESS - VISION - INTERACTION

MISSION AND VISION

WELL-FUNCTIONING MARKETS

The Competition and Consumer Authority's mission is to create better-functioning markets in Denmark.

In a well-functioning market, companies compete effectively with each other, for both private and public contracts, while consumers make informed choices and are active in the market.

A well-functioning market has many advantages:

- Companies optimise their procedures and spend resources efficiently for the benefit of consumers.
- Businesses use ongoing resources to improve the quality of their services and develop new products and services for their customers.
- New companies can easily enter the market, • i.a. because there is no

regulation which unnecessarily restricts competition. Furthermore, there are no dominant companies which abuse their position to e.g. keep new businesses out of the market.

- Consumers play an important role by being active and continuously evaluating whether they can buy services from another supplier at a better price.

When markets are well-functioning, efficient companies will gain market shares, while less efficient companies will lose ground. Thus, society's resources in the form of e.g. labour and investments will go where they are of the most socio-economic benefit. These dynamics can explain a significant part of the productivity growth in Denmark and other countries.

Well-functioning markets also ensure that consumers can buy the goods and

services which best meet their needs, and at a low cost.

GROWTH AND HIGH CONSUMER WELFARE

The Competition and Consumer Authority's vision is strong and sustainable growth and high consumer welfare in Denmark.

First and foremost, growth in productivity and income is about creating more value with the resources we have, i.a. through effective competition.

High consumer welfare means that consumers experience joy and satisfaction from the goods and services they buy. Consumers can navigate the market easily and confidently, understanding the services they pay for.

Good conditions for growth and high consumer welfare require markets to be well-functioning.

THE COMPETITION AND CONSUMER AUTHORITY'S CONTRIBUTION TO WELL-FUNCTIONING MARKETS, GROWTH AND HIGH CONSUMER WELFARE

The Competition and Consumer Authority handles a number of tasks which all contribute to well-functioning markets, growth and high consumer welfare.

The Competition and Consumer Authority and the Competition Council form a single independent competition authority administering the Danish Competition Act. The authority intervenes in cases of infringement of the law and advises companies on the rules. Mergers which significantly weaken competition to the detriment of consumers are prohibited.

The Authority guides and informs on how competition for public contracts may contribute to lower prices and good quality in public services. We analyse public procurements in order to create the best environment for competition for public contracts.

The Competition and Consumer Authority is responsible for consumer policy in Denmark and home to European Consumer Centre Denmark. Creating more active consumers in Denmark through e.g. innovative behavioural-economic measures is an important focus. Consumer protection must be effective without any unnecessary burdens being imposed on companies.

The Competition and Consumer Authority provides secretariat services for the Consumer Ombudsman, which independently oversees the Danish Marketing Act and a number of consumer protection rules. In addition, a number of independent councils and boards working to ensure proper conditions for consumers and businesses are provided with secretariat services. These include the Storm Council, the Energy Supplies Complaint Board and the Appeals Board for Finance Companies.

The Competition and Consumer Authority is The Secretariat for Water Supply, establishing efficiency requirements for the companies to ensure that consumers and companies can get cheaper water.

The Competition and Consumer Authority develops proposals and recommendations which will lead to better-functioning markets, growth and high consumer welfare. This applies to all the Authority's responsibilities.

The Competition and Consumer Authority actively contributes to the Minister for Business and Industry's 2025 strategy with the overall vision that Denmark should have the best conditions for growth in Europe.

STRATEGIC PROFESSIONAL OBJECTIVES

It is important for the Authority to serve the minister and government professionally and competently.

The Authority performs its tasks based on the following professional objectives:

- Improved competition to increase growth in Danish business and increase consumer welfare.
- Increased consumer welfare through a more modern and coherent consumer policy and effective consumer protection.
- Increased growth and better public finances through competitive tendering of public contracts and lower transaction costs for companies when participating in public tenders.
- Enhanced efficiency in the water sector through competent and effective regulation.

QUALITY

- We have a high level of professionalism, which we develop
 - We are objective, reflective, and deliver faithfully and on time
 - We are non-aligned politically and truthful
 - We learn from our mistakes
-

JOB SATISFACTION

- We recognise each other's efforts and grow together
 - We have influence over our own work and work-life balance
 - We are committed, and maintain good spirits and a good tone
-

VISION

- We pick up signals and are inspired by the world around us
 - We have overview and perspective in our work
-

RESULTS

- We make a difference to consumers and companies
 - We create visible results and set a clear agenda
 - We are efficient, dynamic and prioritise based on maximum effect
-

HELPFULNESS

- We trust each other and respect differences
 - We provide constructive feedback
 - We share knowledge and use each other's skills constructively
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INTERACTION

- We seek and appreciate the input of others
 - We are professional, decent and show integrity
 - We listen and are constructive
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STRATEGIC FOCUS TOWARDS 2020

EFFICIENT AND MODERN AUTHORITY

- Better prioritisation according to effect
- Focus on digital and technological developments

Projects:

- New consumer policy centre and merger unit
- New prioritisation tools
- Benchmarking
- Digital processes and skills
- New ways to involve the outside world
- Integration of Koncern HR

ENHANCED POLICY DEVELOPMENT

- New organisational structures and work processes
- Well-qualified and relevant policy initiatives

Projects:

- Strengthened organisation, updated interactive processes and toolbox
- Consumer policy proposals
- Proposed target values for exposure of public contracts and OPS to competition
- Analyses of digitisation's impact on competition and consumer affairs

HIGH DEGREE OF PROFESSIONALISM

- Attractive development environment for skilled employees and leaders
- Room for strong professional environments

Projects:

- New career path in DCCA
- Strengthened competence development
- Adjusted competence and talent development policy
- Talent process

