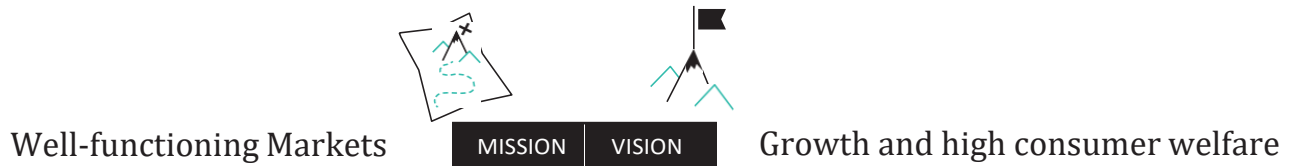


# Strong professionalism - clear effect

The Competition and Consumer Authority's strategy



## STRATEGIC FOCUS AREAS

### EFFICIENT AND MODERN AUTHORITY

The DCCA aims to strengthen prioritisation of cases with 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 key challenges within the DCCA's areas of responsibility.

### 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 DCCA's mission is to create better-functioning markets in Denmark.

In a well-functioning market, companies compete effectively with each other, 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 products which best meet their needs, and at a low

cost. Effective competition also support an equal income distribution.

### GROWTH AND HIGH CONSUMER WELFARE

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

The DCCA 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, which are solved by private actors.

The DCCA 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 DCCA 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 and the Energy Supplies Complaint Board.

The DCCA supervises the water and water waste area and establish i.a. efficiency requirements for water companies which are natural monopolies. The aim is to ensure a more efficient resource utilization in the companies and water prices that are not unnecessarily high.

The DCCA 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 DCCA 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.

The DCCA is an attractive workplace which is characterized by a strong cooperative spirit and great commitment. We emphasize the importance of attracting, developing and retaining the best employees and managers in the state.

### STRATEGIC PROFESSIONAL OBJECTIVES

It is central for the Authority to serve the minister and government professionally and competently and that the DCCA contributes constructively to the development of the government's policy.

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.
- Well-functioning framework for and professional advice on public tenders that promote effective competition for relevant public tasks and limits unnecessary transaction costs.
- Enhanced efficiency in the water sector through competent and effective regulation.
- Professional and curious HR who delivers high quality and service to employees and managers throughout The Ministry of Business and Industry.

---

## **QUALITY**

- We have a high level of professionalism, which we develop
  - We are objective, reflective, and deliver faithfully and on time
  - We have strong competences
  - 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
- 

---

## **INTERACTION**

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