

	Digitalisering – Hjemmesider og e-salg Website/homepage and e-commerce		Comments
1	1 Har virksomheden en hjemmeside eller app? Does your enterprise have a website or an app?	<input type="checkbox"/> Yes → go to question 2a <input type="checkbox"/> No → go to question 6	
	<i>Stilles kun hvis A1=1 ellers gå til A4cc (dvs. gå til 6)</i>		
2a	2a Indeholder virksomhedens hjemmeside eller app produktbeskrivelser, prislister m.m? Does your website or app describe goods or services or /and price information?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
2b	2b Har virksomhedens kunder mulighed for at bestille, reservere eller købe online på hjemmesiden / i appen? Can your customers order, reserve or buy your goods/services on the website/ in the app?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
2c	2c Kan virksomhedens kunder tilpasse eller designe produkter eller tjenester på hjemmesiden / i appen? Can your customers customize or design goods or services on the website /in the app?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
2d	2d Har virksomhedens kunder mulighed for at følge deres ordrer på hjemmesiden/ i appen? Can customers get status updates / track their orders on the website/ in the app?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
2e	2e Har hjemmesiden/appen indhold, som er tilpasset den enkelte bruger? (vha. brugeridentifikation) Does your website /app have personalised content (content adapted to the individual user)?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
2f	2f Henviser hjemmesiden eller appen til virksomhedens profil på sociale medier? Does your website /app have links or reference to the enterprise's social media profiles? <i>Fx Facebook, LinkedIn, Instagram, Snapchat, Twitter m.m.</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
2g	2g Har hjemmesiden/appen live chat service med personlig kundekontakt? Does your website/app have live chat with personalized customer contact?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
2h	2h Har hjemmesiden / appen chatbot service med virtuel kundekontakt? Does your website/app have chatbot service with virtual customer contact?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
3	<i>Stilles kun hvis 2b=1 Answer only if you have answered yes to A2</i> 3 Har virksomhedernes kunder følgende muligheder på virksomhedens hjemmeside eller app: Do your customers have the following possibilities via your website/app:		
	- at se lagerstatus - see stock status?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	- at se forventet leveringstid - see expected delivery times?	<input type="checkbox"/> Yes <input type="checkbox"/> No	

	<ul style="list-style-type: none"> - at benytte andre betalingsløsninger end betalingskort - use other payment options than credit/debit card? <i>Fx MobilePay, PayPal eller lignende</i> 	<input type="checkbox"/> Yes <input type="checkbox"/> No	
4	<p>Stilles kun hvis A2b=1 Answer only if you have answered yes to A2 4 Har virksomheden indenfor de seneste 12 måneder markedsført sig via følgende? Has the company within the last 12 months marketed itself via the following?</p>		
	<ul style="list-style-type: none"> - Regelmæssige nyhedsbreve - Regular newsletters 	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	<ul style="list-style-type: none"> - Banner eller tekstannoncer - Banner or text ads 	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	<ul style="list-style-type: none"> - Sociale medier - Social media f.eks. Facebook, LinkedIn eller Instagram - Social media such as Facebook, LinkedIn or Instagram 	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	<ul style="list-style-type: none"> - Webinarer - Webinars 	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	<ul style="list-style-type: none"> - Influencere - Influencers <i>En influencer kan f.eks. være en blogger, youtuber eller instagrammer, som promoverer et produkt, en virksomhed eller en sag til en stor gruppe følgere.</i> 	<input type="checkbox"/> Yes <input type="checkbox"/> No	
5	<p>Stilles kun hvis A2b=1 ellers gå til 6 Answer only if you have answered yes to A2, else go to question 6 5 Har virksomheden indenfor de seneste 12 måneder benyttet statistikværktøjer Has the company used statistical or analytical tools to track customers within the last 12 months? e.g. Piwik PRO, Google Analytics eller Netminers</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Digitalisering – diverse teknologier og tjenester Digitization - various technologies and services			
6	<p>6 Køber virksomheden it-services som benyttes via internettet – såkaldt 'cloud computing' ? Does your enterprise buy any cloud computing services used over the internet?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
7	<p>7 Bruger virksomheden sensorer, der er koblet til internettet, såkaldt IoT? <i>Fx til at fjernstyre energiforbrug eller overvågning via intelligente enheder eller systemer.</i> Does your enterprise use interconnected devices or systems that can be monitored or remotely controlled via the internet (Internet of Things/IoT)? E.g. smart meters, alarm systems, sensors connected to a base station that allows for control via internet</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
8	<p>8 Bruger virksomheden machine learning eller kunstig intelligens? Does your enterprise use machine learning or artificial intelligence (AI)? <i>Fx til dataanalyse, billed- eller talegenkendelse, automatisering af processer.</i></p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
9	<p>9 Bruger virksomheden big data analyse? <i>Enten af virksomhedens egne data fra fx digitale sensorer, mobile enheder eller fra andre kilder fx sociale medier.</i> Does your enterprise use big data analysis (your own data e.g. from sensors or data from external sources e.g. sociale media)?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
10	<p>10 Bruger virksomheden industrirobotter? <i>Fx til svejsning, laserskæring, sprøjtemaling, montering i en produktionskæde.</i> Does your enterprise use industrial robots? E.g. welding, cutting, spray painting, mounting in a production chain.</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	

11	11 Bruger virksomheden serviceroboter ? <i>Fx til rengøring, lagerarbejde, kontorassistance, byggeri.</i> Does your company use service robots? E.g. for cleaning, warehouse work, office assistance, construction.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
12	12 Bruger virksomheden ikke-fysisk softwarerobotter ? <i>Fx virtuelle assistenter, RPA, robotic process automation, dataanalyse.</i> Does your company use non-physical software robots? E.g. virtual assistants, RPA, robotic process automation, data analysis.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
13	13 Har virksomheden modtaget elektroniske fakturaer, der kan databehandles automatisk ? <i>Fx EDIFACT, XML eller NemHandel.</i> Has your company received electronic invoices that can be processed automatically?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
14	14 Bruger virksomheden offentlige data ? <i>Fx om virksomheder (CVR, regnskabsdata), geografi, bygninger, vejforhold, mobilitet, sundhed, osv</i> Does your company use public data e.g. from public registers of enterprises, buildings, data re. mobility, transport, health records.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	e-Salg e-Sales		
	e-Salg defineres som salg baseret på ordrer afgivet via internettet eller andre computernetværk. Spørgeskemaet dækker tre e-salgskanaler: A. egen hjemmeside/app, B. digitale markedspladser, hvor flere virksomheders produkter sælges <i>Fx Zalando, ebay, Amazon, Hotels.com, JustEat eller lign.</i> C. EDI (Electronic Data Interchange). EDI betyder at ordren sendes i et aftalt format, som tillader automatisk databehandling (EDIFACT, XML o.lign.) og at den enkelte ordre ikke indtastes manuelt. <i>e-salg omfatter ikke ordrer afgivet via e-mail</i> e-Sales is defined as sales based on orders placed via the Internet or other computer networks. The questionnaire covers three e-sales channels: A. own website / app, B. digital marketplaces where several companies' products are sold Eg Zalando, ebay, Amazon or similar. C. EDI (Electronic Data Interchange). EDI means that the order is sent in an agreed format, which allows automatic data processing (EDIFACT, XML, etc.) and that the individual order is not entered manually. Email sales do not include orders placed via email		
15	15 Har virksomheden i løbet af de seneste 12 måneder modtaget ordrer via følgende e-salgskanaler: Did your enterprise have web sales of goods or services via the following sales channels during the past 12 months?		
15a	- 15a Virksomhedens egen hjemmeside eller apps - A. own website / app,	<input type="checkbox"/> Yes <input type="checkbox"/> No	
15b	- 15b Digitale markedspladser - B. digital marketplaces	<input type="checkbox"/> Yes <input type="checkbox"/> No	
15c	- 15c EDI (Electronic Data Interchange) - C. EDI (Electronic Data Interchange)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	Andel af e-salg af den samlede omsætning <i>Stilles kun, hvis minimum 1 ja svar i B1 ellers gå til COV</i>		

16	16A Hvor stor en procentandel af virksomhedens samlede omsætning kom fra e-salg dvs. ordrer via de nævnte salgskanaler i løbet af de seneste 12 måneder? Angiv et tal, som er større end 0 og maks. 100. What percentage of the total turnover was generated via e-sales in the past 12 months (either via own website, platforms or via EDI) Please answer with a number between 0 and 100 if you have at least one 'yes' in question 15a, b or c.	... (write a number here showing the percentage of the total turnover)	
	<i>Stilles kun, hvis minimum to ja svar i B1. Hvis alle nej eller kun et ja i B1, autokodes B2A-C.</i>		
17	17 Hvor stor en andel af virksomhedens samlede omsætning fra e-salg kom fra ordrer modtaget via How large a share of the company's total revenue from e-sales came from orders received via		
	17a egen hjemmeside eller apps? <i>Skøn beløbsmæssig andel i procent.</i> - A. own website / app (pls. estimate the share in percentage if you have answered yes in 15a)	... (write a number here showing the percentage of the total revenue from e-sales)	
	17b digitale markedsplatforme? <i>Skøn beløbsmæssig andel i procent.</i> - B. digital marketplaces (pls. estimate the share in percentage if you have answered yes in 15b)	... (write a number here showing the percentage of the total revenue from e-sales)	
	17c EDI (Electronic Data Interchange)? <i>Skøn beløbsmæssig andel i procent.</i> - C. EDI (Electronic Data Interchange) (pls. estimate the share in percentage if you have answered yes in 15c)	... (write a number here showing the percentage of the total revenue from e-sales)	
	Geografisk fordeling af kunder Geographical distribution of sales		
18	18 <i>Stilles kun hvis 15A=1 Answer if you have answered yes in 15a</i> Modtog virksomheden i løbet af de seneste 12 måneder ordrer via egen hjemmeside eller apps fra kunder i Did your enterprise have e-sales via own website/app to customers located in the following geographic areas in the past 12 months?		
	- Danmark - Denmark	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	- Udlandet - Other countries than Denmark	<input type="checkbox"/> Yes <input type="checkbox"/> No	
19	<i>B3B Stilles kun hvis 15B=1 Answer if you have answered yes in 15b</i> 19 Modtog virksomheden indenfor de seneste 12 måneder ordrer via digitale markedsplatforme fra kunder i Did your enterprise have e-sales via digital platforms to customers located in the following geographic areas in the past 12 months?		
	- Danmark - Denmark	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	- Udlandet - Other countries than Denmark	<input type="checkbox"/> Yes <input type="checkbox"/> No	
20	<i>B3C Stilles kun hvis 15C=1 Answer if you have answered yes in 15c</i> 20 Modtog virksomheden i løbet af de seneste 12 måneder ordrer via EDI fra kunder i Did your enterprise have e-sales via EDI to customers located in the following geographic areas in the past 12 months?		
	- Danmark - Denmark	<input type="checkbox"/> Yes <input type="checkbox"/> No	

	- Udlandet - Other countries than Denmark	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	e-salg: Andel af ordre fra udlandet og Danmark e-sales: the share of orders from Denmark / outside Denmark		
21	21 Hvordan fordelte omsætningen fra e-salg sig i løbet af de seneste 12 måneder på følgende?" <i>Skøn i procent. Summen af de to andele skal være = 100 pct.</i> How has e-sales revenue been distributed over the past 12 months on the following areas? Estimate in percentage. The sum of the two shares must be = 100 per cent.	The sum of the two shares must be = 100	
	- ordre fra Danmark – orders from Denmark	... (write a number here showing the percentage of the total revenue from e-sales)	
	- ordre fra udlandet – orders from other countries than Denmark	... (write a number here showing the percentage of the total revenue from e-sales)	
	Fordeling af private/erhvervs kunder e-sales: the share of orders from private and business customers		
22	22 Hvordan fordelte omsætningen fra e-salg sig i løbet af de seneste 12 måneder på følgende kundegrupper? <i>Skøn i procent. Summen af de to andele skal være = 100 pct.</i> How has e-sales revenue been distributed over the past 12 months on the following areas? Estimate in percentage. The sum of the two shares must be = 100 per cent.	The sum of the two shares must be = 100	
	- 22a Private forbrugere - Sales to private consumers (B2C)	... (write a number here showing the percentage of the total revenue from e-sales)	
	- 22b Andre virksomheder eller offentlige myndigheder - Sales to other enterprises (B2B) and Sales to public sector (B2G)	... (write a number here showing the percentage of the total revenue from e-sales)	
	COVID19 krisens betydning The impact of COVID-19		
23	18 Har virksomheden i løbet af 2020-21 gjort følgende grundet COVID-19: During 2020-21, did the company do any of the following due to COVID-19:		
	23a Introduceret nye varer/tjenester som konsekvens af COVID19 23a Introduced new goods / services as a consequence of COVID19	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	23b Øget andelen af medarbejdere med remote adgang til virksomhedens e-mail system 23b Increased proportion of employees with remote access to the company's e-mail system	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	23c Øget antallet af remote møder (fx via MS Teams, Skype, Zoom etc.) 23c Increased number of remote meetings (eg via MS Teams, Skype, Zoom etc.)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
	23d Øget andelen af medarbejdere, der arbejder hjemmefra mindst én dag om ugen 23d Increased proportion of employees working from home at least one day a week	<input type="checkbox"/> Yes <input type="checkbox"/> No	
24	24 Har virksomheden i løbet af 2020-2021 fremrykket investeringer i digitalisering som følge af COVID-19? <i>Fx ekstra serverplads, udstyr til remote adgang og videomøder, it-løsninger til websalg, AI, robotteknologi/automatisering</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	

25	<p>25 Har virksomheden i løbet af 2020-2021 introduceret nye digitale løsninger, som den ikke havde planlagt med før COVID-19? <i>Fx udstyr til remote adgang og videomøder, it-løsninger til websalg, AI, data analyse.</i> Has the company during the course of 2020-2021 advanced investments in digitization as a result of COVID-19? E.g. extra server space, equipment for remote access and video conferencing, IT solutions for web sales, AI, robot technology / automation</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
26	<p>26 Hvor vigtig har påvirkningen fra COVID-19 været for følgende forhold i virksomheden i 2020-2021? How important has the impact from COVID-19 been for the following conditions in the company in 2020-2021?</p>		
	<p>26a Udfordringer forbundet med adgang til råvarer mv fra leverandører i Danmark 26a Challenges associated with access to raw materials, etc. from suppliers in Denmark</p>	<input type="checkbox"/> Important <input type="checkbox"/> Not important <input type="checkbox"/> Not applicable <input type="checkbox"/> Do not know	
	<p>26b Udfordringer forbundet med adgang til råvarer mv fra leverandører i udlandet 26b Challenges associated with access to raw materials, etc. from suppliers abroad</p>	<input type="checkbox"/> Important <input type="checkbox"/> Not important <input type="checkbox"/> Not applicable <input type="checkbox"/> Do not know	
	<p>26c Annullering af ordrer og/eller ordrenedgang fra virksomhedens kunder i Danmark 26c Cancellation of orders and / or order decline from the company's customers in Denmark</p>	<input type="checkbox"/> Important <input type="checkbox"/> Not important <input type="checkbox"/> Not applicable <input type="checkbox"/> Do not know	
	<p>26d Annullering af ordrer og/eller ordrenedgang fra virksomhedens kunder i udlandet 26d Cancellation of orders and / or order decline from the company's customers abroad</p>	<input type="checkbox"/> Important <input type="checkbox"/> Not important <input type="checkbox"/> Not applicable <input type="checkbox"/> Do not know	
	<p>26e Ændring i virksomhedens salgskanaler <i>Fx øget e-salg og/eller øget andel af samlet omsætning fra e-salg</i> 26e Change in the company's sales channels e.g. increased e-sales and / or increased share of total revenue from e-sales</p>	<input type="checkbox"/> Important <input type="checkbox"/> Not important <input type="checkbox"/> Not applicable <input type="checkbox"/> Do not know	
	<p>26f Udfordringer forbundet med forretningsrejse til/fra udlandet 26f Challenges associated with business travel to / from abroad</p>	<input type="checkbox"/> Important <input type="checkbox"/> Not important <input type="checkbox"/> Not applicable <input type="checkbox"/> Do not know	
	<p>Innovation med miljømæssige gevinster (i de seneste tre år) Innovation with environmental benefits (in the last three years)</p>		
27	<p>27 Har virksomheden i perioden reduceret energiforbruget eller CO₂-udledningen i sine produktionsprocesser? <i>Fx gennem effektivisering eller valg af andre energikilder</i> During the past three years, has the company reduced energy consumption or CO² emissions in its production processes? For example, through streamlining or choosing other energy sources.</p>	<input type="checkbox"/> Yes, significant <input type="checkbox"/> Yes, but of minor importance <input type="checkbox"/> No <input type="checkbox"/> Do not know	
28	<p>28 Har virksomheden i perioden ændret forbrug af materialer eller processer i produktionen i miljøvenlig retning? <i>Fx gennem genanvendelse, mindre affald, mindre forurening eller mere effektiv udnyttelse</i> During the past three years, has the company changed the consumption of materials or processes in production in an environmentally friendly direction? For example, through recycling, less waste, less pollution or more efficient utilization.</p>	<input type="checkbox"/> Yes, significant <input type="checkbox"/> Yes, but of minor importance <input type="checkbox"/> No <input type="checkbox"/> Do not know	

29	<p>29 Har virksomheden i perioden introduceret varer eller tjenester som i anvendelsen direkte betyder mindre CO2-aftryk? <i>Fx komponenter indenfor vedvarende energi eller services til bedre energi- og produktionsstyring</i> During the past three years, has the company introduced goods or services which use gives less CO² emissions? For example, components within renewable energy or services for better energy and production management</p>	<input type="checkbox"/> Yes, significant <input type="checkbox"/> Yes, but of minor importance <input type="checkbox"/> No <input type="checkbox"/> Do not know	
30	<p>30 Har virksomheden i perioden introduceret varer eller tjenester med andre miljøvenlige produkttegenskaber (end CO2-reduktion)? <i>Fx produkter med længere levetid, øget mulighed for genanvendelse eller mindre forurenende i anvendelsen</i> During the past three years, did the company introduce goods or services with other environmentally friendly characteristics (other than CO2 reduction)? For example, products with a longer service life, increased possibility of recycling or less polluting in use</p>	<input type="checkbox"/> Yes, significant <input type="checkbox"/> Yes, but of minor importance <input type="checkbox"/> No <input type="checkbox"/> Do not know	

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