



DENMARK



Population: 5,809,502 | GDP: \$287.8 billion | Language: Danish | Unicorns 2009-2018: 0



What did Denmark do right?

In addition to demonstrating robust IT infrastructure, Denmark permits testing of self-driving vehicles with pre-approval by the Ministry of Transport, a welcoming attitude that improved the country's Self-Driving Vehicles grade to an A from a C. Denmark also improved its Entrepreneurial Activity grade to an A, with an impressive new business entry rate of 9.91 per 1,000 people.



What can Denmark do better?

Denmark could ease ridesharing regulations and reduce its top individual tax rate to reverse the B- to D+ dip the country saw in its Tax Friendliness grade. It can also lift insurance requirements that present a barrier to recreational drone use.

KEY TAKEAWAYS

A returning Innovation Champion, Denmark earns high marks in seven categories and provides a broadly welcoming environment for entrepreneurship.

Denmark is the most resilient country on the Scorecard, earning an A+ in the category. The Danes are better connected to digital government services than any other citizens in the world, and the country is well suited to weather storms of economic, political and natural varieties.

Denmark is also one of the freest societies in the world, both economically and politically. Citizens enjoy elections free from undue influences, full political rights for all segments of the population, a healthy legal system and a culture of free expression.

In addition to these foundational factors, Denmark boasts a robust entrepreneurial environment, making it easy to start new businesses, and research and development investment there flows freely. Danish venture capital funding is also on the rise — much of it going to Copenhagen, which has become a world-class tech hub.

Denmark has also welcomed new technologies such as self-driving vehicles, although other technologies, such as ridesharing and drones, still face overly burdensome regulations. If Denmark relaxes those regulations, the perennial contender for “happiest country in the world” may also become the most innovative.

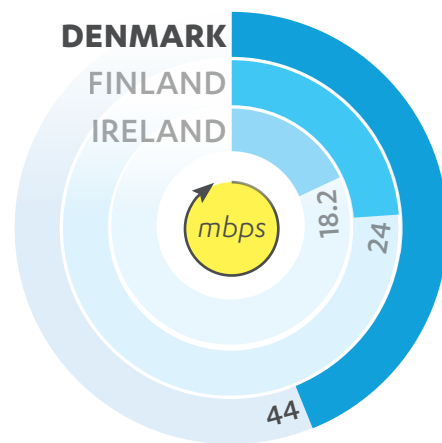
Sources: (Forbes)



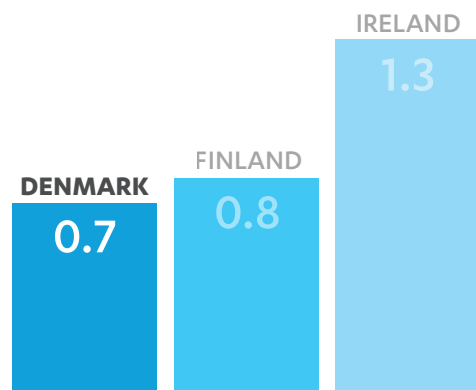
Credit: Max Aduyanukosol, Unsplash

Home to a thriving startup scene, Copenhagen has become one of the Nordic region's premier startup hubs.

Mean Download Speed (Fixed & Mobile)



Fixed Broadband Cost Per Month



Shown as a percentage of gross monthly income per capita



Short-Term Rentals

Although the government has adopted a welcoming approach to short-term rentals, new regulations include a rule that limits rentals to 70 days per year.



R&D Investment

The country spends 2.9 percent of its GDP on research and development.



Entrepreneurial Activity

The new business entry rate in Denmark is 9.91 per 1,000 people, up from 4.36 per 1,000 people in 2018. Denmark's grade increased to an A in 2019 from a B+ in 2018.



Freedom

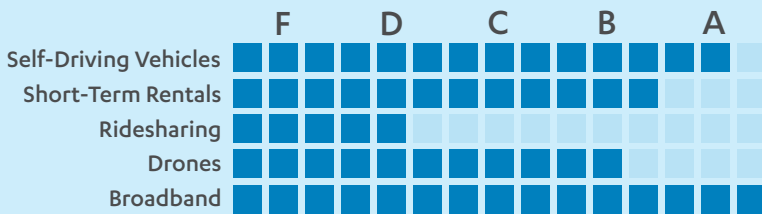
There are above-average levels of both personal and political freedom. Denmark's grade decreased slightly to an A from an A+ in 2018.



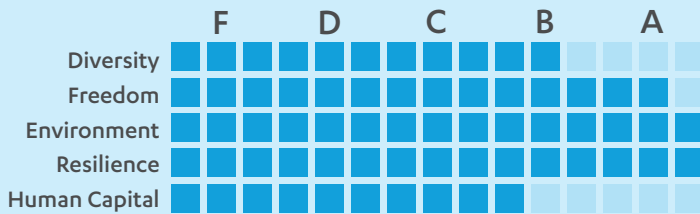
Human Capital

45.7 percent of Denmark's workers are highly skilled, a slight decrease from 46 percent in 2018, but the country awarded 25.3 percent of its college degrees in STEM fields, an increase from 17.1 percent in 2018.

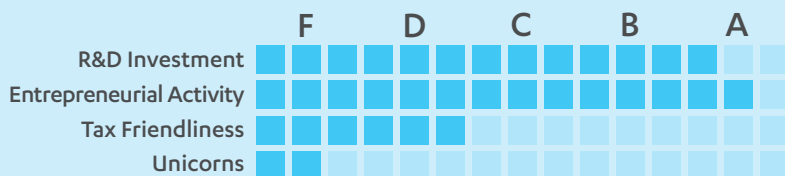
Technology



Society



Economy



ABOUT THE SCORECARD

With the 2019 International Innovation Scorecard, the Consumer Technology Association expands the report in breadth and depth, adding 23 new countries and two new categories. In this second edition, we evaluate 61 countries and the European Union across 28 indicators to determine whether they stifle progress or fuel the fires of innovation.

Each country on the Scorecard ranks in one of four tiers: Innovation Champions excel in almost all areas, followed by Innovation Leaders, which earn high scores in most. Behind the Leaders are Innovation Adopters, which promote innovation in some areas but not others. Finally, Modest Innovators may support innovation in one or more areas, but they show the greatest room for improvement.

ABOUT CTA

The Consumer Technology Association (CTA)[™] is the preeminent trade organization representing the \$398 billion U.S. consumer technology industry, which supports more than 15 million jobs. CTA serves over 2,200 companies, ranging from the startups and small businesses that make up 80 percent of its membership to some of the world's best-known brands. CTA also owns and produces CES[®], the world's premier gathering for consumer technology and the innovators who turn today's dreams into tomorrow's realities. Profits from CES are reinvested into CTA's industry services.

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