Små virksomheders aktiviteter 2023
Survey of micro enterprises 2023

Questions concerning substance matters or definitions? Please contact Agnes Tassy, ata@dst.dk. Questions concerning data submission or related technical matters? Please use our contact form at https://www.dst.dk/en/Indberet/hjaelp-til-indberetning/soseng

Danish text	English text	Answer options
Adgang til internet	**Access and use of the internet**	WRITE your nswer in this column
Hvor stor en andel af alle ansatte i virksomheden har adgang til en computer med internetadgang til arbejdsbrug? *Fx via pc'er, tablets, smartphones mv. Angiv skøn i pct.*	How many persons employed have access to the internet for business purposes? *Please indicate an estimate of the percentage of the total number of persons employed who have access to the internet for business purposes*	----------------- pct. Must be between 1 – 100 percent
Fast internetadgang til arbejdsmæssig brug	**Use of fixed connection to the internet for business purposes**	
Har virksomheden adgang til internet via en fastnet internetforbindelse? Fx ADSL, SDSL, **VDSL**, fiber, kabelmodem eller en fast trådløs internetforbindelse - Wi-Fi.	Does the enterprise use any type of fixed line connection to the internet? *e.g. ADSL, SDSL, VDSL, fiber optics technology (FTTP), cable technology, etc.*	Ja = Yes Nej = No
Hvad er virksomhedens hurtigste fastnet internetforbindelse? Den markedsførte download-hastighed.	What is the maximum contracted download speed of the fastest fixed internet connection of the enterprise?	1 less than 30 Mbit/s 2 at least 30 Mbits/s but less than 100 Mbit/s 3 at least 100 Mbit/s but less than 500 Mbit/s 4 at least 500 Mbit/s but less than 1 Gbit/s 5 at least 1 Gbit/s
Sociale medier	**Use of social media**	
Virksomheden er aktiv bruger hvis virksomheden har en bruger-profil, konto eller brugerlicens til et socialt medie.	Enterprises using social media are considered those that have a user profile, an account or a user license depending on the requirements and the type of the social media.	
Er virksomheden aktiv bruger af følgende sociale medier?	Does the enterprise use any of the following social media?	
a) Sociale netværk Fx Facebook, LinkedIn o.l.	a) Social networks E.g. Facebook, LinkedIn, etc.	Ja = Yes Nej = No
b) Mikroblogs fx Twitter eller virksomhedernes egen blog	b) Enterprise's blog or microblogs E.g. Twitteretc.	Ja = Yes Nej = No
c) Platforme til deling af multimedia Fx YouTube, Flickr, SlideShare, Instagram, Pinterest, Snapchat o.l.	c) Multimedia content sharing websites or apps E.g. YouTube, Flickr, SlideShare, Instagram, Pinterest, Snapchat etc.	Ja = Yes Nej = No
Brug af forretningssoftware	**Use of business software**	
Anvender virksomheden følgende typer af forretningssoftware?	Does the enterprise use the following business software?	
a) Enterprise Resource Planning (ERP) software Software, der bruges til at styre ressourcer ved at dele information mellem forskellige funktionelle områder (f.eks. regnskab, planlægning, produktion, marketing osv.). ERP-software kan være standardsoftware,	a) Enterprise Resource Planning (ERP) software Software used to manage resources by sharing information among different functional areas (e.g. accounting, planning, production, marketing,). ERP	Ja = Yes Nej = No

tilpasset til virksomhedens behov eller selvskabt software.	software can be off-the-shelf software, customised to the needs of the enterprise or self-created software.	
CRM (Customer Relation Management) *Software til håndtering af information om kunder (fx relationer eller transaktioner), CRM letter kommunikationen med kunden og hjælper med at spore kundernes interesser, købsvaner.*	CRM (Customer Relation Management) *Software for managing information about customers (e.g. relations or transactions), CRM facilitates communication with the customer and helps track customer interests, purchasing habits.*	Ja = Yes Nej = No
Cloud computing	**Cloud computing**	
Cloud computing er virksomhedens køb af it-services som benyttes via internettet. Det omfatter fx adgang til software, computerkraft, lagerkapacitet mv., hvor ydelsen… • leveres fra servere hos leverandøren • let kan skaleres op og ned efter behov (fx antal brugere eller ændring af lagerkapacitet) • anvendes som selvbetjening, uden daglig kontakt til leverandøren (efter opsætning) • kan afregnes efter faktisk forbrug eller forudbetalt. Cloud computing omfatter forbindelser via Virtual Private Network (VPN).	Cloud computing refers to ICT services that are used over the internet to access software, computing power, storage capacity etc.; where the services have all of the following characteristics: • are delivered from servers of service providers; • can be easily scaled up or down (e.g. number of users or change of storage capacity) ; • can be used on-demand by the user, at least after the initial set up (without human interaction with the service provider) ; • are paid for, either per user, by capacity used, or they are pre-paid. Cloud computing may include connections via Virtual Private Networks (VPN).	
Køber virksomheden cloud computing services, som benyttes via internettet?	Does the enterprise buy any cloud computing services used over the Internet?	Ja = Yes Nej = No
Hvilke af følgende services køber virksomheden <u>som cloud computing</u>?	Does the enterprise buy any of the following cloud computing services used over the Internet?	
a) E-mail	a) E-mail	Ja = Yes Nej = No
b) Kontorprogrammer *Fx tekstbehandling, regneark*	b) Office software *E.g. word processors, spreadsheets, etc.*	Ja = Yes Nej = No
c) Økonomi- og regnskabssystemer	c) Finance or accounting software applications	Ja = Yes Nej = No
d) ERP-software (Enterprise Resource Planning)	d) Enterprise Resource Planning (ERP)	Ja = Yes Nej = No
e) CRM software (Customer Relationship Management)	e) Customer Relationship Management (CRM) software applications (as a cloud computing service)	Ja = Yes Nej = No
f) It-sikkerhedssystemer. *Fx antivirusprogram, adgangskontrol til netværk*	f) Security software applications (e.g. antivirus program, network access control)	Ja = Yes Nej = No
g) Opbevaring af virksomhedens database(r),	g) Hosting the enterprise's database(s)	Ja = Yes Nej = No
h) Lagring/backup af filer	h) Storage of files	Ja = Yes Nej = No
i) Infrastruktur (herunder computerkraft) til drift af egne it-systemer	i) Computing power to run the enterprise's own software	Ja = Yes Nej = No
j) It-platforme til softwareudvikling, test eller distribution. *Fx standard softwaremoduler, Application Programming Interface (API'er)*	j) Computing platform providing a hosted environment for application development, testing or deployment *E.g. reusable software modules, application programming interfaces (APIs)*	Ja = Yes Nej = No

Dataanalyse	**Data analytics**	
Dataanalyse refererer til brugen af teknologier, teknikker eller softwareværktøjer til at analysere data for at afdække mønstre, tendenser og få indsigt til at drage konklusioner, forudsigelser og bedre beslutningstagning med det formål at forbedre ydeevnen (fx øge produktionen, reducere omkostningerne). Data kan udtrækkes fra din egen virksomheds datakilde eller fra eksterne kilder som fx leverandører, kunder, myndigheder.	Data analytics refers to the use of technologies, techniques or software tools for analysing data to extract patterns, trends and insights to make conclusions, predictions and better decision-making with the aim of improving performance (e.g. increase production, reduce costs). Data may be extracted from your own enterprise' data source or from external sources (e.g. suppliers, customers, government).	
Udfører virksomhedens egne medarbejdere dataanalyser? Omhandler både interne og eksterne datakilder.	Does the enterprise perform data analytics by own employees? Consider both internal and external data sources.	Ja = Yes Nej = No
Udfører en ekstern virksomhed eller organisation dataanalyser for virksomheden? Omhandler både interne og eksterne datakilder.	Does an external enterprise or organisation perform data analytics for the enterprise? Consider both internal and external data sources.	Ja = Yes Nej = No
Kunstig intelligens	**Artificial Intelligence**	
Kunstig intelligens (Artificial Intelligence) er systemer med teknologier som bruges til: • Analyse af tekst • Billedanalyse • Talegenkendelse • Sprogteknologi (Natural language processing") • Machine learning (fx deep learning) • Automatisering af processer Kunstig intelligens kan være softwarebaseret, fx chatbots og virtuelkundeservice, ansigtsgenkendelse, data analyse og software til oversættelse. Kunstig intelligens kan også være knyttet til enheder, fx autonome robotter til automatisering af fx monteringsarbejde elle autonome droner til overvågning af fx produktion.	Artificial intelligence refers to systems that use technologies such as: text mining, computer vision, speech recognition, natural language generation, machine learning, deep learning to gather and/or use data to predict, recommend or decide, with varying levels of autonomy, the best action to achieve specific goals. Artificial intelligence systems can be purely software based, e.g.: • chatbots and business virtual assistants based on natural language processing • face recognition systems based on computer vision or speech recognition systems; • machine translation software; • data analysis based on machine learning, etc. or embedded in devices, e.g.: • autonomous robots for warehouse automation or production assembly works • autonomous drones for production surveillance or parcel handling, etc.	
Anvender virksomheden nogle af de følgende kunstig intelligens teknologier?	Does the enterprise use any of the following Artificial Intelligence technologies?	
a) Kunstig intelligens teknologier til analyse af tekst (text mining)	a) AI technologies performing analysis of written language (text mining)	Ja = Yes Nej = No
b) Kunstig intelligens teknologier til konvertering af talt sprog til maskinlæsbar kode (talegenkendelse).	b) AI technologies converting spoken language into machine-readable format (speech recognition)	Ja = Yes Nej = No
c) Kunstig intelligens teknologier til produktion af skreven tekst eller talt sprog (sprogteknologi).	c) AI technologies generating written or spoken language (natural language generation)	Ja = Yes Nej = No
d) Kunstig intelligens teknologier til identifikation af objekter eller personer baseret på billeder (billedgenkendelse, billedanalyse).	d) AI technologies identifying objects or persons based on images (image recognition, image processing)	Ja = Yes Nej = No
e) Machine learning (fx deep learning) til dataanalyse.	e) Machine learning (e.g. deep learning) for data analysis	Ja = Yes Nej = No

f) Kunstig intelligens teknologier til automatisering af arbejdsgange eller understøttelse af beslutningsprocesser (kunstig intelligensbaserede softwarerobotter til procesautomatisering).	f) AI technologies automating different workflows or assisting in decision making (Artificial Intelligence based software robotic process automation)	Ja = Yes Nej = No
g) Kunstig intelligens teknologier som sætter autonome maskiner i stand til bevægelse baseret på observationer af omgivelserne (autonome robotter, selvkørende køretøjer, autonome droner).	g) AI technologies enabling physical movement of machines via autonomous decisions based on observation of surroundings (autonomous robots, self-driving vehicles, autonomous drones)	Ja = Yes Nej = No
Websalg	**e-Commerce sales**	
Vedrører ordrer afgivet via internettet eller andre netværk. Betaling og levering behøver ikke at foregå elektronisk. Omfatter <u>ikke</u> ordrer afgivet via e-mail	In e-commerce sales of goods or services, the order is placed via web sites, apps or EDI-type messages by methods specifically designed for the purpose of receiving orders. The payment may be done online or offline. e-Commerce does not include orders written in e-mail. Please report web and EDI-type sales separately. They are defined by the method of placing the order: • WEB sales: the customer places the order on a website or through an app; EDI type sales: an EDI-type order message is created from the business system of the customer.	
Websalg via hjemmesider eller apps	**Web sales of goods or services**	
Websalg er **ordrer, bookinger eller reservationer** fra kunder via: 1. Virksomhedens egne hjemmesider eller apps 2. Digitale markedsplatforme (hjemmesider eller apps), hvor flere virksomheders varer eller tjenester sælges.	Web sales covers **orders, bookings and reservations** placed by your customers via • the enterprise's websites or apps • e-commerce marketplace websites or apps (used by several enterprises for trading goods or services).	
Havde virksomheden websalg via følgende hjemmesider eller apps i 2022?	During 2022, did the enterprise have web sales of goods or services via:	
a) Virksomhedens egne hjemmesider eller apps *(inkl. ekstranet)*	a) the enterprise's websites or apps? *(including extranets)*	Ja = Yes Nej = No
b) Digitale markedsplatforme (hjemmesider eller apps), hvor flere virksomheders varer eller tjenester sælges. *Fx Zalando, eBay, Amazon, Hotels.com, JustEat. Alibaba*	b) e-commerce marketplace websites or apps used by several enterprises for trading goods or services? *e.g. e-Bookers, Booking, hotels.com, eBay, Amazon, Amazon Business, Alibaba, Rakuten, TimoCom etc.*	Ja = Yes Nej = No
Hvor stor en andel af virksomhedens <u>samlede omsætning</u> kom fra websalg i 2022? *Skøn beløbsmæssig andel i procent.*	What percentage of <u>total turnover</u> was generated by web sales of goods or services, in 2022?	Write a number between 0 – 100 percent
Hvordan var virksomhedens <u>omsætning fra websalg</u> fordelt på egne hjemmesider eller apps og digitale markedsplatforme i 2022? *Skøn i procent.*	What was the <u>percentage breakdown of the value of web sales</u> in 2022 for the following:	
a) Virksomhedens egne hjemmesider eller apps	a) via the enterprise's website or apps? (including extranets)	Write a number between 0 – 100 percent
b) Digitale markedsplatforme (hjemmesider eller apps), hvor flere virksomheders varer eller tjenester sælges.	b) via e-commerce marketplace websites or apps used by several enterprises for trading goods or services?	Write a number between 0 – 100 percent

Fx Zalando, eBay, Amazon, Hotels.com, JustEat. Alibaba.	*e.g. e-Bookers, Booking, hotels.com, eBay, Amazon, Amazon Business, Alibaba, Rakuten, TimoCom etc.*	
Hvordan var virksomhedens <u>omsætning fra websalg</u> fordelt på følgende kundegrupper i 2022? *Skøn i procent.*	What was the <u>percentage breakdown of the value of web sales</u> in 2022 by type of customer: (Please refer to value of web sales you reported in B2) If you cannot provide the exact percentages an approximation will suffice.	
a) Private forbrugere (B2C)	a) Sales to private consumers (B2C)	Write a number between 0 – 100 percent
b) Andre virksomheder eller offentlige myndigheder (B2B)	b) Sales to other enterprises (B2B) and Sales to public sector (B2G)	Write a number between 0 – 100 percent
Elektronisk salg via EDI	EDI-type sales	
Medtag ordrer afgivet som EDI (Electronic Data Interchange). EDI betyder at: • ordren sendes i et standardformat, som er egnet til automatisk behandling. • ordrer afgivet som EDI fra kundens forretningssystem. • inklusive ordrer sendt via EDI-tjenesteudbyder • inklusive automatiske systemgenererede ordrer • inklusive ordrer, der er modtaget direkte i dit ERP-system *Eksempler på EDI: EDIFACT, XML mv.*	Ny tekst: EDI-type sales cover orders placed by your customers via EDI-type messages (EDI: Electronic Data interchange) meaning: • in an agreed or standard format suitable for automated processing • EDI-type order message created from the business system of the customer • including orders transmitted via EDI-service provider • including automatic system generated demand driven orders • including orders received directly into your ERP system *Examples of EDI : EDIFACT, XML/EDI (e.g. UBL, Rosettanet,*	
Har virksomheden modtaget ordrer afgivet som EDI i 2022?	During 2022, did the enterprise have EDI-type sales of goods or services?	Ja = Yes Nej = No
Hvor stor en andel af virksomhedens samlede omsætning i 2022 kom fra ordrer afgivet som EDI? *Skøn beløbsmæssig andel i procent.*	What percentage of total turnover was generated by EDI-type sales of goods or services, in 2022? *If you cannot provide the exact percentage an approximation will suffice.*	Write a number between 0 – 100 percent
Forskning og innovation		
Innovationer er resultatet af aktiviteter rettet mod en forbedring af virksomhedens produkter og/eller virksomhedens processer (forretningsfunktioner). Innovationer er baseret på ny viden eller ny teknologi eller på kombinationer af eksisterende viden og teknologi. Produktet eller processen skal være nye for virksomheden, men kan være udviklet eller introduceret før af andre irksomheder/organisationer. **Forsknings- og udviklingsarbejde** (FoU) omfatter arbejde foretaget på et systematisk grundlag for at øge den eksisterende viden, samt udnyttelsen af denne viden til at udtænke nye anvendelses-områder. Forsknings- og udviklingsarbejde kan foregå i alle brancher, fx: it, teknik og fremstillingsvirksomhed, jordbrug, fødevarer og veterinærområdet,	**Innovations** are the result of activities aimed at improving the company's products and/or the company's processes (business functions). Innovations are based on new knowledge or new technology or on combinations of existing knowledge and technology. The product or process must be new to the company, but may have been developed or introduced before by other companies/organizations. Definitions of **Research and development** (R&D) Research and experimental development (R&D) comprise creative and systematic work undertaken in order to increase the stock of knowledge – including knowledge of humankind, culture and society – and to devise new applications of available knowledge. R&D can have the following purposes:	

administration og økonomisk planlægning, service, salg og marketing mm. Innovation kan introduceres med eller uden forudgående forsknings- og udviklingsarbejde.	- To develop a product or service whose expected use, properties, design, service or use of materials are significantly different from previous products/services - To introduce new or significantly improved production methods - To build the general knowledge	
Har virksomheden i 2022…	Has your enterprise in 2022 …	
1a Arbejdet med innovationsaktiviteter, som er fortsat igang	1a Worked on innovation activities, which are still ongoing	Ja = Yes Nej = No
1b Afsluttet innovationsaktiviteter fx produkt- og procesinnovation	1b Completed innovation activities, e.g. product and process innovation	Ja = Yes Nej = No
1c Arbejdet med innovationsaktiviteter, der er ophørt eller afbrudt uden resultat	1c Worked on innovation activities that have ceased or been interrupted without results	Ja = Yes Nej = No
1d Arbejdet med **egne** forsknings- og udviklingsaktiviteter (FoU)	1d Worked with own research and development activities (R&D)	Ja = Yes Nej = No
1e **Købt** forsknings- og udviklingsaktiviteter	1e Purchased research and development activities	Ja = Yes Nej = No
→ Hvis ja til 1e:	→ If yes to 1e:	
1f Har virksomheden købt forsknings- og udviklingsaktiviteter i Danmark?	1f Has the company purchased research and development activities in Denmark?	Ja = Yes Nej = No
1g Har virksomheden købt forsknings- og udviklingsaktiviteter i udlandet?	1g Has the company purchased research and development activities abroad?	Ja = Yes Nej = No
→ Hvis ja til 1a, b eller c: 2a Udgifter til innovationsaktiviteter i alt i 2022:	→ If yes to 1a, b or c: 2a Costs for innovation activities in total in 2022:	_____ kr.
2b Årsværk til innovationsaktiviteter i alt i 2022:	2b Full Time Equivalent for persons working on innovation activities in total in 2022:	_____ årsværk /man year
→ Hvis ja til 1d: 3a Udgifter til **egne** FoU-aktiviter i alt i 2022:	→ If yes to 1d: 3a Total expenses for **own** R&D activities in 2022:	_____ kr.
3b Årsværk til **egne** FoU-aktiviter i alt i 2022:	3b Full Time Equivalent for persons working on **own** R&D activities in total in 2022:	_____ årsværk /man year
Grøn forskning, udvikling og innovation bidrager til den grønne omstilling af samfundet - både med konkrete løsninger, teknologier og grundlæggende viden. Forskning, udvikling og innovation inden for grøn omstilling er kategoriseret i syv temaer: 1. Bæredygtige energiteknologier og -produktion mv. 2. Energieffektivisering 3. Bæredygtig fødevareproduktion, landbrug og skove 4. Grøn transport 5. Miljøbeskyttelse, cirkulær økonomi og miljøteknologi	**Green research, development and innovation** contribute to the green transition of society - specific solutions and technologies as well as basic knowledge. Green research and development is categorized in seven sub-topics: 1. Sustainable energy technologies and production etc. 2. Energy efficiency 3. Sustainable food production, agriculture and forests 4. Climate friendly transport 5. Environmental protection, circular economy and environmental technology	

6. Naturbeskyttelse, biodiversitet og klimaforandringer 7. Bæredygtig adfærd og samfundsmæssige konsekvenser Udgifter til grøn forskning, udvikling og innovation er en andel af de samlede udgifter til egen forskning og udvikling (FoU) og innovation. Klik her for mere info.	6. Nature conservation, biodiversity and climate change 7. Sustainable behavior and societal consequences Expenditures for green research, development and innovation are a proportion of the total expenditure on own research and development (R&D) and innovation. Click here for more info.	
→ Hvis ja til 1a, b eller c: 4. Har virksomheden i 2022 haft **innovations-aktiviteter inden for ….**	→ If yes to 1a, b or c: 4. In 2022, has the company had **innovation activities within the following fields….**	
- Bæredygtige energiteknologier og -produktion mv	- Sustainable energy technologies and production, etc	Ja = Yes Nej = No
- Energieffektivisering	- Energy efficiency	Ja = Yes Nej = No
- Bæredygtig fødevareproduktion, landbrug og skove	- Sustainable food production, agriculture and forests	Ja = Yes Nej = No
- Grøn transport	- Green transport	Ja = Yes Nej = No
- Miljøbeskyttelse, cirkulær økonomi og miljøteknologi	- Environmental protection, circular economy and environmental technology	Ja = Yes Nej = No
- Naturbeskyttelse, biodiversitet og klimaforandringer	- Nature conservation, biodiversity and climate change	Ja = Yes Nej = No
- Bæredygtig adfærd og samfundsmæssige konsekvenser	- Sustainable behavior and social consequences	Ja = Yes Nej = No
→ Hvis der er mindst et 'ja' i spørgsmål 4 5. **Udgifter til innovation på ovennævnte grønne område i alt**	→ If there is at least one 'yes' in question 4 5. **Costs for innovation in the above mentioned green areas in total**	
Hvor stor en andel af de **samlede udgifter til innovationsaktiviteter er inden for det grønne område?** Andelen må gerne skønnes i pct. (0-100 pct.)	What proportion of the **total expenditure on innovation activities is within the green area?** The share may be estimated in percent. (0-100 percent)	Write a number between 0 – 100 percent
→ Hvis ja til 1d 6. Har virksomheden i 2022 **haft egen forskning og udviklingsaktiviteter** inden for	→ If yes to 1d 6. Has the company in 2022 had **own research and development activities** within the following fields	
- Bæredygtige energiteknologier og -produktion mv	- Sustainable energy technologies and production, etc	Ja = Yes Nej = No
- Energieffektivisering	- Energy efficiency	Ja = Yes Nej = No
- Bæredygtig fødevareproduktion, landbrug og skove	- Sustainable food production, agriculture and forests	Ja = Yes Nej = No
- Grøn transport	- Green transport	Ja = Yes Nej = No
- Miljøbeskyttelse, cirkulær økonomi og miljøteknologi	- Environmental protection, circular economy and environmental technology	Ja = Yes Nej = No
- Naturbeskyttelse, biodiversitet og klimaforandringer	- Nature conservation, biodiversity and climate change	Ja = Yes Nej = No
- Bæredygtig adfærd og samfundsmæssige konsekvenser	- Sustainable behavior and social consequences	Ja = Yes Nej = No
→ Hvis der er mindst et 'ja' i spørgsmål 6	→ If there is at least one 'yes' in question 6	

7. Udgifter til **egne forskning og udviklingsaktiviteter på det grønne område**	7. Total expenses for **own research and development activities in the green area**	
Hvor stor en andel af de **samlede udgifter til forskning og udvikling er inden for det grønne område?** Andelen må gerne skønnes i pct. (0-100 pct.)	What proportion of the **total expenditure on research and development is within the above mentioned green areas**? The share may be estimated in percent. (0-100 percent)	Write a number between 0 – 100 percent
Bemærkninger til spørgsmålene?	Any comments?	