



| Enabling new business models and technologies

- Innovation-friendly regulation and the One Stop Shop

3 December 2019

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Political agenda for innovation-friendly regulation in DK

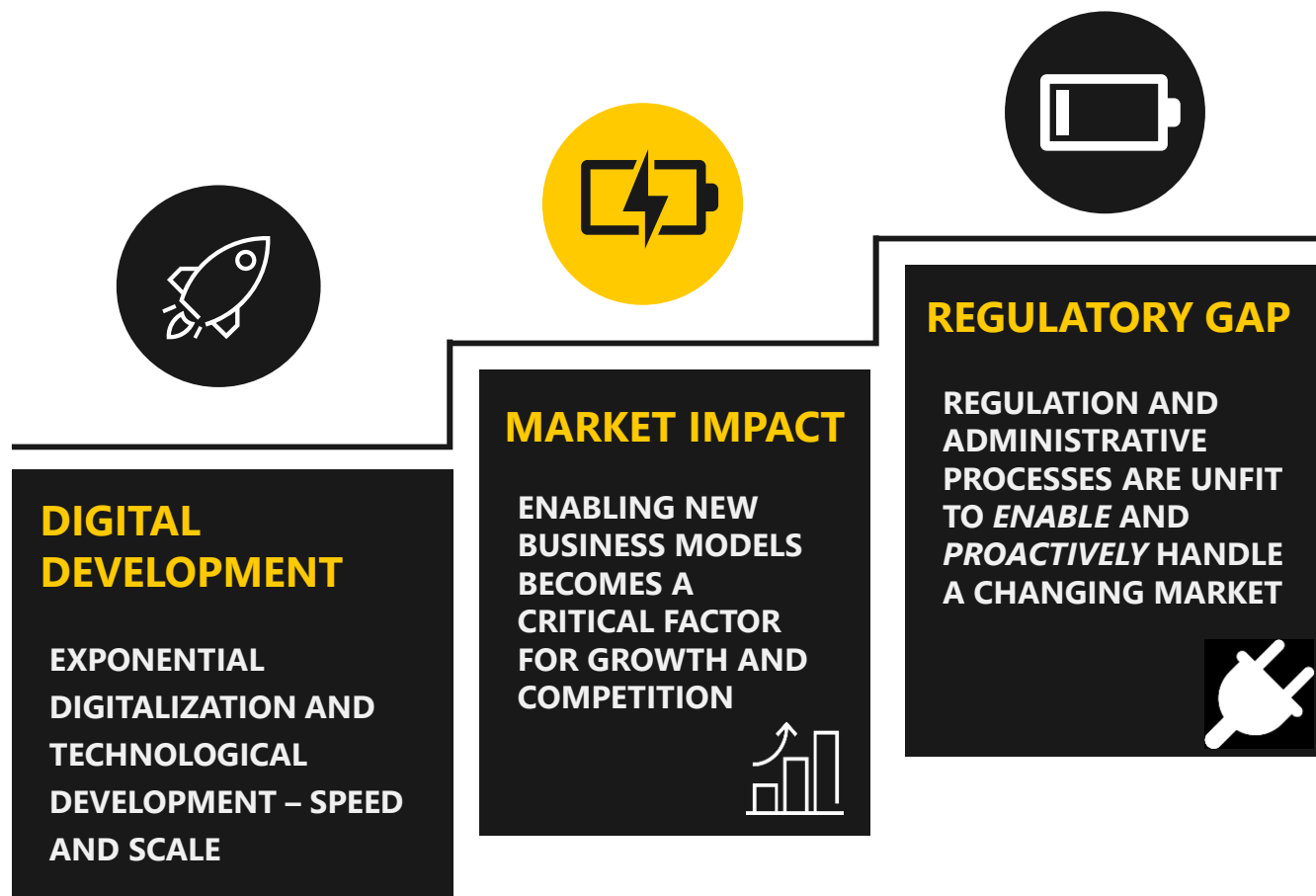


Easy and simple to run a *responsible* business



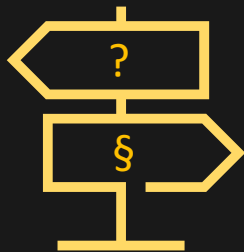
The Business Regulation Forum

Why innovation-friendly regulation?



Our approach in The Danish Business Authority

The One Stop Shop



5 Agile Law Principles



Danish Business
Regulation Forum



Tools in The One Stop Shop for new business models

1. We **coordinate answers** to regulatory questions across relevant authorities

2. We initiate **neighbor checks** of how regulation is implemented in other countries

3. We set up **dialogue meetings** with relevant authorities to solve regulatory greyzones or other barriers



Example of neighbor check

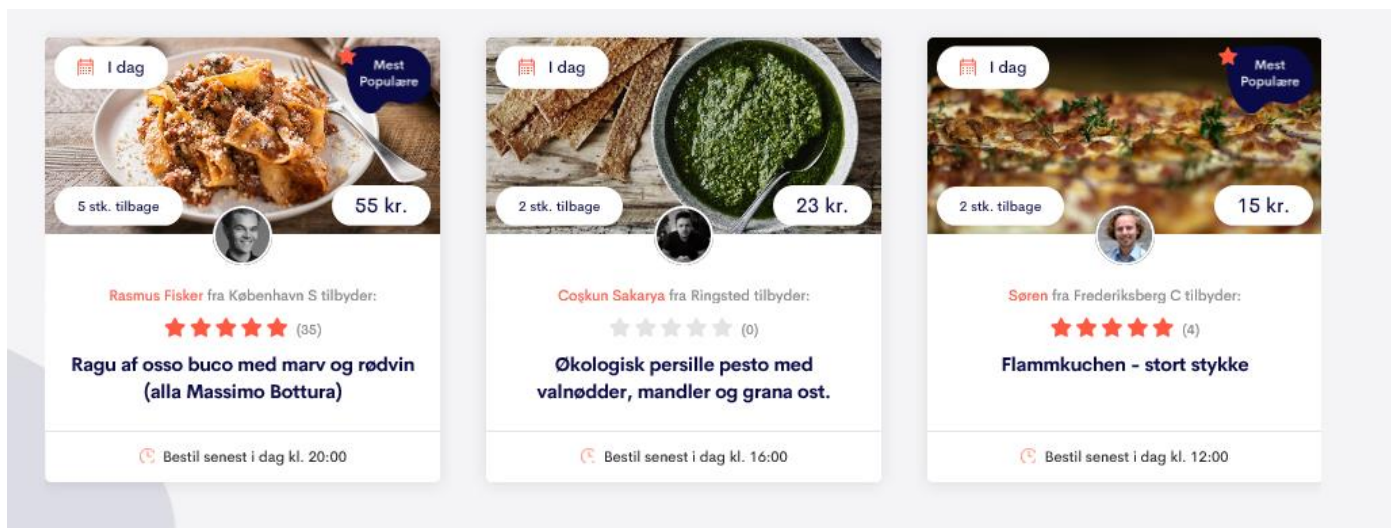
Unclear rules:

How many meals can a private person share on a digital platform?

Action:

A neighbor check of the implementation of EU rules in Holland, Ireland and Sweden led to a dialogue with The Danish Veterinary and Food Administration.

The rules were made more precise.



Marketing and stakeholder engagement

- New business models needs to know our service !
- On the other hand we learn about new trends and technologies



Lessons learned/challenges



Fast clarification for businesses with doubts or barriers

New habits and procedures



Thank you!

Camilla Hjermind

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