

Denmark – speaking notes

Crowdsourcing through municipalities

The Danish municipalities are responsible for naming different types of municipal institutions such as schools, nursing homes, libraries, and sport facilities. In addition to affiliated data, these names of local places and institutions are an important part of the national infrastructure and thus relevant to collect and incorporate in the register Danish Place Names.

The idea is that the municipalities have the knowledge about new or changed place names and that the municipalities direct involvement in the registration of these place names will ensure a more up-to-date and valid register.

In practice, the municipality employees already have direct access to supply the register with new data and/or adjust existing data in the register through a webpage with a log-in-function. This website has been functioning for several years, but we could see that only a few municipalities actually reported place names on the webpage. Therefore, we wanted to find out why the municipalities didn't report more.

So, we created a prototype survey with 4 steps as seen on the slide.

Step 1: sending an email to the municipality

Step 2: the employee opening and reading the email

Step 3: easy call-to-action in the email linking to the webpage

Step 4: webpage where the employee can log in and report place names

We invited four different municipalities to an online interview, where we went through the steps in the prototype and asked questions about their work with place names.

The interviews revealed that, prior to the prototype survey, the employees did not know about the national register or the possibility of registration and adjustments. However, a positive result of these interviews was that every employee expressed a clear interest in updating these types of information in the national register, especially once they were directly informed and reminded with an easy call-to-action, as was in the prototype.

On that basis, we will now start to use specific communications targeted at municipal employees.

Our aim is to inform about the register and its use in general, while also informing in detail about the possibility of self-log in for updating information. Hopefully, the municipalities will be encouraged to supply the register with relevant information, such as the names of local schools and sport facilities. The goal is to engage as many municipalities as possible, thereby ensuring both an ongoing supply of data and that the content of the digital register, at any given time, represents correct and updated data.