Data & Methodology Note

Supporting documentation · Danish sources · Figures in DKK

This note accompanies the Danish CFO article at action-cards.com/en/for-danish-cfos-financial-logic/ and documents the sources, assumptions and figures behind it. The figures are illustrative benchmarks, not product-specific guarantees: actual results depend on a company's starting point, implementation quality and workforce profile. Nothing here is financial, legal or insurance advice.

Scope – Danish operations. This note documents the cost model for the Danish market and draws on Danish sources (Statistics Denmark, the Danish Working Environment Authority and the Confederation of Danish Employers). Figures are Danish kroner in their original currency – not converted – with one exception: the system prices, which are international SaaS list prices converted to DKK. For U.S. operations, a separate note applies, based on U.S. sources (NSC, BLS).

1 Purpose and scope

The Danish CFO article presents rounded, directional figures so that the argument stays readable. This note is where the assumptions and sources live, so a reader can trace every number back to a named Danish source.

The article deliberately does **not** rest on a single "cost per injury" figure. Unlike the U.S., where the National Safety Council publishes an all-in average per workplace injury, there is no comparable, broadly recognised Danish source for a single average per incident. The financial logic instead rests on three documentable Danish quantities: the price of Danish working time, the price of a comparable system setup, and the Danish accident rate.

2 Sources

- **Statistics Denmark, SAO01 (2024)** — total labour cost per hour worked.
- **Danish Working Environment Authority** — cost of sickness absence and the Executive Order on the Performance of Work, §23.
- **Confederation of Danish Employers (DA)** — accident statistics 2023.
- **Peer-reviewed literature:** Anderson, Gaetz & Masse (2011); Arriaga et al. (2013).
- **Danish First Aid Council / Dansk Folkehjælp** — course length and certificate validity.
- **Public SaaS list prices** (iSpring, TalentLMS, 360Learning, SafetyCulture, EcoOnline).
- **Action-cards' / CORS Group own risk assessments (2025)** — marked as own data.

3 The high cost of working time

An hour of industrial labour costs on average **DKK 427** including all employer costs (Statistics Denmark, SAO01, 2024). The point is not the course fee alone, but the expensive Danish working time a full course ties up: people are taken off the floor mid-operation. A 10–20-minute micro-session attached to a meeting you are holding anyway costs almost no extra operating time.

On top comes the price when readiness is *not* there: the wage alone for a single day of sickness absence is about **DKK 835–885** (Danish Working Environment Authority), before temp cover and lost production.

A concrete training calculation depends on course length and number of participants; the article states no single training total, and neither does this note.

4 What incidents cost

Most incidents are small. The few that escalate – long-term absence, permanent injury, the loss of a key employee – can each run into the hundreds of thousands of kroner in absence, temp cover, lost production and, over time, higher workers' compensation premiums (see reference 12 and the breakdown below). What

decides whether an incident stays trivial or becomes one of the expensive ones is often what happens in the first minutes.

Why "hundreds of thousands"? The amount is not a single figure from one source. It is the company's own, direct costs in the few serious cases:

- **Long absence.** The wage alone is about DKK 835–885/day (Danish Working Environment Authority); 3–4 months of absence is DKK 50,000–90,000 in wages, before temp cover and lost production.
- **Temp cover and lost production** on top of the absence itself.
- **Loss of a key employee.** Replacement – recruitment, onboarding and reduced productivity during ramp-up – typically runs into the hundreds of thousands. This component rests on HR estimates, not a named Danish source, and is the most uncertain.

These direct items can, individually or together, reach the hundreds of thousands.

The compensation is not the company's direct bill. Compensation for permanent injury is up to DKK 1,103,500 at 100% impairment (about DKK 11,000 per impairment percentage point; even a 10% impairment is about DKK 110,000), and for loss of earning capacity (lower threshold 15%) up to DKK 505,503/year (Danish Ministry of Employment, workers' compensation rates 2026; Workers' Compensation Act §§17–18, administered by Arbejdsmarkedets Erhvervssikring). This compensation is covered by the statutory workers' compensation insurance – **not directly by the company** – but it is a real societal and insurance cost, and it drives the company's premium over time.

The article deliberately puts **no single average figure** on a Danish workplace injury. The cost components are real and well documented, but vary so much between minor and serious incidents that a single Danish average would be misleading – and there is no named Danish source for such an all-in figure. As national context, the Danish Ministry of Employment (2023) estimates the total societal cost of workplace accidents at about DKK 28.4 billion per year. This is a macro figure and is not used as a cost per incident.

5 Price benchmark (comparable setup without Action-cards®)

This is a separate question from how many accidents are avoided: it is what equivalent functionality costs to buy. To build it without Action-cards, a company typically buys several separate systems. Public list prices give an indication (converted to DKK).

Comparable setup — without Action-cards®	Annual cost
Corporate LMS (300 users)	~DKK 107,000–190,000
EHS / incident platform (small number of seats)	~DKK 20,000–80,000
Implementation and onboarding (amortised)	~DKK 15,000–50,000
Typical combined level	**~DKK 100,000–250,000 / year**

The basis is international SaaS list prices: LMS for 300 users — iSpring ~$16,050/yr, TalentLMS ~$19,800/yr, 360Learning ~$29,000/yr; SafetyCulture Premium ~$24/user/mo; EcoOnline (Nordic) flat pricing / quote. Converted to DKK at 6.65 per USD. EHS platforms are largely priced on quote, so the range is an indication, not a fixed offer.

Few companies buy all three elements at top price at once; the typical combined level for comparable capability therefore lands in this range — often with only partial coverage.

6 Accident rates in Denmark: LTIR and TRIR

Two metrics decide how insurers, authorities and lenders judge safety. **Lost Time Injury Rate (LTIR)** tracks incidents with days away; **Total Recordable Incident Rate (TRIR)** records all noted injuries and is always higher. Both are measured per 100 full-time employees per year.

In Denmark, around **24 workplace accidents per 1,000 full-time employees are reported each year** (Confederation of Danish Employers, accident statistics 2023) – manufacturing, transport and warehousing

run above average. Risk assessments by our own consultancy have in some cases found accident rates **five to seven times** above the sector average (Action-cards' own data).

7 The depreciation problem: why one-off training loses its value

The argument assumes that skills decay without reinforcement. The evidence:

- **Anderson, Gaetz & Masse (2011)** — observational study of 257 certified first-aiders in industrial and service workplaces. Measurable decline in practical skills within 30 days of a course.
- **Danish First Aid Council / Dansk Folkehjælp** — a typical cardiac-arrest/CPR basic course is 4 hours and the certificate is valid for 24 months, even though the skill is degraded long before.
- **Arriaga et al. (2013), NEJM** — cognitive aids (a card that guides step by step) removed about 75% of omission errors during simulated crises.

8 Legal basis

There is no general legal requirement that all employees be trained in first aid. The Danish Working Environment Authority's Executive Order on the Performance of Work (§23) requires "the necessary first-aid measures" based on risk and the size of the company – in practice a few designated first-aiders. Coverage is therefore typically low, and the trained person is rarely the one standing there when something happens.

9 Currency, rounding and precision

The Danish figures (DKK 427/hour; DKK 835–885 per day of sickness absence; 24 per 1,000) are stated in **Danish kroner in their original currency** and at the precision the source reports. Only the system prices are converted: they rest on international SaaS list prices in USD, converted to DKK at 6.65 per USD. Range and derived figures are rounded, because a list-price range does not warrant more significant figures.

10 Limitations

The figures describe a representative pattern across companies, not any single customer. This note documents reasoning and sources; it is not a guarantee of outcome, and it is not financial or legal advice.

— References

- 1 Statistics Denmark, SAO01 (2024): total labour cost per hour worked – industry approx. DKK 427.
- 2 Anderson GS, Gaetz M, Masse J (2011), Scand J Trauma Resusc Emerg Med 19:11: decline in practical skills within 30 days (257 certified first-aiders).
- 3 Danish First Aid Council / Dansk Folkehjælp: cardiac-arrest/CPR basic course 4 hours; certificate valid 24 months.
- 4 Arriaga AF et al. (2013), N Engl J Med 368:246-53: cognitive aids remove ~75% of omission errors in simulated crises.
- 5 Danish Working Environment Authority, cost of absence: employer gross wage cost per sick day approx. DKK 835–885 (wage only).
- 6 Danish Working Environment Authority, Executive Order on the Performance of Work, §23: requires "the necessary first-aid measures" – not a general training requirement for all employees.
- 7 Confederation of Danish Employers (DA), accident statistics 2023: approx. 24 reported workplace accidents per 1,000 full-time employees.
- 8 Action-cards' / CORS Group own risk assessments (2025): accident rates five to seven times above sector average. Own data.
- 9 System prices (public list prices): LMS 300 users – iSpring ~$16,050/yr, TalentLMS ~$19,800/yr, 360Learning ~$29,000/yr; SafetyCulture Premium ~$24/user/mo; EcoOnline (Nordic) flat pricing / quote. Converted at 6.65 DKK per USD.
- 10 Reporting time ~5–10 min per incident: Action-cards' own data.
- 11 National context: societal cost of workplace accidents approx. DKK 28.4 billion/year (Danish Ministry of Employment, 2023). Context, not a cost per incident.

- 12 Workers' compensation (2026 rates): permanent-injury compensation DKK 1,103,500 at 100% impairment (approx. DKK 11,000 per percentage point, derived from the 100% rate); loss-of-earning-capacity compensation max. DKK 505,503/year (ongoing benefit), lower threshold 15%; maximum annual earnings DKK 662,000. Source: Danish Ministry of Employment, workers' compensation rates 2026; Workers' Compensation Act §§17–18. Administered by Arbejdsmarkedets Erhvervssikring (AES) and paid via the statutory workers' compensation insurance – not directly by the employer.