

## APPENDIX 3

# EMAIL INVITATION TEMPLATE

The template below, which is based on an email used in Denmark to invite respondents to the survey, is for inspiration and you are not required to use it.

To personalise the email, enter background information for each recipient and their workplace in the square brackets: «[Text field]». To do a mail merge, the data required to fill in these variables must be readily available in a spreadsheet. The data will be imported, automatically added to the text fields and changed for each recipient.

All red text below must be edited to fit your context, which includes stating who is conducting the survey, the survey completion deadline and the contact person's information.

SUBJECT: How do you develop «[name of workplace]»?

EMAIL:

**Dear «[name of manager]»**

**Statistics Denmark and the National Centre for Public Sector Innovation** are compiling new statistics on public innovation. «[Name of workplace]» has been selected to be part of the sample. As a result we would be pleased if you would kindly fill out a survey about your workplace.

The project involves examining whether workplaces in «[sub-sector]» work with innovation, whether it is done collaboratively and the value it creates.

The aim is to provide knowledge that makes it easier for workplaces in «[sub-sector]» to learn from each other.

The survey defines innovation as doing something new that improves the activities and results of the workplace.

Even if no innovation takes place at your workplace, your answers are just as valuable to us.

Please feel free to forward this email to staff who may know more about innovation at your workplace and are better equipped to take the survey.

Completing the survey takes 5 to 15 minutes, depending on your answers.

**To take the survey, follow this link «[link]»**

**Please complete the survey no later than 1 February 2020.**

**Confidentiality**

Statistics Denmark guarantees that your answers are confidential and that individual workplaces will in no way be identifiable when the results are used.

If you have any questions, please contact NN at [email@email.com](mailto:email@email.com) or +45 1234 5678.

We appreciate your assistance and hope that you will participate in the survey.

Yours sincerely

Statistics Denmark  
National Centre for Public Sector Innovation