

# Designing Pro People eGovernment strategies: a European perspective

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# European eGovernment Action Plan 2006-2010

Five strategic deployment objectives, including two which represent Europe's dual pronged 'pro-people' approach:

## Inclusion

- **No citizen left behind**: advancing inclusion through eGovernment so that by 2010 **ALL** citizens benefit from trusted, innovative services and easy access for all.

## Empowerment

- **Strengthening participation and democratic decision-making** -- demonstrating, by 2010, widespread use of tools for effective public debate and participation in democratic decision-making.

# Inclusion (1)

## Getting disadvantaged groups to use eGovernment

- The elderly, disabled, unemployed, poor, low education, etc., cost governments more but use eGovernment services less
- Disadvantage is often compounded as many suffer from multiple deprivation, so need personal focus and personalised services
- Change in approach over last few years

	Providing access	Training/skills development	Service use	Total
2005	68%	29%	3%	100%
2007	29%	32%	39%	100%

- Focus now on **new business models**, i.e. range of practitioners delivering services along the value chain (public, private, civil organisations), e.g. combined (joined up) service delivery across different agencies & actors

# Inclusion (2)

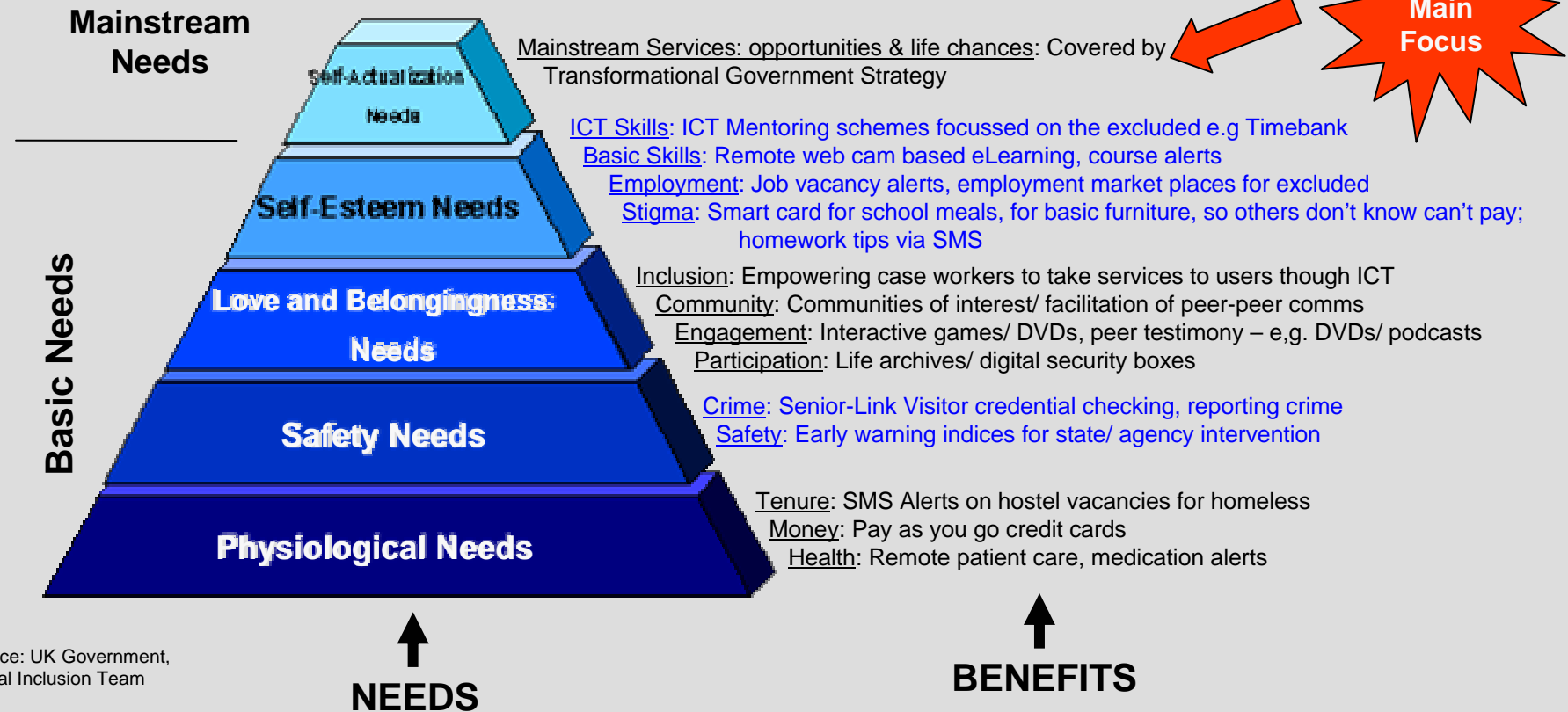
## Inclusive eGovernment focuses increasingly on multi-channel

- And.....up to 30% of European adults will not themselves be using eGovernment services by 2010

	Single (online) channel delivery		Multi-channel delivery: targeted at individual (personalised)			Total
	Targeted at group	Targeted at individual (personalised)	End-user uses ICT plus at least one other channel*	End-user does not use ICT but service provider does		
				ICT-empowered front-line staff	ICT-empowered back-office staff	
2005	73%	8%	19%	--	--	100%
2007	26%	12%	<b>51%</b>	<b>8%</b>	<b>3%</b>	100%

- Also.....social intermediaries (family & friends): 42% of eGov users do it, and support 2.6 other persons !

# What are the needs of disadvantaged groups ?



## Inclusive eGovernment

- inclusion by design
- inclusion through special design, assistance services for 'disadvantaged' groups

- better life chances, and quality of life
- improving personal capacity
- better access to, and participation in, social networks
- through joined-up services focusing on distinct disadvantages
- but also seeing them as a whole manifest in a unique individual situation, including early warning for intervention

# Empowerment

## Empowering communities

- Users say they prefer local eGovernment services, closer to their needs and everyday context, easier to complain and adjust, more trustworthy
- Regional and community identity (social enterprise & social entrepreneurs)
- Local Area Agreements (LAAs) between LA and communities
- ‘Double devolution’ & the closing the ‘power gap’
- eDemocracy and eParticipation

# From 'user-centric' to 'user-driven'

## Users as 'co-creators' not just passive recipients

- users getting involved in designing and delivering services
- users getting involved in setting the agenda and making decisions → eParticipation
- social software, Web 2.0 and networks
- new markets, new value chains, new business models

## Ubiquitous networks and tools

- democratisation of tools of design and production (not just ICT)
- democratisation of tools of distribution
- identification and connection of supply and demand (the 'long-tail' and the 'perfect' market ?)

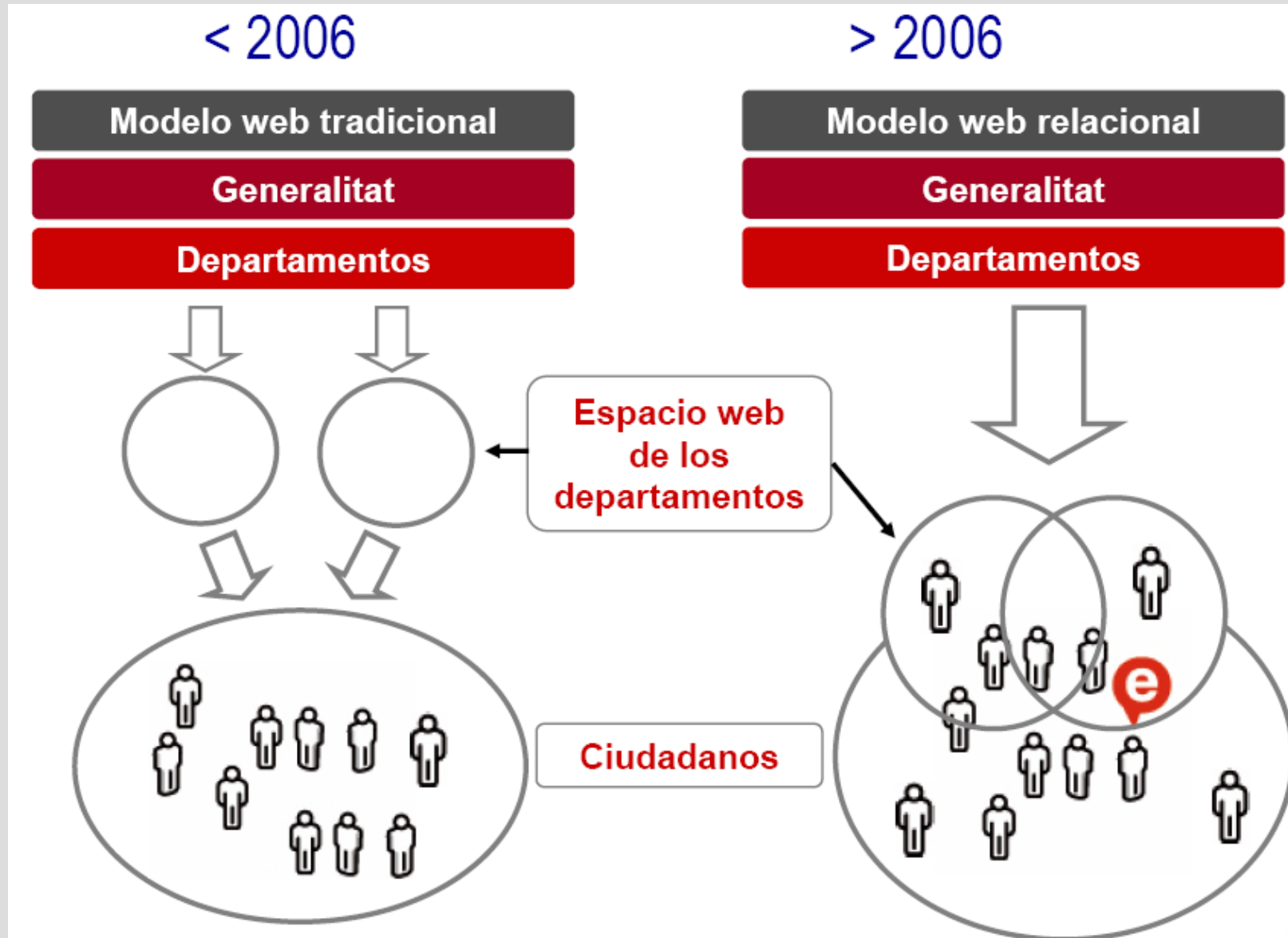
# From web-sites to wikis

## Web 2.0 growth is viral

Blogs	Doubling every 6 months since 2003	Content production
Podcast	50 m audience in 2010, 15 m producers	
Wiki	Wikipedia 100 k authors since 2003, taken seriously: citizens as experts, authors, reporters	
Multiplayer online gaming	MMPOG largest growth segment – growing 4x faster than overall Internet growth	
Search engines	"Google is the environment not the competition"	Filtering & sharing
Social networking	MySpace 100 m users; YouTube 100 m videoviews/day, 45% web-users visit these sites	
P2P	In 2003 became no. 1 source of traffic (above http)	Connecting & distributing
VoIP	Skype 80 m users since 2003	
Wi-fi sharing	FON world's largest hotspot network	

# Public sector using Web 2.0 (1)

Web 2.0 in public administration: Catalonia, Spain



# Public sector using Web 2.0 (2)

## US: crowd sourcing of patent applications

### Community Patent Project

- Online peer review of patents
- Network of experts advises US Patent Office on state-of-art and assists with patency determinations
- Using collaborative filtering and information visualisation tools (wikipedia approach)
- Significant efficiency gains
- The first social software project to be directly connected to the legal public decision-making process

# Users using Web 2.0 to enhance public services (1)

## Japan: blog for disaster management

### Niigata earthquake – August 2007

- Blog created (at no cost) by employee of IT company to collect and convey information, seek relief supplies and recruit volunteers
- “Information was a lifeline for victims. We had to (take action) if the administrative side could not release sufficient information”
- 20,000 accesses per day including many from people outside the prefecture who wanted to know whether relatives or friends were safe
- Survivors feedback:
  - “When I posted (on the blog) that I had a “kotatsu” heater to give away, I was able to have it delivered to someone who needed it”
  - IT can pick up residents’ needs no matter how small they may be” (long tail)
- Information on a disaster can be supplied top-down by the authorities, but by using Web 2.0 victims and others, on the ground or bottom-up, were able to provide complementary (sometimes better) information and help each other more directly.

# Users using Web 2.0 to enhance public services (2)

UK: health service performance assessment through word-of-mouth reputation – patients' opinion

The screenshot shows a Microsoft Internet Explorer browser window displaying the Patient Opinion website. The browser's address bar shows the URL <http://www.patientopinion.org.uk/>. The website header features the Patient Opinion logo and the slogan "this is our NHS... let's make it better". A navigation menu includes links for Home, Opinions, About, Help, Search, and Login. The main content area is divided into several sections:

- Help make health care better:** A section titled "Share your story here" with a "Share your story" button and text encouraging users to share their experiences. It includes links for "What is this for?" and "What about my privacy?".
- Search and Compare Services:** A section titled "What are other people saying?" with a search form. The form has two input fields: "Your postcode" (with placeholder text "Please enter your postcode") and "What service? (optional)" (with placeholder text "Please enter a service"). A "Search" button is located to the right of the second field.
- What are others saying?:** A section displaying user reviews. It includes a "Latest" tab and sub-tabs for "Thanks" and "Moans". Three reviews are visible, each with a quote icon and a user name: "lorraine" and "Lisanyers". A link for "More opinions >>" is at the bottom of this section.
- Yahoo! Search:** A banner for the "Vote for Patient Opinion in Yahoo's Find of the Year competition" with a starburst graphic and the text "FINDS OF THE YEAR 2006 Nominee".

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