Study on the new generation of eGovernment Services

Webinar

18 Dec 2015

Analysis of the Value of New Generation of eGovernment Services and How Can the Public Sector Become an Agent of Innovation Through ICT

Summary of the Webinar:

1 Presentation of the OGS Study

Francesco Mureddu – Open Evidence (Moderator)

Giovanna Galasso - PwC

2 Definition and Taxonomy of OGS

David Osimo – Open Evidence

3 Q&A and Wrap-up Session

Presentation of the OGS Study

1

The study team

	Pricewaterhouse Coopers (PwC)	*One of the world's leading advisers for the public sector, with a strong focus on technology and innovation, eGovernment and cost-benefit analysis across all industry sectors* • *Extensive European reach* • *Measurement approaches* • *eGov specific expertise*
	Open Evidence (OE)	*A central player in the design of the European open government environment, carrying out transversal research and providing advise in a number of key domains* • *Research Infrastructure for eGov & Open engagement* • *Expertise in impact evaluation and modelling*
	Institute of Baltic Studies (IBS)	*An independent research and consultancy firm supporting the formulation, monitoring and evaluation of innovative public policies and decisions* • *Innovation policy definition* • *Social cohesion evaluation* • *Impact assessment approaches*
External expert	***Paul Waller***	*eGovernment and social innovation expert Visiting Fellow, Brunel Business School at Brunel University* *Previous: Cabinet Office, City of London*

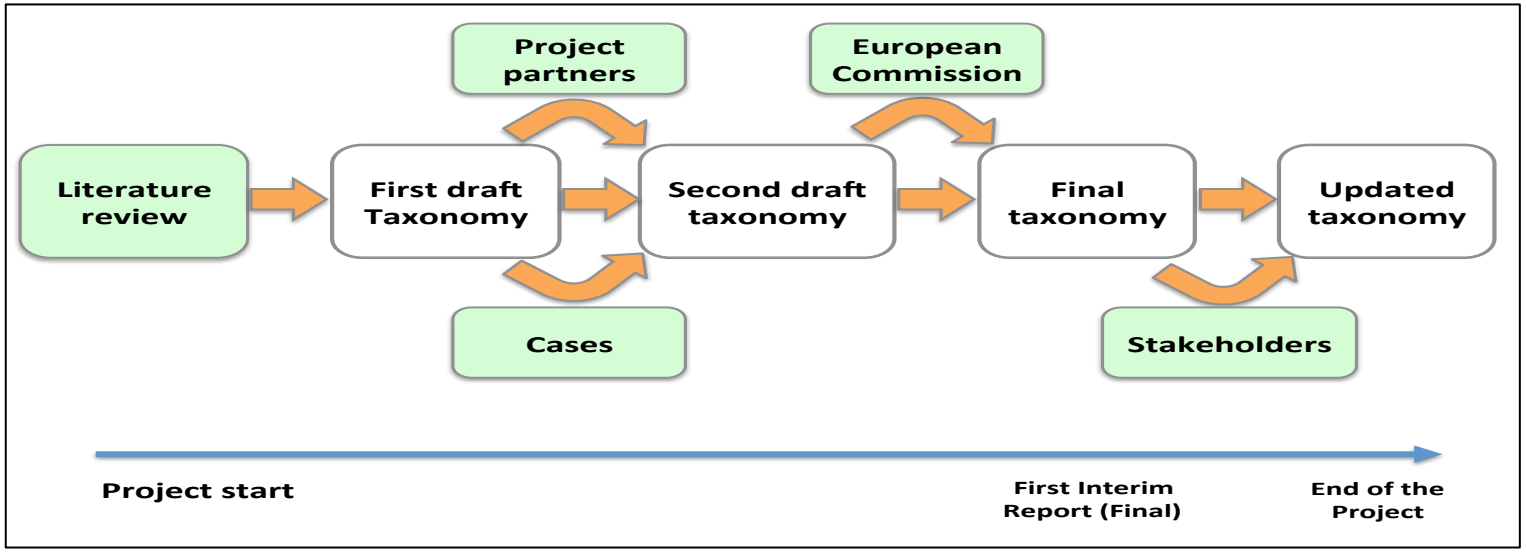
Task 1: Taxonomy definition: what are Open eGovernment Services?

The three assignment undertaken for the Task 1 are:

- A **systematic literature review** taking into account the most up to date available evidence and definitions. We also identified potential costs and benefits from existing literature, as well as the different typologies of public sector innovation.

- A **dynamic online engagement** to inform communities about our study and involve them in the different phases of the project.

- A **thorough mapping of relevant cases** of new eGovernment services that enables the creation of a taxonomy and prepares the Cost-Benefit Analysis

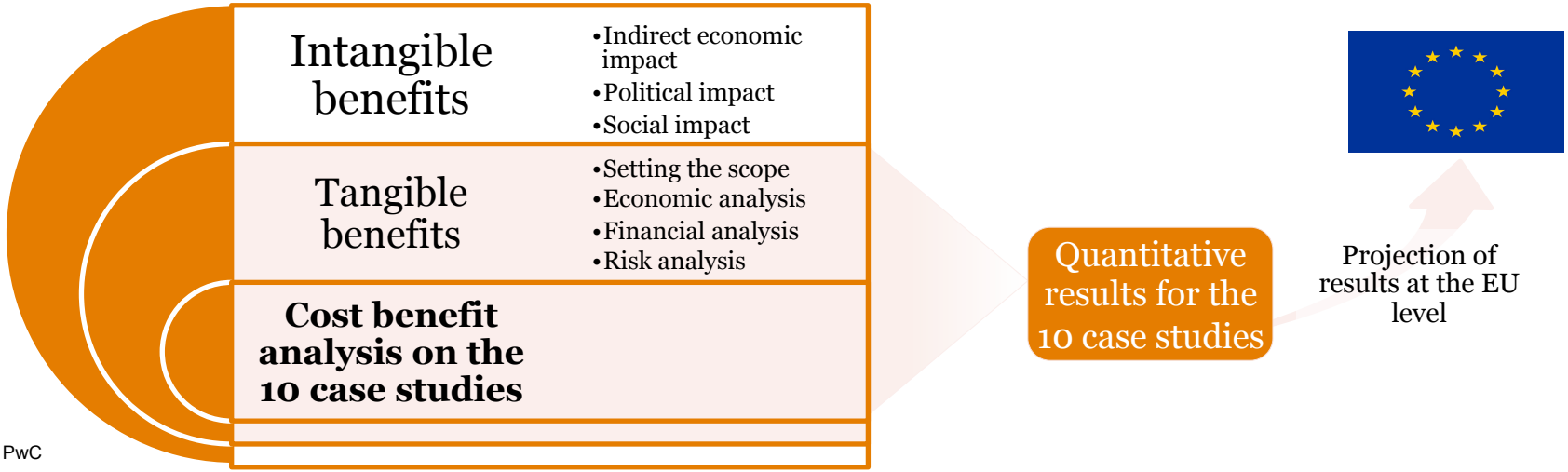


Task 2: Assessing the Value of Open eGovernment Services

Many studies have assessed the potential value of eGovernment. In contrast **research in Open eGovernment Services has been lagging behind**

Step-by-Step Cost-Benefit Analysis

- **Definition of a Cost-benefit framework** and of the **baseline** to ensure the accuracy and methodological solidity of the CBA.
- Drawing from the long list of cases **identification of the 10 case studies**.
- Cost-Benefit Analysis of the 10 case studies. **Collection of evidence using both classic and innovative tools** (sentiment analysis, log analysis…). The results will be **project trough extrapolation at the EU level.**



Task 3: How Can the Public Sector Become an Agent of Innovation Through ICT?

Task 3 aim at delivering a **clear understanding of public sector innovation in the open government context**, and a set of actionable recommendations. This will be done by:

Objectives & Scope

First key objective: to define and then carry out an analysis of the value, including costs and benefits (tangible and intangible), of the new generation of eGovernment services.

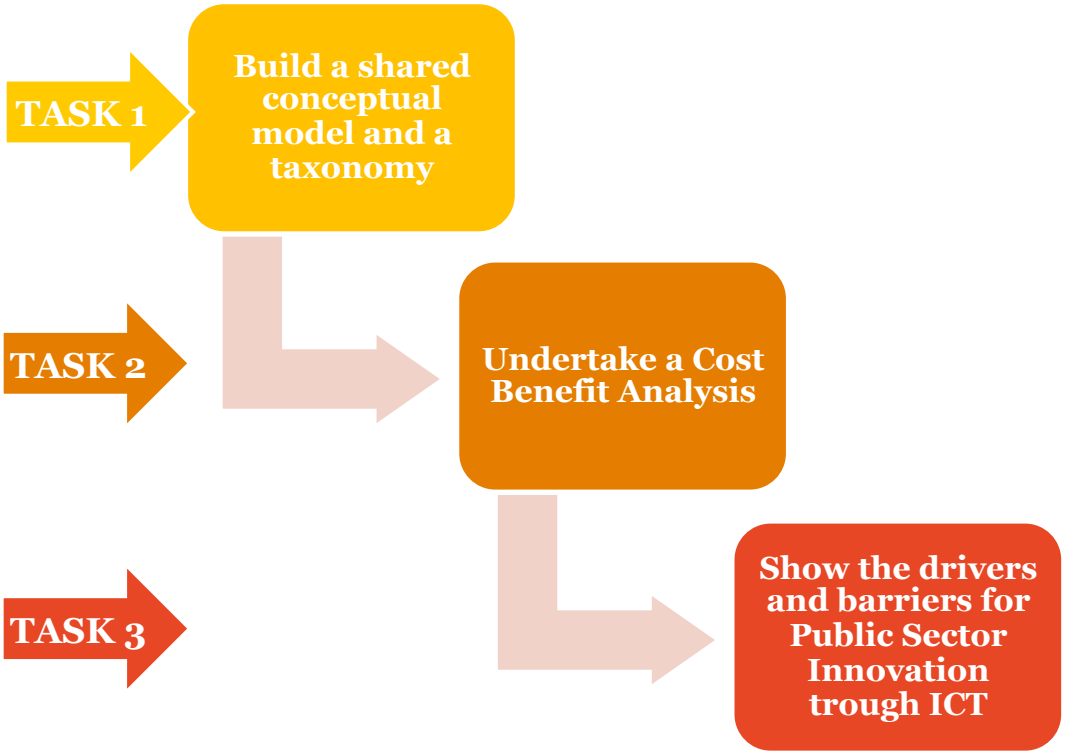
Second key objective: to analyse how can the public sector can become an agent of innovation.

The study project is organised in **three Tasks** each interrelated:

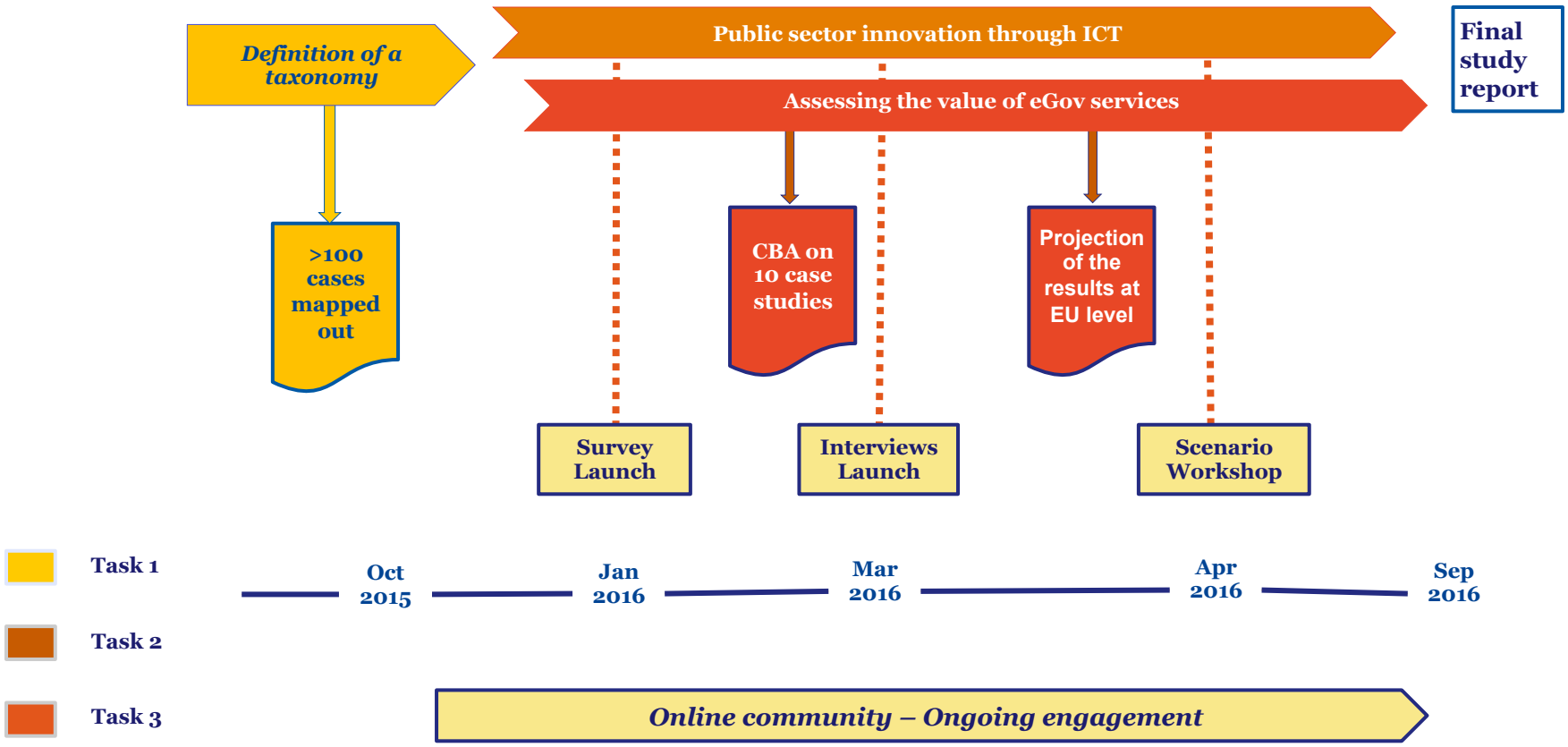
WHAT do we mean exactly by "new eGov services", by "open and collaborative eGovernment"?

WHY are "Open eGovernement Services" important?

HOW can "Open eGovernement Services" be fostered by the public sector, in terms of innovation culture and enabling factors



Timeline of the project & Stakeholder Engagement



Definition and Taxonomy of Open eGovernment Services

2

Task 1: Taxonomy definition: what are Open eGovernment Services?

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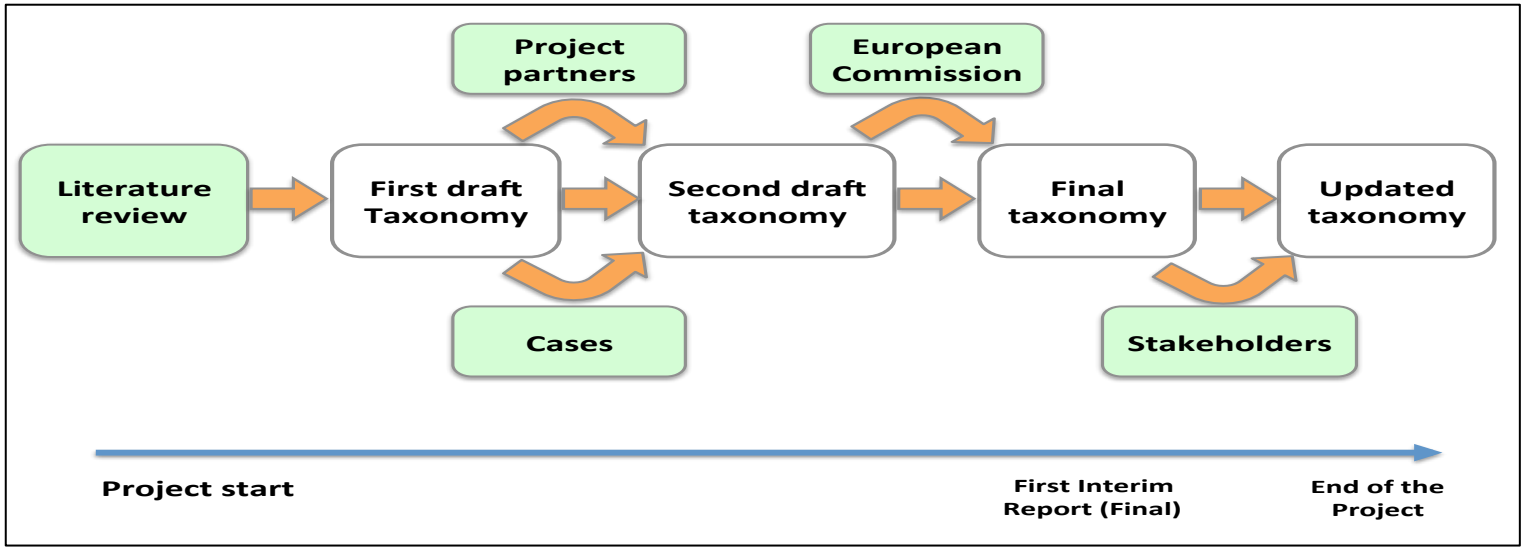


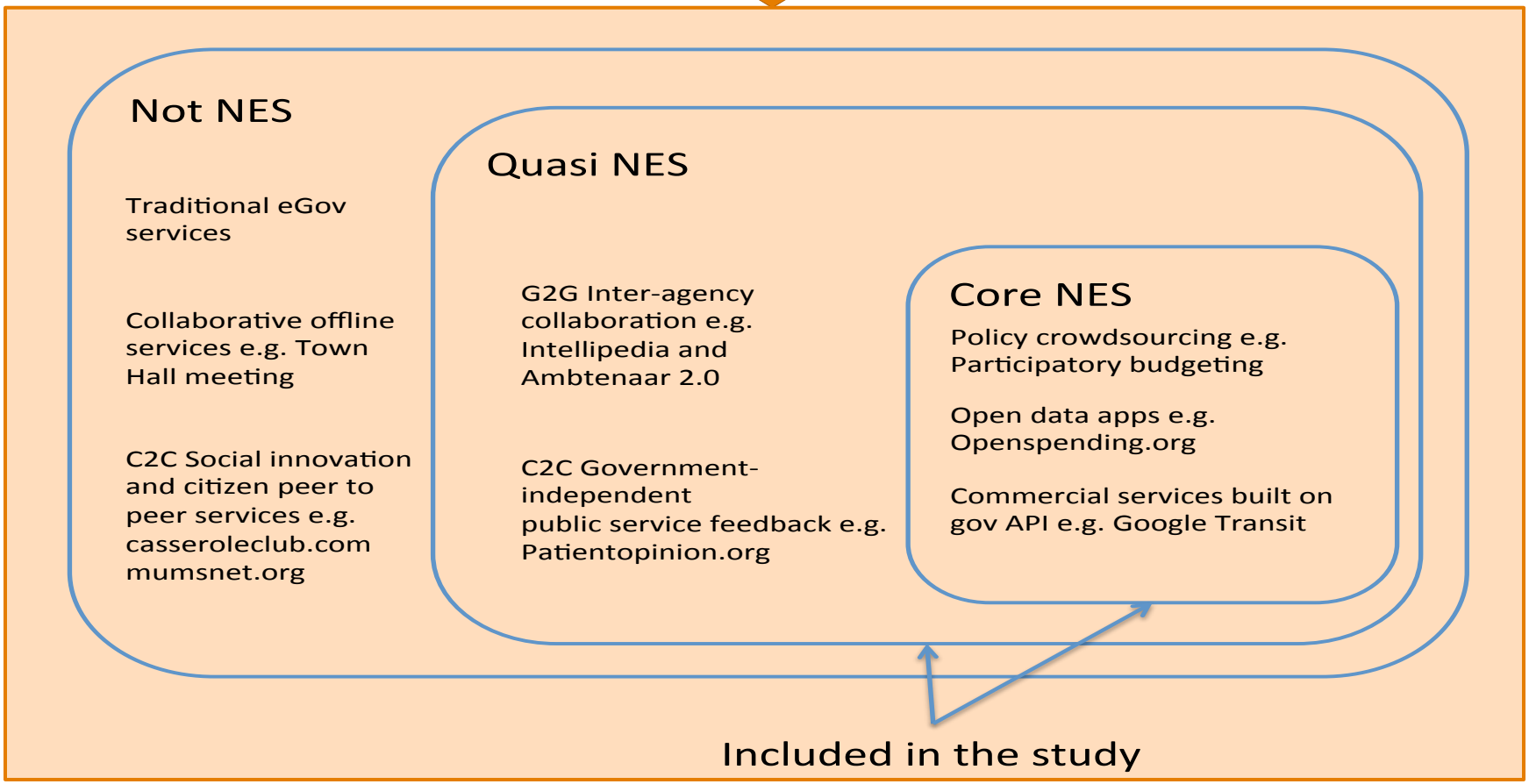
Task 1: Definition of "Open eGovernment Services": What Is in and What Is Out (1)

Characteristics of OGS

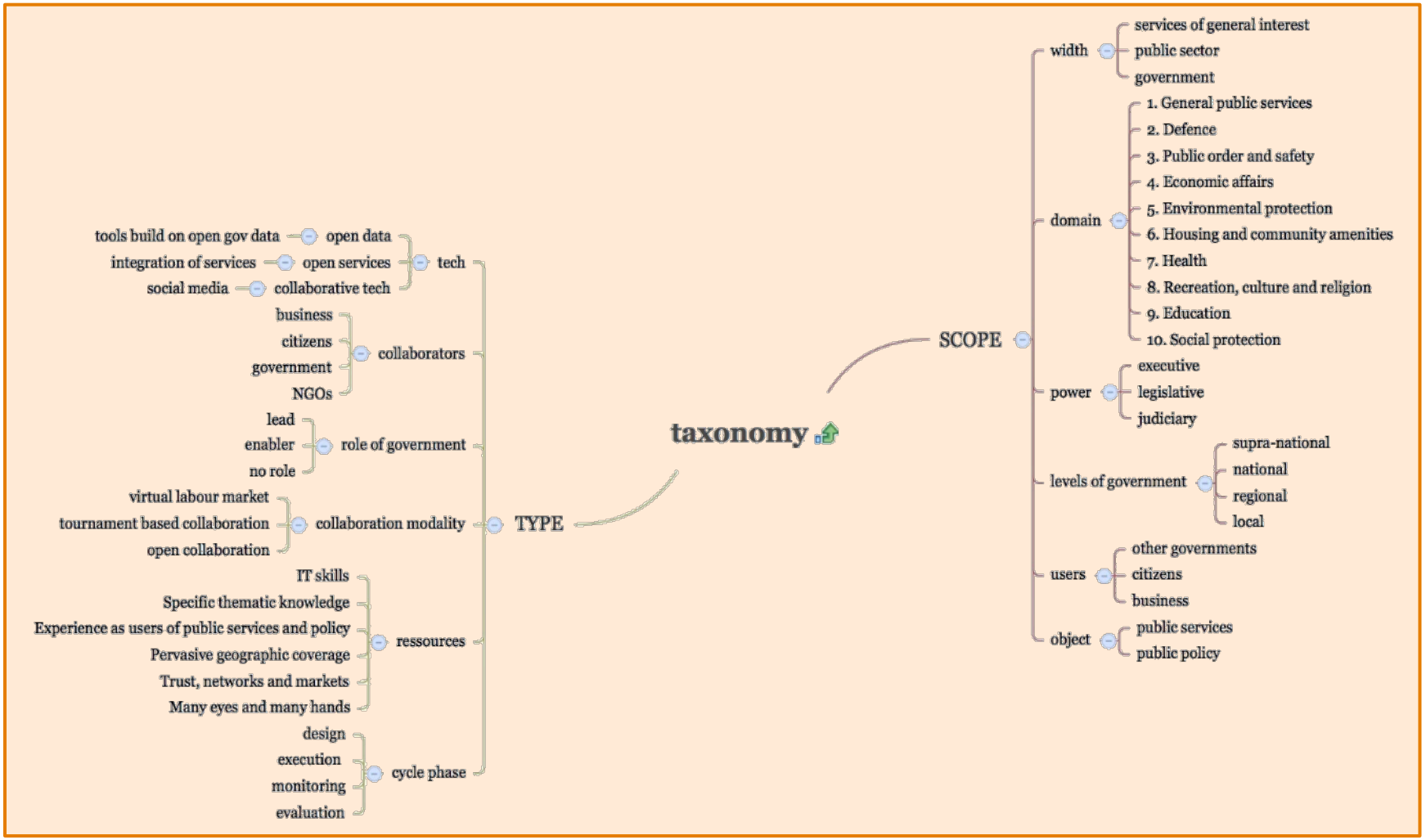
Openness:	• OGS include an evident effort to **publish elements and components of the service** (data, service components, decision support), in comparison with traditional eGovernment. Increased openness aims to ensure accountability and enable collaboration • Publication of open data that were not available before; or to the production of reusable software objects that can be re-composed as in the concept of Service-Oriented Architecture.
Collaboration:	• OGS posit that government should not only aim at fulfilling societal and economic needs by direct service provision, but should **enable and deliberately pursue the collaboration of third parties** in order to deliver added value services: citizen, companies, research centres, NGOs etc. • Services fully designed and provided by private players without the awareness of government but that help solving issues related to public services, such as in the case of Fixmystreet.com.
Technology:	• OGS are fundamentally **reliant on digital technology to deliver services**. • Digital technology is used to provide disruptive innovation in the way services are delivered and is by definition collaborative, through open data, open web tools or collaborative platforms.

Task 1: Definition of "New eGovernment Services": What Is in and What Is Out (2)

OGS is a deliberate, declared and purposeful effort to increase openness and collaboration through technology in order to deliver increased public value



Task 1: Taxonomy of the new generation of Government services based on the open government aspects



Task 1. Taxonomy of Scopes (1)

Level 1 Level 2

Width	**Services of general interest**: safety net for citizens and helps promote social cohesion in areas such as health care, childcare or care for the elderly, assistance to disabled persons or social housing
	Public sector: various government services, including military, police, public transit and care of public roads, public education, along with health care and officials working for the government itself
	Government: is an institution set up by a community of people to address issues that the community acknowledge the need of a common approach beyond the ability of self-organisation or private, individual action
Domain	**General public services**: executive and legislative organs, financial and fiscal affairs, foreign affairs and aid
	Defence: it includes military and civil defence, foreign military aid, R&D related to defence;
	Public order and safety: police, fire-protection, courts, prisons, R&D related to public order and safety;
	Economic affairs: general economic, labour and commercial affairs, agriculture, forestry, fishing and hunting, fuel and energy, manufacturing and construction, transport, communication, related R&D
	Environmental protection: waste and water waste management, pollution abatement, biodiversity and landscape
	Housing and community amenities: housing and community development, water supply, street lighting
	Health: medical products, appliances and equipment, outpatient, hospital and public health service, R&D
	Recreation, culture and religion: sporting, cultural services, religious and other community services
	Education: pre-primary, primary, secondary and tertiary education, subsidiary services to education, R&D
	Social protection: sickness and disability, old age, family and children, unemployment, social exclusion

Task 1. Taxonomy of Scopes (2)

Level 1 Level 2

Branch	**Executive**: the part of the government having the authority and responsibility for the daily administration of the state as well as having the power to execute the law: head of government, defence minister
	Legislative: this branch is the law making body of a state or anyhow a political unity and has the power to enact, amend, and repeal public law. The main actors related are deliberative assemblies that debate and vote upon bills
	Judiciary: this branch interprets and applies the law, providing a mechanism for the resolution of disputes
Level	**Supra-national**: international organizations, or unions, whereby member states transcend national boundaries or interests to share in the decision-making;
	National: this is the level of the state, for example EU Member State level;
	Regional: public administration, which exists as the lower tier of administration than the central state;
	Local: lowest tier of administration and it includes province, department, county, prefecture, district, city, township, town, borough, parish, municipality, shire, village, and local service district
Users	**Other governments**: OGS can be used to strengthen the boundaries and communication between governments: collaboration between metropolises from different countries on Smart Cities initiatives
	Citizens: OGS can be created with the collaboration of citizens, who provide information or co-create
	Businesses: involved in the design of the service or build services using the government as a platform
Objects	**Public services**: activities that are publicly funded and arise from public policy and that are for the collective benefit of the public, accountable to and governed by a political process
	Public policy: guide to action taken by the administrative executive branches of the state with regard to a class of issues in a manner consistent with law and institutional customs. It builds on national constitutional laws

Task 1. Taxonomy of Types (1)

Level 1 Level 2

Collaboration	**Virtual labour market**: reward for each participant for the work carried out through platforms (Amazon Turk)
	Tournament based collaboration: this refers to competition where the monetary reward goes only to the winner. Inducement prizes and hackatons are organised in this way, and platforms such as challenge.gov
	Open collaboration: most of the times, NES leverage the voluntary and collaborative effort of citizens to contribute to the public good through any of the resources listed above.
Role	**Lead**: government can launch NES. The UK NHS give possibility for users of health services to provide feedback
	Enabler: any service built thanks to the increased openness and collaboration, based on the initiative of citizens business or NGOs. Typically all the apps built on top of open government data fit into this case
	No role: NES can be built by third parties without the authorisation nor awareness of government: services that for instance scrape government data and build services on top of it (e.g. Fixmystreet and Farmsubsidy)
Technology	Initiatives based on **open government data**, released typically in bulk formats through open data portals. An example is http://wheredoesmymoneygo.org/, which visualizes data based on open government data.
	Composable services: initiatives reusing software components: different object composing the service are separated in terms of responsibility from a business oriented point of view and they interact through API
	Other technologies can also be used to support different forms of human collaboration, such as **collaborative tools and social media**. E.g. Commentneelie.eu allowed anyone to comment on speeches by former EC VP
Collaborator	**Citizens**: individuals and NGOs can have an active role by providing data or launching online tools (e.g. Fixmystreet.com is a platform launched by an NGO and which enables citizens to provide data)
	Business: involved in the design phase (e.g. NemHandel) or directly build services on top of government data (e.g. Google Transit)
	Other government agencies and civil servants: services can be collaboratively built by public service and individual civil servants. For instance, http://ambtenaar20.ning.com/ is a social network for civil servant

Task 1. Taxonomy of Types (2)

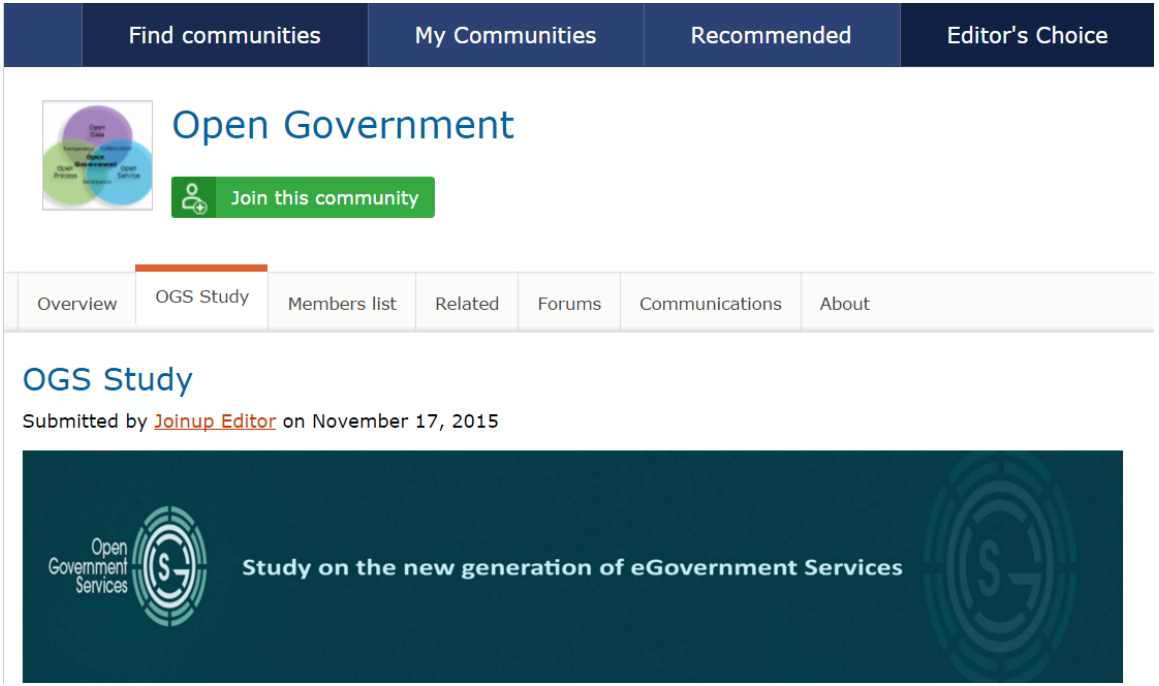
Level 1 Level 2

Resources	**IT skills**: developers are more skilled than governments at creating applications. Opencorporates.com is a more sophisticated service that government have implemented on managing company information
	Specific thematic knowledge: Wikipedia teaches us that everyone has something (s)he's expert on. Peertopatent exploits the technological knowledge on things such as parallel simulation
	Experience as users of public services: it is costly and difficult for government to understand the perspective of users of public services. Open feedback channels such as PatientOpinion help in highlighting problems
	Pervasive geographic coverage: citizens have a more pervasive coverage of the territory than government, such as in the case of crisis where citizens on the ground can share valuable information (Ushahidi.org)
	Trust and networks: when it comes to daily lifestyle choices, citizens make choices trusting friends and experts more than civil servants. For government to convey messages and induce behavioural change (e.g. live a healthier life as in ActiveMobs), it is well known that you have to take into account the power of imitation and influence of networks (Ormerod, 2010);
	Many eyes and many hands: citizens are numerous and it is therefore more effective to let them monitor the quality of the data or to help doing large collaborative works such as in the case of DigitalKoot
Cycle Phase	**Design**: third parties are involved in the collaborative definition of the service and policy. For instance, companies have been involved in the design of NemHandel, or mid-term review of the DAE in 2012
	Implementation: third parties help delivering the service or policy by providing data or work con as in the case of DigitalKoot where citizens helped to digitize ancient journals of National Library of Finland
	Monitoring: third parties can be involved by providing public open review of public spending (e.g. Monithon)
	Evaluation: citizens can be involved in the open evaluation of public services, for instance by providing feedback on hospitals (as in Patient Opinion).

Wrap-up Session, Q&A Section

Stakeholder Engagement: JoinUp Community

Our project study has a dedicated page section called **"OGS Study" on the JoinUp Community "Open Government"** where you can learn project related information and validate our findings or provide feedbacks.



Here you can validate and provide feedbacks to:

The long list of cases

Definition of OGS

Taxonomy of OGS

Participate to the forum

Other project related material

You can also directly provide feedback on the Definition of OGS and the Taxonomy of OGS published in commentable format

Task 2: Identifying Case Studies for our Cost-Benefit Analysis

We will shortlist 10 case studies for our CBA. Do you have cases to suggest?

What cases are we looking for?

Timeline and data availability:

- ✓ Project with minimum 1 year activity
- ✓ Availability of quantitative data
- ✗ Project ended after pilot phase

Concrete initiative using:

- ✓ Open services technology
- ✓ Open data technology
- ✗ Open data portals themselves

Main features of the initiatives

- ✓ Open, inclusive & collaborativ
- ✗ Classic eGoverment services
- ✗ Government strategies for open data and services

Role of the Government

- ✓ Asset provider
- ✓ Enabler/collaborator
- ✓ Responsive role
- ✗ Passive role

Collaborators

- ✓ Citizens
- ✓ Business/NGO
- ✓ Governments

Task 2: How to notify us about new cases?

1/You can send us an email at: opengovservices@it.pwc.com

2/Or go to the Joinup OGS study tab

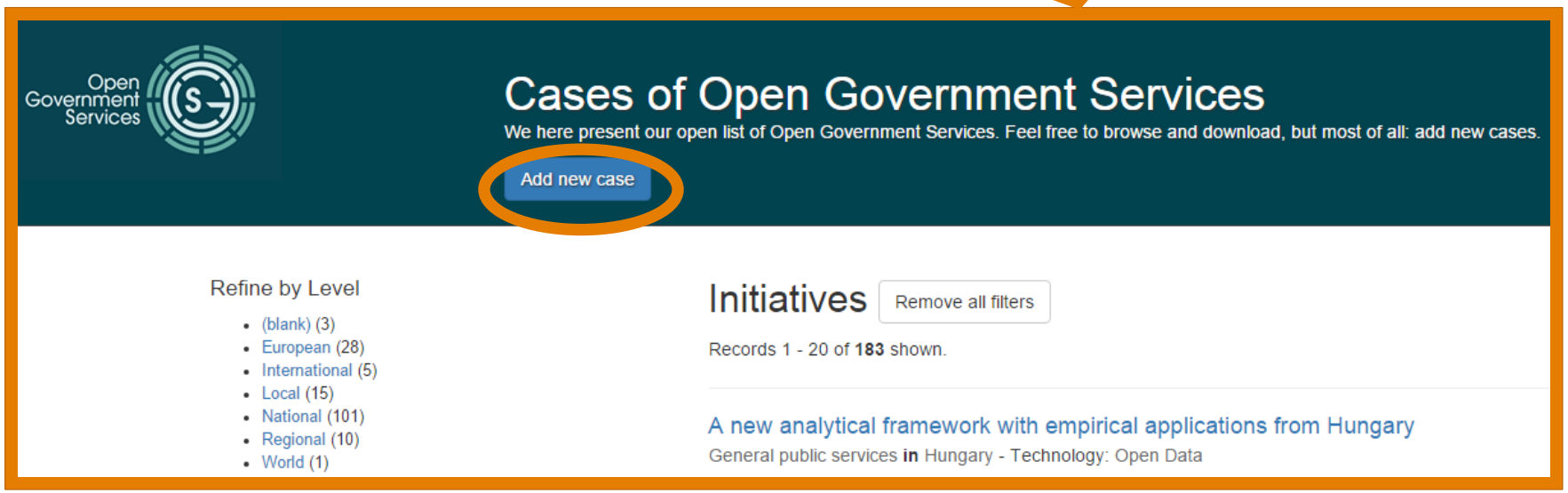
What: Definition and Taxonomy

This area presents the draft version of the taxonomy of new eGovernment services (also referred to as "Open eGovernment Services", or as "Open Government Services"). Please help us in defining the scope of the taxonomy and its categories by commenting on the tags and by eventually adding new ones, simply clicking on this link.

Take also part to the discussion on "What are Open Government Services?", as well as comment our tentative definition of them.

Why: Measuring impact

This area will present a cost-benefit analysis of representative cases of new eGovernment services. Please help us by suggesting new cases and by adding comments to the existing ones, clicking on this link.



Thank you!

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