



Global e-Government Forum 2013
“Smart Government & Smart Society: Openness, Sharing, Communication and Collaboration”,
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WORKING SMARTER TO MEET PUBLIC EXPECTATIONS

Edwin Lau

Head of Public Sector Reform Division

Directorate for Public Governance and Territorial Development

OECD

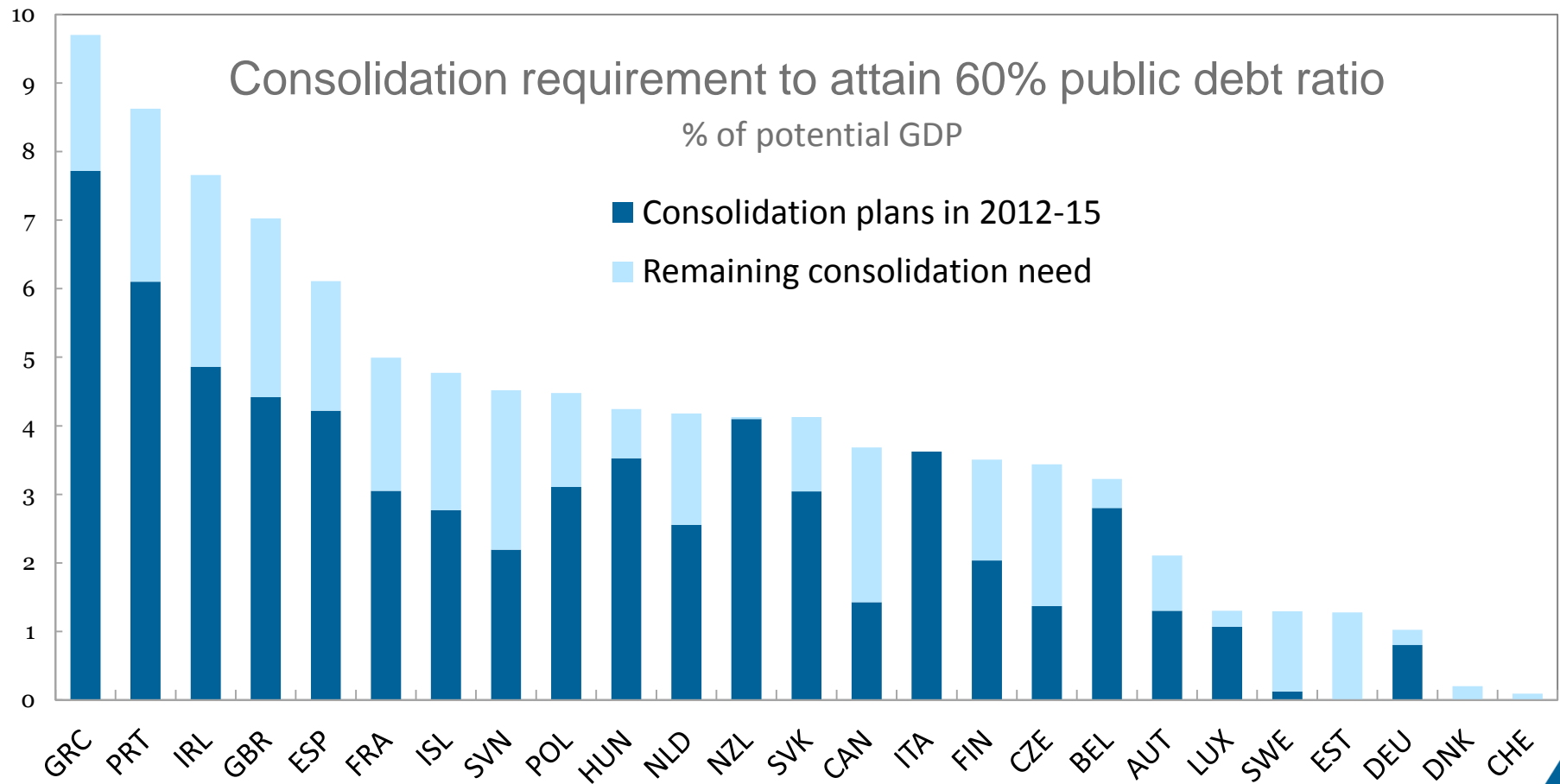


Overview

- **High pressure:** loss of confidence and financial space in many OECD countries.
- **New and high expectations:** governments expected to act “smarter” in addressing major challenges.
- **How does the OECD help?**

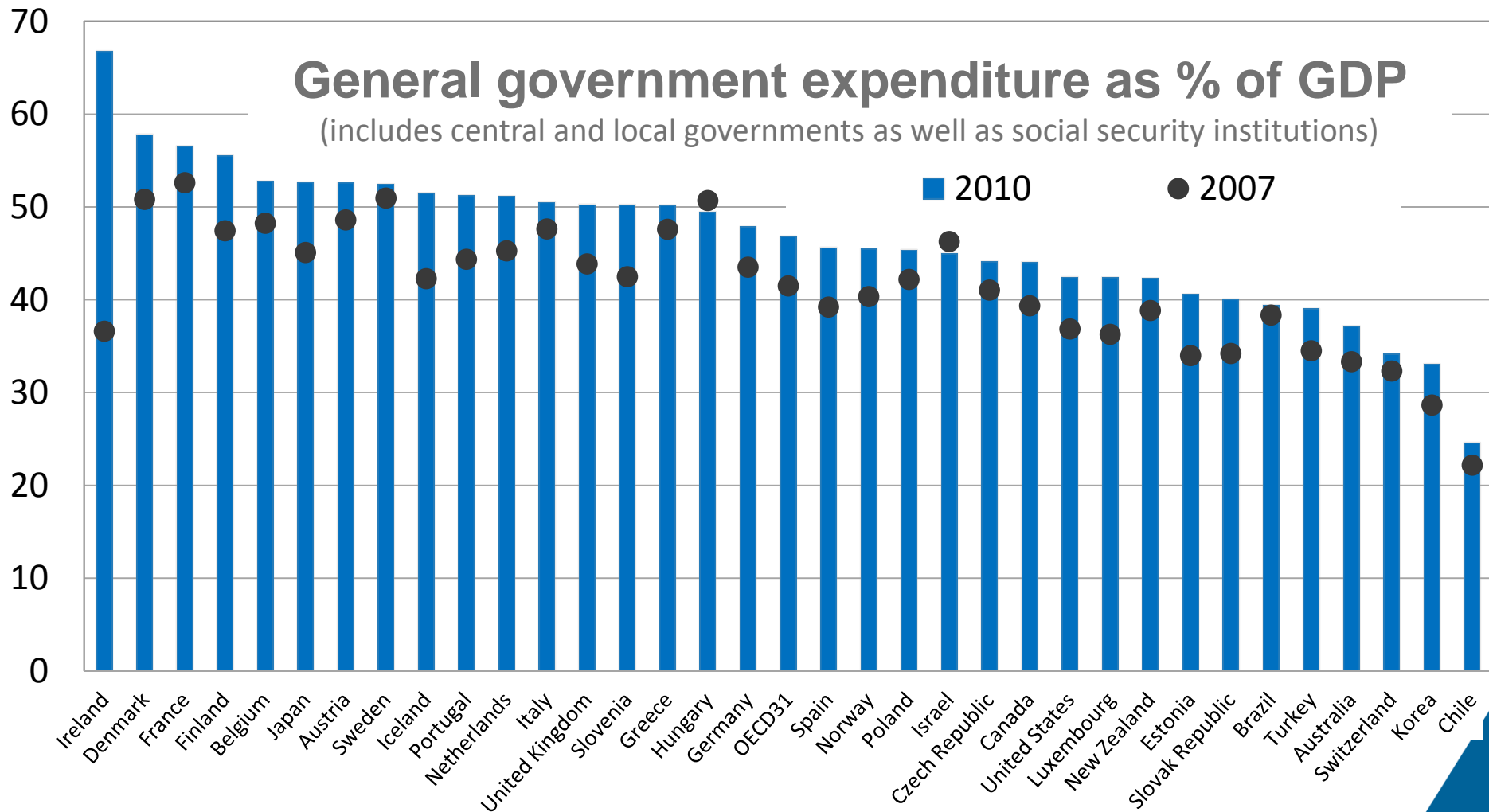


Fiscal space remains limited in OECD





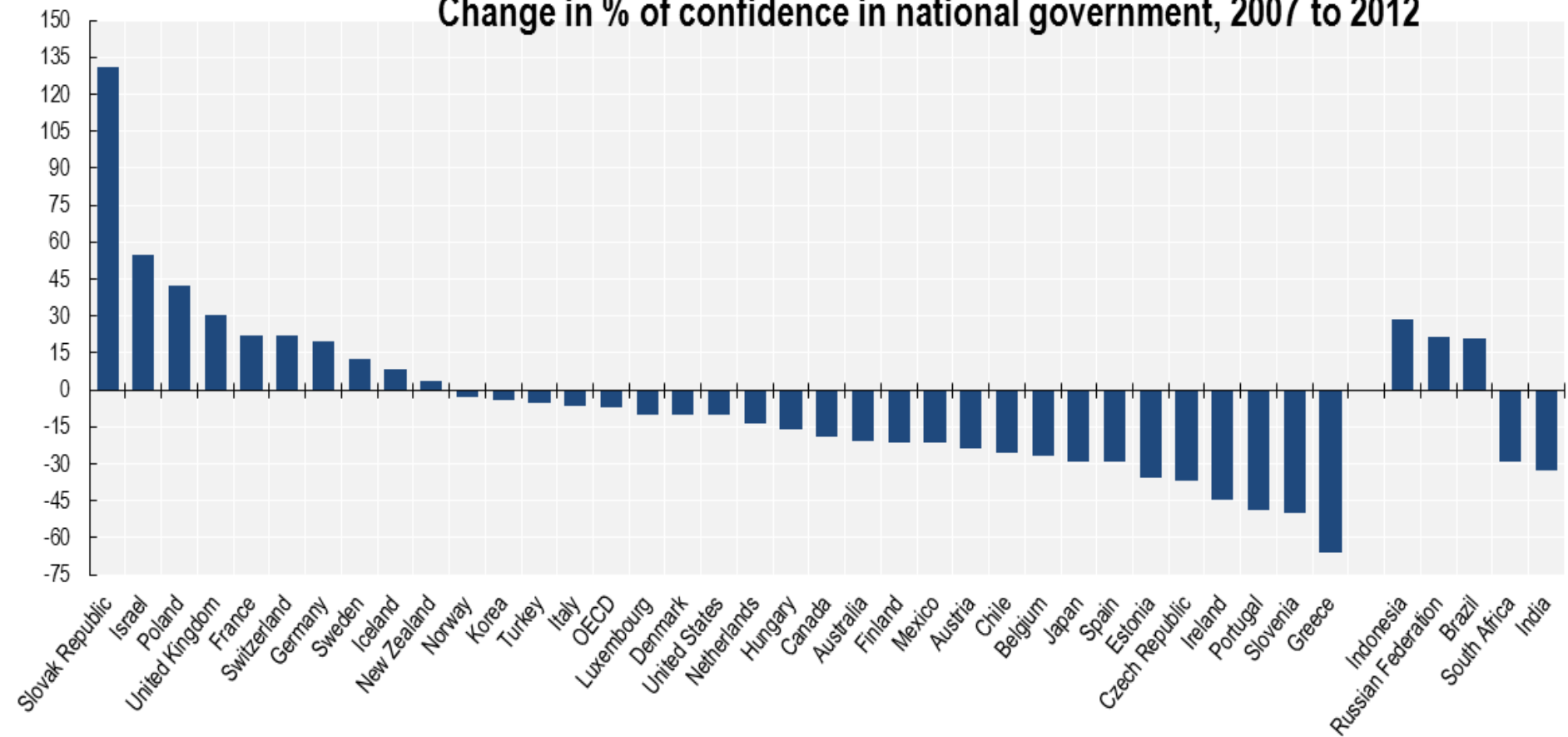
While public expenditure levels rise





Confidence in government hit hard in a long tail of OECD countries

Change in % of confidence in national government, 2007 to 2012





New and high expectations on government today

- Show **capacity to tackle “wicked” or complex issues**, e.g. achieving growth and employment, while delivering sustainable *and* equitable development
- **Join up public administrations** to provide individuals and businesses seamless interfaces
- **Tailor public services to individual needs** and align their delivery with national priorities
- Respond to **demands for an open and engaging public sector**
- Facilitate the **emergence of innovative approaches to public service delivery**, especially in high-impact areas: healthcare, education, social security.



Digital opportunities to help governments work “smarter”

New expectations	Digital opportunities
Show capacity to tackle “wicked” / complex policy issues	“Smart” government, “smart” cities, “smart” work; data mining and analysis
Join up public administration processes and interfaces	Interoperability, standards & integrated one-stop-shops
Tailor and align public services	Open government data
Open up for public engagement	Social media
Facilitate emergence of innovative approaches to	Digital government, e.g. mobile government or digital



OECD analysis and guidance to assist governments in these areas



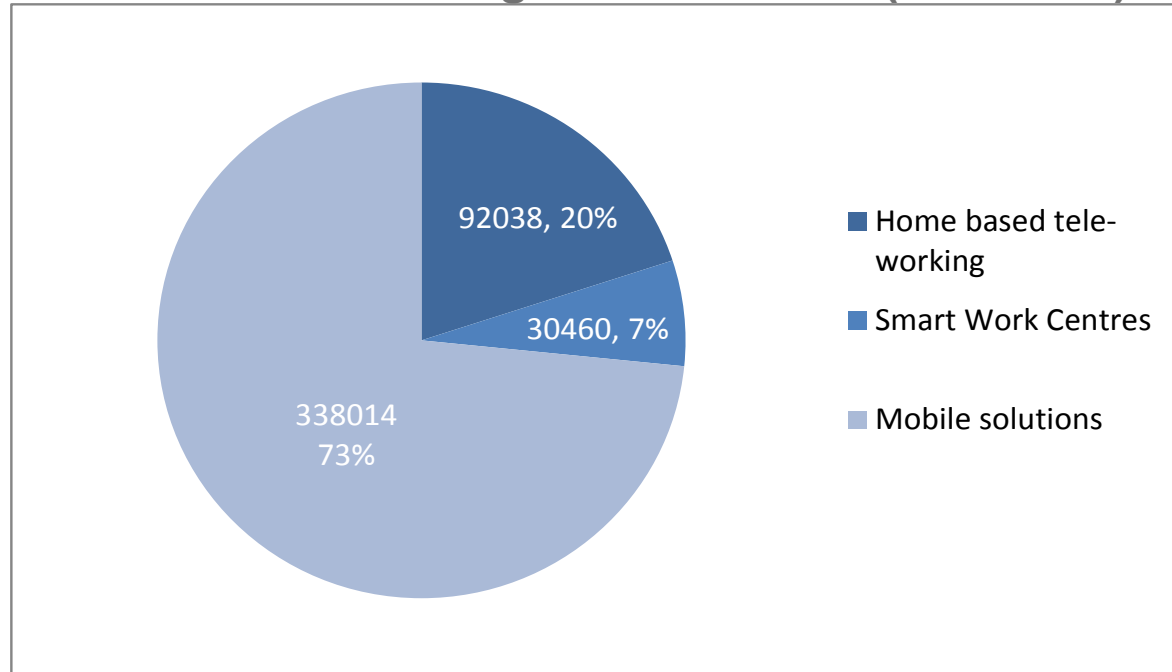
Smart Government: OECD Case Study of Korea *in the making*

A cultural and managerial transformation aiming to improve:

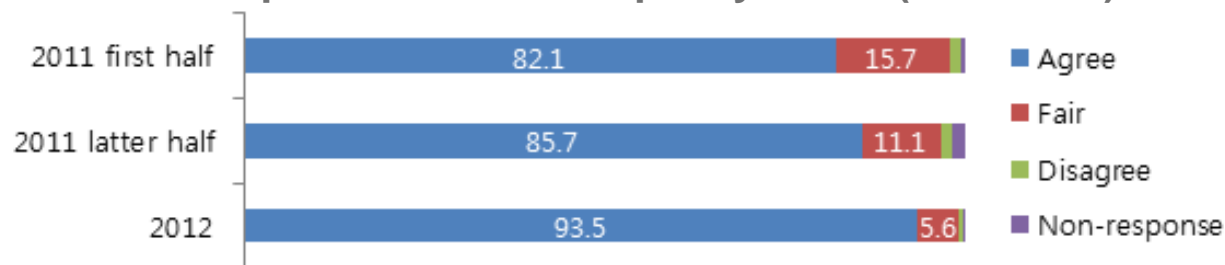
- Labor market size,
- productivity and competitiveness,
- CO2 emission and pollution,
- Fertility and quality of life,
- Employee performance and satisfaction with work.

The way forward: Improving data on output and outcomes!

Users subscribing to Smart Work (2011 data)



Perceived improvement of the quality of life (2012 data)





One-stop shops: What does it take to succeed?

Integrated portal / one stop shop

- **Identity** : e-ID & authentication
- **Selection** of adequate solution & mode of delivery
- **Alignment** : internal processes, functions, systems & data
- **Governance** : horizontal & vertical
- **Context** & capability assessment
- **Insight** : user preferences & needs

The service interface is just the tip of the iceberg.

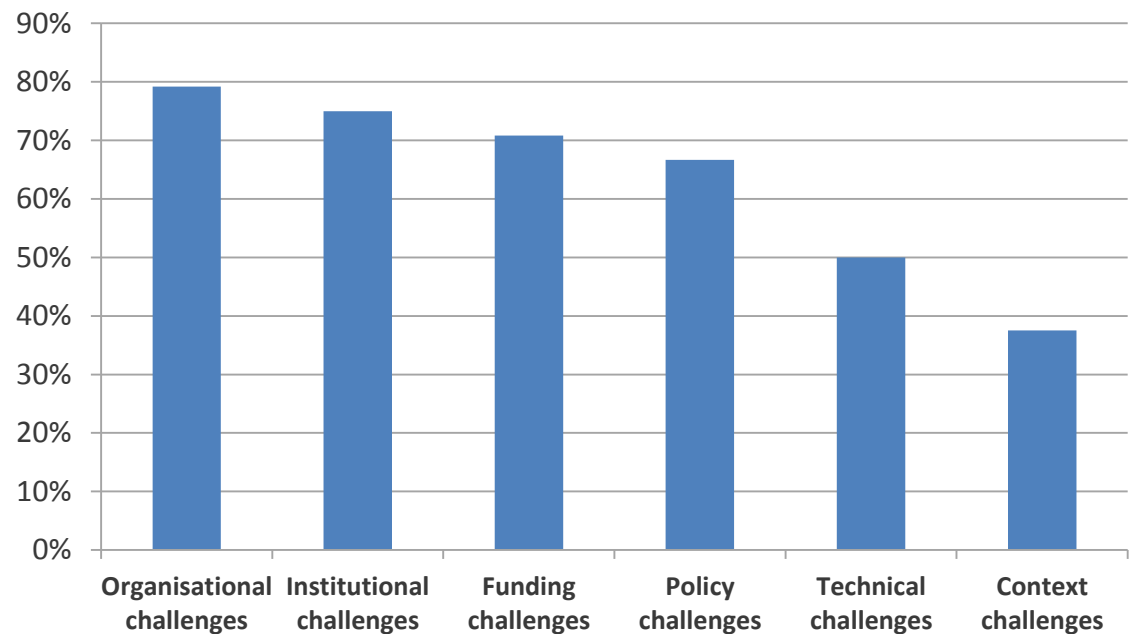


Open Government Data: Opening up and improving intelligence base

OECD OGD project

- Reviews national policies, initiatives & impact
- Develops guidance on infrastructure for OGD:
 - organizational dynamics,
 - legal environment,
 - funding models,
 - governance mechanisms,
 - skills availability,
 - etc.

Principal challenges for further development of OGD initiatives in OECD countries



Note: Data from an OECD survey on Open Government Data.

For detailed methodological notes see OECD (2013), Government at a Glance 2013, OECD, Paris (forthcoming).



Social Media: Experimentation or goal orientation?



27 out of 34

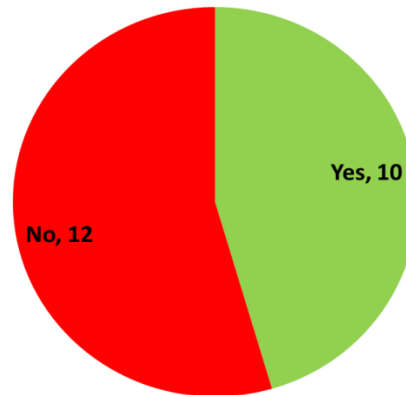


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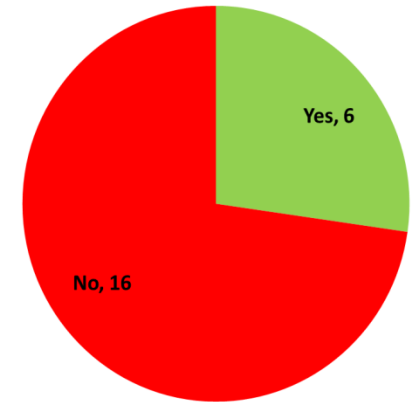
The vast **majority** of highest central government institutions in the OECD use either Twitter or Facebook. Many use both.
(Only institutional accounts for president, prime minister or entire government)

A **minority** of national governments formulate explicit objectives or have a government-wide strategy for the use of social media.

Does your government formulate explicit objectives or expectations for the use of social media?



Does your government have a dedicated strategy for the use of social media?



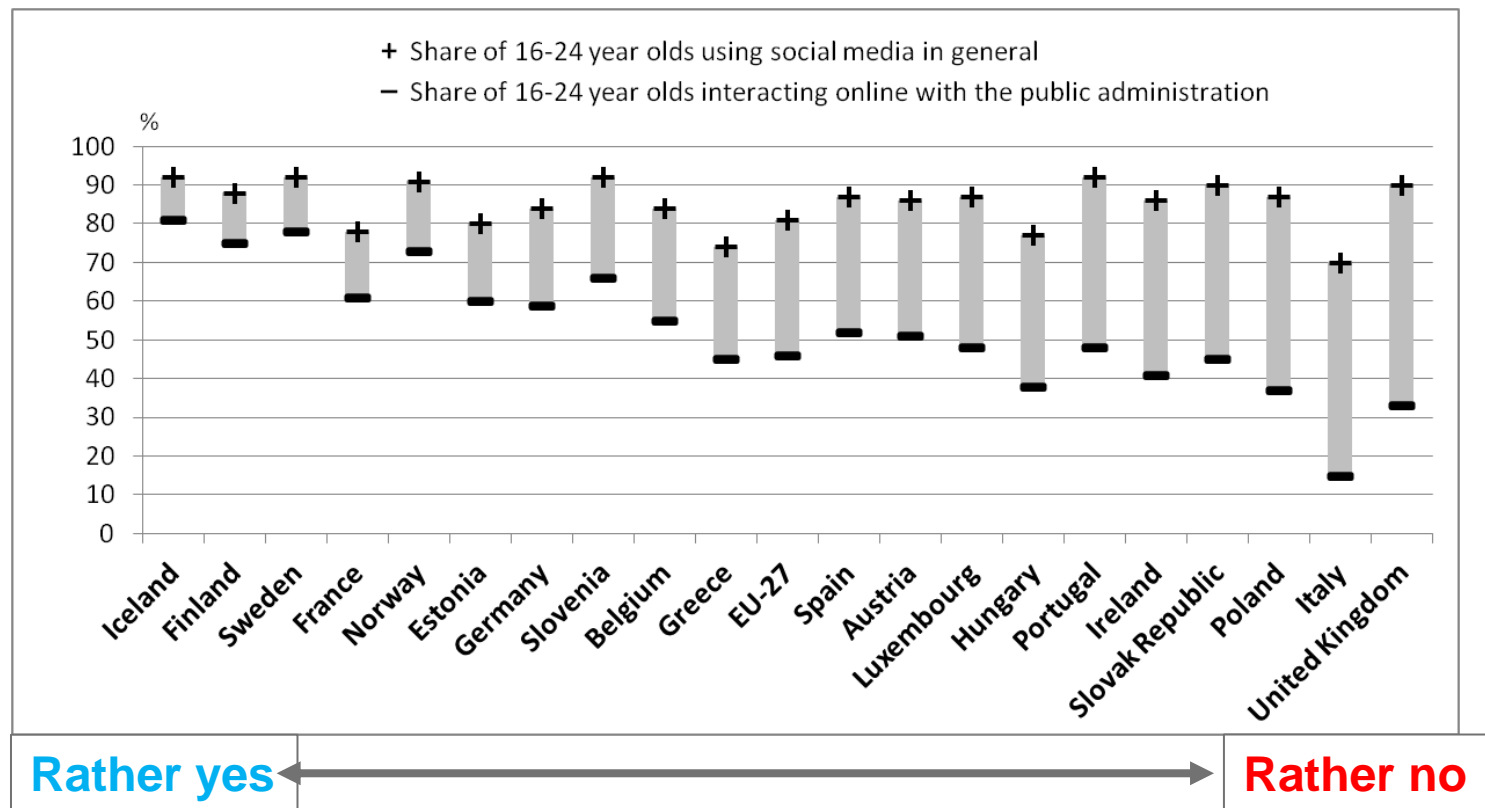
Can some degree of government-wide guidance and steering make social media use more goal-oriented?



Engaging stakeholders: Young people

Young people are heavy social media users in most countries. But do they also use the web to interact with government?

Where it is not the case, governments could put social media to purpose.

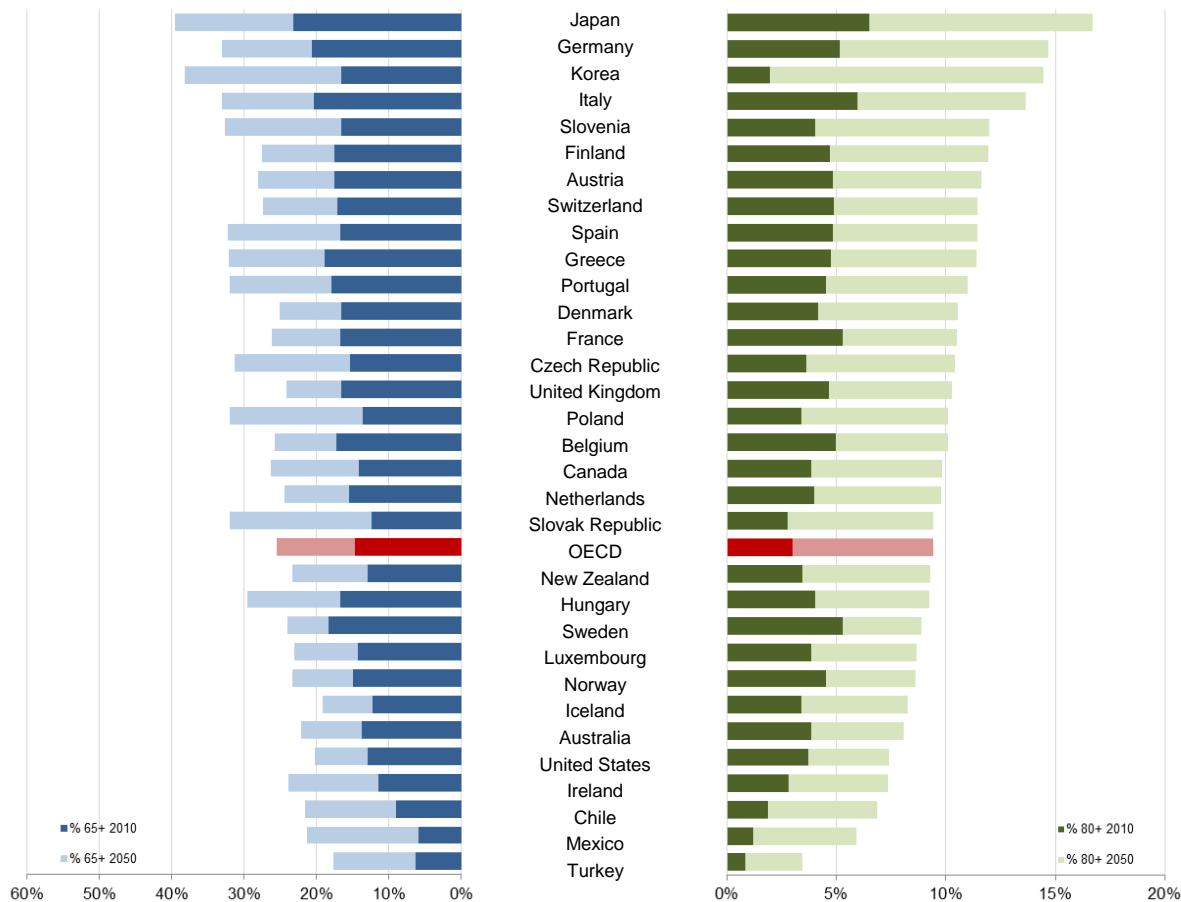




Digital welfare: Preparing for the growing share of elderly

A need for increasing the productivity of welfare services.

Population aged over 65 years (left) and 80 years (right)
– in 2010 (dark shade) and 2050 (light shade)



OECD is looking into the **challenges** and **benefits** of digitising public welfare, covering areas as:

- **health,**
- **education,**
- **care and**
- **social services.**



Conclusion

- As e-government becomes mainstreamed...
- The focus is shifting to the interface between information, and policy and delivery:
 - **Channels**: social media, m-government, one-stop shops
 - **Enablers**: integration, information management, standards, e-identity, openness, data analytics
 - And **Results**: problem solving, integrated & tailored services
- The emerging digital government model is not just about saving money, but about gaining (or maintaining) the trust of citizens and businesses.
- This requires broader public administration reforms to encourage smart work, new governance models, and greater focus on impact.



Thank You!

We hope you will engage with us at the
OECD E-Leaders 2013, 29 October, Switzerland
where we'll discuss:

- OECD Principles on digital strategies
 - OECD Working Paper on Open Government Data

<http://oe.cd/eldrs>

For more information :
edwin.lau@oecd.org