



2013 Global e-Government Forum

Session 4: Innovative Public Service Delivery in Smart Society UNDESA Presentation

Richard Kerby
Senior Inter-Regional Adviser
E-Government and Knowledge Management



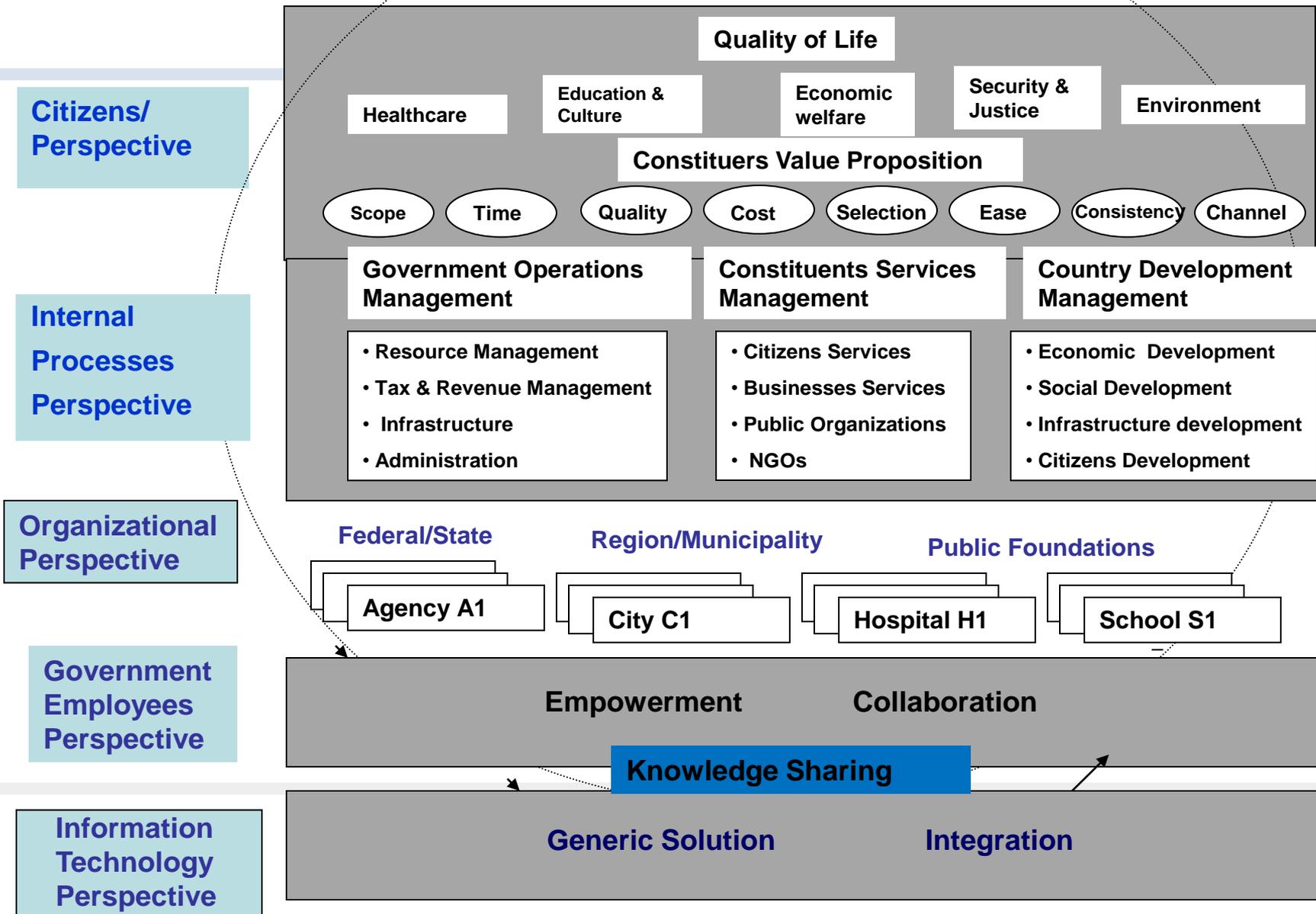


Discussion Points

- 1. Government Mandate and Digital Strategy**
- 2. Isolation vs Integration**
- 3. Role of Culture in e-Government**
- 4. Citizen Satisfaction Tools**
- 5. Open Government**
- 6. UNDESA e-Government Toolkit**
- 7. Conclusion**



Government Mission – Vision





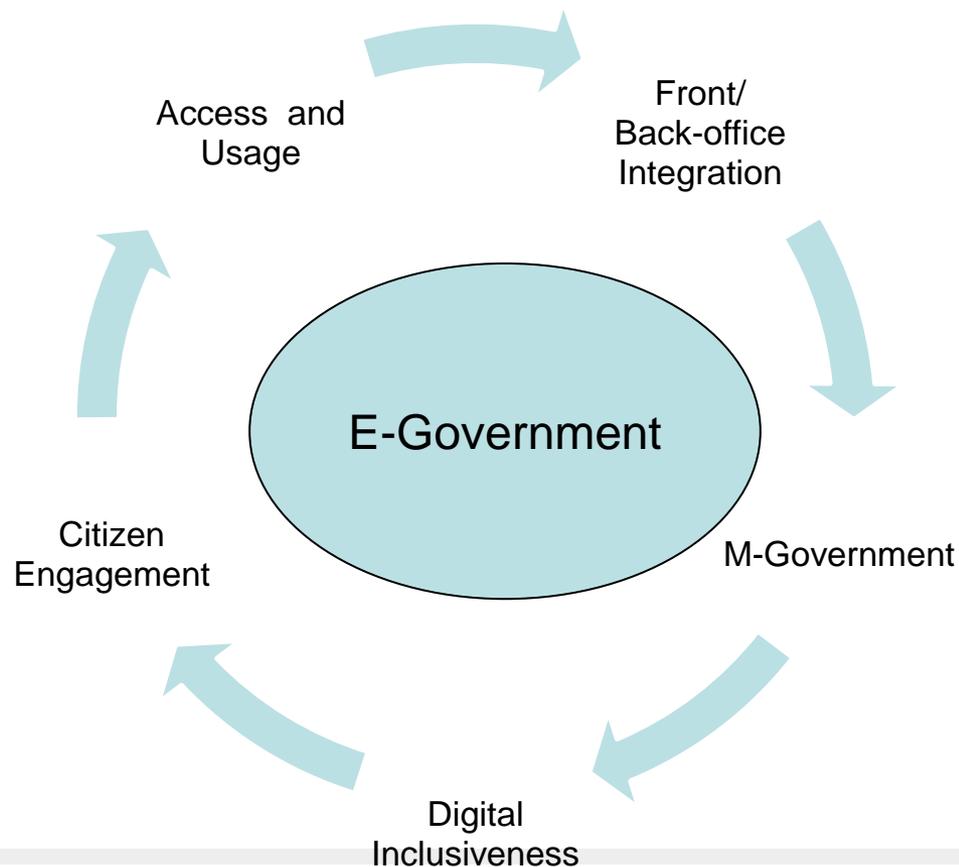
Digital Strategy

The Intersection of Digital Strategy with Social Business and Mobility





E-Government Indicators

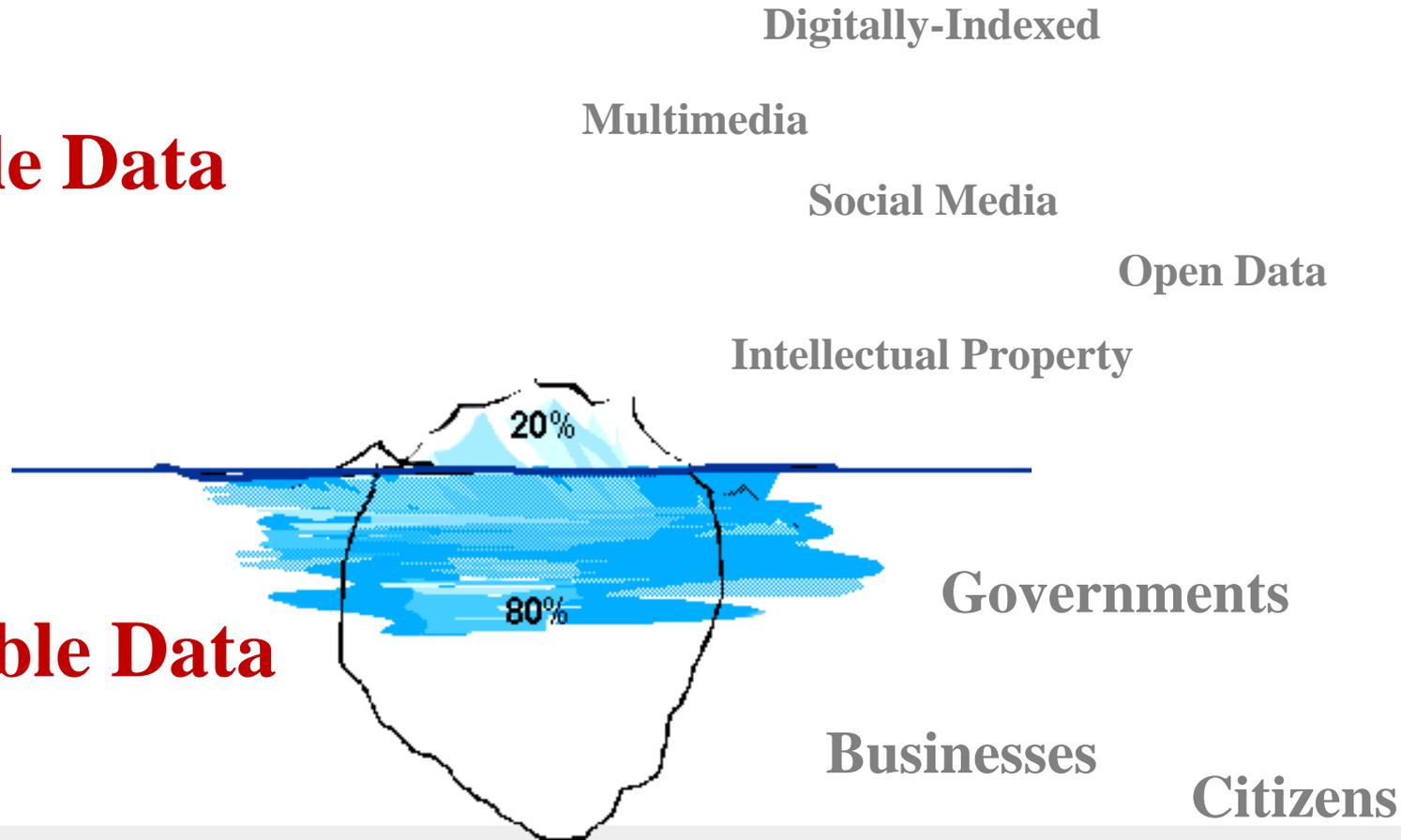




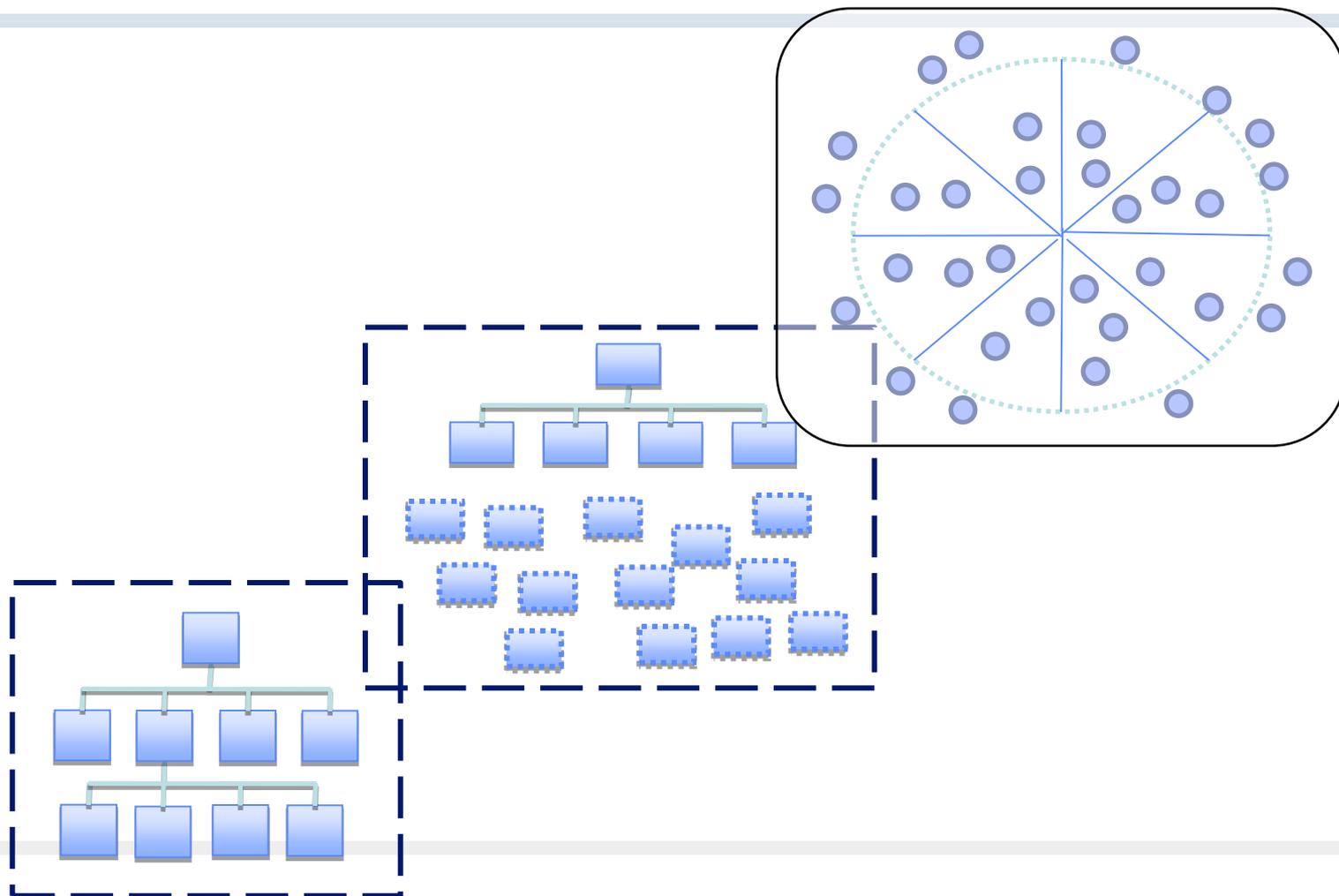
Access to Government Data and Knowledge

Available Data

Inaccessible Data



Whole of Government Approach





Multi Channel Connectivity



**Multi-channel
delivery of
services**



Role of Culture in e-Government

UNDESA prepared a Report to the Secretary General entitled

“Science, technology and innovation, and the potential of culture for promoting sustainable development and achieving the Millennium Development Goals”



Role of Culture in e-Government

Governments should harness the benefits of South-South and triangular cooperation for sharing best practices on science, technology and innovation policies, transferring technology and knowledge and establishing regional innovation ecosystems. Data and information exchange, personnel and technology transfer are all important to building an enabling environment in science, technology and innovation in and between developing countries and countries in transition. Typical examples of cooperation activities include capacity-building programmes for scientific education and research; regional alliances among academia, Governments and industries; human resources development initiatives; joint research and training partnerships. These initiatives can be pursued by co-sponsoring the studies and research of young scientists, or joint programmes through partnerships with universities.



Role of Culture in e-Government

South-South cooperation in culture fosters knowledge transfer and mutually beneficial economic and policy agreements. Some regional entities have successfully integrated culture into regional economic and policy debates and key policy frameworks and recommendations. Such intraregional collaboration is beneficial for facilitating the circulation of cultural goods and professionals, as well as the development of market chains, and can also nurture a culture of peace by increasing networks.



Measuring Citizen Satisfaction

American Customer Satisfaction Index (ACSI) – Foresee Results

Designing a “customer-centric” approach within which there are two critical initiatives:

1. *Improve Priority Customer-Facing Services for Mobile Use; and*
2. *Measure Performance and Customer Satisfaction to Improve Service Delivery.*

By emphasizing a more customer-centric environment and measuring citizen satisfaction continuously, government agencies can better measure how well their services are meeting the public’s expectations, pinpoint areas that need improvement, and make improvements to services in response to those measurements.



Key Measurement Indicators

Sensitive

Accurate

Credible

Precise

Valid

Reliable

* ForeSee



Measuring Citizen Satisfaction – US Government

Dept	Website	Q1, 2012	Q2, 2012	Score Change
SSA	SSA iClaim – social security.gov/ applyonline	92	92	0
SSA	SSA Retirement Estimator -- ssa.gov/estimator	91	90	-1
SSA	Extra Help with Medicare Prescription Drug Plan Costs -- socialsecurity.gov/i1020	89	90	1
DHS	U.S. Citizenship and Immigration Services Resource Center -- uscis.gov/portal/site/uscis/citizenship	89	89	0
SSA	SSA Electronic Access/Online Statement -- ssa.gov/mystatement	NM	88	NA
HHS	National Heart, Lung, and Blood Institute website -- nhlbi.nih.gov	NM	87	NA
HHS	MedlinePlus en español -- medlineplus.gov/esp	86	86	0
HHS	MedlinePlus -- medlineplus.gov	86	86	0
HHS	National Library of Medicine AIDS information -- aidsinfo.nih.gov	83	86	3
HHS	HHS Healthy People -- Healthypeople.gov	84	85	1



Measuring Citizen Satisfaction – US Government

Dept.	Website	Q1, 2012	Q2, 2012	Score Change
DOD	TRICARE -- tricare.mil	63	64	1
GSA	General Services Administration GSAXcess -- gsaxcess.gov	64	64	0
DOL	Disability -- Disability.gov	64	63	-1
Treasury	Treasury main website -- treasury.gov	61	63	2
DOT	Federal Motor Carrier Safety Administration main website -- fmcsa.dot.gov	65	63	-2
GSA	Official Site to Buy U.S. Government Property -- govsales.gov	66	63	-3
Treasury	USTTB website -- ttb.gov	66	63	-3
HHS	HHS -- grants.gov	61	62	1
USDA	Forest Service main website -- fs.usda.gov	61	60	-1
DHS	Federal Emergency Management Agency main website -- fema.gov	65	59	-6
Treasury	TreasuryDirect -- treasurydirect.gov	40	45	5



Success = Satisfaction

* ForeSee



Open Government Data

- **Limitations of existing legislation; emerging trend towards OGD related legislation: Freedom of Information Act, Data Protection Act; Data Governance Policy**
- **Institutionization of OGD**
- **Data driven political processes and policies**
- **Value of data: relevance; business case; data at local level; promoting transparency and accountability**
- **Supporting multi-platforms for publishing OGD**
- **Privacy and Security; lack of trust (Lack of Trust (G2G, G2C, C2G) and Reluctance to share data (common reasons)**
- **Return of investment (ROI) on open data; Incentives for use of OGD**
- **Abuse of data and incomplete data**

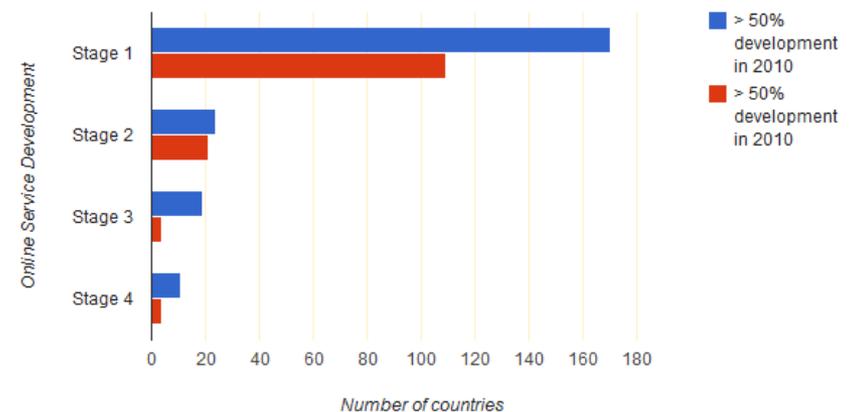
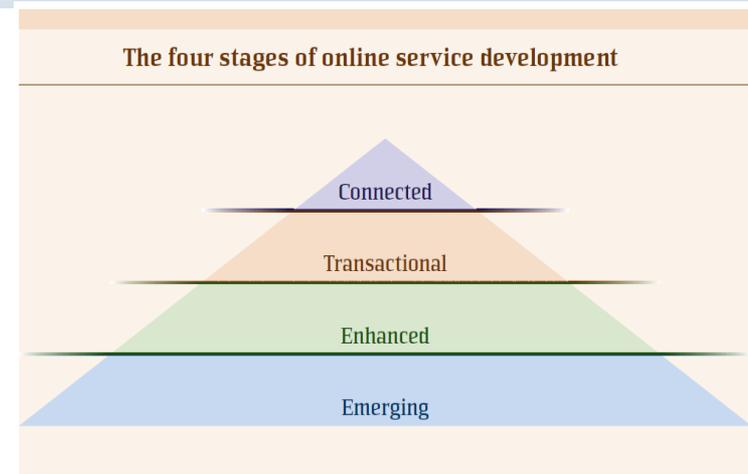


Expanding Usage

- **Targetisation/automation; personalisation**
- **Value proposition; context and relevance**
- **New forms: mobile, social media, open data, cloud computing, crowd sourcing**
- **Government commitment**
- **Government as a platform**
- **Decentralisation of e-government services**
- **Enhanced access to the vulnerable groups**
- **Open data and co-creation**
- **Campaigns, awareness, outreach and training: self-assist, virtual-assist, assisted use**
- **Ecosystem approach to online services**

E-Government Self-Assessment Toolkit

- Interactive toolkit for countries to perform self-assessment based on the UN E-Government framework and methodology
- To enable countries to collect and analyze data to gain deeper understanding on their current e-government development and impact; and to identify areas of improvement





Concluding Comments

- **New forms: mobile, social media, open data, cloud computing, crowd sourcing**
- **Government commitment**
- **Government creates the platform and acts as a facilitator**
- **Decentralization of e-government services**
- **Enhanced access to the vulnerable groups**
- **Open data and co-creation**
- **Campaigns, awareness, outreach and training: self-assist, virtual-assist, assisted use**



UN Public Administration Programme

Division for Public Administration and Development Management (DPADM)
UN Department of Economic and Social Affairs (UNDESA)



شكرا ▪ 谢谢 ▪ thank you ▪ merci ▪ спасибо ▪ gracias

@richardkerby - twitter

kerby@un.org - email

