

2014 United Nations Public Service Forum
Capacity Development Workshop, 23-26 June 2014, Seoul, Republic of Korea
Innovation and e-Governance for Sustainable Development
Session 3: Policies and Strategies for Innovative Service Delivery

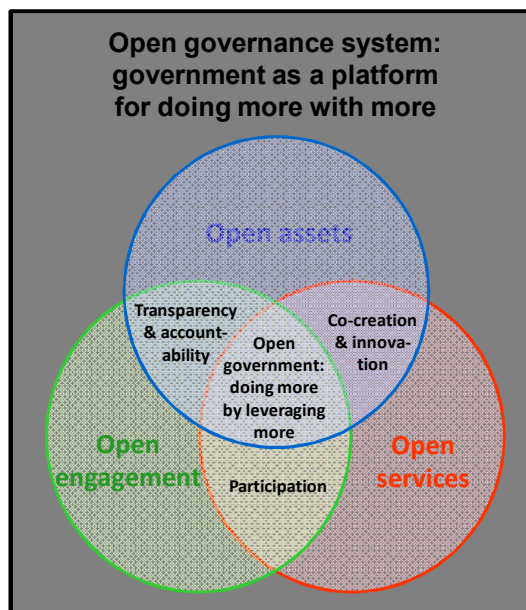
ICT-enabled public sector innovation:

North-South cooperation and learning

Jeremy Millard
24 June 2014
jeremy.millard@3mg.org



ICT-enabled public sector innovation



Mahatma Gandhi



*"After attaining Swaraj
(Self Governance)
We need to have Suraj
(Good Governance)"*

Powerful new trends 1)

Design thinking and design-led innovation

"Government needs to do the hard work to make it simple for users"

- Full architecture of how and why a service is used
- Experimental and learning approach, but also concrete and practical

Behavioural approach paramount

-ethnographic and anthropological techniques
-observation (shadowing) and retrospective review
-contextual dialogue and interview
-cultural probing and creative ideation processes
-personas as rich archetypes (understand demand side)
-service journeys (understand supply side)

- 3 ▪visualisation and modelling of service prototypes

UK's award-winning website

After alpha and beta versions: winning the UK's top design award
originally set up for industrial product and service design (summer 2013)

The screenshot shows the GOV.UK website interface. At the top is a black header with the GOV.UK logo. Below it is a blue banner with the text 'Welcome to GOV.UK' and 'The best place to find government services and information. Simpler, clearer, faster'. A search bar is located in the center of the banner. To the right of the banner is a 'Contents' sidebar with links to 'Services and information', 'Departments and policy', and 'More on GOV.UK'. Below the banner is a section titled 'Services and information' which contains a grid of links to various government services, including 'Driving and transport', 'Employing people', 'Working, jobs and pensions', 'Money and tax', 'Citizenship and living in the UK', 'Benefits', 'Passports, travel and living abroad', 'Housing and local services', 'Births, deaths, marriages and care', 'Businesses and self-employed', 'Education and learning', 'Crime, justice and the law', and 'Disabled people'. Each link is accompanied by a brief description of the service.

GOV.UK

Welcome to GOV.UK

The best place to find government services and information
Simpler, clearer, faster

Search GOV.UK

Contents

- [Services and information](#)
- [Departments and policy](#)
- [More on GOV.UK](#)

Services and information

This website replaces **Directgov** and **BUSINESS LINK**

Driving and transport Includes car tax, MOT and driving licences	Benefits Includes tax credits, eligibility and appeals	Businesses and self-employed Tools and guidance for businesses
Employing people Includes pay, contracts and hiring	Passports, travel and living abroad Includes renewing passports and travel advice by country	Education and learning Includes student loans and admissions
Working, jobs and pensions Includes holidays and finding a job	Housing and local services Owning or renting and council services	Crime, justice and the law Legal processes, courts and the police
Money and tax Includes debt and Self Assessment	Births, deaths, marriages and care Parenting, civil partnerships, divorce and Lasting Power of Attorney	Disabled people Includes carers, your rights, benefits and the Equality Act
Citizenship and living in the UK Voting, community participation, life in the UK, international projects		

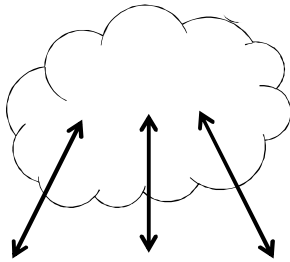
Powerful new trends 2)

'Mass customisation' in e-government

Joe Pine (1995)

Mass customisation:
“fundamentally customers don't want choice

– they just want exactly what they want”

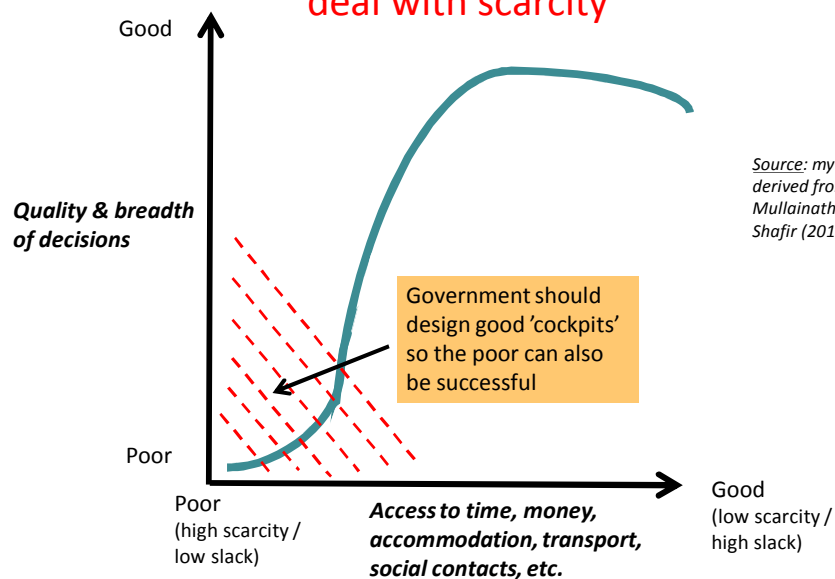


Government strategies:

- **PUSH** services it “**knows**” users want or need
- Empowering users to **PULL** services they “**want**” (users have the fine grained knowledge...)
- **NUDGE** users to do what's “**best**” for them and society
- Act as **PERSONAL ASSISTANT** (intelligent agent) e.g. when users experience “scarcity”.....

Powerful new trends 3)

Government as personal assistant: helping people deal with scarcity



What North and South can learn together

Learning from others

- DON'T shun the market but DO insist on accountability and responsibility
- DO embrace legitimate civil and local organisations
- The local agenda; cities as the *sweet spot*
- See the similarities (much greater than differences !)
- Necessity is often the mother of invention, e.g. mobile
- Users don't do gratitude – but don't take them for granted
- Follow sustainable development needs but do exploit ICT power!



Leadership lessons

- Learn to open-up both inside government and with other legitimate actors – but be transparent
- Stop wasting assets! Learn how to harness all governments and society's assets to build public value

"This crisis is too good to waste"

Aide to President
Obama, 2008

2014 United Nations Public Service Forum
Capacity Development Workshop, 23-26 June 2014, Seoul, Republic of Korea
Innovation and e-Governance for Sustainable Development
Session 3: Policies and Strategies for Innovative Service Delivery

Thanks for participating!

(Examples follow, but only if time & need)

Jeremy Millard
24 June 2014
jeremy.millard@3mg.org

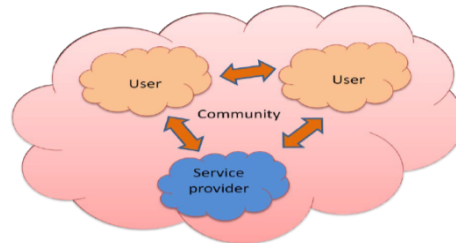


Example: Viedome Total Community Platform, NL

Tackling the ageing challenge at community level

Mextal BV (Netherlands)

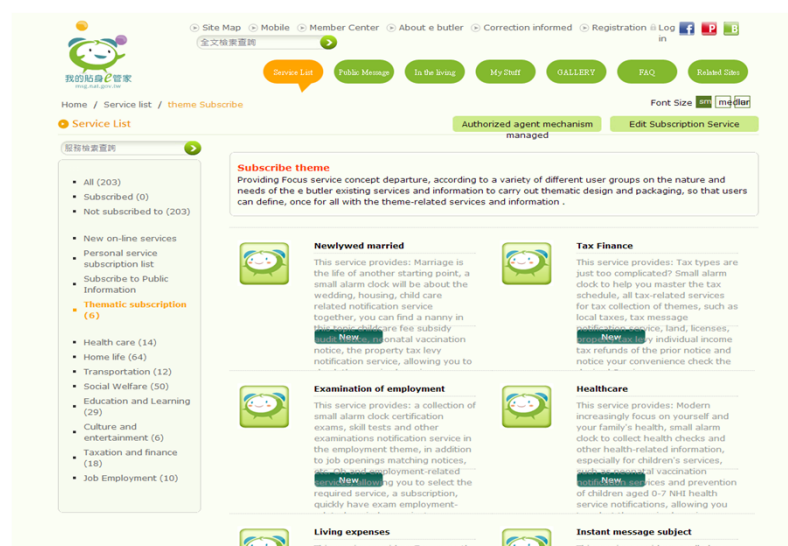
- Commercial company with €7m turnover pa, 25 employees
- Partnership with LAs, informals, other companies and dealers (like Philips, Samsung, Ericsson)



- Viedome Total Community Platform for older persons
- Embedding services and activities in everyday life and community
- Ethnographic and smart design approach for personalising home care using technology and services across **8 pillars of support: care, comfort, security, information, advice, communication, entertainment, commerce**

Example: personalised proactive services (Taiwan)

User selects from list of 203 services; government acts as “e-butler”



Source: Dennis Linders + Ken Wang | Oct 24 @ ICEGOV 2013

Example: location-driven service personalisation, Taiwan



Map Kabira, Kenya

Map Kabira

Kibera in Nairobi, Kenya, is one of the largest slums in Africa and was a blank spot on the map until November 2009, when young Kiberans created the first free and open digital map of their own community using simple GPS devices and uploading data to OSM.



Three stages:

1. Basic data about the location of clinics, toilets, health, security, education, and water/sanitation, places of worship, etc.
2. A “storytelling” layer, capturing personal accounts, stories, and news of Kibera residents
3. Voice of Kibera website: an online news and information-sharing platform for the Kibera community.