

**“INCLUSIVE eGOVERNMENT”**  
***Inclusive ICT Based Public Services to  
fight Social exclusion***

***6th European Confernce on  
eGuidance***

**BXL-Riga, 15th September 2009**  
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# Inclusive eGovernment

## Rationale

### ***From Manchester to Malmö, the objectives remain the same:***

*"...by 2010 all citizens, including **socially disadvantaged groups**, become major beneficiaries of eGovernment, and European public administrations deliver public information and **services that are more easily accessible** and increasingly trusted by the public, through innovative use of ICT, increasing awareness of the **benefits** of eGovernment and **improved skills and support for all users...*** "



# Inclusive eGovernment

## *Problem Area*

### ***Problem area: scope***

- 30% EU population ***Socially Excluded/Disadvantaged***
- →lean on PA services the most → use eGOv the least
- Are **fragmented** have **complex, multi-needs** live in **different environments** (social/economic/geographical/cultural)
- **>70% Social Services** are delivered **locally**
- ***Inclusive Policies*** are emerging, still not enough
- ***Delivery channels***' dynamics are complex
- ***Actors*** of multiple nature (PA, third and private sectors, users representatives)
- ***Beneficiaries are multiple*** (e.g. *Practicioners, citizens, third and private sectors entities*) througout value chain
- ***Multi-channel*** delivery is the "way forward"



# Inclusive eGovernment

## *Mission*

## Mission for 2015

« Win-Win »

Beneficial impact on:  
Citizens' quality of life  
Governments and their finances

- **Mainstream Inclusive eGovernment** (by maximising effectiveness and efficiency in the delivery chain) so that ALL citizens can benefit from ePublic services in their daily lives
- **Achieve a wider socio-economic impact** on a larger number of targeted areas through new service delivery profiling and development of sustainable business/value models for service delivery
- **Reduce the 1/3** population living in social exclusion and not benefiting from eGovernment Services **down to 1/5**



# Inclusive eGovernment

## *Focus*

## ***Inclusive eGovernment***

- ***Users-centric:*** citizens, practitioners and intermediaries
- Focusing on Service **Delivery**
- **Benefits** throughout whole value chain

# Inclusive eGovernment Activities

## Past Activities at EU level:

- **Inclusive eGovernment Group of Experts: 2006-2009**
  - Definition of the **scope of the area**,
  - Identification of **three areas of interest** M.S.: literacy, employability, social integration
  - Focusing on public service **delivery mechanisms and related business/value models**.
- **eGovernment Ministerial Conference** in Lisbon 2007
- **Survey on State of the art in EU MSs** within the area
- **Call for Proposals WP 2007 Pilots**

## On-going Activities at EU level

- MSs Identification of *flagship initiatives* throughout EU
- **Consultation** exercise with stakeholders
- **Cross EU-study on Multi-channel**
- **ADD-ME ! Thematic Network**. from call 2008 starting in October
- **Pilots/3 proposals** from call 2009 under negotiation
- **eGov.Ministerial Conference** in Malmö 18-20/11/2009



# Inclusive eGovernment

## EU Study

### ***"Multi-channel Delivery Strategies and Sustainable Business Models for Public Services Addressing Socially Disadvantaged Groups"***

- Outline **State-of-the art at EU level** on main MSs initiatives
- Identification of **Best Practice** and **Business models in ePublic Service delivery**
- *Development and Consensus building on "**Common EU Framework**" for implementing High Impact, flexible and multi-channel delivery chains for Public Services addressing Socially Disadvantaged Groups, including Strategies, Specifications and Operational and Sustainable Business Models*
- Provide **Recommendations for Synergies** amongst Stakeholders in the delivery chains
- Provide **Recommendations on Longer term policies** making, initiatives and research



# Inclusive eGovernment

## *Multi-channel study*

### Final results

- Inclusive eGovernment concept, area scope and dynamics have been re-defined as being now a  
**“complex ecosystem of social and inclusive eGovernance”** a **change of paradigm** building upon:
  - Not additional/collection of access route - > **simultaneous combination of communication channels** enabling network service models to function effectively
  - Flexible and dynamic **value networks that join-up services** from PA/ 3rd and private sector, around Beneficiary needs;
  - **Flexibility through Structured Partnership** rather than contractual relationships
  - **Organisational interactions** that build the social value networks
  - Value networks are mainly **local, and engage directly communities and users** in service creation and governance

# Inclusive eGovernment

## M-C study Final results, continues

**Framework of actions, Key features and pre-conditions** have been observed across the case studies as successful examples of operational models/networks, and grouped under 6 intrinsic objectives:

- Policy (needs and interventions)
- Service (stop exclusion becoming worse)
- Efficiency (deploying suitable strategies)
- Capacity (flexibility of service)
- Channels (suitable and preferential to that specific context)
- Value (benefits –social and economic- users, networks)

as **Underlying principles** for **Shared governance in an inclusive ecosystem** aiming to provide a sustainable framework for value network services to deliver benefit to socially excluded, by applying a mix of ICT channels in complement to human interactions and networks.



# Inclusive eGovernment *what's next ?*

## *Inclusive Public Services*

**Focus:** - > *Nature and creation of social value networks in a sustainable fashion*

**Question:** - > *How governments can facilitate and support new dynamics of such networks of multi-sector agencies: some examples ?*

- ***Strengthen multi-channel approach, m/government in particular***
- ***Promote new types of social cost-benefit analysis/impact in different politico-cultural context , including network modelling service practices***
- ***Local focus for service creation***
- ***Enable networks to be flexible and adaptive***
- ***Empower intermediaries and 3rd sector, stimulate creation of relationships, feed embryonic networks***
- ***Engage the community in service design and governance***
- ***Develop technology Vision to integrate solution in eGovernance Ecosystem***

***And...***



# **Inclusive eGovernment**

## ***An example ?***

***...Promote current Best Practices  
through wider deployment:***

**eGOS**



# Inclusive eGovernment

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