"INCLUSIVE eGOVERNMENT"
Inclusive ICT Based Public Services to fight Social exclusion

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European Commission
Information Society and Media

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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…** "*

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Problem area: scope

- **30%** EU polulation ***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"*

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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**

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- *Users-centric:* citizens, practicioners and intermediaries

- Focusing on Service **Delivery**

- **Benefits** througout whole value chain

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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 Activites 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

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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*

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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;
  - **Flexiblity 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

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M-C study Final results, continues

Framework of actions, Key features and pre-conditions *have been observed across the case studies as succesful 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 preferencial 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.*

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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 aproach, 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 embronyc 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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