Introduction to e-Government


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What is e-Government?

Definitions

» According to **UN** definition, e-government is the capacity and will of public sector to develop using the Information-communication technologies in order to improve providing services to the citizens. It is the practical realization of the best that the government has to offer.

» According to **World Bank**, e-Government has a goal to provide easier, cheaper, more transparent interaction between government and citizens (G2C), government and business (G2B), and government institutions among them self (G2G). That is, the use of information and communications technologies (ICT) to improve the efficiency, effectiveness, transparency and accountability of government.

» According to **EU**, that is using Information-communication technologies, and specially using Internet as a tool for getting better administration.

» According to **OECD** definition (2001): **e-Government** is using of ICT, specially of Internet, as a tool for attainment of better results of the Government work.
Use of information technologies and new business processes to transform how Governments interact with citizens and businesses
Categorization
G2C, G2B and G2G

» Government to Citizens (G2C): It is the communication link between a government and private individuals or residents (e.g., free online tax filling, job search, social security, personal documents such as birth or marriage certificates, passport, etc).

» Government to Business (G2B): It is the online non-commercial interaction between local and central government and the commercial business sector, rather than private individuals (e.g., registration of a new company, employer ID number, corporation tax, etc).

» Government to Government (G2G): It is the online non-commercial interaction between Government organisations, departments, and authorities and other Government organisations, departments, and authorities (e.g., per diem rates, employee directory, personnel-payroll changes, etc).
Categorization
G2C, G2B and G2G

Government

Internal e-Government

Inter-governmental e-Government

G2G

Citizens

G2C

C2G

Business

B2G

G2B
Stages of e-Government Development
Presence, Interaction, Transaction and Transformation

» Presence: This first stage is characterized by the existence of a presence on the Internet. During this first phase, the Internet sites are rather static in nature and are only meant to provide general information.

» Interaction: This second stage is characterized by Internet sites that provide search capabilities, host forms to download, and provide links to other relevant sites. In most instances, this stage enables the public to access critical information online, but requires a visit to a government office in order to complete the task.

» Transaction: This third stage is characterized by empowering the public to conduct and complete entire tasks online. The focus of this stage is to build self-service applications for the public to access online.

» Transformation: The fourth stage is characterized by redefining the delivery of governmental information and services. This phase relies on robust customer relationship management (CRM) tools, wireless access devices and new methods of alternative service delivery capabilities that reshape relationships between citizens, businesses, employees and governments.
Benefits of e-Government

Main outcomes

The main reasons to embrace e-government:

» e-government improves **efficiency**

» e-government improves **service quality**

» e-government helps achieve **policy outcomes**

» e-government contributes to achieving **economic objectives**

» e-government can be the major contributor to **public reform**

» e-government builds **trust** between citizens and government

Until now, the main drivers for e-government have been efficiency gains and effective delivery of policy outcomes. Recently, the focus has shifted to other objectives: improving services, increasing accountability, facilitating engagement.
Benefits of e-Government
Efficiency

Cost reduction is the major driver for ICT use by governments:

» replacing paper-based application processes with Internet applications – cut down costs of data re-entry and checking

» improved booking arrangements – more efficient use of scarce resources: skilled staff and facilities

» greater sharing of data within government – eliminate costs of multiple collections, data reconciliation and checking

» reduce government publication and distribution costs by relying more on on-line publications, etc.

Greater efficiencies are generated from ICT projects that involve transformation of business processes.
Benefits of e-Government
Service Quality

e-Government initiatives to improve service quality through customer focus:

» on-line portals focused on particular topics or groups, bringing together relevant information and services

» targeting of on-line information to specific groups of citizen so that relevant information can be found more readily

» e-mail lists to push customised information to specific groups, whenever the information becomes available

» allowing identified users to carry out routine transactions with the government as on-line government services
Benefits of e-Government

Policy Outcomes

e-Government can help achieve better outcomes in major policy areas, such as:

» taxation policy - improved collection of taxes through increased sharing of information by agencies

» health policy - reduced demand for health services through better use of health information and scarce health resources

» fiscal policy - reduced unemployment payments owing to better matching of the unemployed and vacancies

» social policy - promoting the use of native languages and awareness of indigenous people

» environmental policy – through better sharing of information between national and sub-national governments

A common theme is utilizing the networking potential of Internet to share data among a range of dispersed stakeholders.
Benefits of e-Government

Economic Objectives

Through reduced corruption, greater openness and increased trust in government, e-government contributes to economic objectives.

Specific measures:

» improving business productivity by administrative simplification and online support for small and medium-size businesses

» business portals providing access to economic information – market trends, export opportunities, assistance programmes

» reduced government calls on public funds through more effective programs and operations

» direct consumption of ICT goods and services by government is significant and more stable than by private sector
Benefits of e-Government

Public Reform

Public Administration reform is necessary for e-Government: modernizing government structures and processes to meet e-Government.

e-Government is an enabler of the Public Administration Reform since it:

» simplifies administrative processes
» makes such processes more transparent
» helps to deliver services in more efficient ways
» facilitates the integration of services and processes
» enables seamless government

Seamless government means presenting easy to use, function-driven services to the public. It provides citizens with what they need to know in a particular topic, without having to know which government level or agency they must contact to get it. All the information and services a user needs are available from one website.
Introduction to e-Government

Trust and Citizen Engagement

Building trust between government and citizens is fundamental. ICT is an enabler to build trust by engaging citizens:

» consultation and feedback by service users – web logs, questionnaires and feedback contacts
» citizen engagement in policy making – consultation and active participation to better address constituents' needs
» helping individual's voice be heard
Challenges

Implementation of e-government can face a number of challenges:

» **Legislative barriers** – e-government processes must have the same standing as paper-based processes

» **Financial barriers** – funding arrangements should account for the agencies working together on e-government projects

» **Technology change** – adoption of whole-of-government standards, software integration and middleware technologies

» **Digital divide** – large differences in the level of access to the Internet and therefore ability to benefit from e-government
User-Focused Services

Features

The principle of user-focused service is about **providing citizens and businesses with a coherent interface with government** which reflects their needs rather than the structure of the government:

» Enabling users to access government information and services, when and how they want (24*7 services) through different channels

» Understanding of users needs and the ability to deliver services according to those needs

» Increasing customer satisfaction, but also delivering additional gains in terms of providing the efficiency of government and the increased use of online channels.
User-Focused Services
Defining User Priorities

Two-folder approaches must be taken into account to define the user priorities:

» To **define the population** that one is trying to serve: Factors such as age, gender, education and income as well as their levels of online access and ICT skills.

» To ask users **what they want, need and value**: it is necessary to devote resources to learning what users want from services and what they can do online.

Focus on service with most impact or most value for users and government must be strongly considered
# User-Focused Services

## Citizen-focused Services

<table>
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<tr>
<th>Citizen-focused Services</th>
<th>Income taxes: declaration, notification of assessment</th>
<th>Declaration to the police (e.g. in case of theft)</th>
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<td>Application for building permission</td>
<td>Health related services (interactive advice on the availability of services in different hospitals; appointments for hospitals)</td>
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<td>User-Focused Services</td>
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<td>Registration of a new company</td>
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Multi-channel service delivery is the **provision of services through different networks, terminal devices or platforms and interfaces.**

» It allow users to consume e-Government services anytime, anywhere and anyhow

» Web is a main channel to access government services

» Significant increase in the usage of government services by means of any kind of channels: PDAs, smartphones, call centers, digital TV, e-mail, and others
Multi-channel Delivery
Types of Multi-channel Delivery
Multi-channel Delivery

Goals

» To facilitate e-Inclusion, avoiding digital divide and reaching the disadvantaged citizens
» To close government to the citizens, providing transparency and openness
» To expand citizen participation in public policy decision making
» To make available e-government services to large part of the population
» To expand citizen´s choice
» To use combined service delivery across different administrations
» To reusing data and applications independently from the channel
Multi-channel Delivery

Benefits

» An increase of flexibility in terms of anytime, anywhere, anyhow and accessibility for the user.

» An increase of the choice according to the user’s preferences; access to the same information and services through different channels.

» Wider usage and impact of government services; a higher population or user community reached by government services.

» Cost savings along the delivery chain for the service provider.

» Quicker deployment of services through new or additional channels, which may provide easy, accurate and personalized content delivery.

» Integration of government services in the front-office.
Conclusion

e-Government is about using ICT to transform the structures, operations and culture of governments.

E-Government will have a fundamental impact on:

» how services are delivered
» how public policies are developed
» how public administrations operate

The challenge: balance between protecting citizen's rights and better matching their needs with efficient, integrated, engaging processes.
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