

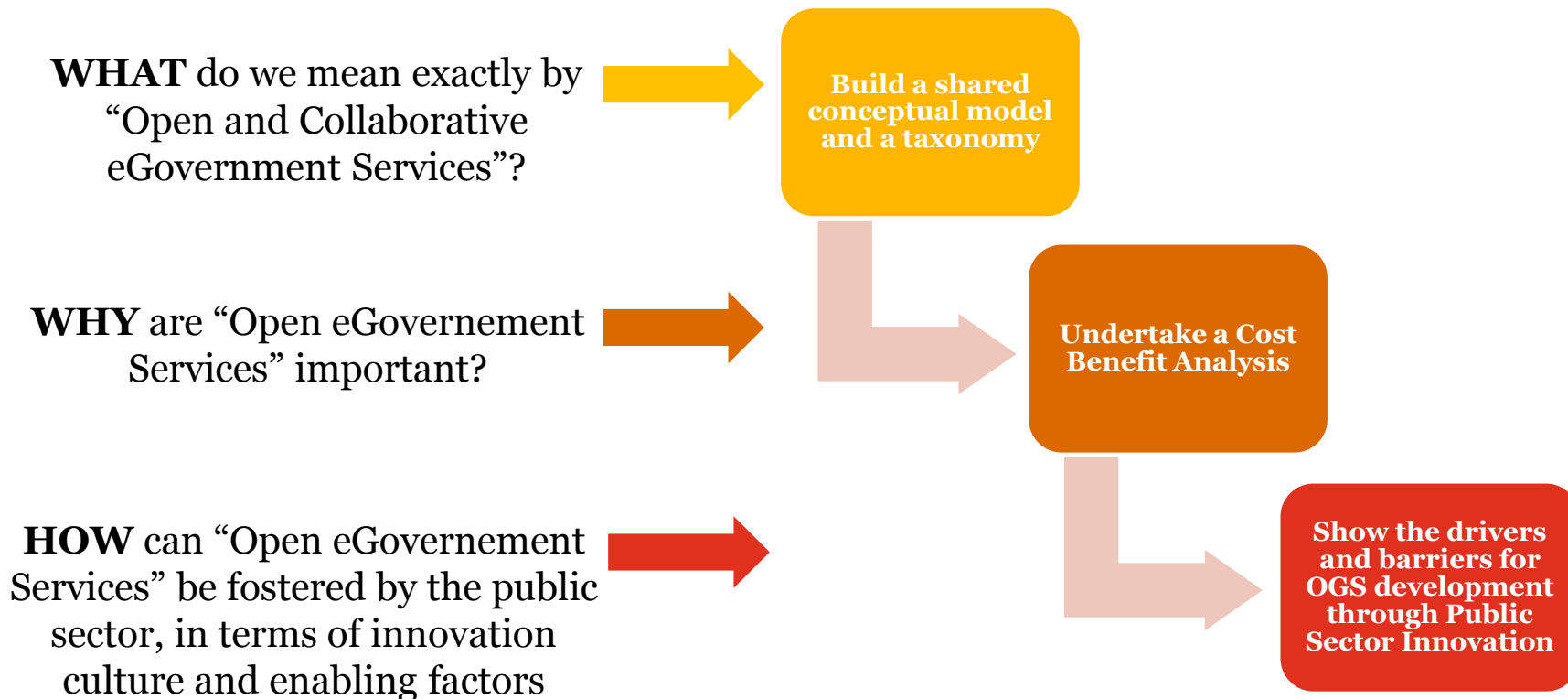
Analysis of the Value of New Generation of eGovernment Services and How Can the Public Sector Become an Agent of Innovation Through ICT

Brussels

**Towards a new dynamic eGovernment Action
Plan 2016-2020 – Multi stakeholders event**

4 March 2016

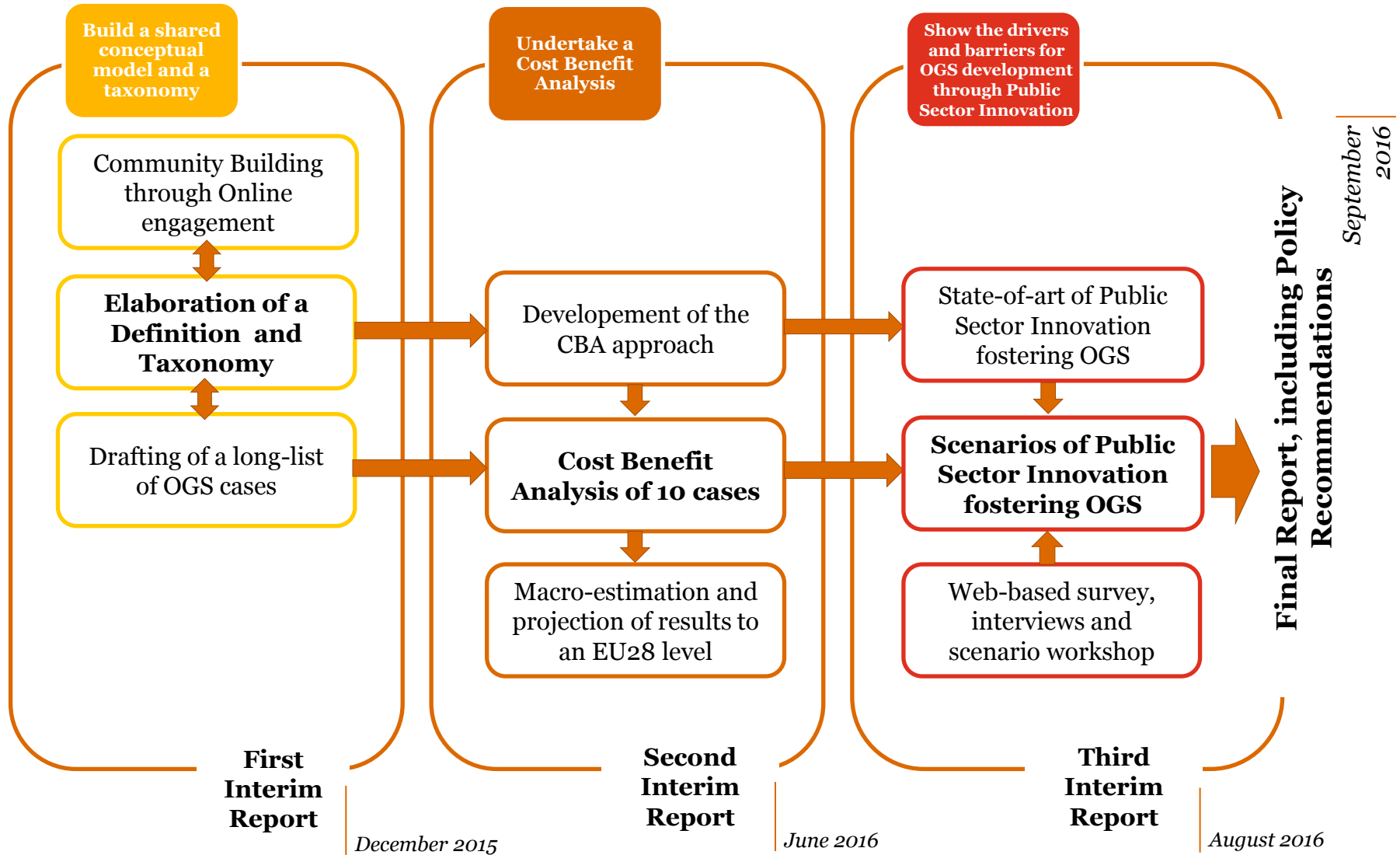
Key Objectives of the Study



Study Team



Overall Approach



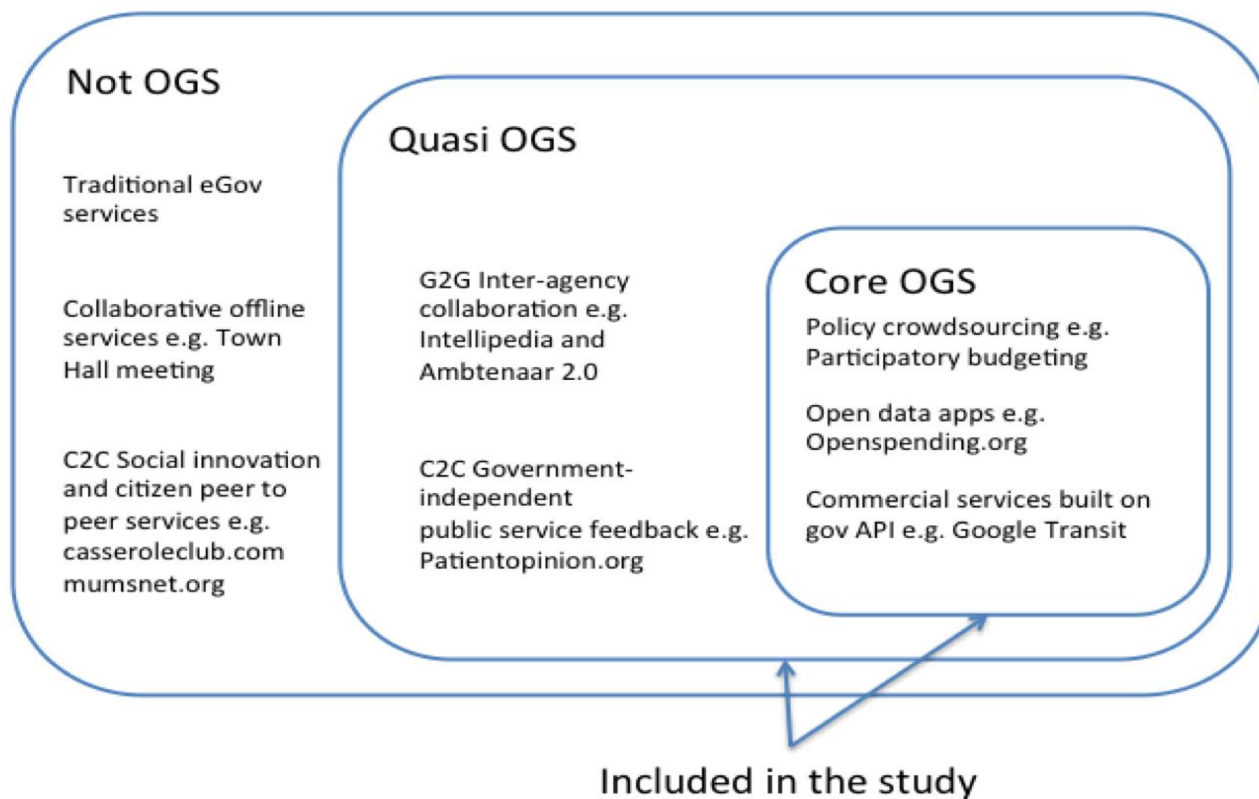
Open eGovernment Services: What Is In and What Is Out (1/2)

Key Characteristics of Open eGovernment Services

<p><u>Openness:</u></p>	<p>OGS include an evident effort to publish elements and components of the service (data, service components, decision support), in comparison with traditional eGovernment. Increased openness aims to ensure accountability and enable collaboration.</p> <ul style="list-style-type: none"> • Publication of open data that were not available before; or production of reusable software objects that can be re-composed as in the concept of Service-Oriented Architectures.
<p><u>Collaboration:</u></p>	<p>OGS posit that government should not only aim at fulfilling societal and economic needs by direct service provision, but should enable and deliberately pursue the collaboration of third parties in order to deliver added value services: citizen, companies, research centres, NGOs etc.</p> <ul style="list-style-type: none"> • Services fully designed and provided by private players without governmental awareness, but that help solve issues related to public services.
<p><u>Technology:</u></p>	<p>OGS are fundamentally reliant on digital technology to deliver services.</p> <ul style="list-style-type: none"> • Digital technology is used to provide disruptive innovation in the way services are delivered and is by definition collaborative, through open data, open web tools or collaborative platforms.

Open eGovernment Services: What Is In and What Is Out (2/2)

Open eGovernment Services are a deliberate, declared and purposeful effort to increase openness and collaboration through technology in order to deliver increased public value



Taxonomy of Scopes

Level 1

Level 2

<u>Width</u>	Services of general interest (safety net), Public sector (various government services), Government
<u>Domain</u>	General public services, Defence, Public order and safety, Economic affairs, Environmental protection, Housing and community amenities, Health, Recreation, Education, Social protection
<u>Branch</u>	Executive, Legislative, Judiciary
<u>Level</u>	Supra-national, National, Regional, Local
<u>Users</u>	Other governments, Citizens, Businesses
<u>Objects</u>	Public services: activities that are publicly funded and arise from public policy and that are for the collective benefit of the public
	Public policy: guide to action taken by the administrative executive branches of the state with regard to a class of issues in a manner consistent with law and institutional customs

Taxonomy of Types

Level 1

Level 2

<u>Collaboration</u>	Virtual labour markets (virtual marketplace such as Amazon Turk), Tournament based collaboration (prize competitions as in challenge.gov), Open collaboration
<u>Role</u>	Lead (NHS Citizen), Enabler (apps built on top of OGD as Google Transit), No role (Fixmystreet and Farmsubsidy)
<u>Technology</u>	Open government data (wheredoesmymoneygo.org), Composable services (initiatives reusing software components such as open service for common secure login on the Internet NemID), collaborative tools and social media (Commentneelie.eu)
<u>Cycle Phase</u>	Design (mid-term review of the DAE in 2012), Implementation (Kublai), Monitoring (Monithon), Evaluation (Patient Opinion)
<u>Collaborator</u>	Citizens (Fixmystreet.com), Business (involved in the design phase as NemHandel or building services on top of government data as Google Transit), Other government agencies (ambtenaar20.ning.com social for civil servant)
<u>Resources</u>	IT skills (dev more skilled than gov as largest open database of companies Opencorporates.com), Specific thematic knowledge (Wiki approach), Experience as users of public services (PatientOpinion), Pervasive geographic coverage (Ushahidi.org), Trust and networks (ActiveMobs), Many eyes and many hands (people participate to e-library DigitalKoot)

Assessing the Value of Open eGovernment Services: major insights arising from the literature

- Many studies have assessed the potential value of "**traditional**" **eGovernment services** (i.e eGEP, 2006). In contrast, research concerning OGS has been lagging behind (Karolis Granickas, 2013).
- The recent *Study on eGovernment and the reduction of Administrative burden* (Gallo, Giove, Millard, Kare, Thaarup, 2014) carried out a CBA of some eGovernment initiatives, but the cost/benefit assessment framework did not include central OGS cost items (i.e codesign, costs for maintaining APIs etc).
- Evaluation gap in **eParticipation** research and practice (Aichholzer, et al. 2016)
- **Challenge** for public bodies is in quantifying the actual benefits of existing Web 2.0 applications, especially **exploring the extent of their impact** (Uthayasankar et al, 2015).
- One of the key outputs of this study will also be the **development of sound Cost/Benefit Assessment Framework tailored to Open eGovernment Services**.

Identifying Case Studies for our Cost-Benefit Analysis

We have shortlisted case studies for our CBA from the original long list of **over 180 examples**.

What cases are we looking for?

Timeline and data availability:

- ✓ Projects minimum 1 year-old
- ✓ Availability of quantitative data
- ✗ Projects ended after pilot phase

Concrete initiative using:

- ✓ Open services technology
- ✓ Open data technology
- ✗ Open data portals themselves

Main features of the initiatives

- ✓ Open, inclusive & collaborative
- ✗ Classic eGovernment services
- ✗ Government strategies for open data and services

Role of the Government

- ✓ Asset provider
- ✓ Enabler/collaborator
- ✓ Responsive role
- ✗ Passive role

Collaborators

- ✓ Citizens
- ✓ Business/NGO
- ✓ Governments

Selected Case Studies for our Cost-Benefit Analysis (1/2)

Name of the initiative	Brief description	Location	Scope	Domain	Technology	Collaborators
IoPartecipo+	Service allowing participation in public projects and public decision making; users become active "service producers". https://partecipazione.regione.emilia-romagna.it/iopartecipo	Italy	Executive	General public services	Open decision	Citizens
FixMyStreet	Service - running on NGO developed platform - allowing citizens to report problems related to street maintenance, potholes, lighting. Reports are directly managed by relevant authority to solve the problem. http://fixmystreet.org	UK	Executive	General public services	Open services	Citizens/ government
	Same kind of service - inspired by FixMyStreet - but running in this case on new software developed re-using open source codebase made available by service representatives. https://fixmystreet.irisnet.be	Belgium	Executive	General public services	Open services	Citizens/ government
Kublai	Kublai supports the design and implementation of initiatives having a social impact and an impact on the territory by creating collaborative relationships among promoters. http://www.progettokublai.net	Italy	Executive	General public services	Open services	Citizens/ government
Participative Budgeting	Tartu is the first city in Estonia that opens up its budget designing process for citizens and experiments participatory budgeting. http://www.tartu.ee	Estonia	Legislative	Economic affairs	Open decision	Citizens

Selected Case Studies for our Cost-Benefit Analysis (2/2)

Name of the initiative	Brief description	Location	Scope	Domain	Technology	Collaborators
Patient Opinion	An independent portal that enables user of health services to provide feedbacks on their experience. https://www.patientopinion.org.uk/	UK	Executive	Health	Open services	Citizens/ government
eSocial Security	The eSocial Security system developed interoperable data-collection application building blocks, which are being re-used across the entire public sector. http://www.mnz.gov.si/	Slovenia	Executive	Social Protection	Open services	Government
NHS Citizen	NHS Citizen is a national programme allowing the public to participate on the UK NHS decision making. https://www.nhscitizen.org.uk/	UK	Executive	Health	Open services	Citizens/ government
NemID (tbc)	NemID is Denmark's public open service for common secure login on the Internet, available for online banking, finding out information from public authorities or simply engaging with the businesses that already use NemID. https://www.nemid.nu	Denmark	Executive	General public services	Open services	Citizens/ business/ government
CitySDK (tbc)	CitySDK provides a set of tools for cities and developers aimed at harmonizing APIs across cities, enabling new services and applications to be rapidly developed, scaled and reused. www.citysdk.eu/	Finland	Executive	General public services	Open services	Business/ government

Services allowing participation in public decision making: *ioPartecipo+* in a nutshell

Who?

- **Launch:** 2013
- **Case owner:** Regione Emilia Romagna
- **Stakeholders:** citizens, private companies, NGOs and PAs

Why it is an OGS:

- **Openness:** transparent policy-making process
- **Collaboration:** co-design and co-production activities
- **Technology:** online platform, resulting from the re-use of existing SW components



Cost-benefit analysis

COSTS		BENEFITS	
<ul style="list-style-type: none"> • Relatively low set-up and maintenance costs: $\approx 100k\text{€}$ (including co-design) 	EFFICIENCY	Scalability of the service; time savings; cost reduction vs traditional participation mechanisms	
	EFFECTIVENESS	Co-production gains; greater information sharing; enhanced users' convenience and reduced bureaucracy	
<ul style="list-style-type: none"> • Labour costs of 3 FTEs required for running the service 	DEMOCRACY	More effective and inclusive policy-making process; new ideas and reduction of information asymmetry	

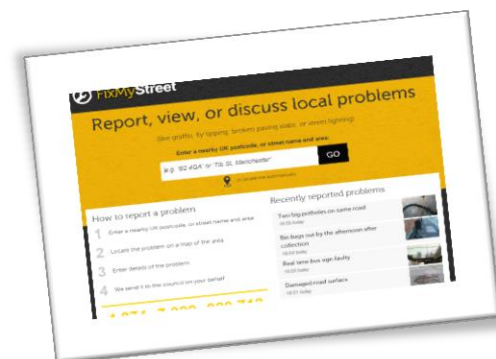
Services allowing citizens to report issues to the public authority: FixMyStreet in a nutshell

Who?

- **Case owner:** MySociety (NGO)
- **Stakeholders:** citizens, PAs

Why it is an OGS:

- **Openness:** the services is open to any users willing to report an issue
- **Collaboration:** fully designed and provided by an NGO without Govt awareness but meant to help solve issues related to public services delivery
- **Technology:** open licence software



Cost-benefit analysis

COSTS		BENEFITS	
<ul style="list-style-type: none"> • For the PAs: change management, free usage/customization costs /installation (4.500£)/ maintenance costs) 	EFFICIENCY	Staff cost reduction due to improvement of call handling time	
	EFFECTIVENESS	Improved service delivery. More accurate, up-to-date and cleaner data and more reliable information.	
<ul style="list-style-type: none"> • For the citizens: no costs • For MySociety: initial development + maintenance 	DEMOCRACY	Increased user involvement, participation, contribution and transparency . Increase in civic participation.	

Services enabling collaboration for deploying projects: Kublai in a nutshell

Who?

- **Launch:** 2008
- **Case owner:** Italian Ministry of Economic Development
- **Stakeholders:** citizens, private companies, NGOs and PAs

Why it is an OGS:

- **Openness:** discussions are open and accessible to all the users
- **Collaboration:** co-creation platform provided by central government
- **Technology:** online platform, based on synchronous and asynchronous tools



Cost-benefit analysis

COSTS	BENEFITS	
<ul style="list-style-type: none"> • Set-up and maintainance costs for 7 years of operation: ≈1.5mln€ (including co-design) 	EFFICIENCY	Improve in service delivery & increase users' perceived value (57% of users declare an added value)
	EFFECTIVENESS	Increase inclusiveness in public services & citizens' empowerment
<ul style="list-style-type: none"> • Average cost per user: ≈370€ 	INNOVATION	Creation of new businesses, jobs and services (54% of projects actually implemented › greater tax revenues)

Carrying out the Cost-Benefit Analysis

Main Limitations & Difficulties Analysing Open eGov Services

- Availability of **quantitative data** in relation to impacts generated by Open eGovernment Services **is rare**
- Pas do **not** build the **business case** before implementing OGS
- Mapped **benefits** generated by OGS are in most cases **intangible**
- **Engagement of case owners** results to be challenging

Data Extrapolation & Projection of Results to the EU28 Level

- Projections of the analysis of the value will be done **for each main typology of analysed case**
- Identification of the **hypothesis and variables** to rescale the Cost-Benefit Analysis results include variables already used in the context of other CBA analysis

How to Take Part to Upcoming Study Activities

Answer to our web-based survey!

The survey will be accessible online until the end of March

Join the upcoming Webinar!

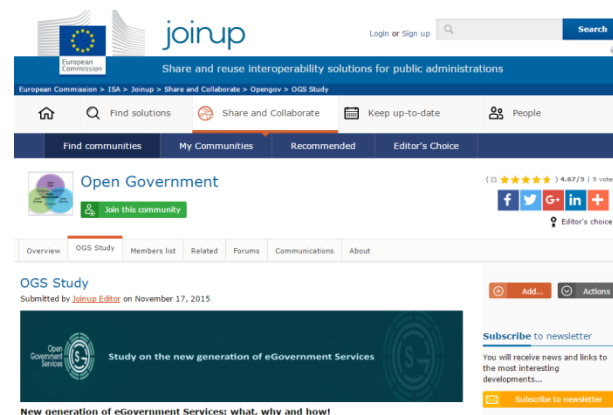
21th of March 2016, starting from 12:00 CET

Save the date for our Scenario Workshop!

Thursday 28th of April, at the European Commission - DG CONNECT

For more information visit Open Government Joinup page:

https://joinup.ec.europa.eu/community/opengov/og_page/ogs-study



Thank you!

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