

eGovernment and eDemocracy: understanding the present and creating the future



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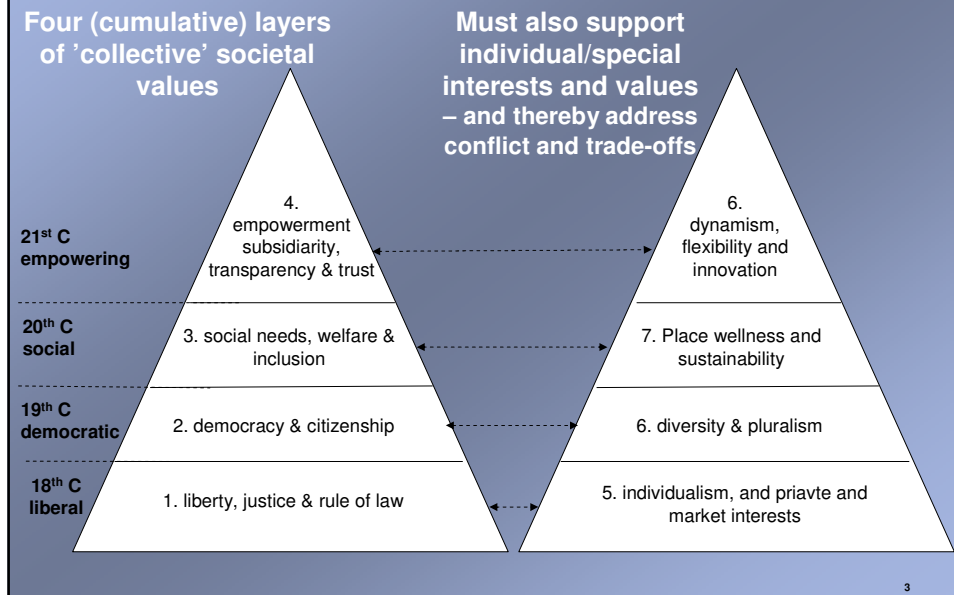
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Overview

- The evolution of governance and democracy in Europe
- Current and future challenges: societal values we need to address
- The role of ICT
- Strengthening and empowering the citizen and communities:
 - short term policy
 - longer term policy

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The evolution of the (constitutional) state in Europe



1) Liberty, justice and the rule of law

- Laws, regulations and rules
- Justice and auditability
- Liberty and universal human rights

3) Social needs, welfare and inclusion

- Determining needs and responses
- Service design and production
- Service delivery
- Intermediation
- Maximising personal welfare
- Inclusion of all
- The dynamic nature of inclusion

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2) Democracy and citizenship (1)

Citizenship:

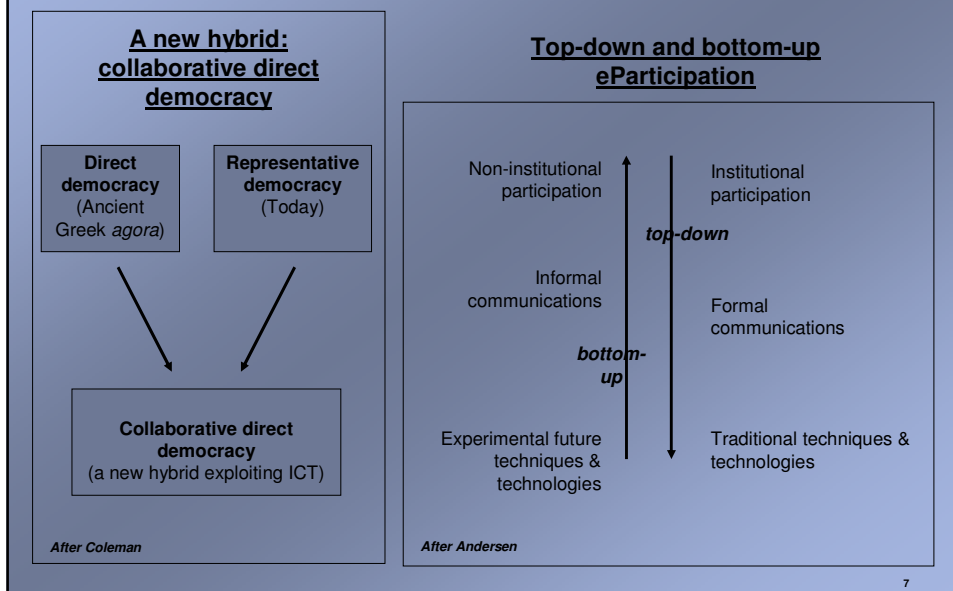
- Defining and informing citizenship
- EU citizenship
- Improving the role, relevance and functioning of citizenship
- Linking different types of citizenship
- Changing the concept of citizenship

Citizen participation through representation:

- What representative democracy should do
- The role of the representative
- The role of the citizen elector
- Re-engineering representative democracy

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2) Democracy and citizenship (2): Re-engineering representative democracy ?

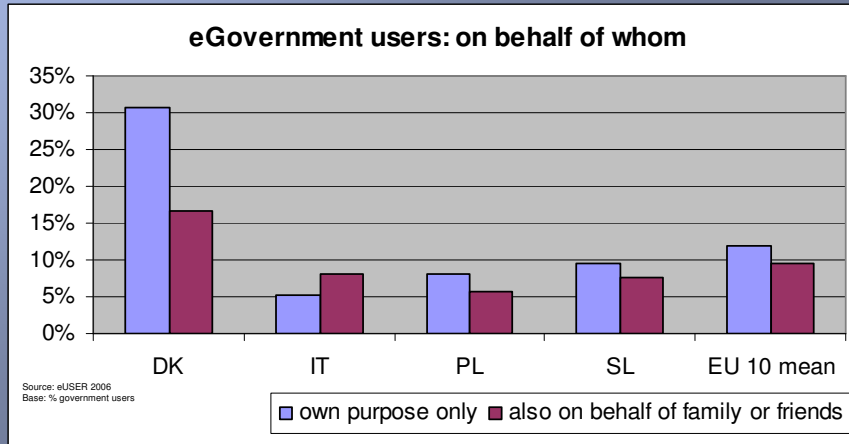


2) Democracy and citizenship (3)

Citizen participation through engagement:

- The democracy-participation value chain
- Dialogue and discourse
- Making participation function
- Scales, share of voice and intermediaries
- Issue-based politics and political fragmentation of interest groups
- Political consolidation and amplification of interest groups
- Political bridging between interest groups

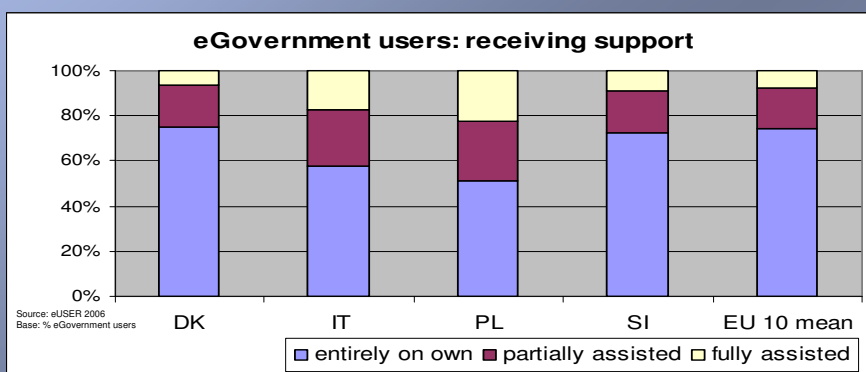
2) Democracy and citizenship (4): Intermediation: giving support



- Almost same number of “social intermediaries” as “own purpose only”
- Important differences between countries
- Each social intermediary assists a mean of 2.6 other citizens

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2) Democracy and citizenship (5): Intermediation: receiving support



- 30-70 rule for eGovernment citizens:
 - 30% assisted by social intermediary, 70% use entirely on own
 - 30% of assisted are totally assisted, 70% partially assisted
- Important differences between countries

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2) Democracy and citizenship (6): Intermediation: giver and receiver profiles

Social intermediary:

Significance rank order:

1. (Are) high eGov users
 - More leisure than functional
1. Early retired or unemployed
2. Good digital skills
3. Interested in new technologies
4. Tertiary or below lower secondary
5. UN's national eGov readiness:
"emerging" most important

Not significant, but:

- Age 35-64
- Male
- Non-manual, skilled or professional
- Access at home & broadband

Assisted citizen:

Significance rank order:

1. (Become) high eGov users
2. Age >65, plus 35-64
3. Interested in new technologies
4. Lower secondary education

Not significant, but:

- Female
- Unemployed, not-working or retired
- Manual or un-skilled
- Low income or in poverty
- Low digital skills
- No access at home
- UN's national eGov readiness:
"early" & "emerging" most important

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2) Democracy and citizenship (7)

Private interest participation through engagement:

- For example, (e)rule-making

Government decision-making and internal engagement:

- Internal decision-making
- Evidence-based policy making
- Internal engagement of government staff

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4) Empowerment, subsidiarity, transparency and trust (1)

Empowering the citizen and the community:

- Social enterprises and social entrepreneurs
- Trust and cooperation
- Efficiency and effectiveness
- Knowledge generation in learning communities
- Role of the local authority

Extending subsidiarity and reciprocity:

- 'Double devolution'
- 'Power gap' 'below and beyond (formal) politics and democracy'
- Social justice and advocacy
- Balancing roles, including political and policy-making roles
- Promoting the independence and viability of communities

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4) Empowerment, subsidiarity, transparency and trust (2)

Transparency and openness:

- Freedom of information
- The 'informational commons'
- Tracing and tracking
- Total openness and transparency
- Responsiveness and decision-making
- Changing institutions, organisations and culture
- Protecting legitimate interests from transparency and openness

Coherence and balance:

- Balancing simplicity with complexity
- Balancing stability with change
- Balancing rights with responsibility

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4) Empowerment, subsidiarity, transparency and trust (3)

Ethics and accountability:

- Public service ethic
- Accountability
- Codes and charters
- Universal service
- Government as arbiter / referee

Trust:

- Confidence
- Mediation and reciprocation
- Coping with risk
- Coping with scale

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European governance realms

| Northern Europe | Anglo-Irish | Central Europe, West | Central Europe, East | Southern Europe | NMS Mediterranean | NMS Eastern Europe |
|---|--|--|--|--|---|---|
| DK, SE, FI, NL <i>Nordic & Dutch</i> | UK, IE <i>Anglophone</i> | FR, BE, LUX <i>Francophone</i> | DE, AU <i>Germanophone</i> | IT, ES, PT, EL <i>Mediterranean</i> | CY, ML (+ TU) | CZ, EE, LI, LT, HU, PL, SI, SL (? BL, RO) |
| <p>•History of freedom of info</p> <p>•Stress on eGovernment as part of 'informed democracy'.</p> <p>•Notion of active government not necessarily viewed with suspicion.</p> <p>•Strong role for local democracy.</p> | <p>eGovernment seen as a response to 'new economy' and hence often driven by business needs. Emphasis on transactional services to increase efficiency. But also strong role for non-governmental civic institutions. For citizens, concerns about privacy may retard development.</p> | <p>Tradition of strong civic pride and strong public sector and centralised state. Mainly centralised state structures, making it relatively easy to integrate eGovernment services, though many recent changes.</p> | <p>Tradition of strong civic pride and strong public sector. Federal structure with relatively weak centre making it relatively difficult to integrate eGovernment services.</p> | <p>Strong role for non-governmental civic institutions. Importance of city regions leading eGovernment development, such as Barcelona, Bologna. Central government role in standardisation and funding but not necessarily in development.</p> | <p>Share many of the characteristics of Southern Europe, although the first two have a recent colonial British past which still affects government structures and mindsets.</p> | <p>Former command economy states have a strong tradition of centralised bureaucracy and universal public services, even if at a low level. As transition societies, opportunities exist to leapfrog both technically and organisationally to front-runner positions if investment can be found.</p> |

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Strengthening and empowering the citizen: short term policy

Support flexible channelling:

- Must move from single eChannel mentality, jump over multi-channel concept, and embrace **flexible channelling approach**
- Support “**channel balancers**”, identify channel switch points, and reasons for switching between channels as suited to citizen preference, service and task

Support intermediation:

- Intermediaries are just another channel, but extremely important – they are **embedded in their social setting**
- They **include citizens who otherwise tend not to be users**, nor get fulfilment benefits of flexible channelling
- Almost as many intermediaries as only own use, & each **supports 2.6 others**
- Important differences between countries – especially relevant in “**early stage**” and “**emerging**” countries

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Strengthening and empowering the citizen: longer term policy

Flexible channelling including intermediation:

- Develop **ethnography of citizen behaviour** and service fulfilment
- Goal is **high quality service fulfilment** – not high quality eServices as ‘ends’ in themselves
- Government as **transaction machine, trusted adviser** and **guardian angel**

Empowerment is the next big thing:

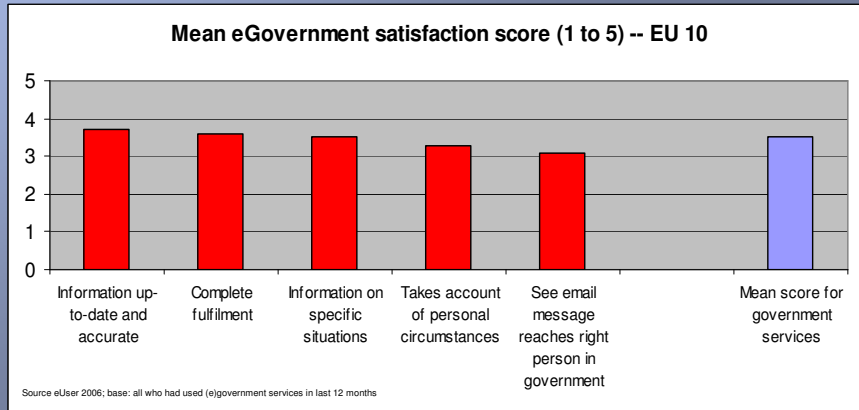
- Intermediaries can also help develop a **community voice & get share of voice**
- Civil servant as “**citizen service activist**”: especially for the “**excluded**”, cf. business account manager in private sector
- From “**citizen-centric**” to “**citizen-driven**”: citizens as co-creators of eGovernment services, cf. Linux, games, media, etc.

Distinguish between **citizen demand and need**:

- there is rarely a “market” in the public sector, and government must address longer-term societal needs

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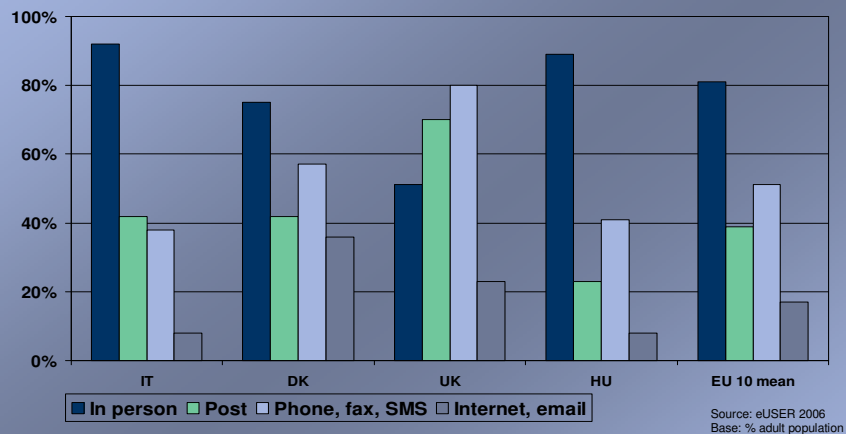
Benefits & satisfaction of eGovernment and government services



- eGovernment rated as high as government services
- But not (yet?) higher

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Citizens contact with government

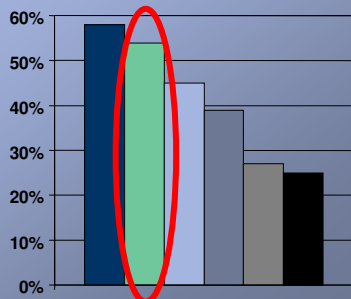


- In person remains most common, but large country differences
- Mean contact with government only 1.6 times per year

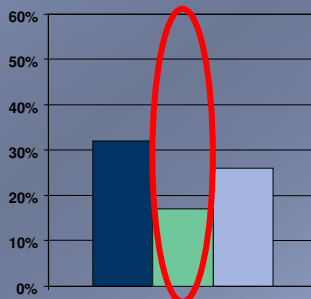
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Barriers: perceived and actual

Perceived barriers before use (EU 10 mean)



Actual barriers after use (EU 10 mean)



- Need to go to office anyway
- Too complex for online
- Concerned about personal data online
- Is there an online service?
- Too much effort to find online service
- Feel don't have technical means

- Did try but felt left alone
- Did try but too complex
- Did try but not specific to my need

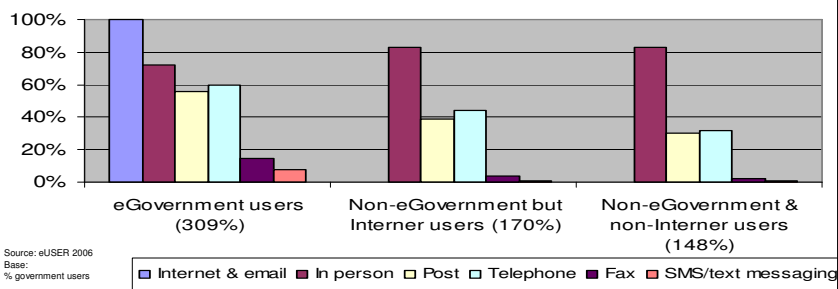
Source: eUSER 2006; base % government users

- Many perceived barriers reduce after actual use
- Still not sufficiently personalised

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Government citizen users and multi-channel

Government users and media combinations used (EU 10 mean)



eGovernment citizen users:

- 60%-70% also use in-person, telephone, post (+ other electronic)
- are not just "Internet nerds" – but use government services more, other channels more
- are "channel balancers": switch between channels, make choices on most appropriate channel suited to citizen preference, service & task

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