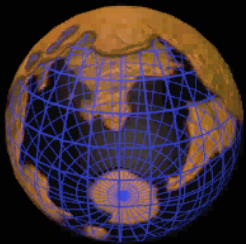


Citizens Matter

Making better policy and delivering better services with online tools

**Directorate for Public Governance
and Territorial Development - OECD**
Christian Vergez

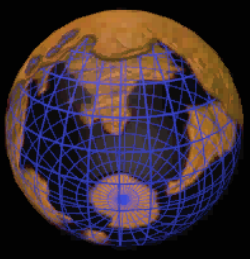
E-GOVERNANCE CATALONIA FORUM
5 July 2004



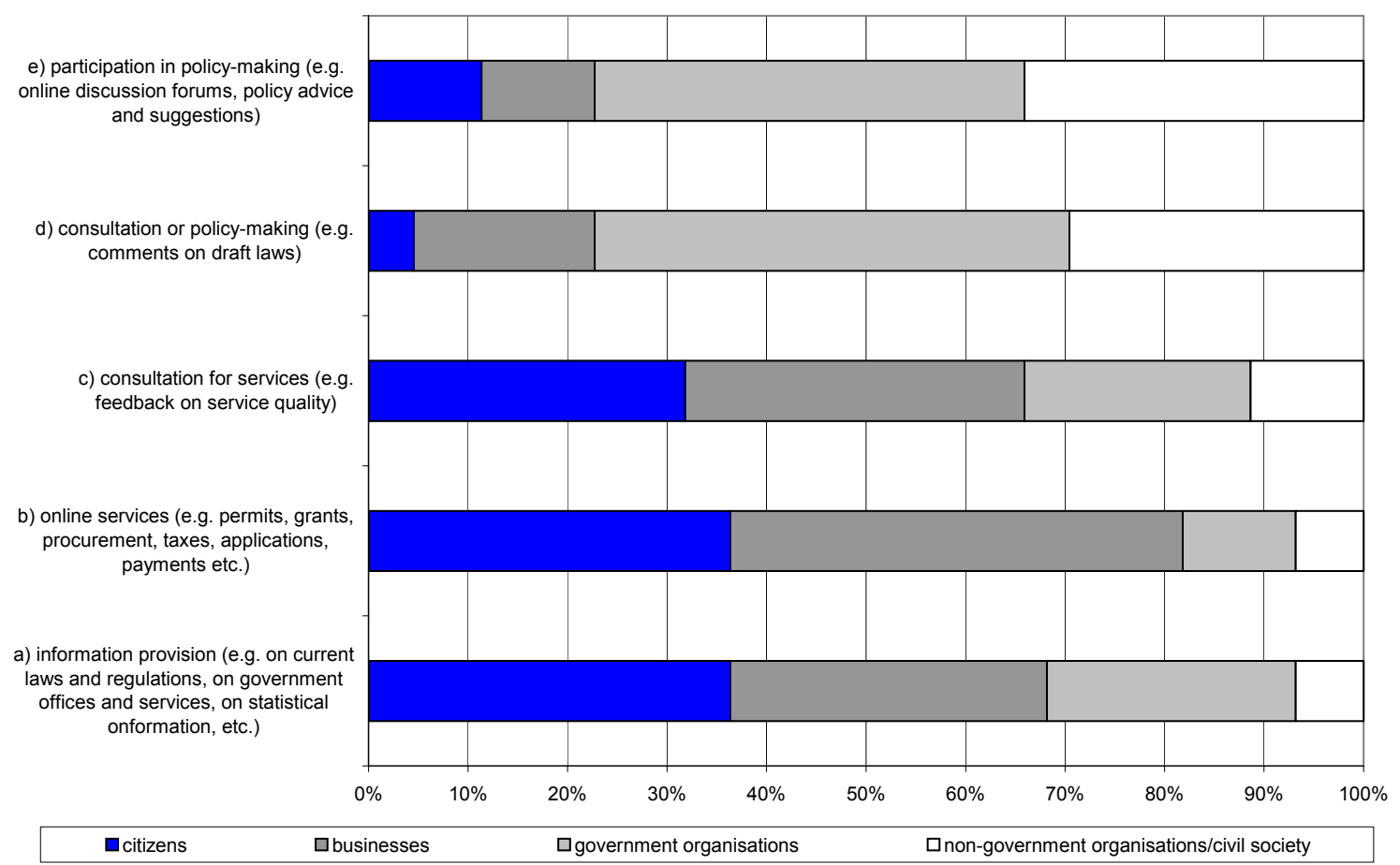
e-tools for better governance

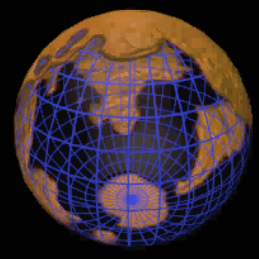
Governments recognise the need to:

- ⇒ Improve the **quality** of policy and services
- ⇒ Integrate **public input** into the policy process
- ⇒ Respond to calls for greater government **transparency, accountability & openness**
- ⇒ Meet the challenges of the **information society**
- ⇒ Strengthen **public trust** in government



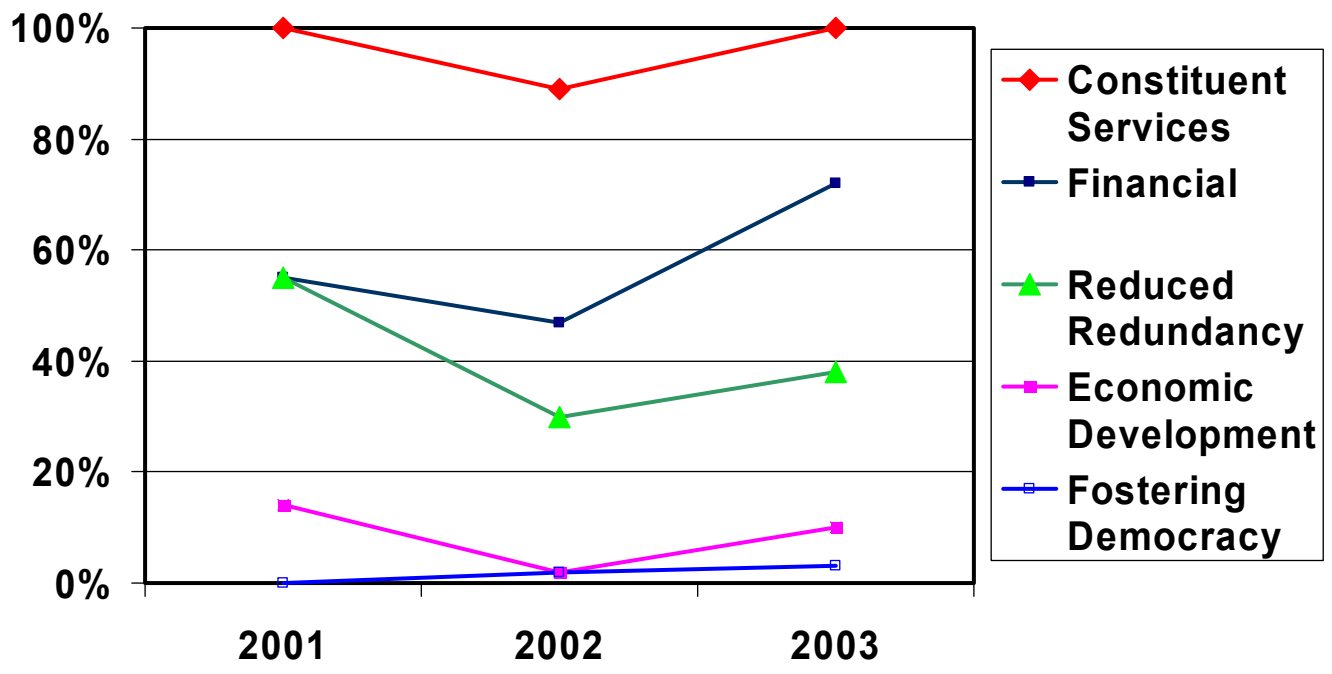
Preliminary data from Norway: user demand for e-government

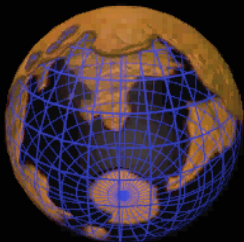




USA: Trends in E-Gov Benefits 2001-2003 NASCIO Winners

% of Digital Government Award Submissions

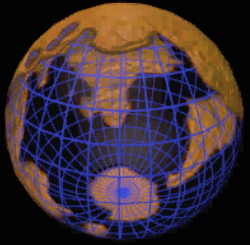




Denmark: Top of the Web

The project “Top of the Web” carries out an annual evaluation of all public sector Web sites and users' opinions on the services. Public assessments of Web sites inspire government institutions to improve the quality of service they provide to citizens. The Top of the Web evaluation uses a series of criteria to define the characteristics of a high-quality government Web site:

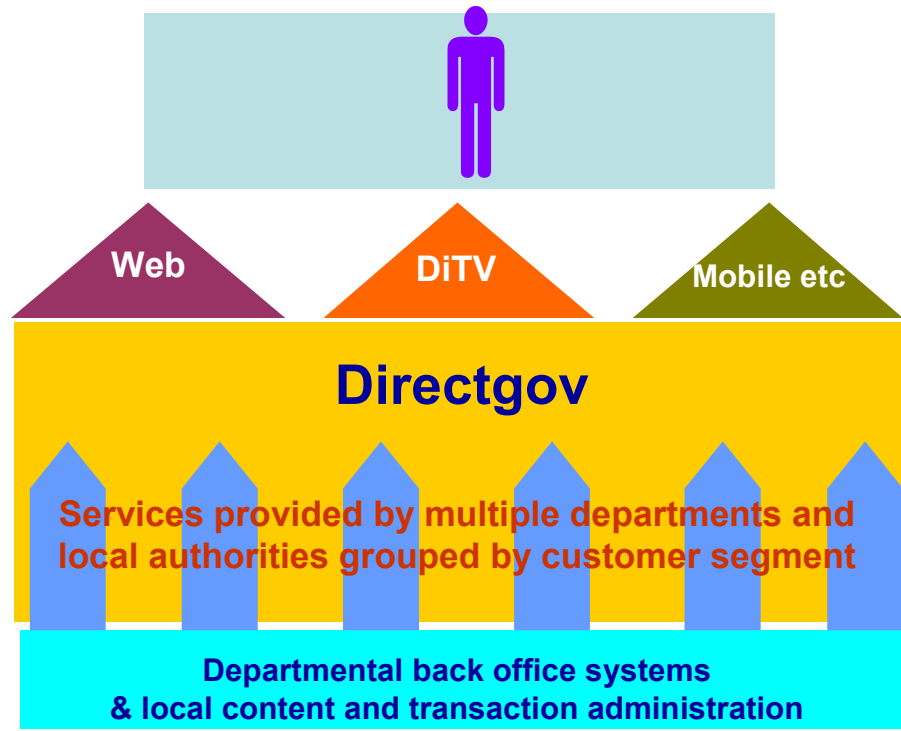
- **User-friendliness:** Users should find their way around the site effortlessly regardless of their level of expertise.
- **Practical value:** Users should benefit from the information given, which must be up to date and offer users relevant self-service options.
- **Openness:** Users should understand who takes decisions and how they can influence a decision-making process. Promoting openness also involves meeting users' needs, e.g. by enabling them to ask questions and receive answers electronically.



UK: DirectGov

Principles

- Culmination of our experience and research
- Deliverable by our existing business structure
- Promotes new thinking and Competitiveness
- Not a centralised solution minimises risk
- Leverages already planned expenditure
- Consumer focused



Store Front

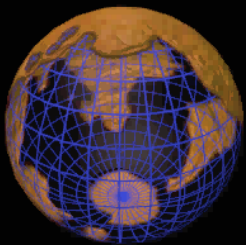
Channel entry points into a single offer

Franchises

Modular delivery units aggregating customer focused cross-government services by audience Segment

Services

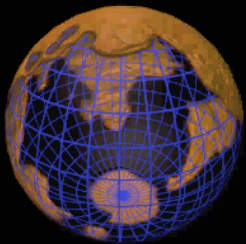
Individual services provided by departments and delivered through franchises



Engaging citizens in policy-making

Governments must ensure that:

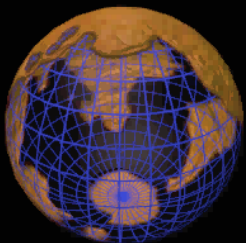
- **Information** is complete, objective, reliable, relevant, easy to find and understand.
- **Consultation** has clear goals and rules defining the limits of the exercise and government's obligation to account for its use of citizens' input.
- **Participation** provides sufficient time and flexibility to allow for the emergence of new ideas and proposals by citizens as well as mechanisms for their integration into the government's policy-making process.



Engaging citizens online

Five main challenges:

- **Scale** (many voices)
- **Capacity** (of citizens and civil servants)
- **Coherence** (throughout the policy cycle)
- **Evaluation** (of costs, benefits, impacts)
- **Commitment** (from politicians and civil servants)



Citizen engagement online

- Information on-line

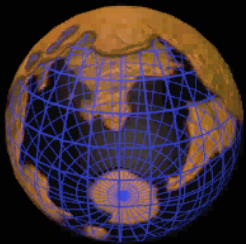
All OECD countries provide government information on-line. Some have **policy targets** and **guidelines**. **Quantity** and **quality** varies;

- Consultation and feedback on-line

Majority recognise the potential - but most are still at the **pilot phase**. Real impact on decision-making unclear. Expected to remain complementary to traditional tools.

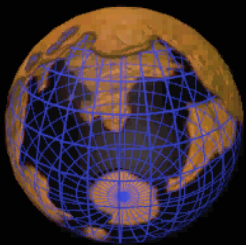
- Active participation on-line

Very limited. Some governments use discussion fora. Future options: web-based interactive games, virtual work spaces



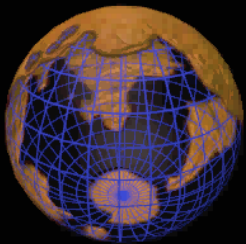
Policy lessons from Canada

Design	Organisation	Policy	Technical
Design with users	Invest in promotion	Develop guidelines	User-friendly software
Clarify roles	Provide summaries + feedback	Co-ordinate timing	Broadband and lowband
Independent host	Provide training	Mentors and advice	Easy access for all



10 Guiding Principles for Online Consultation

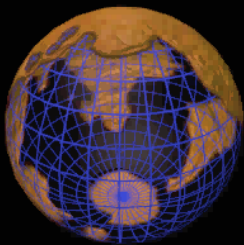
- **Start planning early**
- **Demonstrate commitment**
- **Guarantee personal data protection**
- **Tailor your approach to fit your target group**
- **Integrate online consultation with traditional methods**
- **Test and adapt your tools**
- **Promote your online consultation**
- **Analyse the results**
- **Provide feedback**
- **Evaluate the consultation process and its impacts**



The evaluation gap

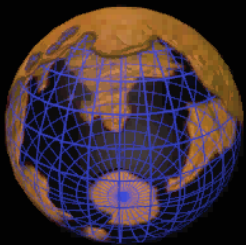
The need to evaluate:

- **Evaluation allows:** assessment of success/failure; side-effects & unexpected consequences; learning
- **No OECD Member country undertakes systematic evaluation** of effectiveness and impact of government efforts to inform, consult and engage citizens
- **All expressed an interest** in strengthening capacity in this field



Evaluating online consultation: indicators from Finland

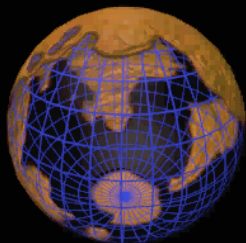
Goals	Indicators
Increase citizen discussion of state government projects	No. of discussions held
Cross-sectoral preparation of policy issues increases	No. of discussions moderated by several ministries
Topics in discussion forum increase public debate	Press follow-ups
Citizens can reach the ministers regularly	No. of ministers' online discussions
Impact on decision-making	Yearly case-study



Participatory evaluation

Balancing inclusion and effectiveness

- **How will citizens participate?**
 - Formulating questions, data collection, discussion of results
- **How will participants be chosen?**
 - All stakeholders, a representative sample?
- **How can citizens best be prepared?**
 - What information, training, support is needed?



OECD resources

OECD **policy briefs** for decision-makers

- The e-government imperative: main findings
- Engaging Citizens Online for Better Policy-making

OECD **reports** for policy advisers

- Problems and Promise of e-Democracy (2003)
- The e-government imperative

OECD E-Government Project **website**

- <http://webdomino1.oecd.org/COMNET/PUM/egovproweb.nsf>