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Sensible Social Investment: E-Government Services to Create Incentives for ICT Use by Citizens and Households

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Greater Government Transparency and Citizen Engagement to Promote Effectiveness and Accountability in Public Service Delivery

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Geneva Declaration *(Articles 9, 51):*

- Under favourable conditions, ICTs can be a powerful instrument, ... generating economic growth and improving the quality of life of all
- The usage and deployment of ICTs should seek to create benefits in all aspects of our daily life
- ICT applications are potentially important in government operations and services, and to promote eradication of poverty and other agreed development goals
- Applications should be user-friendly, accessible to all, affordable, adapted to local needs…, and support sustainable development
- To this effect, local authorities should play a major role in the provision of ICT services for the benefit of their populations

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“Invisible” Economy Should Not Be Underestimated

General trend of the consumerization of ICTs: once used only by experts, they are now available to everyone.
Alexander Schellong, eGovernment Benchmarking 2010+
Total value of everything yearly produced within the "invisible" economy of households can be well proportioned with national produce of the money economy.
Tofflers, Revolutionary Wealth

Household sector is one of main subjects of the national economy

Household supplies economy with resources and uses obtained money for purchasing some end products

In the context of improving QoL it is important to facilitate ICT use in household sector

Development of the Information Society reinforces the need for precise, reliable, and comparable statistical and analytical data on households' **access** to and **use** of ICT

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ICT Use by Households and Individuals: Factors of Influence *(IIS, Russian Regions eReadiness Index, 2004-2009)*

ICT infrastructure and access

Affordability

Preparedness

Motivation

ICT Use by Households and Individuals: Objective Factors of Influence

ICT infrastructure and access

- Level of economic development
- Human Capital
- Concentration of population / urbanization
- Innovative capacity
- Business environment
- Public policy

90%

Affordability

- Level of economic development → Income
- Business environment → Prices for ICT services
- Infrastructure

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ICT Use by Households and Individuals: Subjective Factors of Influence

Preparedness

- Level of education
- ICT use in education
- ICT skills, training different target groups
- Awareness building

Motivation

- Need (material, social, safety, spiritual)
- ICT services supply

Proactive

- Influence of social environment (state, education, job requirements; family, mass media, reference groups)

Reactive

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Benchmarking as Enabler and Motivator

Benchmarking enables and motivates:

- To determine how well current practices compare to others practices
- Experience best practices in action
- Locate performance gaps
- Prioritize opportunities and areas for improvement

There are three types of measures:

- **Natural** - is already in use, can be easily connected to a benchmark objective, e.g. money spent on ICT in the budget
- **Proxy** - connected to a benchmark objective, e.g. information society = number of broadband connections
- **Constructed** - describe different levels of achievement and assign numerical values

To benchmark "citizen-centricity" is an example of a constructed measure when there is no clear understanding how something should be measured.

Schellong, EUeGovBe

Measuring the Information Society *(ITU, 2010)*

United Nations Statistical Commission 38th session, 2007	• Endorsed a core list of ICT indicators developed by the Partnership on Measuring ICT for Development
The list includes, i.a., indicators on ICT access and use by households and individuals	• ICT access refers to availability of ICTs within the home • Use of ICT refers to use by one or more individuals of the household, whether at home or elsewhere
At the global level, ICT household statistics are limited, the measurement is in poor state	• Lack of comparability between statistics collected by countries • Lack of information about surveys (metadata) • Lack of adherence to the core ICT indicator standards in some areas

Core Indicators on Access to, and Use of, ICT by Households and Individuals

MANUAL for Measuring ICT Access and Use by Households and Individuals, 2009

- Proportion of households with a radio - Proportion of households with a TV - Proportion of households with telephone - Proportion of households with a computer	- Proportion of individuals who used a computer (from any location) in the last 12 months - Proportion of households with Internet access at home - Proportion of individuals who used the Internet (from any location) in the last 12 months - Location of individual use of the Internet in the last 12 months	- Internet activities undertaken by individuals in the last 12 months (from any location) - Proportion of individuals with use of a mobile cellular telephone - Proportion of households with access to the Internet by type of access (narrowband, broadband [fixed, mobile]) - Proportion of households with electricity

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UN Web Measure Index Key Performance Indicators

Security / Privacy

Usability

Content

Service

Levels of Sophistication of eGovernment

Phase I – Emerging

Web-page with links to ministries and departments

Static, little interaction with citizens

Phase II – Enhanced

More information on public policy with links to forms, reports, laws, regulations and newsletters accessible to citizens

Phase III – Interactive

Delivering online services (downloadable forms).

Beginning of an interactive portal with services to enhance the convenience of citizens

Phase IV – Transactional

Introducing two-way interactions with citizens. 24/7 online access. All transactions conducted online

Phase V – Connected

Connections between government and citizens

Connections between stakeholders - government, private sector, academia, NGOs, civil society

Common Interactive Services Available Worldwide *(Abu Dhabi e-Maturity Comparative Report, 2008)*

Interactive Service	Number of Countries	Percentage of Countries
E-mail sign-up option for updates	58	30%
Secure link indicated	33	17%
Government guarantees that online account will be kept confidential	29	15%
WAP/PDA access available	19	10%
Electronic signature indicated	19	10%
Messages sent to mobile phones	14	7%

Examples of G2C Services *(M-Government, UN/OECD, 2011)*

Information & Educational Services
General information for citizens
Specific information
Emergency alerts
Health and safety education
Educational programs
Notifications

Interactive services
Health, education & security services
Filling claims and reporting problems
Information inquiry services
Schedules

Transactional services
Employment
Government transfer programs
Paying taxes
Booking appointments
Transportation services
Signing a transaction with mobile signature

Next Steps

- Regular surveys of households' and citizens' satisfaction and needs
- Global repository of eGovernment experience to inquire about services provided to users, incl. households and citizens
- Harmonization of the core list of ICT indicators via implementing benchmarks of access to and use of eGovernment services by households and citizens

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Thank you!

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