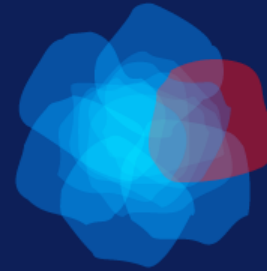


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eGOVERNMENT CONFERENCE

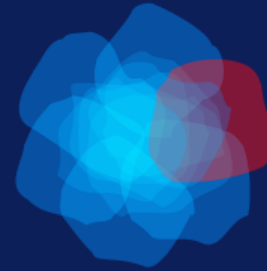
EU2007.PT



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Web 2.0 for eGovernment: why and how?

www.egov2007.gov.pt

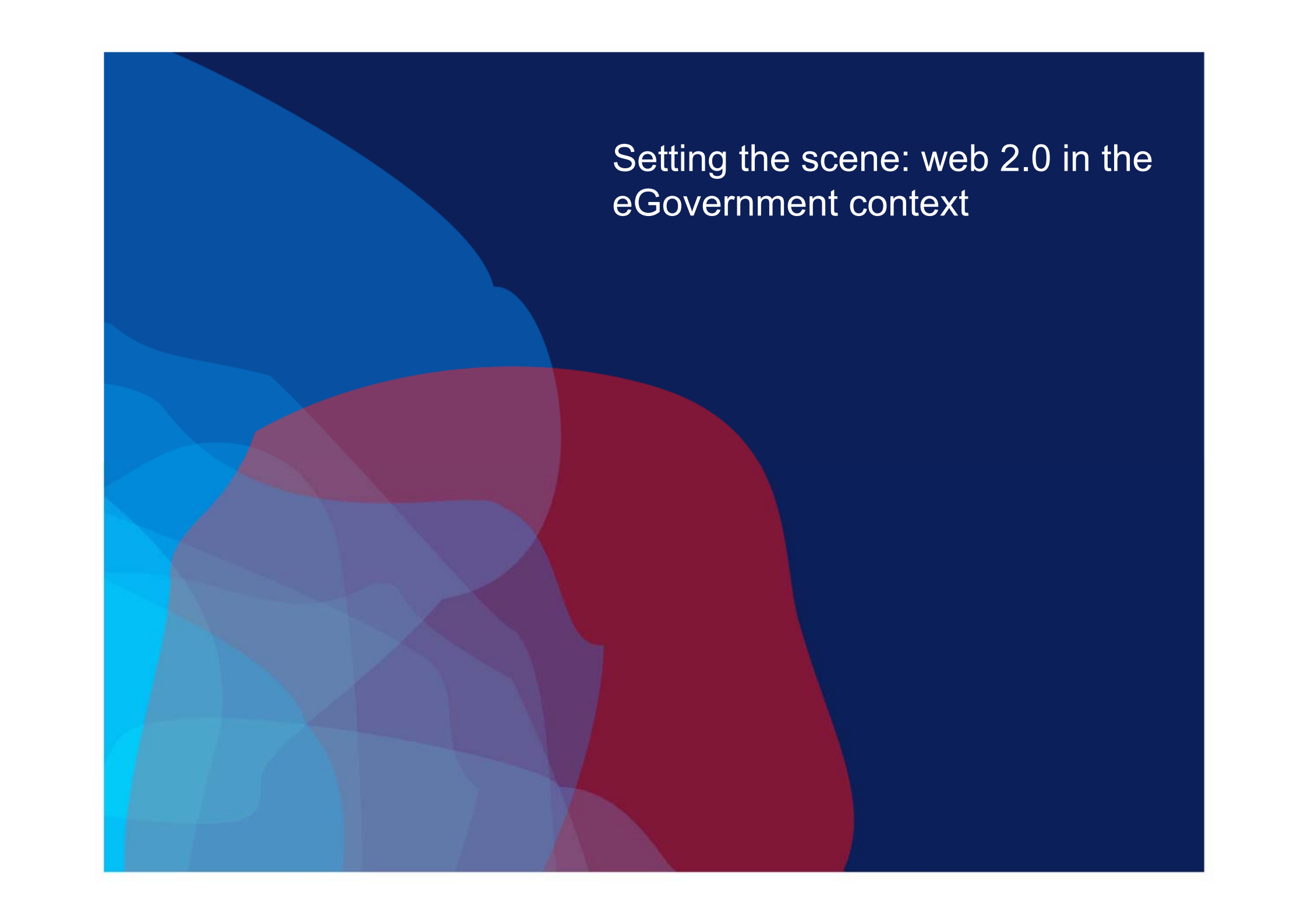


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David Osimo, Clara Centeno,
Jean-Claude Burgelman

JRC - IPTS
European Commission

www.egov2007.gov.pt

The background of the slide is a dark navy blue. On the left side, there is a large, abstract graphic composed of several overlapping, semi-transparent shapes. These shapes are primarily in shades of blue and red. A large, bright blue shape is at the top left, overlapping a darker blue shape below it. A large, semi-transparent red shape is positioned in the center and right, overlapping the blue shapes. The overall effect is a layered, organic-looking composition.

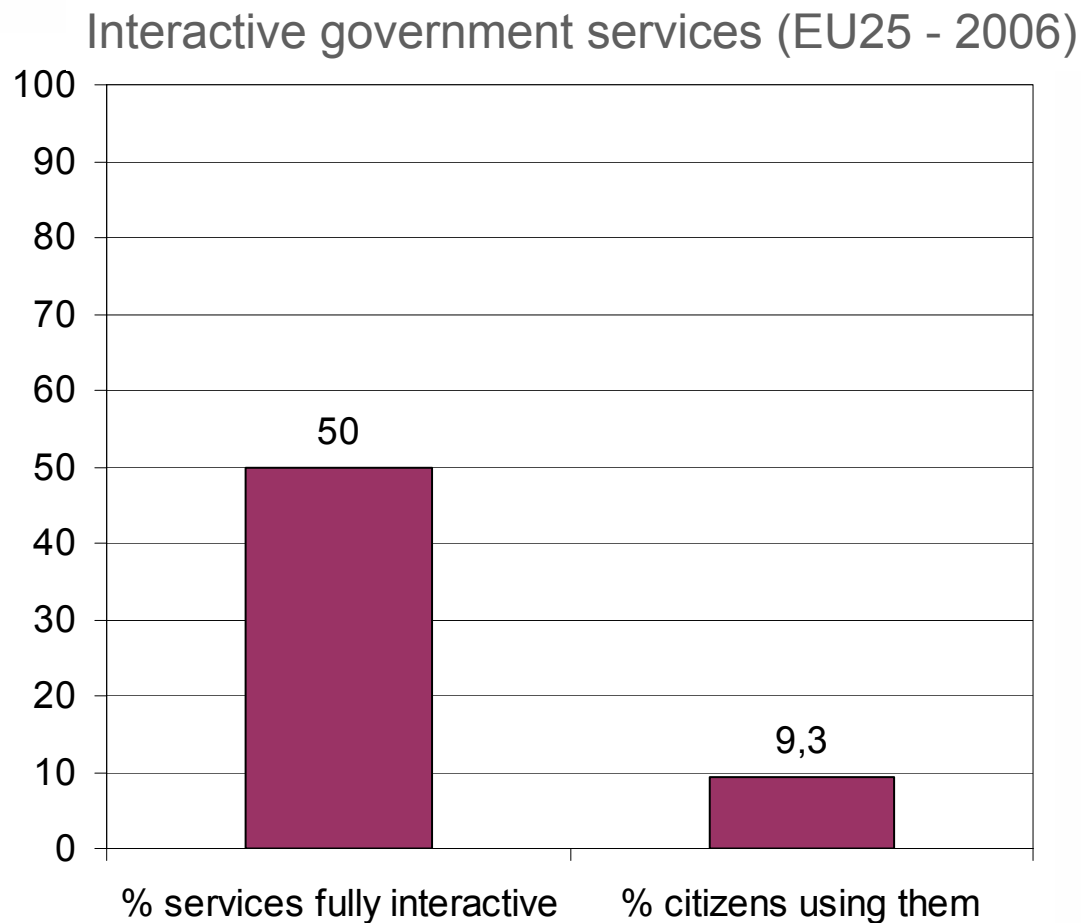
Setting the scene: web 2.0 in the eGovernment context

Key objectives of government modernization

- Simple and user-oriented
- Participative and inclusive
- Transparent and accountable
- Joined-up and networked
- Efficient and innovative

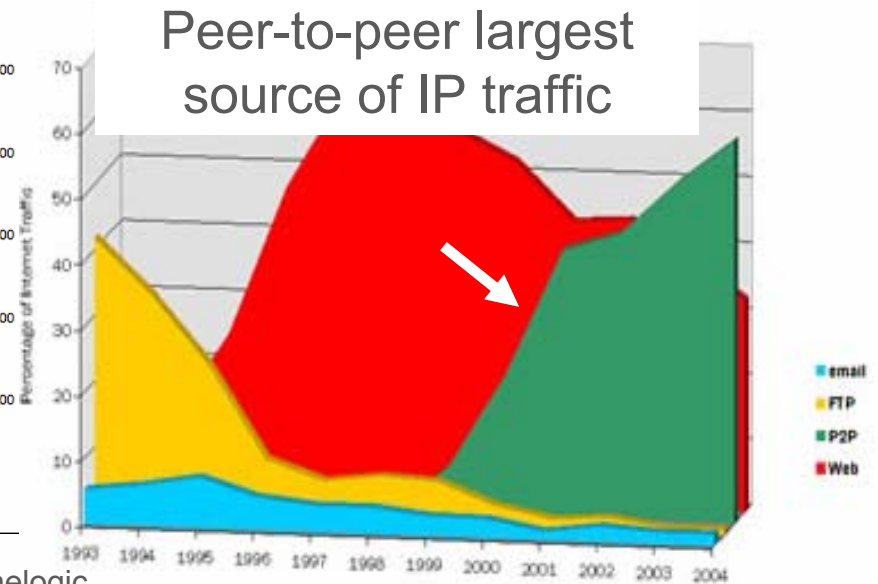
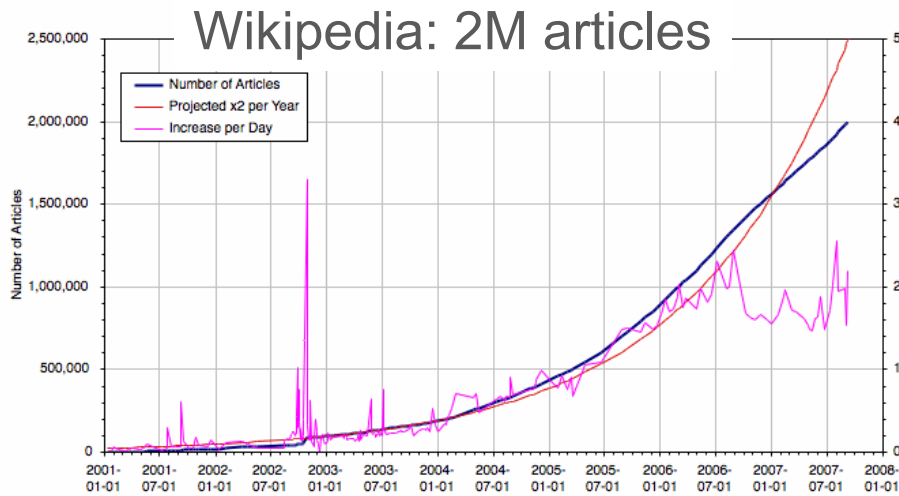
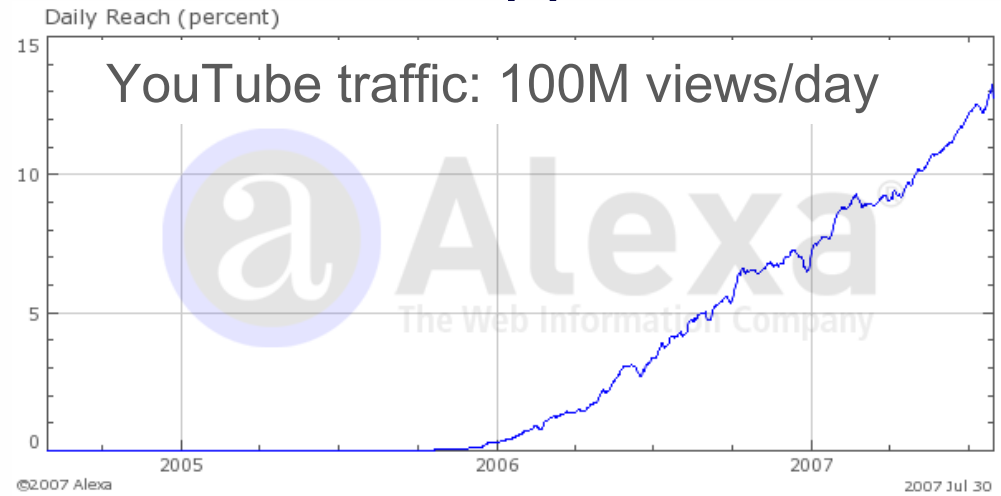
ICT as a strategic instrument to achieve this

But still challenges lie ahead...



How can web2.0
contribute?

The e-ruptive growth of user-driven applications



Key application areas in e-government, and examples

Based on extrapolation of :

- existing initiatives in the public sector,
- applications in private sector,
- trends in government

Identified areas of application (a rolling list)

Back office	Front office
<ul style="list-style-type: none"> ★ Regulation ★ Cross-agency collaboration ★ Knowledge management Interoperability Human resources mgmt Public procurement Innovation 	<ul style="list-style-type: none"> ★ Service delivery ★ eParticipation ★ Law enforcement Public sector information Public communication Transparency and accountability Inclusion
Networked Employees	Networked Citizens

Regulation case: Peer-to-patent

Peer-to-Patent opens the patent examination process to public participation for the first time.

Become part of this historic pilot program. Help the USPTO find the information relevant to assessing the claims of pending patent applications.

Become a community reviewer and improve the quality of patents.

[Get Started >](#)



HOW TO USE PEER TO PATENT



[Peer to Patent Videos](#)

SUBMIT AN APPLICATION

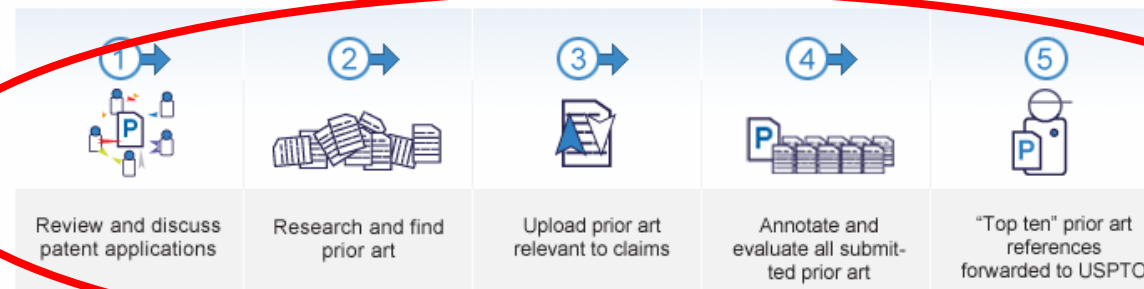
The Peer-to-Patent pilot will review 250 applications in Technology Center 2100 (Computer Architecture, Software and Information Security). Selected applications will be reviewed sooner by the USPTO.

[Click to apply](#)

What kind of patents can I help to review?

digital media DRM micropayment HMI Human Machine Interface Industrial Automation boot Bios system efficiency memory allocation database staging staging datastore ods

HERE IS HOW PEER TO PATENT WORKS:



MOST ACTIVE TEAMS

EU20

- 46 Method, apparatus and computer program product ...
- 30 User selectable management alert format

PEER TO PATENT ACTIVITY

Discuss Patent Applications 200 comments posted	Annotate and Evaluate Prior Art 95 prior art ratings 73 citations	Upload + Explain Prior Art 73 submitted
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Peer-to-patent: an inside look

Governance

- Partnership of US Patent Office with business and academia (NY Law school)
- Self-appointed experts, but participants ensure relevance and quality by **tagging, ranking prior art, ranking other reviewers**
- Desire of recognition as participation driver
- Weak authentication: blog style

Usage: Started June 07. 1000 users, 32 submission in first month.

Benefits

- Faster processes, backlog reduction
- Better informed decisions

Other applications:

- Functions where governments have “to make complex decisions without the benefit of adequate information”.

Cross agency collaboration case: Intellipedia

- Based on Wikipedia software: collaborative drafting of joint reports

Governance

- Used by 16 US security agencies – on a super-secure intranet (not public)
- Flat, informal cooperation.
- Risks: too much information sharing. BUT it's "worth it": "the key is risk management, not risk avoidance."

Usage: fast take-up, two thirds of analysts use it to co-produce reports

Benefits

- Avoiding silos effects (post 9-11)
- Better decisions by reducing information bottlenecks

Other applications:

- Social services for homeless (Canada, Alaska)
- Inter-agency consultation
- Environmental protection and disaster management (US-EPA, earthquake in Japan)

Knowledge management case: Allen and Overy

Answering key questions...

- Which articles do managers think are important this morning?
- Which newsfeeds do my favorite colleagues use?
- What discussion topics are hot in a project team (things you can't anticipate)?
- Who is expert/working on this specific topic/tag?

...by using "Enterprise 2.0" tools:

- Blogs and wikis for discussion and collaboration
- Collaborative filtering of information, recommendation systems, bookmarks sharing (tags, RSS feeds)
- On top of this: algorithms applied to users' attention data and behaviour

Not yet spread in companies – but used by individual workers

Allen and Overy: an inside look

Governance

- Pilot launched on small collaborative groups – then upscaled
- Fast, iterative delivery (not big IT project approach)
- Strong authentication (integrated with company SSO)
- Kept the wiki spirit, low control (non sensitive content)

Usage: became internal standard for collaboration and sharing

Benefits

- Increased awareness of what others are doing – less duplication of effort
- Reduction in internal e-mail sent
- Better learning and knowledge creation

Other applications

- All knowledge-intensive areas of government

Service delivery case: Patient Opinion

The screenshot shows the Patient Opinion website. At the top, there is a navigation bar with a search box and a search button. Below the navigation bar is a main content area with a header section titled "What is this about?" and a "Latest Patient Opinions" section. The "Latest Patient Opinions" section lists three recent opinions with their dates and authors. On the right side, there are two sidebars: "Your opinion" and "Compare hospitals". The "Your opinion" sidebar contains a text input field and a "Share your story" button. The "Compare hospitals" sidebar contains a text input field for a postcode and a "What service?" dropdown menu.

Patient Opinion this is our NHS... let's make it better

Login

Home Find opinions Find hospitals Your opinion About Help Language Support

Change text size

What is this about?

Patient Opinion is all about enabling patients to share their experiences of health care, and by doing so help other patients — and perhaps even change the NHS.

As well as allowing everyone to see what patients are saying about their services, it also offers a way to feed the experience of patients back to the NHS so that their insights and ideas can be put to good use.

Latest Patient Opinions

“ My friend was a patient in Arr ... ”
31 August 2007 , 17:34 PM
Deirdre Hewitt on Arrowe Park Hospital

“ I had a gallbladder removal on ... ”
30 August 2007 , 12:02 PM
(anonymous) on Derriford Hospital, General Surgery

“ My Father has been in Southend ... ”
29 August 2007 , 17:02 PM
k sheehan on Southend Hospital

Your opinion

If you have been to hospital recently, either as a patient or as a carer or friend or someone else, please tell us about your experience.

Compare hospitals

Enter your postcode to compare hospitals in your area and see what people are saying about them

Your postcode

What service ? (optional)

Patient Opinion: an inside look

Governance

- Launched by a GP as a social enterprise: third party between government and citizen
- Start-up funded by NHS, now revenues from health providers subscribing to the service
- Strong moderation (but also from senior patient)
- Weak authentication (blog-style) to enhance ease-of-use

Usage: 3000 comments in 9 months, 38 health providers subscribed

Benefits of ratings/reviews

- Enabling informed choices (for citizens)
- Understanding users needs (for government)
- Monitoring quality compliance for service improvement

Other applications in service delivery

- Citizens provide themselves additional services (Netmums.com, Katrinalist)
- New channels through mash-up (my homepage as government one-stop-shop)

Reminder: citizens and employees do it anyway

The screenshot shows a Flickr page for a photo titled "Hospitals are dirty." The photo depicts a corner of a room with a tiled floor, a white wall, and a wooden baseboard. A yellow "CAUTION WET FLOOR" sign is leaning against the wall, and a white spray bottle is on the floor next to it. The Flickr interface includes navigation links (Home, You, Organize, Contacts, Groups, Explore), a search bar, and user information (Signed in as osimod). The photo is uploaded by "Monkeye" on April 25, 2006. It has 191 photos in the photostream and is tagged with "crawley", "hospital", and "dirty".

[ush pro](#) says:



I used to work in a hospital, cleaning. Sterile environments are an illusion, and even the contributions that can be made are often made inconsistently. Most of the problems are not as visible as a big ass pile of dirt on the floor though.

Posted 13 months ago. ([permlink](#))

eParticipation case: e-petitions in UK



PRIME MINISTER	contact biography speeches PM's office the big issues our nation's future
GOVERNMENT	cabinet guide to legislation guide to government in your area links
NEWSROOM	latest news media centre email updates photo galleries webchats
DOWNING STREET	welcome history of the building PMs in history tour
BROADCASTS	PM's Question Time PM's statements films podcasts

Help You are here: [home](#) > [petitions](#)
Search All No.10


E-Petitions

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- ▶ [Privacy Policy](#)

E-Petitions



Create a Petition



View Petitions

Search petitions:

Five most recent petitions

We the undersigned petition the Prime Minister to...

- ▶ Award a Kighthood to SIMON WESTON Falklands veteran For services to his country
- ▶ Call for a complete ban on Television Quiz Programmes which promise cash prizes to viewers but in reality make massive profits from the thousands of calls they receive.
- ▶ Stop the DVLA introducing number plates being fitted with electronic tags.
- ▶ lower all waiting lists for assessments, care needs&appointments within the nhs and homefirst
- ▶ We the undersigned petition the Prime Minister to restrict the participation of a political party to just one House of

Five most popular open petitions

We the undersigned petition the Prime Minister to...

- ▶ Stop proposed restrictions regarding photography in public places (67708 signatures)
- ▶ Change the current student loan interest repayment, to deduct payments monthly not annually (67332 signatures)
- ▶ Continue funding for the Royal Air Force Aerobatics Team - The Red Arrows (59651 signatures)
- ▶ Abolish plans to build a £100 million mega Mosque. (58630 signatures)
- ▶ repeal the Hunting Act 2004. (39850 signatures)

BETA TEST

The e-petitions system launched in November 2006. It is in a public "beta test". This means that users are welcome to sign and create petitions while we are making changes to the site, as we fix technical problems, improve usability and respond to feedback.

E-petitions: Facts, fig and progress

E-Petitions: an inside look

Governance

- Hosted in the PM website, run by NGO MySociety.org (fixmystreet.com, theyworkforyou.com, planningalerts.com etc.)
- Ex-post moderation (nearly all petitions are listed)
- Weak authentication (blog-style)
- Launched as beta, 15 major changes in first 48 hours

Usage: 2.1M individuals signed petitions in 6 months

Benefits

- Stimulates citizen participation
- Real impact on current legislative process
- Especially effective in agenda-setting

Other applications: eParticipation, not only campaigning

- Bringing citizens participation upstream: commentonthis.com,
- Monitoring public representatives: theyworkforyou.com
- Easy creation of pressure groups even for specific causes: change.org;
- All this mostly **outside** government websites

Law enforcement case: MyBikeLane

[Login](#) [Register](#)

MyBikeLane

NEW YORK

Report a bike lane violation
using our anonymous form

ALL CITIES > NEW YORK

Bike Lane Submissions



livery on 5th

East 10th St and university st, New york, NY

reported by lawandorder
on Wed, Jul 18 2007

NY T 4962940

1 violation

0 comments



truck on 5th

5th Ave and 11th St, New york, NY

[View Searchable Map >>](#)



Tags in New York



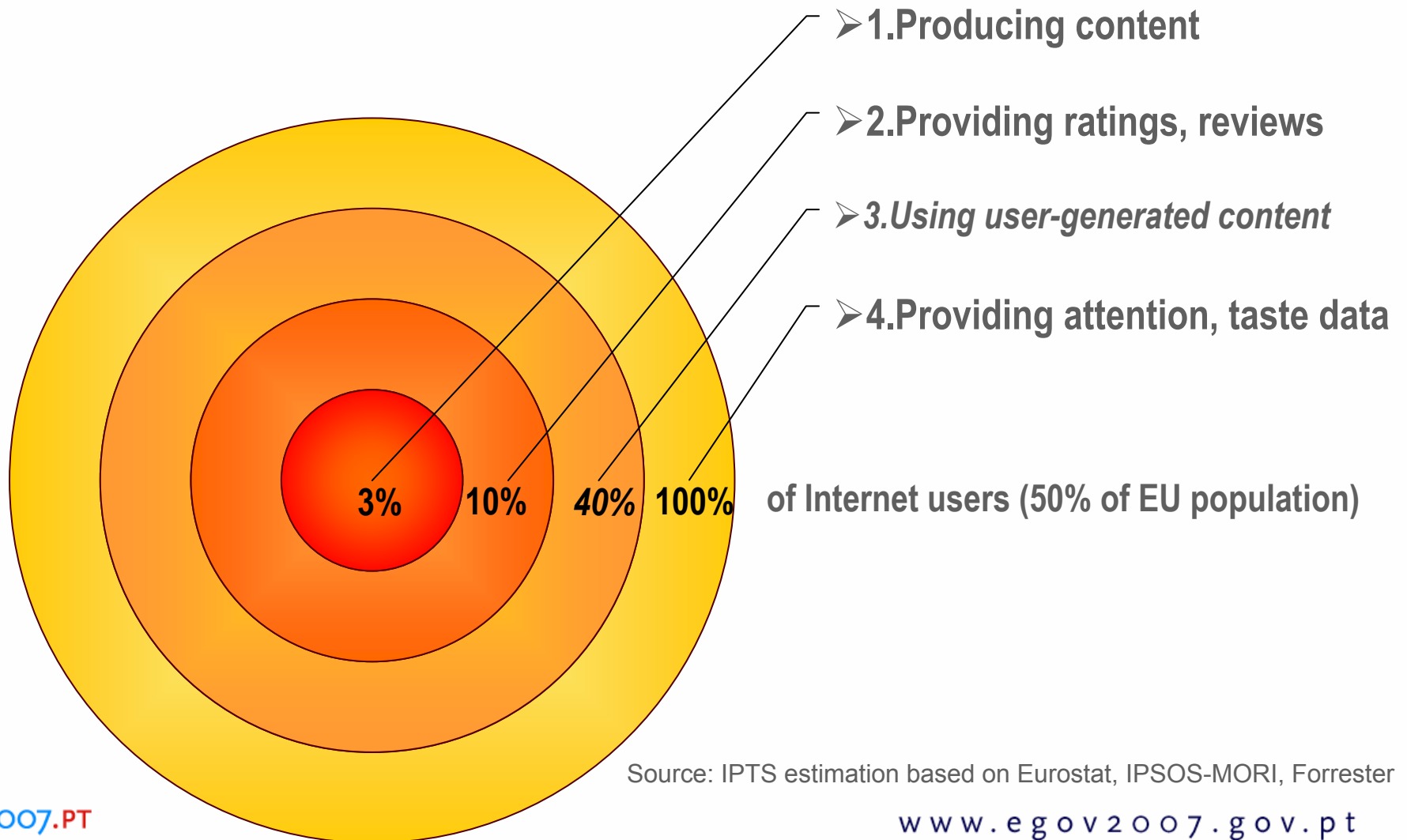
Lessons learnt

Based on evidence presented so far, and additional experts' interviews

Web 2.0 in eGovernment: why?

- Supports objectives of reformed government
 - Simple and user-oriented
 - Participative and inclusive
 - Transparent and accountable
 - Joined-up and networked
 - Efficient and innovative
- And citizens can help!

Different kinds of citizens' involvement in web 2.0



Why? /2

- Citizens (and employees) already use web 2.0:
no action ≠ no risks
- Likely to stay as it is linked to underlying societal trends
 - Today's teenagers = future users and employees
 - Empowered customers
 - Creative knowledge workers
 - From hierarchy to network-based organizations
 - Non linear-innovation models
 - Consumerization of ICT

How to start: suggestions from web2.0 experts

- Start from back office: knowledge intensive, collaborative culture teams
- Evaluate existing usage by your employees
- Partner with civil society and existing initiatives
- Open your data, make them available for re-use
- Provide governance, but soft: policies and guidance
- Listen and follow-up on users' feedback
- **But no ready recipes:** experiment through robust beta (it's cheap), learn by doing

Common mistakes

- “Build it and they will come”: beta testing, trial and error necessary
- Doing everything on own website: reach out through existing websites/network
- Opening up without soft governance of key challenges:
 - privacy
 - individual vs institutional role
 - destructive participation
- Adopting only the technology with traditional top-down attitude

Web 2.0 is about both technology and attitude

Attitude

User as producer, collective intelligence, open content, perpetual beta, ease of use

Technology

Blogs, Podcast, Wiki, Social Networking, Peer-to-peer, MPOGames, Mash-up
Ajax, Microformats, RSS/XML

Conclusion: start experimenting with web 2.0

- Several application areas – complementary to existing solutions
- Helpful for long-desired eGovernment goals, also through users involvement
- Rooted in long-term societal trends: individuals (and not only IT specialists) are doing it anyway
- Not a commodity: needs leadership, creativity, learning-by-doing

Thanks

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<http://is.jrc.es>



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