

TRANSFORMING PUBLIC SERVICES

Ministerial eGovernment Conference 2005

24-25 November
Manchester, UK



European Commission

Photographs

- Page 2* Entrance
- Page 3* UK Cabinet Office Minister Jim Murphy
- Page 4* The meeting of Ministers
- Page 7* The eEurope eGovernment Awards Winners
- Page 10* Michaela Neild and Andrew O'Neill of Winstanley College, Wigan
- Page 11* The internet café
- Page 12* Commissioner Viviane Reding and Dave Carter,
 Head of the Manchester Digital Development Agency
- Page 13* The exhibition

More photographs are available on the conference website.

Contents

Introduction	2
Conference Objectives	3
Meeting of Ministers and the Ministerial Declaration	4
The eEurope eGovernment Awards	7
The Conference Sessions	9
Conference Evaluation	14
Conference Publications	16
Links	16
Acknowledgements	17
Contact Details	17

Introduction

The 'Transforming Public Services' Conference was the third in a series of Ministerial eGovernment Conferences, following those in Belgium in 2001, and Italy in 2003. Co-hosted by the UK Presidency and the European Commission, the conference was held in Manchester, a city that has a prominent place in the history of computers.

The title recognised that real advances are being made in using new information and communications technology (ICT) to radically change the experience that citizens and businesses have in dealing with government – making a real difference and delivering real benefits to the user. The conference brought together the best evidence of this progress from Europe and beyond, including over 50 eEurope eGovernment Awards finalists.



The conference set out to debate, from the policy perspective, how governments can take what eGovernment currently has to offer and develop it further so that it delivers priority social and economic policy goals. With the end of eEurope 2005 and a need to set out an eGovernment strategy for the EU for 2006-2010, the timing of the conference was critical. The eGovernment strategy forms part of the i2010 initiative, an integral part of the newly revitalised Lisbon Agenda, and the aim of the conference was to show how eGovernment can contribute to the most pressing and high-level policy challenges that face Europe over the next five years.

The conference comprised:

- Two days of plenary and parallel speaker sessions, including keynote speeches from Ministers and European Commissioners
- A meeting of Ministers responsible for eGovernment to agree the eGovernment Ministerial Declaration
- An exhibition and ceremony for the eEurope eGovernment Awards finalists
- Dinners, networking events and a trade exhibition.



Conference Objectives

The conference had the following objectives:

- To give a new political direction to eGovernment work at the EU level for 2006-2010, embedding that in the i2010 initiative and thus linking it to achieving European competitiveness objectives within the Lisbon agenda
- To publicly mark the repositioning of 'eGovernment' from being an 'add-on government website' to being integral to public policy and service delivery, giving it a renewed political and economic rationale
- To demonstrate, with evidence and examples, the real benefits of eGovernment to citizens, businesses, and public administrations and thus its positive impact on the economy and society, to support the above objectives
- To share ideas and successes internationally, leading to politicians and senior officials taking back new ideas to their countries; and celebrating outstanding achievements (through the eEurope Awards finalists and winners).

Meeting of Ministers and the Ministerial Declaration

On 24 November as part of the conference in Manchester, Cabinet Office Parliamentary Secretary Jim Murphy, representing the UK Presidency, chaired a meeting of European Ministers responsible for eGovernment. They unanimously agreed the Declaration that sets a strategy for eGovernment at EU level for 2006 to 2010. It was adopted by the Telecomms Council during its December meeting. As part of the European Commission's i2010 programme, a detailed Action Plan will be produced in Spring 2006.

A copy of the eGovernment Ministerial Declaration is available (in English and French) at www.egov2005conference.gov.uk/proceedings/index.asp.

The Declaration commits Member States individually and collectively to a number of goals which have been summarised below. The Ministers agreed to integrate these goals into their national strategies and to set out, in 2006, their current or proposed activities in support of meeting them.



There are four sections in the Declaration.

No Citizen Left Behind – Inclusion By Design

The objectives here are to turn around eGovernment from being a perceived or real problem for inclusion, to be a solution. That is, instead of widening the digital divide by putting services online and thus making it harder for disadvantaged groups to access government, public administrations innovatively and creatively use the potential of ICT in policy design, service delivery, and information provision to actively include the disadvantaged. The specific goals are:

- ■ ■ ■ By 2010 all citizens, including socially disadvantaged groups, will have become major beneficiaries of eGovernment
- ■ ■ ■ By 2010 European public administrations will have made public information and services more easily accessible through innovative use of ICT and through increasing public trust, increasing awareness of eGovernment benefits and through improving skills and support for all users.

Using ICT To Make A Reality Of Effective And Efficient Government

The objectives here are designed to drive actions that use ICT to improve the consumer's experience of and satisfaction with public services, reduce the cost – especially to businesses – of dealing with government and complying with regulations, improve efficiency within public administrations, and improve the transparency to the citizen of the working of governments. The specific goals are:

- ■ ■ ■ By 2010 eGovernment will be contributing to high user satisfaction with public services
- ■ ■ ■ By 2010 eGovernment will have significantly reduced the administrative burden on businesses and citizens
- ■ ■ ■ By 2010 the public sector will have achieved considerable gains in efficiency through the use of ICT
- ■ ■ ■ By 2010 European administrations will have significantly increased transparency and accountability wherever possible and relevant through innovative use of ICT.

Delivering High Impact Services Designed Around Customers' Needs

The purpose of the objectives here is to focus attention in future on identifying and implementing the small number of pan-European services that make the most impact on freedom of movement of labour, services, goods and capital. One specific service is identified for immediate action: eProcurement. There is sufficient experience and evidence to say that it should now just be done, because of the known beneficial impact on markets, suppliers, and value for money in public purchasing. The specific goals are:

- ■ ■ ■ By 2010 all public administrations across Europe will have the capability of carrying out 100% of their procurement electronically, where legally permissible, thus creating a fairer and more transparent market for all companies independent of a company's size or location within the single market
- ■ ■ ■ By 2010 at least 50% of public procurement above the EU public procurement threshold will be carried out electronically
- ■ ■ ■ Over the period 2006 to 2010 Member States will focus their efforts on delivering those high impact services in Europe which will contribute most to the achievement of the Lisbon Agenda.

Widely Available, Trusted Access To Public Services Across The EU, Through Mutually Recognised Electronic Identifications

The purpose of the objectives here is to address the challenge that as public services are increasingly delivered electronically, their users face an ever expanding number of different logon routines and varying procedures for authenticating themselves to the services – where the public service needs to know for certain that users are who they electronically claim to be. There is a similar ambition to address the problem of the retention and future authentication of electronic formal documents. The specific goals are:

- ■ ■ ■ By 2010 European citizens and businesses shall be able to benefit from secure and convenient means of electronic identification, issued at the local, regional or national level and respecting data protection regulations, to identify themselves to public services in their own or in any other Member State

- By 2010 Member States will have agreed a framework for reference to, and where appropriate the use of, authenticated electronic documents across the EU.

The eEurope eGovernment Awards

The first day of the conference ended with the eEurope eGovernment Awards Ceremony, where Commissioner Reding presented awards to four projects selected from the 52 finalists exhibiting at the conference, representing 19 countries. These finalists were in turn selected from among 234 nominated 'good practice' cases. Award candidate projects were assessed for innovation and effective management, impact, relevance and transferability. Candidate projects were identified across four thematic categories:



Enabling eGovernment

■ ■ ■ ■ *Creating the right environment to enable government, businesses and citizens to benefit from transformation.* This category was won by KSI ZUS from Poland, for its secure infrastructure for implementing pension reform, which is already supporting 90% of all information submitted. There was an honourable mention for project Falstaff from Italy, a Customs Information System that focuses on identifying counterfeiting and fraud in the business supply chain. It integrates information from multiple sources, delivers a 20% productivity gain, and has 9,000 internal users, and 15,000 external users.

Government transformation

■ ■ ■ ■ *Demonstrating organisational readiness and innovation in the back office.* This category was won by 'Electronic Invoicing in Denmark' for a system used by national and local administrations throughout the country, which is already saving businesses 50 million Euros per year, and administrations – hence taxpayers – 120 to 150 million Euro per year. There was an honourable mention for the Road Traffic Automation project from the UK, a partnership between the Department of Work and Pensions and the Department of Health. It involves the automated electronic transfer of finance related to road traffic incidents, based on a public-private partnership and is designed to be interoperable with other EU systems.

Business and citizen centred service use

■ ■ ■ ■ *Transformation and innovation in external facing services, driving up use and participation.* This category was won by The Netherlands for its Kadaster-on-line system, which provides direct access by businesses and citizens to up-to-date land registry information. There was an honourable mention for Spain's IRIS BCN project, which promotes civic attitudes in Barcelona through a customer service request platform. It is a multi-channel and multimodal platform that provides 20 different access channels to over 1,600 services and enables public access forums including face-to-face, telephone and Internet access.

Impact

■ ■ ■ *Measuring the impact on, and benefits to, citizens, businesses and government.* This category was won by Ireland for its Revenue-on-Line service for tax payers. This service not only provides businesses and citizens with an easy to use facility, but has also allowed the administration to redeploy staff to important compliance and investigative work. There was an honourable mention for Romania, for AeL, a project that is an integrated Solution for Content Management and Computer Assisted Training in the Education System. It provides support for teaching and learning, evaluation and grading, content and management, with over 700,000 pupils and 62,000 teachers having access and has been delivered through a public-private partnership.

The Conference Sessions

Plenary Session Summary

Transformational eGovernment must have real impact on real people if it is to succeed, and deliver wholesale change from monolithic services into personalized ones. This was the key message at the opening of the Transforming Public Services conference. Speakers in the event's first session also highlighted competitiveness, inclusion and education as key areas of impact.

The importance of delivering the eGovernment agenda was highlighted by Ben Verwaayen, CEO of BT, and Ian Watmore, the UK government's CIO. Mr Watmore noted that government accounts for about 40% of national GDP and its efficiency and effectiveness is critical to the economy as a whole. He added that "We must make this whole agenda absolutely mainstream in every government around the world. It is not a bolt-on for the nerds to play with in the corner. It should be baked into the plans of every government and business".

Mr Verwaayen agreed, "Government is a vital ingredient for competitiveness. There needs to be an alliance between the EU competition agenda and what we are discussing today. It is up to us to do it together". He added that competition is global: "...talent doesn't have an exclusive passport, you can live where you want and compete. People can make real choices and we can make sure the choices we make are ones that help us move forward".



A highlight of the morning session was a presentation of an eGovernment vision by two school students from the Manchester area. Their vision called for more joined-up public services, and sharing and reusing citizen data.

This linked into a session dedicated to data sharing. In this session Sir Michael Bichard drew lessons from his Soham Inquiry into a failure to share data that led to the tragic death of two young girls. He highlighted the importance of changing organisational cultures and attitudes if data sharing is to have an impact on public protection and the improvement of public services.

Richard Thomas, UK Information Commissioner, also highlighted the cultural issues that are critical to ensuring public servants handle personal information properly, saying that current legislation is not the main problem. Accenture's Sean Shine drew from the results of its eGovernment survey to conclude that European citizens would welcome information sharing for many eGovernment applications if it were to deliver more joined-up and effective services. But effective data sharing alone is not enough; Peter Vanvelthoven, Belgian Minister for eGovernment, highlighted his Government's philosophy, "we need to learn to think as customers".

The next session focused on businesses, citizens and frontline workers. Microsoft presented three case studies in technology supporting public services. Lahn Dill, a German hospital, demonstrated how it has increased time for patient care by 15% through the introduction of wireless technology. In another case, Thames Valley Police demonstrated how it has enabled police officers to spend more time in the community through the use of pocket PCs. High take-up and productivity gain have been achieved by involving frontline workers from the outset in service design.

William Heath, founder and Chairman of Kable Ltd., focused on the duty of government to engage with critical friends and act upon their feedback. He also highlighted the potential offered by hobbyists in the co-creation of public services. This message was amplified by Patrick Abrahams from the Local Channel, which is building websites for Local Government across Europe. He demonstrated the role of local community websites, and volunteer authors, in better informing citizens. These bring together local opinion and create a greater sense of community.

The final plenary session of the first day focused on the measurement and evidence of the impact of IT on organisations. Paul Stevens, Vice President of IT at GlaxoSmithKline (GSK), Europe's largest pharmaceutical company, highlighted the importance of measurement in building successful partnerships. GSK measurement has provided a focus for alignment of business and IT functions, and this has resulted in the cost of IT falling by 75%. "We've created an environment





where IT and business can work together. The impact on IT people has been profound,” he explained. He also stressed that it is imperative to keep measuring impact after project implementation: there is often a dip after initial benefits realisation and the cause needs to be addressed to achieve sustainable, long term benefits.

“Transformational government will shift power to the users,” said Professor Julian Le Grand of the London School of Economics. He explained that access to information about public services was the key driver of change. “New technology is crucial,” he said. “It allows us to collect a lot of relevant information – post-operative mortality rates, exam results. We can assemble all this and put it out in an easily accessible form.” However, Professor Le Grand warned that this shift in power is at the expense of professionals who deliver the services – doctors, teachers and other front-line public servants.

On the second day of the conference the main plenary session was on Transformation. Rolf Alter, from the Organisation for Economic Co-operation and Development, highlighted that user focus as a goal should be the key driver for change. He also cemented the messages of the first day, noting that eGovernment now needs to be mainstreamed within the modernisation and reform agendas of governments if it is to deliver against expectations.

Bernard Meric, HP EMEA, highlighted the practical challenges of transformation, and the need to address the interrelated people, technology and process issues to deliver successfully. He also added partnerships to the mix and the need to be innovative in forming new partnerships between industry and government to deliver outcomes.

This was a theme that was continued by the final speaker, John Higgins, VP of the European ICT association (EICTA), who delivered an industry declaration welcoming the Ministerial Declaration of the previous day and committing industry to help deliver it in partnership.

Parallel Session Summary

Parallel sessions ran through the second day of the conference. Fifteen sessions took place, chaired by ministers and senior officials. Each session consisted of two or three presentations followed by an interactive Q&A session with the panel of presenters. The subject topics aligned with the four conference themes, and there were additional sessions covering local government issues, international cooperation and taking forward good practice. The topics attracting the largest audiences were Advances in Electronic Identification, Creating and Measuring Public Value, and Interoperability and Open Standards. In addition to being well attended, all these received very positive feedback from delegates in the post-conference survey. A parallel session on Transforming the Customer Interface, which included a presentation from Canada on its experience, also received excellent feedback.



Conference Evaluation

About 130 feedback reports were collected from the various categories of the 973 participants at the conference.

The feedback from the delegates was exceptionally good, with each aspect of the conference getting between a quarter and a third 'excellent' markings, and between 70% and 90% 'excellent' or 'good'. Almost 50% put 'networking' as the most useful aspect of the conference, with 'shared learning' second.

- A third of delegates rated the **overall conference** as excellent, with 88% rating it in the top two categories good to excellent
- Three-fifths of delegates rated the **event organisation** as excellent with 86% rating it in the top two categories
- Two-fifths of delegates rated the **networking** at the conference as excellent, with 81% rating it as either good or excellent
- Three-quarters of delegates rated the **plenary sessions** in the top two categories, as either good or excellent
- Three-quarters rated the **parallel sessions** in the top two categories, as either good or excellent
- Over half of delegates rated the **venue** as excellent, with 90% rating it in the top two categories, as either good or excellent
- Around a third of delegates rated the **eGovernment Awards Exhibition** as excellent with 81% rating it in the top two categories, as either good or excellent
- Nearly three-quarters of delegates, 73%, rated the **Supplier Showcase** in the top two categories, as either good or excellent.

Some positive quotes from delegates included:

- ■ ■ “Good high level overview on strategic subject, yet gave the opportunity to get practical applications/ examples and sensible views from private sector participants” – UK delegate
- ■ ■ “Incredibly good organisation” – delegate from Belgium
- ■ ■ “A compact overview of egov initiatives across Europe” – anonymous
- ■ ■ “There was a clear message which was reinforced in the programme. The mix of plenary sessions and break-out sessions was well balanced. I particularly enjoyed the multiple speaker (short speech) approach that avoided listening fatigue through variety and interest” – delegate from Ireland
- ■ ■ “Excellent part was open dialogue between Ian Watmore and Ben Verwaayen” – delegate from Macedonia

Eighteen Ministers and Heads of Delegation took part in a short interview, and between 13 and 16 were very positive about the various aspects of the conference and its organisation. Some comments indicated that one of the conference objectives – giving people ideas to take back to implement in their own country – was being achieved.

Specific quotes included:

- ■ ■ “New ideas – will implement”
- ■ ■ “Very useful – I have gathered a lot of material and spoken to a lot of projects. It’s been good to talk not only to ministers but to the people actually responsible for projects so they can answer the detailed questions”
- ■ ■ “Really useful to see projects that we can use back in [my country]”

Twenty-five media representatives attended the conference and evaluation forms were completed by five journalists. These were very positive about the facilities and support, and divided over access to key speakers and the press conference. That, and comments at the time, indicates that the media were generally happy with the arrangements at the event.

Conference Publications



Beyond e-Government

A summary of the results of an eight-month study into the level of sophistication of eGovernment across nine countries: Australia, Canada, France, Germany, Italy, Japan, Sweden, UK and USA.



eAccessibility of public sector services in the European Union

A comprehensive assessment of the eAccessibility of government online services across the European Union (EU).

Conference Proceedings

European eGovernment Awards 2005 – Selected articles of 16 Finalists

All publications can be downloaded from the conference web site.

Links

Conference Proceedings

<http://www.egov2005conference.gov.uk/proceedings/index.asp>

UK e-Government Unit

<http://www.cabinetoffice.gov.uk/e-government/>

UK Presidency

<http://www.eu2005.gov.uk/>

European Commission eGovernment Unit

http://europa.eu.int/egovernment_research

i2010

http://europa.eu.int/information_society/eeurope/i2010/index_en.htm

eEurope Awards

<http://www.e-europeawards.org/>

Acknowledgements

The UK Presidency and the European Commission wish to thank all the sponsors of the event and formal dinners, exhibitors, speakers, participants, organisers and workers who together made the event a success. In particular, to thank the strategic sponsors Oracle and HP for their support; and the City Council, organisations, businesses and people of Manchester for their hospitality and assistance. The conference event was organised by London-based company Live.

Contact Details

UK

e-Government Unit

Cabinet Office, Stockley House, 130 Wilton Road, London SW1V 1LQ

+44 (0)20 7276 3285

e-government.info@cabinet-office.x.gsi.gov.uk

European Commission

eGovernment Unit

DG Information Society and Media

avenue de Beaulieu 31, B-1049 Brussels, Belgium

+32 2 299 0245

EC-egovernment-research@cec.eu.int

