

SmartCities

What we've learned about delivering better e-government

Dr David Fitch

Academic Network Project Manager

Edinburgh Napier University



The Interreg IVB
North Sea Region
Programme





Smart Cities

Smart Cities is creating an innovation network between governments and academic partners in the North Sea Region

This network will:

- 1. develop an understanding** of which e-services services work best and why,
- 2. equip decision makers** with knowledge to develop and deliver e-enabled public services,
- 3. facilitate** the transfer of e-Government successes,
- 4. integrate national authorities** into these efforts.



15 municipal and academic partners from the NSR



Supported by a wide range of mainstreaming partners



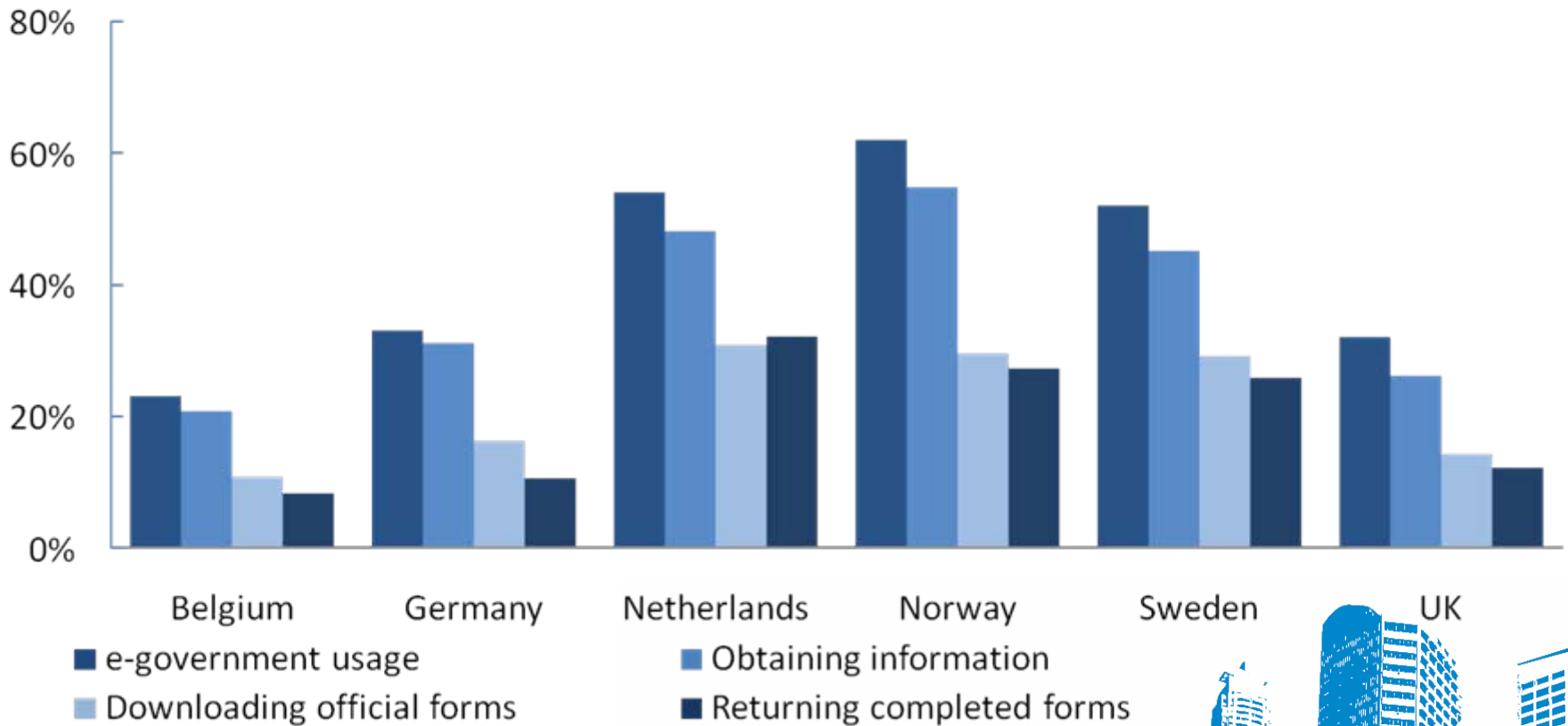
Understanding e-government



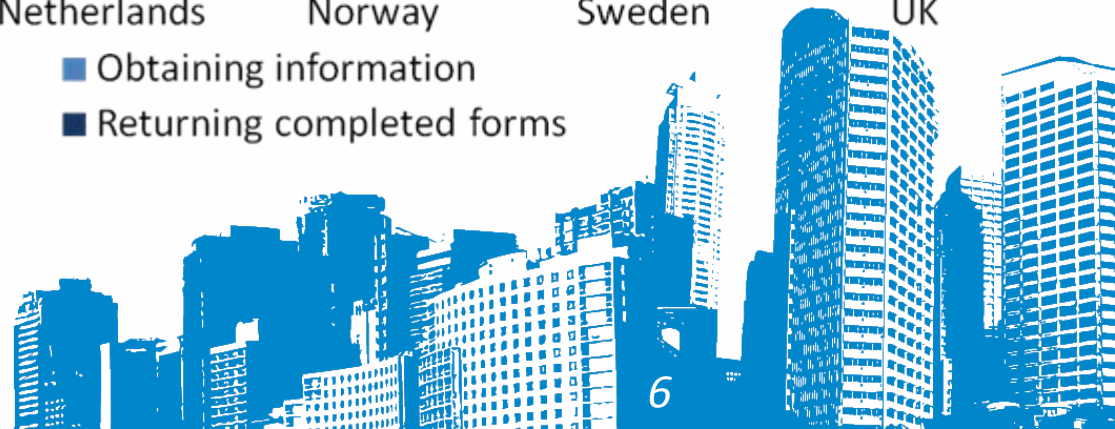
e-government covers many different **institutions**, at different levels of **government** and at different stages of organisational/ technological **development**, trying to deliver a wide range of **things** to a wide range of **citizens**



e-service use: by individuals

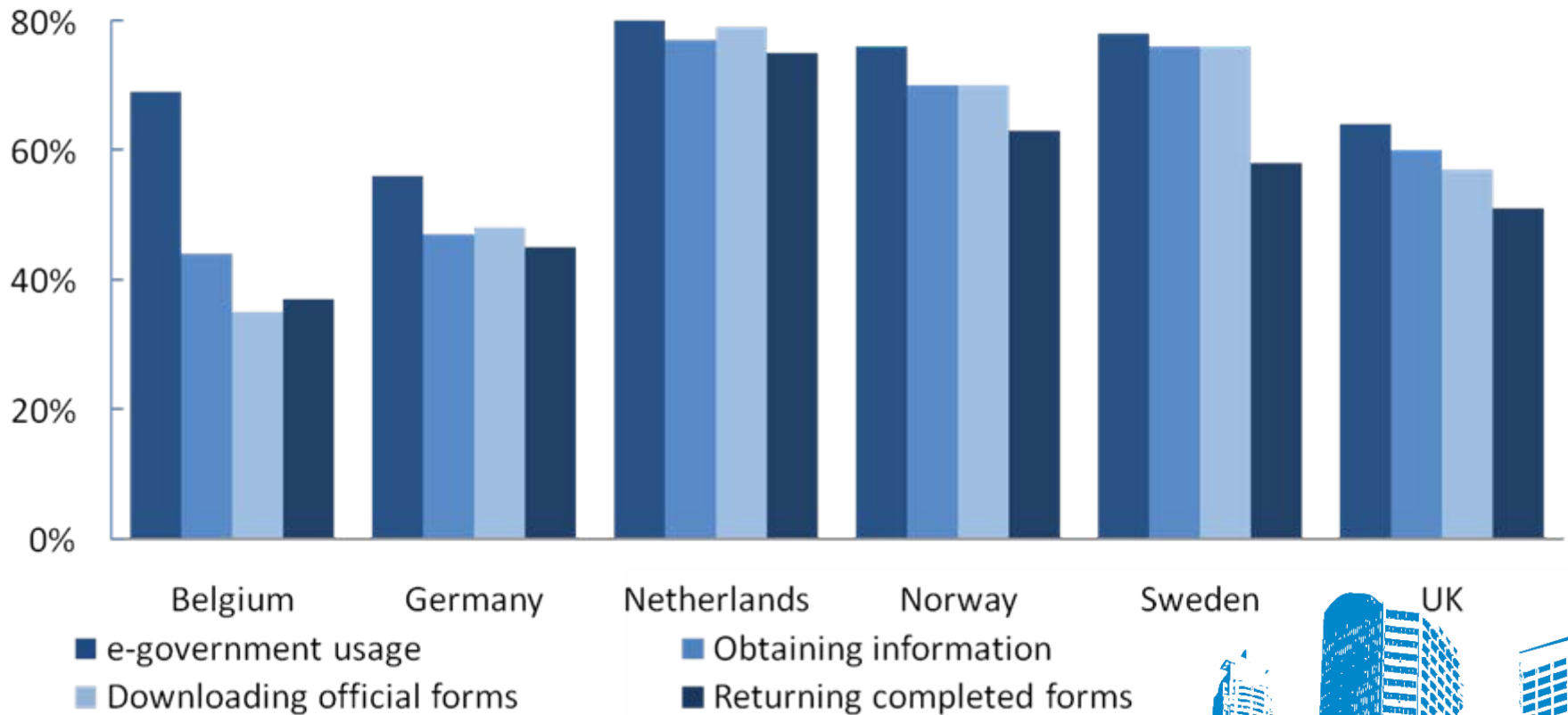


eurostat 2008





e-service use: by enterprises



eurostat 2008

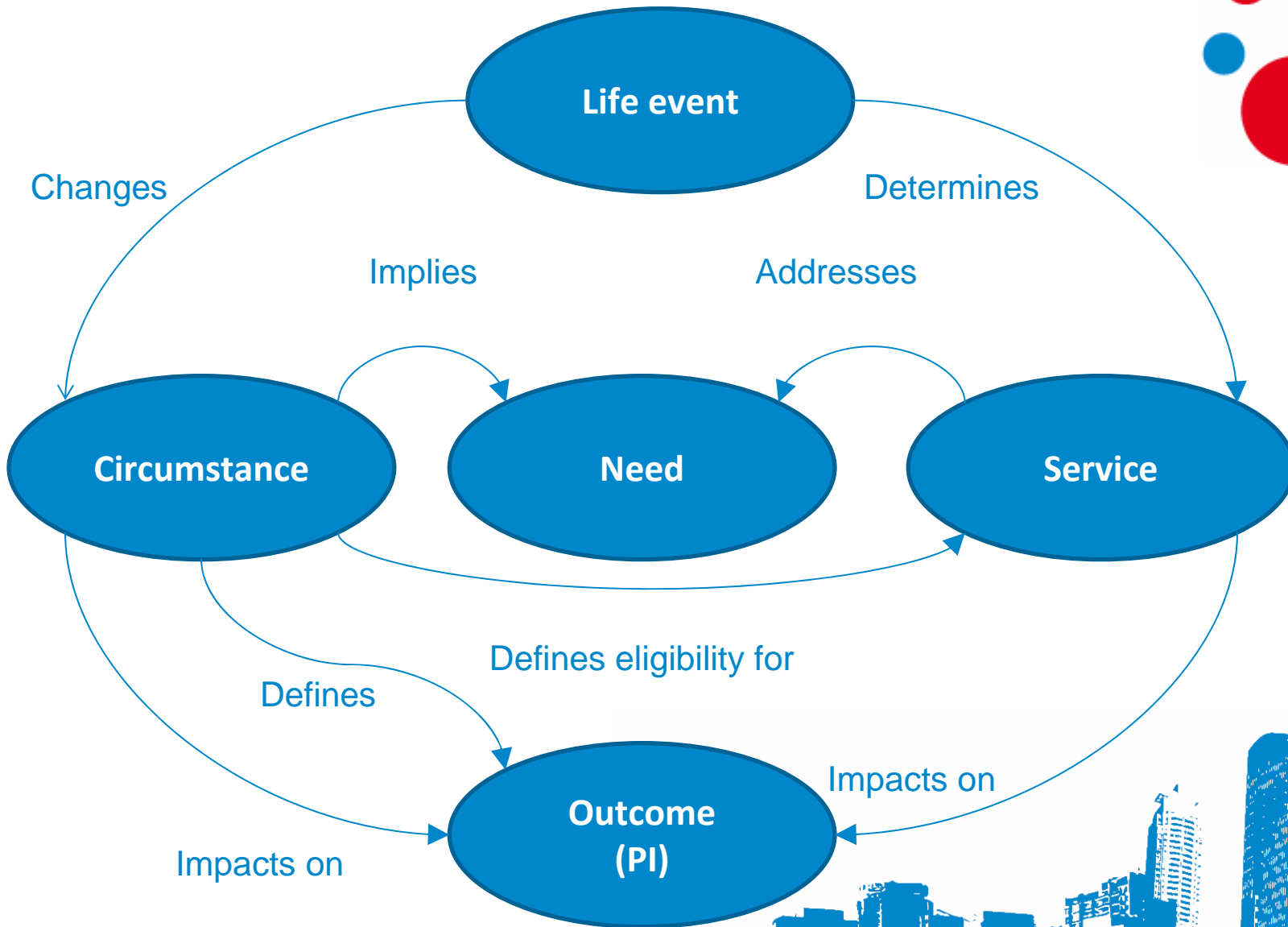




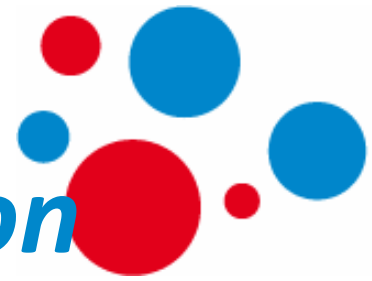
Lesson #1 – Innovation

A model for how public services are delivered allows organisations to **share** information, **re-use** resources, **reduce** risk and saves re-inventing the wheel.





Standards not standardisation



Use of a standard core list of services will give a ***common language***

It ***will not*** dictate how a service is delivered

Use of a framework will allow organisations to grow to a ***common structure***

It ***will not*** stifle individuality or innovation



...but we've always done it this way



Use of profiling and standards **enables** public sector organisations to develop services fit for the 21st century.

As of 2010 sadly the public sector **has not** moved on as fast as the private sector





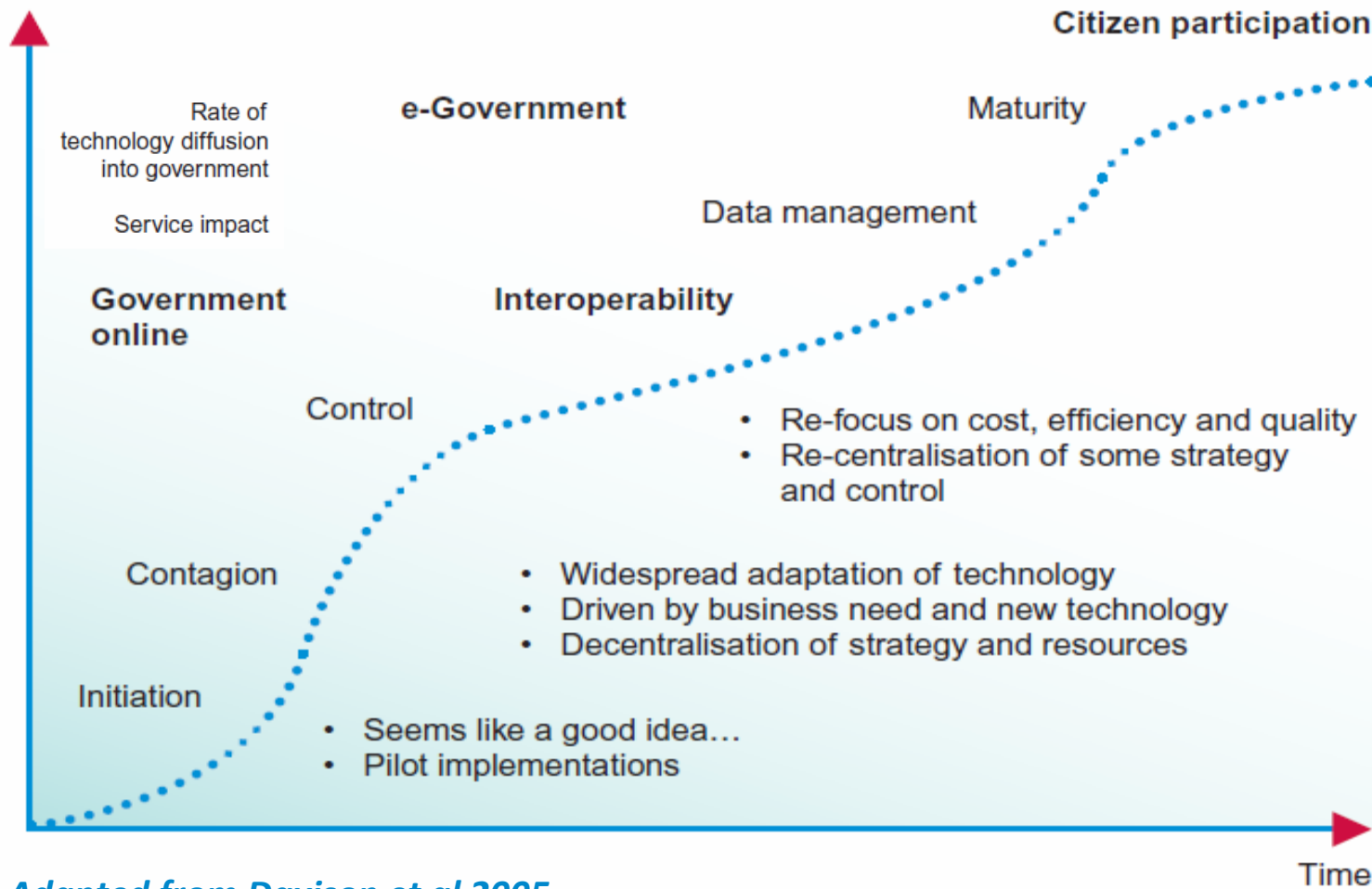
Lesson #2

E-government is not about technology:
it's about organisations and how
organisations can use technology and data
to deliver better services.

Technology is an enabler, not an answer.



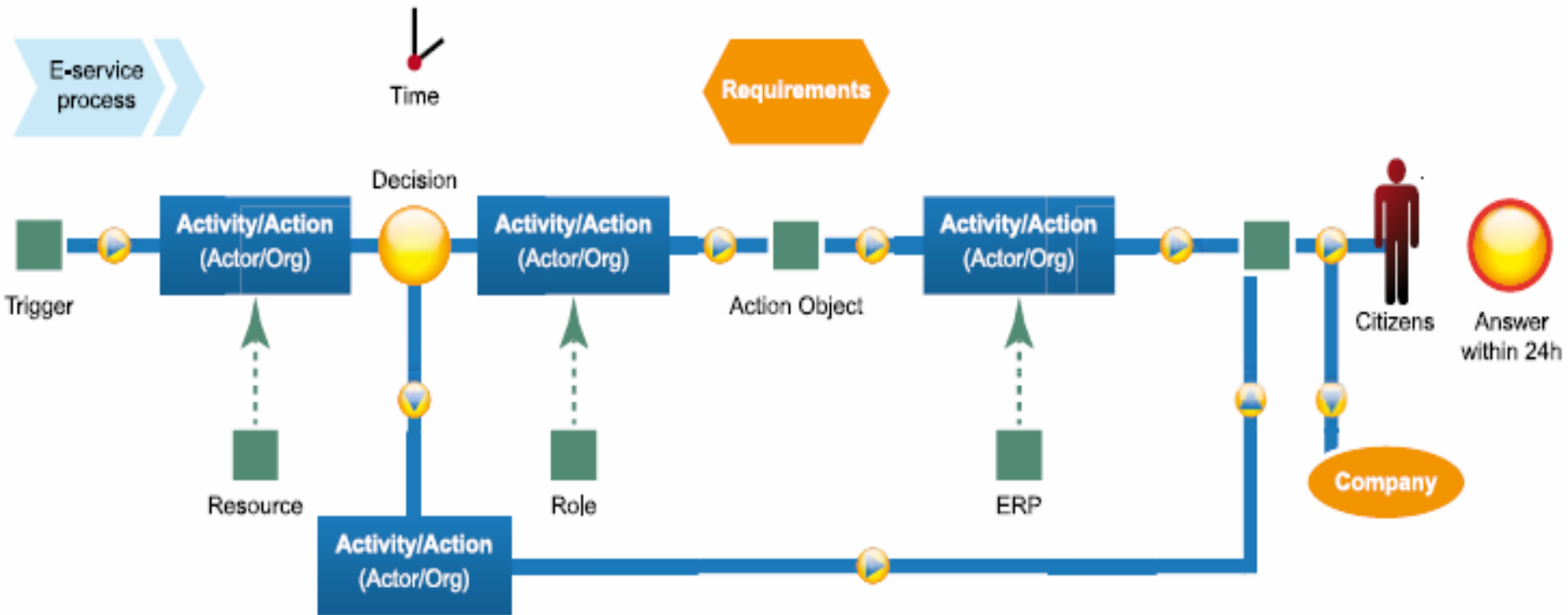
Stages in the development of e-government



Adapted from Davison et al 2005



How do organisations work?





Lesson #3

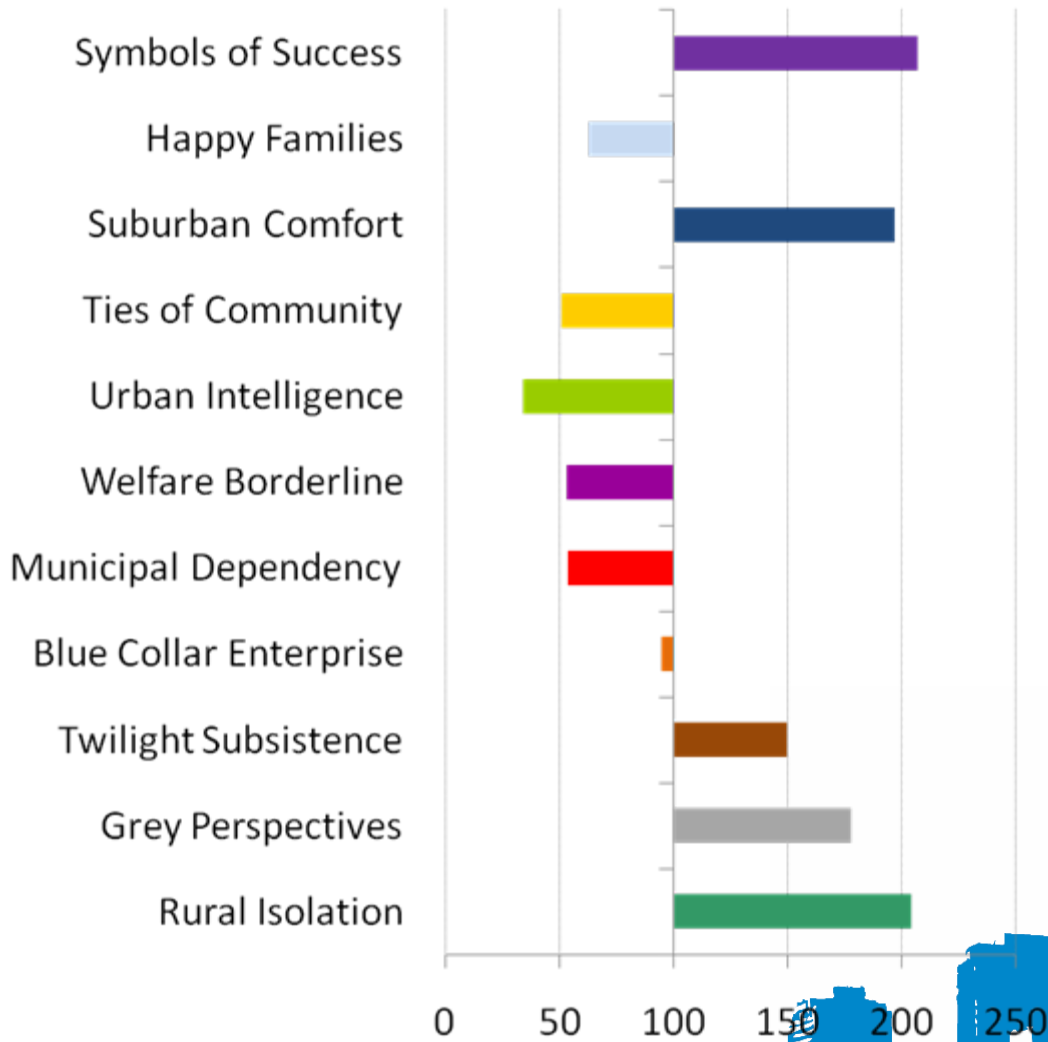
You need to understand your citizens and customers if you want to understand *how they use services* and *what services they need*.

Customer profiling brings together different data sources to develop accurate profiles of target customer groups.





Who uses services?



What sort of UK citizen is most likely to ask a local municipality for older person's bus passes? (free to over 60s)





Lesson #4

Successful e-government requires cities to identify the **best and most appropriate ways to deliver services** to particular groups and then to use **a range of channels** to deliver good services.



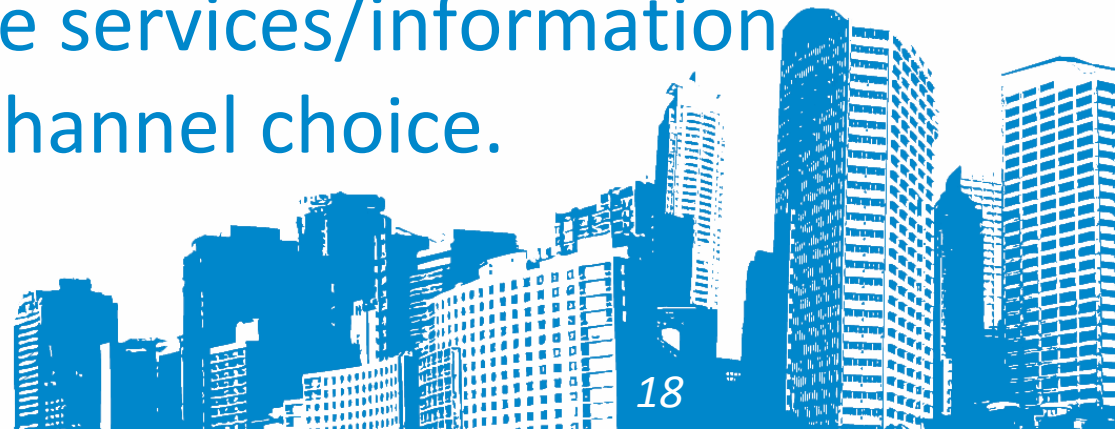
Channel choice, channel swap, and e-government



Channel choice – how will you deliver services (face to face, email, web, phone?)

Channel swap – moving citizens to the most efficient channel for their needs

Organisational challenge – ensuring citizens get the same services/information regardless of **their** channel choice.





Conclusions

1. Organisational change is key to delivering better e-services
2. Recognise that technology is an enabler, not a driver
3. Using the data and evidence that you already have will allow you to deliver more appropriate, targeted services

