



***Report from the Preconference for the EU 5th Ministerial
e-Government Conference
“e-Government Research and Innovation: Empowering Citizens through
Government Services across Sectors and Borders”***

18 November, 2009
Hilton Hotel Malmö

Åsa Wallström¹

Division of Industrial Marketing, eCommerce and Logistics
Luleå University of Technology, Sweden



¹ The report has been completed with the help of Setayesh Sattari (PhD student at Luleå University of Technology). Katarina Lindblad-Gidlund (PhD, Mid Sweden University) also made a valuable contribution by taking notes during the parallel sessions.

Contact information: Åsa Wallström, PhD, Assistant Professor, Division of Industrial Marketing, eCommerce and Logistics, Luleå University of Technology, SE-971 87 LULEÅ, Sweden, asa.wallstrom@ltu.se



The Event

The Swedish Government, together with the European Commission, hosted the 5th Ministerial e-Government Conference "Teaming up for the e-Union" in Malmö from November 18th through 20th. This event was one of the major events of the Swedish EU Presidency and included a meeting of ministers responsible for e-government, a ministerial e-government conference, and an exhibition of more than 50 finalists for the e-Government Awards. At the eGovernment Ministerial Conference in Lisbon in 2007 VINNOVA (the Swedish Governmental Agency for Innovation Systems) introduced, as Coordinator for the FP6 project eGOVERNMENT, a full day research track. This event was very successful and as a further development this pre-conference entitled "eGovernment Research and Innovation: Empowering Citizens & Government Services Across Sectors and Borders" was planned.

The pre-conference for the 5th EU Ministerial e-Government Conference took place at the Hilton Hotel in Malmö, Sweden on November 18, 2009. The conference was organized by the City of Malmö and VINNOVA. The aim of the pre-conference was to demonstrate potential and actual uses of e-government research and innovation to high-level officials.

In order to prepare for the pre-conference, VINNOVA set up a Steering Committee of five delegates with Mr. Trond Knudsen of the Research Council of Norway as Chairman. Other members were Karin Axelsson, University of Linköping, Sweden; Eric Legale, Issy Media, Les Molineaux, France; Witold Staniszkis, Rodan Systems, Poland; and Maria Wimmer, University of Koblenz, Germany. The task of the Steering Committee was to influence the program planning and contact speakers.

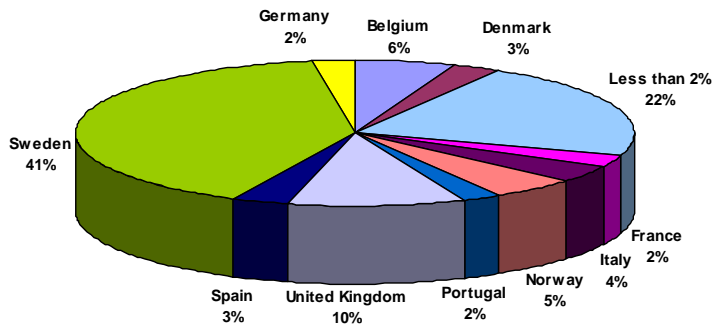
The pre-conference event showcased the results of outstanding e-government research in generating and implementing visions and policies, in implementing remarkable e-government solutions, and in highlighting its ability to construct new visions and policies based on these results. Following principal themes were included:

- Empowering citizens and businesses
- Enhancing opportunities for businesses and citizens in the internal market
- Efficiency and effectiveness in all government services
- Citizen dialogue

Participation Statistics

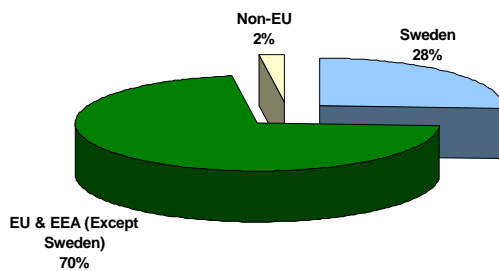
At the pre-conference, 237 delegates from 31 countries gathered to listen to the presenters, share experiences and accomplishments with fellow colleagues, receive advice from experts, network with peers, and to be inspired to develop fresh ideas. Statistics of the delegates are presented on the next page, based on both country and sector representation.

Country Representation

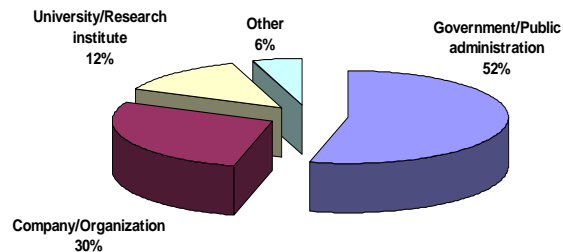


Less than 2%: Austria, Bulgaria, Cyprus, Czech Republic, Egypt, Finland, Greece, Hungary, Iceland, Ireland, Lithuania, Netherlands, Poland, Romania, Slovakia, Slovenia, Switzerland, Syria, Taiwan, USA

Country Representation



Sector Representation



Conference Program – November 18, 2009

The pre-conference provided a unique opportunity to hear about the latest developments in e-government. The conference program offered a rich mix of formats, ranging from plenum sessions featuring many well-known keynote speakers to useful, interactive parallel and presentation sessions aimed at highlighting excellence, promoting dialogue, and stimulating the exchange of experiences. **Mr. Jan Wifstrand**, CEO of Rapidus Digital Newswire, acted as moderator during the day.

9:45 Welcoming Words

- **Ms. Inger Nilsson**, Chief Executive Officer, City of Malmö. The City Office is the city executive board's civil service organisation and has coordination responsibility for all departments. Ms. Nilsson, Master of Business Administration, has been working with the City Council since the late 1960s and has been the Chief Executive Officer since 1995.
- **Ms. Lena Gustafsson**, Professor, Deputy Director General of VINNOVA. Ms. Gustafsson, has been the Deputy Director General of VINNOVA, the Swedish Governmental Agency for Innovation Systems, since 2006. She has worked in several Swedish research funding organizations (e.g., VR, VINNOVA, Swedish National Space Board, SIDA's Research Cooperation) and is member of numerous scientific national and international boards. She is President of the Ambient Assisted Living Association (AALA), an European R&D organization under EU article 169. She received her PhD in Microbiology from Göteborg University in 1980.

Ms. Nilsson and Ms. Gustafsson opened the conference and welcomed participants to the pre-conference.



10:00 Opening Address

- **Mr. Mats Odell**, Swedish Minister for Local Government and Financial Markets

Mr. Odell state that there is a shift from an information society to a knowledge society and it is time to make government as efficient as possible while keeping the trust of citizens. Transparency and engagement are keywords. New technology provides the opportunity to develop services that citizens can use as well as new higher quality e-services. However, everything should not be left to the digital world. It is still important to physically meet, discuss, enjoy, and learn from each other. Some important areas for the future are to harmonize and synchronize efforts, to make everything more transparent, to facilitate the possibility to work and study a cross borders, and to pay more attention to health across borders within the EU. In addition, government needs to increase their presence in new social media especially to reach out to the young users.

10:10 The Future EU Research Program in e-Government

- **Dr. K. Aniyam C. Varghese**, DG INFSO, European Commission. Dr. Varghese is responsible for the policy development and implementation of interoperable electronic identity management for e-government services in the EU. He is also steering the preparation of the research program on e-government. He works in the ICT for Government and Public Services Unit in DG Information Society and Media and has wide experiences at the Commission in Policy Development and research programme management in e-government. Dr. Varghese also has over 10 years of industrial experience working on radar systems and displays, air traffic control systems, and naval command and control systems.

The future EU research program in e-government was in focus. As a background, for FP7 research, the overall budget is 15M€, and eight projects are expected to start on January 1, 2010. Activities that are ongoing today include the 5th Ministerial e-Government Conference in Malmö, the FP7 projects, preparation of FP7 WP2011-2012, the European Large-Scale bridging Action (ELSA), and the ICT-PSP Policy Support Program. Plans for 2010 include; getting ready for the new commission, following up the ministerial declaration, preparing the 2011-2012 FP7 Work Program. In addition, consultation with stakeholders, commission communication on ELSA, and evaluation of call for proposals on ICT-PSP are planned.

In planning for future research, Dr. Varghese asked participants to identify priorities for FP7 research in 2011 and 2012. He asked participants for their help to engage the community, to take part in consultations and help prepare a research paper, and to identify long-term objectives including a vision for e-government research and public service of the future. Finally, some examples of e-government research topics of interest were presented i.e., policy modelling, simulation, governance and transparency beyond what is already in place, social networking for public services, transformed public services of the future, and non-classical modelling of political/corporate/economic decisions and their societal impact.



10:15 – 11:45 Plenum Session 1

A Mature Society: Citizens as Networkers with Governments on the Web

The social Internet, enabled by Web 2.0 tools and techniques, has transformed post-industrial societies, opening up powerful communication channels and facilitating human interactions. The social web has changed our social lives. The big question is whether these techniques are powerful enough to crush the invisible walls separating citizens from local and government administrations, since the problem of bureaucracy still exists. This session was chaired by **Mr. Witold Staniszkis**, PhD, President & CEO of Rodan Systems SA, Poland.

How Digital Technologies are Invigorating our Democracy, Making E-Participation Work for All

- **Ms. Katju Holkeri**, Head of Unit for Governance Policy, Finnish Ministry of Finance and Chair of The OECD Steering Group on Open and Inclusive Policy Making.

Ms. Holkeri presented highlights from the 2009 OECD report “Focus on Citizens: Public Engagement for Better Policy and Services” (see www.oecd.org/gov/publicengagement/focus). In recent years, the OECD has done work on open and inclusive policy-making, and its value is now widely accepted among OECD countries. Translating that commitment into practice, however, remains a challenge. Public engagement is a condition for effective governance. Governments alone cannot deal with complex global and domestic challenges, such as climate change or soaring obesity levels. They face hard trade-offs, such as responding to rising demands for better quality public services despite tight budgets. Governments need to work with their own citizens and other stakeholders to find solutions. Two groups of citizens not participating in policy making and public service design and delivery were identified in the OECD study: those who are “willing but unable” to participate and those who are “able but unwilling.” The study shows that people are unable to participate for a variety of reasons, such as cultural or language barriers, geographical distance, disability, or socio-economic status. The most common reasons are low interest in politics, lack of time, and lack of trust in how government uses citizens’ input. However, dissatisfaction with available tools was not a reason for why people did not engage in public policy and services.

Technological development has led to a paradigm shift in participation models, from Participation 1.0, which includes tools such as websites, online forms, and discussion forums, to Participation 2.0, which includes tools such as webcasts, blogs, and e-petitions. Common challenges regarding public engagement include understanding people and preferences, adapting to change, engaging mainstream public, ensuring coherence across government, integrating user-generated content, and leveraging co-production. The OECD report concluded that governments need to 1) engage the mainstream public in order to improve policy performance; 2) develop effective evaluation tools; 3) leverage technology and the participative web; and 4) adopt sound principles to support practice. Ms. Holkeri presented what Finland is doing with respect to these four issues.

In the final discussion, Ms. Holkeri pointed out the need for academic research, as she stated that OECD’s results are based on a survey and not on academic research. Several studies within this field focus on the importance of e-participation; however, there is a lack of information about cost-benefit aspects, the risks involved, and how to tackle these risks.



New Practices of the Citizens - On the Edge of Tomorrow

- **Mr. Madarász Csaba**, Managing Director at option.hu ltd, Member and IT leader of the Central and Eastern European Citizens Network, Hungary.

By aggregating the networked citizen's practice patterns, Mr. Csaba emphasized challenges and possibilities for the next phase of European e-participation. We are in transition, sensing a new trend all around us, which is not only political, financial or about the possibilities of new technologies. It is more a community trend that interferes with all of these. Citizens are a key factor in e-government and local citizens try to improve government. For example, groups of citizens are using emergent technologies as tools to repair, improve, and co-develop governance systems at all levels. When open technologies meet with social visions, open society gets a new layer of meaning. Where networked citizens gain turbulence from technological openness and fostering open culture in governmental systems: a space is opening for socio-technological innovations. It is a long held and false assumption that ordinary citizens do not care about public policy. Even though many people do not care, some people actually do. Collaboration between citizens, and between citizens and government can be done through coordinating networks, cooperative networks and collaborative networks. Common directions for collaborative networks are practice of sharing, open culture, and innovation. Collaboration can be done through mailing lists, IRC, Wikis, blogs, social media tools, websites etc. Mr. Csaba provided examples of camp style events (e.g., e-democracy camps, social innovation camps, and open spaces blog camps), and sprint style events (e.g., Hackathons, DevSprints Hackfests, Citizen Participation Week). It is also important to note that not all activities on social media are citizen-based initiatives, many of them has been picked up by governments. Today, some governments use online events to develop better services or to solve problems. Findings point out that citizen groups often perform better than internal, or outsourced, departments. Moreover, in light of Web 2.0, collaboration with citizen is a must. To capture innovative elements, it is important to realize that the problem is cultural rather than technological and that organizational culture is changing. EU's role is to manage citizens' knowledge in a better way. This will result in trust, efficiency, and cost savings. However, this must be realized at a high policy level and standardized for better country level adoption.

In the final discussion, Mr. Csaba pointed out some problems in engaging citizens in Web 2.0. For example, only a small section of citizens use Web 2.0, implying a problem of e-inclusion. The question is if it is a matter of time or use of tools and how citizens can be convinced to use these tools. There is a cultural gap; we are facing a new type of online citizen who does not know how and why to use these tools. There is a long way to go in order to engage them in e-participation.

13:00-14:00 Parallel Session 1

The first parallel session (1a), titled "Bringing up the Lessons Learned," was hosted by VINNOVA and chaired by **Mr. Eric Legale**, General Manager of Issy Media, France. The second parallel session (1b), titled "Citizen engagement across Europe e-Revolution: How do we energeise and engage young citizens?", was hosted by the City of Malmö and chaired by **Mr.**



Nicklas Lundblad, PhD, Deputy CEO at the Stockholm Chamber of Commerce and Member of the Swedish Government's IT council.

1a) Bringing up the Lessons Learned

What can be learned from early projects, prototypes, and practices? Is it possible to learn lessons from successes and failures and see the pathways to promising implementations in a wider context? These were the questions on which the presentations of this parallel session focused.

E-Government Award Cases: Lessons Learned from the User and Management Vantage Point

- **Mr. Kim Normann Andersen**, Professor, Copenhagen Business School, Denmark. Professor Andersen has been involved in and managed e-government research since the 1990s. He has done extensive work in e-government maturity models and the impacts of IT on public administration at the local, national, and international level. Besides working in Europe, he has undertaken a range of IT projects in Asia and worked for many years with researchers from the US.

Which e-government award winners are still around and why did some succeed? A team from Norway and Denmark mapped the national and EU e-government awards from 2003 to 2009. The number of submissions, number of finalists and number of countries represented each year were presented. Maturity models and assessment has been the key themes. However, these models do not look at the end-consumers/citizens and what they want. Today, governments are evaluated using old models, but it is important to understand how both these perspectives can be integrated. Are the award winners still around? The answer is yes. In e-government, IT applications work in parallel to new applications. They are costly to maintain and even more costly to phase out, so most award winners are still around. Another important question is why did they succeed? Almost all have less use than anticipated. However, some cases have progressed after the award was given. It was found that one overlooked instrument to success is the use of legal/normative instruments where other channels have been closed or where no physical alternative is open. Other explanations to the success were top-management attention, saliency, complementary organizational changes, and clear division of labour between consultants, developers/providers, and public sector. Advantages from participating in the award can be found in the preparation, the award ceremony and in winning the award. Findings show that people talk a lot, make contacts, and share experiences during the award ceremony. These contacts are seen as important and sometimes long-lasting. Finally, seven propositions for advancing management and the user value of awards were presented:

- (1) Focus on the awards as a process
- (2) Attention to the internal work organisation and networks among finalists
- (3) Greater attention to the situated use of IT by workers and citizens
- (4) Need to take a holistic view of policy, strategy, and e-government (not necessary top-down)
- (5) Closing the gap between strategy and the usefulness of e-government
- (6) More refined indicators of success of IT



- (7) Furthering the understanding of the dynamics of e-government by generating and diffusing innovations

Building Knowledge for Innovation, Successes from Lessons Learned

- **Ms. Su Maddock**, Director, The Whitehall Innovation Hub, Sunningdale Institute, UK. Ms. Maddock has been involved in public service innovation and social enterprise for many years and is committed to building connections between innovators and government. Now Director of the British Government's Whitehall Innovation Hub, she is creating a dialogue between central government and local and social innovators to stimulate government transformation. Recent publications include "Place Based Innovation" and "Leading Innovation." Ms. Maddock is also a Senior Fellow at the Institute for Innovation, Manchester Business School.

This presentation focused on e-government, innovation, the reason for the setup of the Whitehall Innovation Hub, and how it works. Technology should not be the language of innovation; it should be a tool, and governments should know when and where to use it. There has been a radical shift in how the government works with its citizens. One key question to create conditions for innovation is to ask what we want to achieve. Creating conditions for innovation also involves adoption of new technologies, citizen engagement, public service capabilities, radical changes in how government works, and transformation in thinking and practice. Innovators meet resistance when they go to governments and banks for support. There are many reasons why innovation does not occur. Some examples are that governments are more concerned with process rather than outcome, focus on systems and procedures rather than people and relationships, and expectations might be unrealistic. Easy innovation is about small steps, while hard innovation is about overcoming obstacles and involving people. However, to support innovation a system change is necessary.

1b) Citizen Engagement across Europe e-Revolution - How do we Energise and Engage Young Citizens?

This parallel session was hosted by City of Malmö and was chaired by **Mr. Nicklas Lundblad**, PhD, Deputy CEO at the Stockholm Chamber of Commerce. It consisted of two presentations: "A Laboratory Seminar based on a Survey of Youth Organisations and Students (the e-Generation)" and "e-Petitions to the EU Parliament".

Laboratory Seminar Based On a Survey of Youth Organisations and Students (The E-Generation)

- **Ms. Sofie Arvidsson**, MA in political science, is an Associate at PricewaterhouseCoopers. Ms. Arvidsson is the coordinator of the international study "Citizen Engagement: A Youth Perspective on Political Participation."
- **Mr. Nils Gustafsson**, PhD candidate at Lunds University. Mr. Gustafsson's dissertation, with the working title "Viral Politics," is concerned with the effects of politics in general and of the digital media phenomenon, commonly known as social media (e.g., blogs, social network sites, YouTube, and Wikis).



PricewaterhouseCoopers (PwC) presented a youth perspective on how to get digital natives involved in citizenship and taking responsibility for a sustainable society. A common belief is that fewer people join traditional parties and that the younger generation does not care about democracy or politics. However, youths are active on many forums and take a stand on several issues. PwC conducted a web-based survey, through social forums and websites, focusing on e-participation. The objective was to capture a youth perspective on citizen participation. The results show that young people believe that the most effective way to influence is by using traditional forms (e.g. meetings and mass media) rather than new social media (e.g. blogs and online discussion threads). The Internet has changed young people's way of interacting and participating in society: youths care about others and appreciate traditional forms of interactions, but they approach and engage in other ways. Moreover, the Internet has opened up new opportunities to mobilize young citizens through social media, which sometimes leads to deeper involvement in traditional forms of political involvement. Actions through new social media suit digital natives, since such media are perceived as simple and fast. However, young people do not want authorities on their social media forums: they want some privacy on the net. Although overall knowledge regarding public authorities is not considered to be very important by the e-generation, it is essential to include them in e-government. Moreover, e-services and e-information are not enough; new strategies are needed.

In the final discussion, cultural differences and identity management were pointed out as important issues to consider. In addition, people tend to view young people as a homogenous group, which is not accurate. We should offer equal opportunities for people to participate instead of focusing on e-participation.

E-Petitions to the EU Parliament - Vision or a Reality?

- **Mr. Keith Young**, CEO Public-I, Brighton. Keith is a highly experienced, customer-focused director with a successful track record of establishing new businesses. He has also a proven track record in developing sustainable profitability. Prior to joining Public-I, he was Managing Director of a global risk consultancy company specialising in managing the risks of complex multinational customers. He began his business career with an international insurance company following military training at Sandhurst and four years with the Army in Europe and Canada.

Citizens increasingly see e-petitions as a real method of engaging with their democratic institutions between elections. A small step in petitioning can lead to a big increase in participation; this can be used as a formal tool or to raise awareness. A petition is an easy first “democratic step”, which takes citizens beyond passive. However, it is neither a deliberation nor statistically significant. Electronic petitions are fast, easy, and a more accessible way to engage the public in democratic debate giving the pre-petition moderation opportunity. However, there are some issues related to e-petitions as well. A petition link can be spread very quickly online; the media can pick it up easily, and there is no automatic role for the representative. The use of e-petitions was exemplified during the presentation.

In the EU parliament, e-petitions are already a reality. Petitions are submitted in paper or online. PETI Committee EU Parliament annually receives/moderates/reviews between 1200 and 1500 petitions and these are claimed to improve transparency. Petitions have resulted in improvement and implementation of a number of directives. The European Parliament is funding an e-petition project, EuroPetition, which will enable citizens in one member country



to obtain support from other territories to increase the impact of their petition. In addition, EuroPetition will provide Local Authorities with an e-petitioning facility for their citizens. There will be a 12 month pilot trial in 2010 at regional and European level. According to Mr. Young, there is no better evidence for citizen engagement than e-petitions. Concerning whether e-petitions present a top-down or bottom-up model, Mr. Young stated that the community is going to drive this change. Moreover, there is not a specific demographic segment who takes part in e-petitions. With respect to the issue of people becoming frustrated since it is difficult to get feedback on petitions, Mr. Young stated that there is an inherent danger in engaging citizens if you do not take care of what you receive. This may lead to a situation that endangers the relationship.

14:15-15:15 Parallel Session 2

Two parallel sessions were held. The first one was “Social Factors, Technology and Knowledge as Key Enablers,” hosted by VINNOVA and chaired by **Ms. Karin Axelsson**, Professor at Linköping University, Sweden. The second session, hosted by the City of Malmö, was divided into three presentations: “Users in Focus: e-Services for All,” chaired by **Mr. Baudouin de Sonis**, Executive Director of e-Forum, Brussels; “Include All by Internet!,” chaired by **Dr. John J O’Flaherty**, Technical Director of The National Microelectronics Applications Centre Ltd., Limerick, Ireland; and “Social Media’s Impact on Politics,” chaired by **Mr. Jan Wifstrand**, Editor of Rapidus Digital Newswire.

2a) Social Factors, Technology and Knowledge as Key Enablers

Some challenges must be addressed in order to transfer successful implementations for the few into ubiquitous services for all. The speakers focused on the main challenges that can be expected in order to obtain inclusive citizens' services.

Emerging Web Technologies and Methods: Shifting the E-Government Paradigms

- **Mr. Ralf Klischewski**, Professor, Information Systems, German University in Cairo, Egypt. He graduated from Hamburg University with degrees in Informatics and Political Science and holds a doctoral degree in Informatics. In 1991, he joined the Informatics Department of the University of Hamburg as a Research Assistant; he has been an Assistant Professor since 1997. After visiting the Copenhagen Business School as Associate Professor in 2003, Mr. Klischewski joined the newly founded German University in Cairo in 2004 as Professor of Information Systems. From 1996 to 1999, he served as CEO of a small company producing software for environmental management. For more than a decade, he has been advising and leading several projects on research, development, and deployment of information systems for public administration. Mr. Klischewski’s research in the field of e-government addresses issues of interoperability, process management, and information processing based on semantic technologies.



New opportunities have opened up due to emerging web technologies and methods that have the potential to induce a paradigm shift in e-government. These new opportunities can be summarized as visualization, interactivity, semantic structuring, channel and content federation, and smart agency. Organizations must care about these issues. Customers and citizens can publicise their own information; organizations must consider what this means to them as administrators. As one example, citizens can even take the initiative to provide services, because they believe that they can do it better. A paradigm shift in e-government was explained by three major changes in government: from information monopolist to information provider, broker, and consumer; from sole caretaker to service provider and network manager; and from bureaucratic leader to facilitator and framework provider. Challenges and opportunities related to each change were also presented.

The conclusion is that the emerging web technologies and methods will lead to new e-government opportunities. Transaction costs will be lower, and all actors involved will change their roles and value propositions in the e-government networking sphere. The basic assumptions therefore need to be reconsidered. Denial of new social media will not help. No paradigm shift comes easily. The most important obstacle for this paradigm shift is psychological, government must let go of mistrust towards citizens and employees.

How to Put Technology in Context with Citizens and Businesses in Focus - and in Practice

- **Terje Grimstad**, General Manager, Karde AS, Norway. Mr. Grimstad was a Research Scientist and Research Director at the Norwegian Computing Centre from 1980 to 1994. In 1995, he spent one year at the European Commission as a Scientific Officer. He was the Director of Systems Development and Electronic Services for ErgoGroup from 1996 to 2003. He is now the General Manager of Karde AS and Project Manager of the Semicolon project, a major e-government research and innovation project in Norway.

The question is how to put technology in context with citizens and business in focus. In government this question is influenced by politics, the implementation of policies, the means available to implement the policy, and the actual implementation. In addition to this a number of obstacles (i.e., political, law, organisational, semantic, technological obstacles) need to be considered. Mr. Grimstad state that one major problem is that politicians will not win an election by offering better e-services, there are other questions that are more important.

A collaborative ICT infrastructure will enable the public sector to provide more useful ICT services to citizens and businesses. However, ICT is characterised by complex systems, changes initiated by laws and regulations, large ambitions, and limited capacity. In addition, the ICT claims to be under-staffed and under-financed. Within the research project, Semicolon, ten obstacles to collaboration were identified. Three of these were presented in more detail: i.e., the competency gap, lack of measurables, and money talks. To build an infrastructure for collaboration, focus should be on building stones for metadata, business models, and cross-sector services. Measurements and metrics, politics, legal aspects, and social networks must also be considered. Mr. Grimstad suggested different topics for future research within the following areas; social sciences, politics and macro economy, legal aspects, measurement and metrics, organizational issues, obstacles and drivers, and new social media. The challenge for the public sector is how to move from administrative tasks to service tasks and how to



lower the administrative burden. However, it is unclear if better operability between different organizations will lower the administrative burden, which was suggested as another area for future research.

Parallel Session 2b

Users in focus – e-Services for all

- **Mr. Jostein Fondenes**, Head of the Department for IT Management and Development, Difi, Norway. The agency aims to strengthen the government's work in renewing the Norwegian public sector and improve the organisation and efficiency of government administration. Mr. Fondenes is educated in economy, administrations and business development, with specialities in public administration. He has experience in project management and practical implementation using ICT to modernise and re-engineer public administration. Mr. Fondenes has been the coordinator and regional project manager for many European projects (e.g. IST, EU R&D, Interreg, eContent).

Since 2007, the focus on services and users has increased. E-service is a must to access public bodies. Currently, 38.5 percent of the population over age 15 use an electronic ID to access public services. In Norway, the Norwegian Government's website, www.norway.no, is the people's gateway to the public sector. Mr. Fondenes stated that e-communication should be the primary channel for communication between citizens and public authorities. Related to e-services, citizens face common problems such as not finding the relevant public office, being unfamiliar with the structure of the public sector, not finding public information on the Internet, being unsure of the quality of information available, and lacking Internet access or being unfamiliar with the technology.

According to the ICT Anti-discrimination and Accessibility Act, all new ICT solutions in Norway must be universally designed (from July 2011). The purpose of this act is to promote equality and ensure equal opportunities for social participation. One example of simplified access is the citizens' portal "My Page," which, after its merger with Norway.no in 2010, will become one channel, i.e., a "one stop shop", for public sector services. Furthermore, the opportunities and challenges of having one information society for all were discussed, focusing on security, user friendliness and cost effectiveness. Citizens will not have to re-authenticate; once they have done so, they will have access to all services. Different services are integrated into one solution, MinID (your official ID) which had 1.5 million users in October 2009. In 2011, a National ID card with biometric information will be implemented.

Include all by Internet!

- **Mr. Paul Timmers**, Head of Unit H 3 ICT for Inclusion, Brussels.

New technologies have the potential to create more transparent and responsive government, enhancing freedom of speech and access to information. How can we reduce digital divides and maximize digital opportunities? The chair of this session, Dr. O'Flaherty, emphasized that it is important to include all people when e-services are implemented; otherwise, segregation might occur. It is important to overcome the emerging digital divide.



According to Mr. Timmers, there are two objectives for implementing e-services: to use ICT for better inclusion of people who are socially or economically at risk and to make ICT more usable, e.g. for older people or for people with disabilities. E-Inclusion's economic capital (i.e., productivity increase, better jobs, new markets, efficient e-government services) was described in terms of employability, cohesion, growth, sustainability. With respect to e-inclusion's social capital, there is also an effort to cover social outcomes such as better health and better community cohesion. This explains the heavy investments in broadband and digital literacy. Inclusive public services were one of the six addressed areas in the E-Inclusion Riga Declaration (2006). Good progress is being made in this regard. Nowadays, governments are going from accessibility to practical public services as well as to measurements of what it actually delivers. The digital divide has decreased but still remains. This will be even more challenging in the future, since new technology is emerging while we are trying to close the gap created by the old technology. The remaining 30 percent of citizens (i.e., non-users, ex-users, proxy-users) might be even more difficult to include. Age, income, education and disability are examples of exclusion factors. Non-use factors involve issues such as lack of access to computer/Internet or lack of interest. However, people who are not interested in e-inclusion might become interested if given the opportunity to see the benefits. Remaining and future digital divides could be tackled by focusing on usage through intermediaries and innovative public services. Finally, meeting the needs of the excluded groups would enable improvements of solutions for the rest of citizens as well.

Social media's impact on politics

- *Ms. Liz Azyan*, Doctoral Researcher, PhD, Royal Holloway, University of London.

When a politician becomes humanized to their political base, they have a greater chance of being elected or re-elected, passing bills, and becoming a more effective leader. Social media enables this. Through social media, a politician is not some cold, unfeeling representative in a distant capitol, but someone who speaks to people in their own language, keeps them up-to-date, and is seen as transparent and authentic. Ms. Azyan presented the research she is doing focusing on the use of new social web tools to engage with citizens for local government. Social media (e.g., Facebook, Twitter, and Youtube) change the way people communicate, read and write, and the way information is accessed. Moreover, social media makes communication more efficient. For example, in the case of *Twilight*, the author started a MySpace page and began to interact with potential readers before the book's release. This is an example of why social media is so important.

One of the reasons that governments are sceptical toward social media is that it is misunderstood. A common mistake among government agencies is the belief that social media is only about the tools. Instead, they must consider tools vs. strategy, and adopt a social media strategy to balance why you want to use these tools. Governments must be transparent, participatory, and collaborative. They must have a social media policy and do a risk assessment. There are some unique challenges for government agencies using social media regarding technology, policy, and culture. However, social media enables solutions for achieving governments' objectives with respect to transparency, participation, and collaboration. Due to the learning curve for new technology, both sceptics and enthusiasts are needed. They should join, listen, and learn; clearly define benefits; mitigate the risks; work as a team; develop a plan; avoid reinventing the wheel; and ask for forgiveness, not permission. Finally, in order to change,



governments must get the right people for this task, start small and evaluate where and how social they will be.

15:15-16:00 Interactive Session

Citizens' Journey across Borders and Sectors

- **Mr. Lars Albinsson** of Maestro Management has led several ground-breaking service innovation projects in online banking, broadband media, and public services within healthcare and municipalities. The common theme is the engagement of multiple stakeholders, customers, and clients based on their ideas of the future, rather than their history. Mr. Albinsson works in urban planning according to the same principles. Today, he is consulting in these fields and pursuing a PhD on the co-design of IS-based services. Part of his research is on the NORIA-net citizens' services project, a joint Nordic-Baltic research programme for citizen centric services.
- **Mr. Olov Forsgren** is the Sjuhärad distinguished professor at the University of Borås, Sweden and has 25 years research experience from Umeå University, Mid Sweden University and Örebro University. He has also been visiting professor at University of Southern California, Berkeley University, California and Southern Methodist University, Dallas Texas. Mr. Forsgren has been the scientific principal investigator responsible for a number of successful pioneering national and international research projects on e-services and information systems, development in collaboration with multiple academic and industrial research partners.
- **Mr. Torbjörn Johansson** is an expert in visualization, interaction, and interactive culture. He has more than 30 years of experience in research and education planning at Umeå University. He was coordinator and co-founder of the Virtual Reality Lab, Supercomputer Centre North, and High-Performance Computer Centre North. In the past 10 years, Mr. Johansson has worked with 3D visualization and creative industry applications, interactive culture, and e-service development.

A video installation demonstrated how the younger generation will be involved in the development of cross-border e-services together with local and regional enterprises, people in the village and public authorities. In the future, e-village and e-services will be constantly evolving in an innovative on-line meeting place "Inneland" based on people's and SME's needs. The method is aimed at the development of easy-to-use collaborative European, Entrepreneurial, Enhanced Electronic services (E4 services). This interactive process for e-Service development is aimed at facilitating mobility in a future e-Europe.

16:00 - 17:15 Plenum Session 2 The Future: Public Governance in the e-Union

While managing the transfer to a network society and obtaining e-governance societies, we also must prepare for the next leap forward in public governance. This session presented insights into what the future might offer. The focus was on how to take e-government into the future, how to use social media to benefit citizens, and how to respond to the challenges of



today. The session started with the presentation “Citizens 3.0 practice in the e-Union” chaired by **Ms. Maria Wimmer**, Professor of eGovernment and Head of Research Group eGovernment at Institute of IS Research, University of Koblenz, Germany. This was followed by a panel discussion, focused on “Empowered Citizens and Brave Governments: How Will it Happen?”.

Citizens 3.0 Practice in the e-Union

- **Mr. Nicklas Lundblad**, PhD, Deputy CEO of the Stockholm Chamber of Commerce, Member of the Swedish government's IT council. He leads and coordinates public affairs and policy analysis. Most recently, Mr. Lundblad held the position as European Policy Manager for Google Inc., where he directed the company's public affairs work in the Nordics and Baltics and was responsible for Google's engagement in the OECD, WTO, and ICC.

Citizen 3.0 is the future of e-service. Citizen is a part of a social order; there is a contrast between a social order based on consensus of wills and a social order based on rational wills safeguarded by political legislation. What is a citizen in an information society? What are information society's equivalents to agricultural society's “villager” and “town” and industrial society's “citizen” and “city”? Is it *town-city-network* and *villager-citizen-node*?

Three images of government:

- 1) Government as a network: A network constitutes the fundamental pattern of all kinds of life. Networks became the most efficient organisational forms as a result of flexibility, scalability, and survivability. Networks change power; city nodes will become more important, while nations will become less important. What will be the e-government model: e-hubs or e-citizen portals?
- 2) Government as a party: If we go from “town” and “city” to “party” and from “villager” and “citizen” to “egoist”, then what is the e-government model for this picture? Is it a game? How do we make sure that we have fun? How do we design government services for “e-goists”?
- 3) Government as a virus: If we go from “town” and “city” to “organism” and from “villager” and “citizen” to “virus”, then what is the e-government model for this picture? Is it “e-infection”? How do we develop a vaccine against democracy and an epidemiology of power and information?

A closing reminder is that “the future is long, but time is important; and every long term system needs constant human care”. How do we design a *long* e-government?

Empowered Citizens and Brave Governments - How Will It Happen?

- **Panel members:** Ms. Liz Ainaz, Mr. Madarász Csaba, Ms. Su Maddock and Mr. Paul Timmers
- **Moderator:** Jan Wifstrand

We expect that public institutions and government at all levels, even the practice of democracy, may be redefined not only by experts, researchers, and political parties but also by citizens. What will the “next leap forward” look like? We should look for signs and indicators upon which to act. The panel drew lessons from this day and pointed forward. Below is a



summary of issues that the panel discussed and mentioned in this regard:

- There is a change; we have always said that citizens must trust government, but now government must trust its citizens.
- To achieve trust, values must be safeguarded, and accountability and transparency must exist.
- Try to engage the field you want to observe; start a blog and build on your own experiences; develop an attitude towards social media.
- More research focused on networks is needed. Which networks are serving whom? What is the purpose of a network, and who are the actors in the network? Look at the network, what are they doing with respect to change, and why. What are their aims?
- There is a need for more multidisciplinary research, pursuing a combination of sciences, and to not only go wide but also deep.
- There is a gap between government and the research done in this field. There are also barriers between researchers and what they study?
- What does “e” mean? We are halfway to taking away the “e”; it has taken 10 to 15 years to get here. Will it take another 10 years to take away the “e”?
- Can “e” change the power between government and citizens? How can we convince those that are sceptical?
- E-government does not replace government. It is just another form of media. Do not focus only on one medium. Conduct more research on the whole area, be open, and communicate through all open channels.
- Place the users at the centre. Understand those who are not willing to use e-government and then develop something better.
- Introduce social media in government. Be active in development and support implementation. Success will be reached when we see the benefits of social media from both the citizens’ and governments’ perspective.

After this plenum session, the conference was concluded by **Ms. Grethe Lindhe** project manager at the City office in Malmö, **Ms. Madeleine Siösteen Thiel** project leader for the pre-conference from VINNOVA, and **Mr. Trond Knudsen** the Steering Committee Chair from the Research Council of Norway.

Information, News and Contacts

Information regarding the pre-conference for the EU 5th Ministerial e-Government Conference is available through the conference website, Twitter, Facebook, and LinkedIn. Parallel to the conference, a digital discussion took place on Twitter and Facebook, and some of the questions posted on Twitter were also brought up during the conference.

- www.vinnova.se/preconference
- <http://twitter.dijksman.com>
- Facebook "R&I Pre-conference at 5th Ministerial e-Government Conference 2009"
- At LinkedIn: "5th Ministerial e-Government Conference - Research & Innovation Pre-conference"