



MC-eGov

Value Networks and Multi-channel Service Systems for Inclusive eGovernment.

Frank Wilson – Michael Blakemore -

Tomas Sabol

Technical University of Kosice, Slovakia



Mc-eGov study

- Results of the study (empirical research):
“Multi-channel Delivery Strategies and Sustainable Business Models for Public Services addressing Socially Disadvantaged Groups (MC-eGov)”
 - Funded by the CIP programme of the EC and supporting the work of the *Inclusive eGovernment Expert Group*
 - Carried out by ECOTEC Ltd, UK and a group of independent experts
 - **Inclusive eGovernment:**
 - How to create ICT-enabled public services for the disadvantaged citizens of Europe
-

Disadvantaged groups 1/2

- *Around 30% (approximately 150 million) of Europe's population does not use any eGovernment services*
 - *a substantial proportion of the non-users suffer some form of social exclusion*
 - *Inclusive eGovernment Agenda*
 - *Many of them need and rely most heavily on government support*
 - *These citizens are the least likely to have the access, skills, even basic literacy necessary to use traditional on-line eGovernment.*
 - *For governments, they are the hardest to reach in general terms - and even more electronically*
-

Disadvantaged groups 2/2

- The elderly, minority groups, the disabled, low-income or unemployed, people living in remote rural location, ...
 - More specific categorisation: Drug addiction; Deprived neighbourhoods, lack of social capital, poor transport, social isolation; Crime & anti-social behaviour; Ethnic & cultural discrimination; Sexual Orientation; Educational underachievement; Unemployment; Physical & cognitive disability; Health problems; Homelessness; Child poverty; Low income; Poverty & families with complex needs; Digital exclusion; Lack of independent living
 - Categorisation by the UK Digiteam
 - Differences in the structure and quantity of the disadvantaged groups between EU countries
-



Inclusive eGovernment 1/2

- Focusing on (proactive identification of) the needs of socially excluded people
 - Joins up government and other services around the beneficiary needs (integrating information, delivery channels, ...)
 - Achieved through a structured partnership/networks - combining organisational and human partnerships
 - But, almost invariably socially excluded groups require an intermediary person or organisation to enable them to benefit from a combination of information and transactions
-

Inclusive eGovernment 2/2

- Operational “Inclusive eGovernment” model: a flexible and dynamic network that joins up services from government and other organisations (third & private sector) around the beneficiary’s needs in a way that is not possible only at the government end, due to the immense variety of needs and services
 - Inclusive eGovernment focus ... cannot simply continue along the technical development path
 - ICT is a catalyst in creating new value for disadvantaged groups through new service models
-



Mc-eGov study - overview

- Observations and analyses of cases of multi-channel service delivery at local level
 - Multi-channel service delivery = making eGov services available through more than one such channel, whether ICT or human based, opening up the possibility of many more people accessing them according to their specific needs, circumstances and preferences
 - Inclusive multi-channel service strategies are seen to exploit 'shared value networks'
 - Opportunities for a shared governance approach and social benefits are identified
-

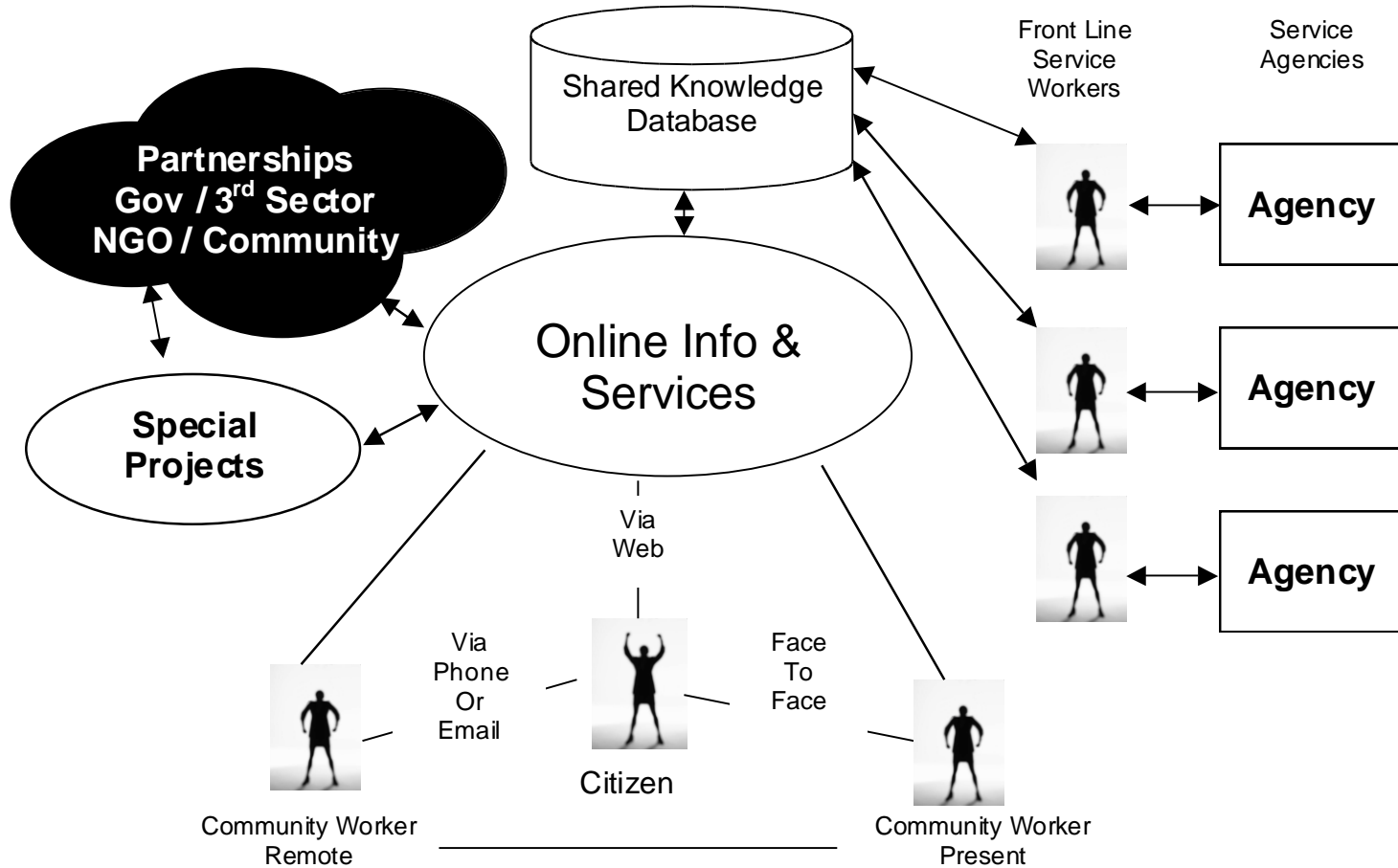
Trends

- Shift from service silos towards integrated systems
- Functional interconnection helps government, but citizens need more
- Resulting emphasis on 'online' is risky
- The 'human' element in service delivery is important
- People need support from other people (intermediaries) at least at certain times

Case Studies

- Multi language translation of advice for workers.
- Training older people to access eGovernment.
- Integrated delivery of care to older people at home.
- eGovernment portals integrating back office.
- Natural language input user interface for service access.
- Training members of migrant communities as intermediaries.
- Networked NGOs providing shelter and work experience . . . and more at <http://www.mcegov.eu/>

Typical Configuration



Example Focus 1/2

Older people are part of the target for new multi-channel service delivery, yet they do not know how to utilise some of the strategies, and are not in education or employment so can be overlooked.

- Training in Internet usage
- Setting up training in natural environment
- Allowing people to help each other (user as expert)
- Spreading success through existing networks

. . . Putting people in control empowers them and attracts others.

Example Focus 2/2

Migrants are welcomed but integration requires effort in two directions. Adjustments are helped by education, support, advice delivered in the right way.

- Training members of communities as intermediaries
- Situating intermediaries inside the community
- Using intermediaries as a channel in both directions
 - Information and advice towards migrants
 - Problems and citizen opinions towards Gov
- Involvement of citizens in planning and delivery of services and living environment

. . . Putting people in control drives integration



Multi-Channel

Comes to mean the organisational interactions, which make up the network, rather than only a collection of access routes for delivering services

- Networks are mostly local

Organisational channels:

- Transformed government depts/agencies.
- Other organisations/NGOs as channels for excluded people.

Personal channels: Service intermediaries / Self-managed service usage.

ICT channels: Communication & delivery channels

Conclusions

Government can achieve 'inclusive' services through enlightened multi-channel strategies:

- Inclusion of citizens at risk of exclusion
- Partnerships with existing service networks,
- Creation of and exploitation of knowledge networks as value networks
- Intermediaries must be empowered to deliver high-trust services designed around the needs of the most disadvantaged citizens
- ICT-enabled network models of service delivery

Re-naming the topic area → **Inclusive Public Services**

THANK YOU !

All case studies and reports are at:

<http://www.mcegov.eu>