

# eGovernment and the People: The difference we can make

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eGovernment

# Content

- eGovernment: Definition
- The Citizen's point of View
- What can we do?
- Can we really make a difference in Africa?
- Reaching the African Citizen
- Conclusion

# Presentation Aim

What can WE go and do today that will bring government to the people and will it make a difference?

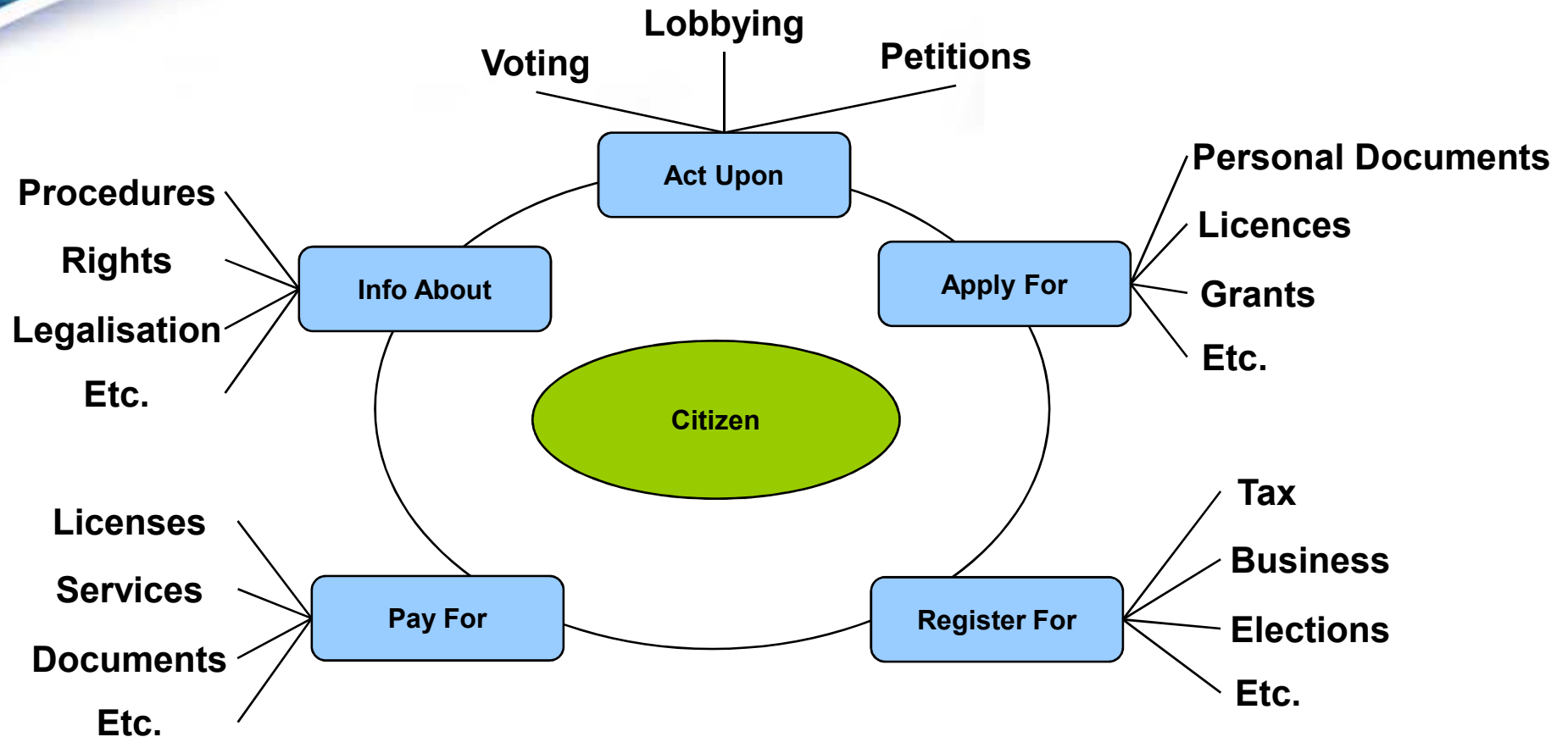
*“The desire for an open and transparent government is more than open interaction and participation, appropriate data and services as products of government must be shared, discoverable, accessible and able to be obtained by every citizen.”*

# eGovernment: Definition

eGovernment allows citizens to access government information and services via electronic means that makes it easily findable, readily available, accessible, understandable and usable.

*Operations • Service delivery • Engagement*

# The Citizen's point of view



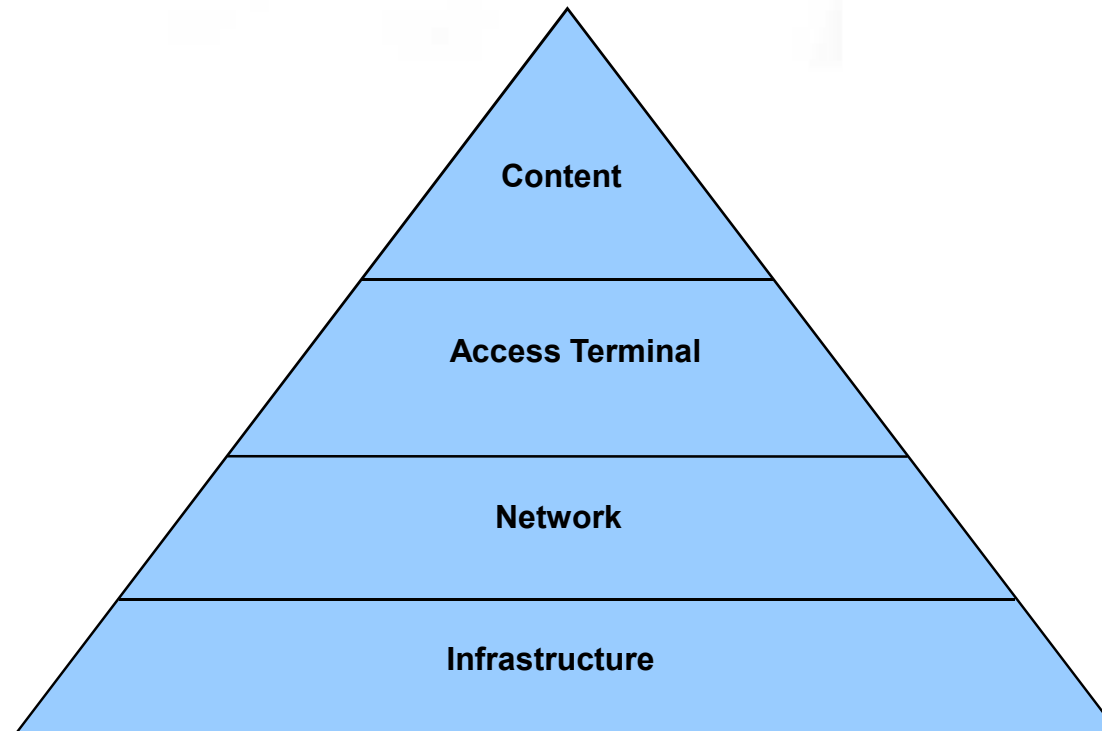
*Openness, Transparency, Availability*

# The Current Paradigm

- Go to Government Office
- Fill in Form
- Processing
- Await Response
- Go Back to Government Office for result

***Distance, Cost, Time***

# The Access Pyramid

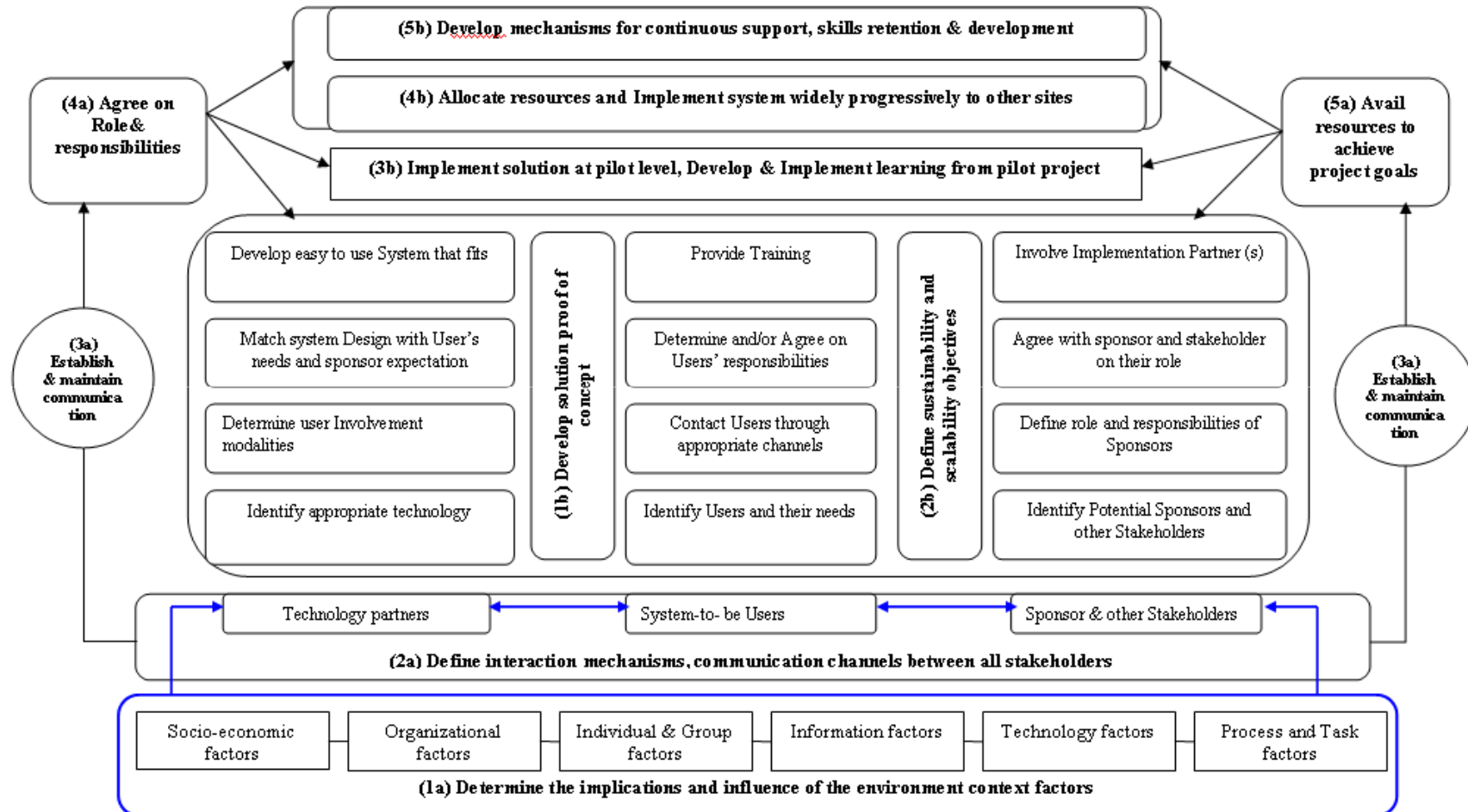


# For Access to work

- Is the data systems infrastructure ready?
  - Management systems, data standards, records and work processes
- Is the legal infrastructure ready?
  - Laws and regulations to permit and support e-Gov
- Is the institutional infrastructure ready?
  - Focus for awareness and facilitation of e-Gov
- Is the human infrastructure ready?
  - Attitudes, knowledge and skills
- Is the technological infrastructure ready?
  - Computing and telecommunications



# The Process of Success



# What do we need?

- Content in Usable formats
- Content Accessible by Other (Interoperability)
- Content distributed through multiple channels

# Content: Current Issues

- **Proprietary formats: Requiring the consumer to have proprietary software and tools to access it**
- **Open and standard *human readable formats*: Mixing of content, presentation and purpose limits its use by machines and thus its distribution**

# Content: Possible Solutions

- Publishing in Open Standards: Use open reusable formats (XHTML, odf, rdf, etc.), guidelines (W3C WAI, [www.w3c.org.za](http://www.w3c.org.za)) and best practices (GOV MASH).
- Provide access via APIs: Controllable access via specific methods ex. UK-SHOWUS, US-SUNAPI
- RSS/Atom feeds: Notifications, government news, grants, etc. to listed subscribers (GOV FEEDS)

# Content: Benefits and Challenges

- Benefits
  - Multiple Views (More accountability)
  - Reuse
  - Improved Search
  - Integration
- Challenges:
  - Strategic Intent
  - Trust and Security
  - Limitations of Technology
  - Capabilities

# Interoperability: Current Issues

- Delivery of service involves interaction between a large diversity of agents, citizens, businesses and administrators
- Operates on different dimensions: organizational, semantic, technical and in time
- Scaling up and exchange of data required for efficient service delivery

# Interoperability: Possible Solutions

- Common Infrastructures and Services: Use synergies that stem from cooperative work in similar areas of action (EC-CAMSS)
- Share, Re-Use and Collaborate: Common information about citizen can be shared amongst departments (EC-i2010)
- Governmental Interoperability Framework: Define a multi-lateral data interchange program that describes the legal and technological aspects for sharing information and business processes (EC-EIFV1).

# Interoperability: Benefits and Challenges

- Benefits
  - Governmental coherence and cooperation (improved service delivery)
  - Improved efficiency and effectiveness (reduction of costs)
  - More choice for citizen
  - Reduction of administrative burden
- Challenges:
  - Privacy and Security
  - Semantics
  - Legal Aspects
  - Cultural/Political Aspects



# Multi-Channel: Current Issues

- Multitude of means to reach citizen: counter, face-to-face, call-centres, community informants, community traditions, post, websites, e-mail, sms, fixed phone, mobile phone, IVR, digital television, fax, radio, ATM's, etc.
- Each channel have different requirements of the information. Take into account distribution, access options and accessibility.
- Citizens expect an integrated, coordinated interaction with government, with comparable levels of usability, no matter the communication medium.
- Currently, Fragmentation for developers and content providers

# Multi-Channel: Possible Solutions

- Adaptable and Adaptive Presentation: Create content once and software adapts for device and user (W3C MF-WG).
- Develop a Governmental multi-channel strategy: Know the possible distribution channels, propose channel selection strategy and provide implementation guidelines (EC-MCD)
- Understand social preferences of citizens: Habits of information consumption, information and access requirements, etc. (UK-DIRECTGOV)
- Understand the distribution channel: Can info reach every citizen? Access cost (ex. broadband); Must target lower cost devices and lower cost access

# Multi-Channel: Benefits and Challenges

- Benefits
  - Wider usage and Impact of government services
  - Flexibility and Cost savings
  - Quicker deployment of services through new and additional channels
  - Closer government to the citizens
- Challenges:
  - Fair Distribution
  - Digital Divide
  - Conditions and legal requirements pertaining to Government information

# Short Summary

- eGovernment work can be divided into clear definable easily-achievable chunks (political, research, technical, social)
- Requires work from multiple parties to succeed
- Provide excellent opportunity for different South African institutions to work together on a specific solution (e.g. SITA, CSIR, Government Departments)



**But ...**

*Can we really make a difference in the lives of the African Citizen?*

# Understanding the African Citizen

	Population	Main Telephone Lines		Mobile Subscribers		Internet Users		Mobile Internet Users	
	000s	000s	p.100	000s	p.100	000s	p.100	000s	p.100
South Africa	48'580	4'642	9.56	42'300	87.08	5'100.0	10.75	9'500.0	19.5
Africa	963'530	35'411	3.77	264'475	27.48	50'406.4	5.34		

# Understanding the African Citizen

## Characteristics

## Work Required

70% <1%

ICT Expert,  
Broadband all the  
time

Uninterrupted Enhanced User  
Experience: Rich Media,  
Interactivity, Web Services

25% 5%

ICT Expert, Limited  
Connectivity, Limited  
Broadband

Affordable, Easy-to-get  
information: Cost-savings;  
bandwidth savings; Adaptable

5% 45%

Low to Medium Expertise,  
Exposure to Technology,  
Limited Access

Functional Information 'user-  
fitted' for easy consumption:  
Adaptive, Low-Literacy  
Adoption

<1% 50%

Low Expertise, No to  
Low Exposure, No to  
Low Access

Access to Information that  
supports livelihood concerns: New  
applications of Technology;  
Methods of taking Information to  
the people

User  
Growth

# Reaching the African Citizen

- Information Kiosks
  - Kenya: Drumnet project. Equipped (kiosk and mobile) 647 peasant farmers with financial, marketing, and information services.
  - 7000 marketing transactions with savings of \$2.3 per transaction, Total of \$16705 revenue savings for farmers
- Internet Café's / Information Centres
  - Uganda: UNIDO project. 8 Business Information Centres for SME's provide entrepreneurial advisory services, access to relevant business information systems, technology transfer brokering, consultancy and advisory services, as well as assistance in creating linkages to local, regional and national governments
  - Increase in productivity, innovation and job creation
- Mobile Phones
  - Egypt: person-to-person airtime transfer (m-banking)
  - \$8994 transferred in 4400 transaction per month
  - Brings informal re-sellers into formal system; Increase social networks

***Correct technology bring ROI for bottom of the pyramid market***

***Even amongst low-income consumers are sophisticated users of services and technologies***



# Success Stories and Benefits

- Michigan: Obtaining certain permits used to take 6 to 18 months, now matter of days
- USA: Renewing licenses, vehicle registrations, paying of fines, locating info about, all online in different languages
- South Africa: Home Affairs: Renewing of passport in <2 weeks, with SMS notification

**Improvement of perception of government**

# Benefits to the Citizen

- 24x7(24 hours, 7 days a week) round-the-clock service (always available)
- Economical (no need for physical visit to an office)
- Fast and efficient service
- Transparent
- Equitable
- Convenience (can be accessed while on move or at home)

# What happens if we fail?

- Serious direct and indirect financial costs
- Service delivery protests increasing
- Increase of Maladministration and Mismanagement
- Damages morale, credibility and trust

# Conclusion

- eGovernment builds transparency and trust in government
- Efficient, Effective and Cost Saving Services
- Up to us to help government initiate, develop implement



# Thank You

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**URL: <http://www.w3c.org>**

# Reference Links

- [W3C WAI]: [Web Accessibility Initiative \(WAI\)](http://www.w3.org/WAI/), W3C, <http://www.w3.org/WAI/>.
- [GOV-MASH]: [Government API and Mashup Summary](http://www.programmableweb.com/featured/government-mashups-and-apis), K. Farnham, <http://www.programmableweb.com/featured/government-mashups-and-apis>.
- [UK-SHOWUS]: [Show Us a Better Way](http://showusabetterway.co.uk/), UK Cabinet Office, <http://showusabetterway.co.uk/>.
- [US-SUNAPI]: [Sunlight Labs API](http://services.sunlightlabs.com/api/), Sunlight Foundation, <http://services.sunlightlabs.com/api/>.
- [GOV-FEEDS]: [Government RSS](http://governmentrss.pbwiki.com/), S. Vine, <http://governmentrss.pbwiki.com/>.
- [EC-CAMSS]: [Common Assessment Method of Standards and Specifications](http://ec.europa.eu/idabc/en/document/7407/5644), <http://ec.europa.eu/idabc/en/document/7407/5644>.
- [EC-i2010]: [Action plan on electronic administration i2010](http://europa.eu/scadplus/leg/en/lvb/l24226j.htm), <http://europa.eu/scadplus/leg/en/lvb/l24226j.htm>.
- [EC-EIFV1]: [European Interoperability Framework version 1.0](http://ec.europa.eu/idabc/en/document/2319), IDABC, European Commission, November 2004, <http://ec.europa.eu/idabc/en/document/2319>.
- [MF-WG]: Media Fragments working Group, <http://www.w3.org/2008/WebVideo/Fragments/>
- [EC-MCD]: [Program IDA](http://ec.europa.eu/idabc/en/document/3119), Multi-channel delivery of government services, European Commission, June 2004, <http://ec.europa.eu/idabc/en/document/3119>.
- [UK-DIRECTGOV]: [Directgov](http://www.direct.gov.uk/), <http://www.direct.gov.uk/>.