



WORKSHOP: Inclusive eGovernment – Sustainable Services for Socially Excluded People

Final event of the Study on Multi-channel Delivery Strategies and Sustainable Business Models for Public Services Addressing Socially Disadvantaged Groups (the MC-eGov Study)

**DG Information Society and Media, Beaulieu BU33 0/54, Brussels,
23 February 2009**

AGENDA

Study rationale and objectives

The main goal of the study was to provide a thorough analysis and assessment of the current state of the art of main actions at Member States level related to the Inclusive eGovernment area, including guideline principles and practice. The study objectives were to:

- Identify, define and reach a consensus on a multi-channel service delivery strategy that would support more effective and efficient delivery of public services to socially disadvantaged groups.
- Produce a possible range of sustainable business models that would support a more effective and efficient delivery of public services to those citizens at risk of being left behind by the information society.

To this end, the study surveyed, analysed and attempted to support the building of a consensus, with a common understanding and strategies, on the role that multi-channel strategies are having, and could have, in contributing to the achievement of the eGovernment Action Plan concerning Inclusive eGovernment.

The brief was set by the Inclusive eGovernment Expert Group¹, within the context of its Inclusive eGovernment Road Map², and the Survey of Baseline Activities in Inclusive eGovernment³. The i2010 Initiative⁴ sets Europe the high-level challenge “*to ensure that the benefits of the information society can be enjoyed by everyone*”, acknowledged by the Inclusive eGovernment Agenda⁵, stating that “*around 30% of Europe’s population does not use any eGovernment services*” and that a substantial proportion of the non-users will suffer some form of social exclusion. As a result there is a significant i2010 challenge to address the needs of socially excluded groups because “*many of these excluded citizens are*

¹ http://ec.europa.eu/information_society/activities/egovernment/policy/inclusion/index_en.htm

² http://ec.europa.eu/information_society/activities/egovernment/docs/inclusive_egovernment_roadmap.pdf

³ http://ec.europa.eu/information_society/activities/egovernment/docs/i2010_studies/inclusive_egovernment_survey_12_07.pdf

⁴ http://ec.europa.eu/information_society/eeurope/i2010/inclusion/index_en.htm

⁵ http://ec.europa.eu/information_society/activities/egovernment/policy/inclusion/index_en.htm



amongst those who need and consequently rely most heavily on government support – and would stand to benefit the most from accessing them on-line”⁶.

In the current environment of economic and social stress, the demand for services for socially excluded people is significant, and is putting government finances under ever greater pressure. Because services for disadvantaged groups in society are complex and often expensive, efficiency and effectiveness are central to designing and delivering services that offer sustainable value to socially excluded people. This can mean multi-channel services, but, overall, integration is the key. Integration requires new ways of approaching the issue, including fresh thinking on business models and a renewed commitment to achieving common social policy goals.

Workshop objectives:

To present the main findings the study for discussion and validation, including:

- Research evidence supporting the validity and significance of Inclusive eGovernment approaches;
- A practical framework for understanding and applying Inclusive eGovernment, and to help identify the components and key steps necessary to move forward;
- Case study material to illustrate Inclusive eGovernment approaches in action;
- Conclusions of the study concerning a “sustainable network value” paradigm for Inclusive eGovernment

Target audience:

The study outputs are primarily aimed at the decision-makers who are involved in building and delivering service portfolios aimed at socially excluded groups.

The intention is to inform this important group about the practical experiences from around the EU. At the outset this can even mean gaining a wider understanding of what is regarded as social exclusion in other member states: for example there are widely differing approaches to addressing the needs of excluded people with cognitive disabilities, or even to consider cognitive impairment as a disability.

At a secondary level the audience comprises those who are involved in some form of partnership with government to deliver services to socially excluded groups. This primarily involves organisations in the Third Sector which are non-profit and non-governmental⁷, and Social Enterprises, where profit can be generate, but where the profit is not paid to external shareholders but is redistributed back into the core activities⁸.

⁶ http://ec.europa.eu/information_society/activities/egovernment/policy/inclusion/index_en.htm

⁷ http://en.wikipedia.org/wiki/Third_sector

⁸ http://en.wikipedia.org/wiki/Social_enterprise



REGISTRATION AND COFFEE (09.00)

SESSION 1 (09.30-10.00)

Introduction: “Challenging times, diverse needs, and complex services”

This brief introductory session sets the context of the study (study rationale and objectives, aim of the workshop) and introduces the key findings, which include:

- Inclusive eGovernment can play a central role in building services that meet the needs of socially excluded people, which are efficient and effective, and which deliver economic and social value. It can achieve this through the back-office reform of services so that they meet coherent policy goals, through front-office reform.
- It can deliver high-impact front-office reform, not just in the conventional areas of organisational reform, but in the building of new and flexible service partnerships that use multiple channels to create ‘value chains’ and target services to the service needs of socially excluded people.
- It further can help to deliver sustainable services through the building of ‘value networks’ where the service value delivered to socially excluded people is transformed into wider social and economic value for society

SESSION 2 (10.00-11.00)

Building Efficient and Effective Policies and Services

This session focuses on the ways in which Inclusive eGovernment can help to deliver efficiency and effectiveness. Themes include:

- Linking the high level policy goals to the local level realities of social exclusion: The Scottish Government (UK) Single Outcome Agreements.
- Reforming and Integrating the Front and Back Office: Crossroads Bank for Social Security (BE).
- Taking a ‘governance’ approach to social exclusion through all aspects of government ‘owning’ the problems: The city-wide policies of the City of Utrecht (NL)
- Using advanced ICTs to integrate services and to provide state-of-the-art interfaces to services: The GENCAT system for the Catalan Regional Government (ES), and the natural language interfaces for the City of Terassa (ES).

11.00 – 11.15 Coffee break



SESSION 3 (11.15-12.15)

Constructing Services that deliver Public Value

This session focuses on how services can be connected rapidly and effectively to the needs of socially excluded people:

- Focusing on local level needs in an integrated way: Home care or Care Homes - Independent living and social inclusion for people with health problems (UK), and the ACTION partnership for elderly people in Sweden .
- Focusing on sectoral needs in an integrated way: the SeniorDom network for elderly socially excluded people (SK).
- Building on sophisticated eGovernment landscapes to deliver focused value for socially excluded people: Service partnerships in Denmark.
- Exploiting existing partnership resources and structures to engage excluded groups: using gaming technology to engage with and support young people at risk of marginalisation, on a housing estate in the West Midlands of England.

SESSION 4 (12.15-13.00)

Questions/discussion

13.00 – 14.00 Lunch

SESSION 5 (14.00-15.00)

Ensuring Sustainable Services and Service Capacity

This session shows how partnerships have created networks of value that bring socially excluded people into the centre of services and service delivery:

- Creating networks of trust and moving towards self-identified services: The Roma service centres and eCounsellors in Hungary.
- Integrated policy and service partnerships between government, the third sector and socially excluded people: The service landscape of the Autonomous Province of Trento (IT).
- Trans-government agency partnership to deliver added value: The City of Amsterdam 'ecosystem' of social care, with a focus on intermediaries and self-operation of services; MULTIKULTI language provision across local governments (UK).

15.00 – 15.15 Coffee Break



SESSION 6 (15.15-16.00)

Challenges remain, but the Direction is clear

This session first notes that significant challenges remain, particularly to countries that face significant social exclusion problems while still building eGovernment service landscapes:

- Developing the partnership landscape: Social exclusion challenges in Lithuania
- Developing service interventions in challenging geographical circumstances: The Mobile Bus service centres in Cyprus
- Building governance and capacity through networks of service centres: Citizen Service Centres in Greece

In that context the session concludes by summarising the steps to sustainable services, and the progression from efficiency to value networks, as being the key components for Inclusive eGovernment to deliver efficiency, effectiveness, value and sustainability for services to socially excluded people.

SESSION 7 (16.00-16.45)

Questions, discussion and conclusions

A plenary discussion which will discuss and validate the main study findings, and explore how Inclusive eGovernment, and multi-channel access to services, can take forward the sustainable service priorities for socially excluded groups.

CLOSE (16.45)

