

Session 1:

Strategic approaches to user take-up of e-government services

- Part of the Programme of Work and Budget 2007-2008.
 - Large investments in the development of e-government services.
 - But limited benefits realisation and unsatisfactory low user take-up.
 - Lack of knowledge of users and their needs.
 - Lack of systematic monitoring and evaluation.
- Contribution to the OECD Ministerial on the Future of the Internet Economy 17-18 June 2008 in Seoul, Korea.
 - Written consultation **beginning of April** with the Network.
 - (Written) approval of report by the Public Governance Committee **April/May 2008**.
 - Final approval by Council in **May 2008**.

Content of report

- Part 1: Reasons for not achieving higher user take-up
 - Basic barriers for access to infrastructure and services.
 - Lack of integration of service delivery platforms horizontally and vertically in the public sector.
 - Cultural barriers – the inertia of changing habits.
 - Trust.
- Part 2: Measurement approaches.
 - Understanding user preferences and needs.
 - Exemplar monitoring and evaluation frameworks.
 - Systematic usage of measurement data.
- Part 3: Country approaches.
 - Inclusive service delivery.
 - Channel management, marketing, and user incentives.

Status on stock-taking

- Completion and validation of inventory of user take-up measurement practices and indicators.
 - Stock-taking almost completed.
 - Additional analysis needed due to late completion of data gathering.
- Completion and validation of an overview of country approaches to improving user take-up.
 - Additional country cases are welcome!
(Additional bilateral contacts from the Secretariat can be expected.)

Needed contributions from countries

- Validation of stock-taking of country approaches to improving user take-up.
 - Additional country cases are welcome!
(Bilateral contacts from the Secretariat can be expected.)

National measurement framework?

	Countries
Countries with a national measurement framework	Australia, Belgium, Canada, Denmark, France, Germany, Greece, Iceland, Japan, Korea, Mexico, The Netherlands, New Zealand, Norway, Portugal, Slovak Republic, Sweden, Switzerland, Turkey, United Kingdom, and USA.
Countries without a national measurement framework	Austria, Czech Republic, Finland, Hungary, Ireland, Italy, Luxembourg, Poland, and Spain.