



Ministerie van Binnenlandse Zaken en Koninkrijksrelaties



Building good services: the end user's perspective

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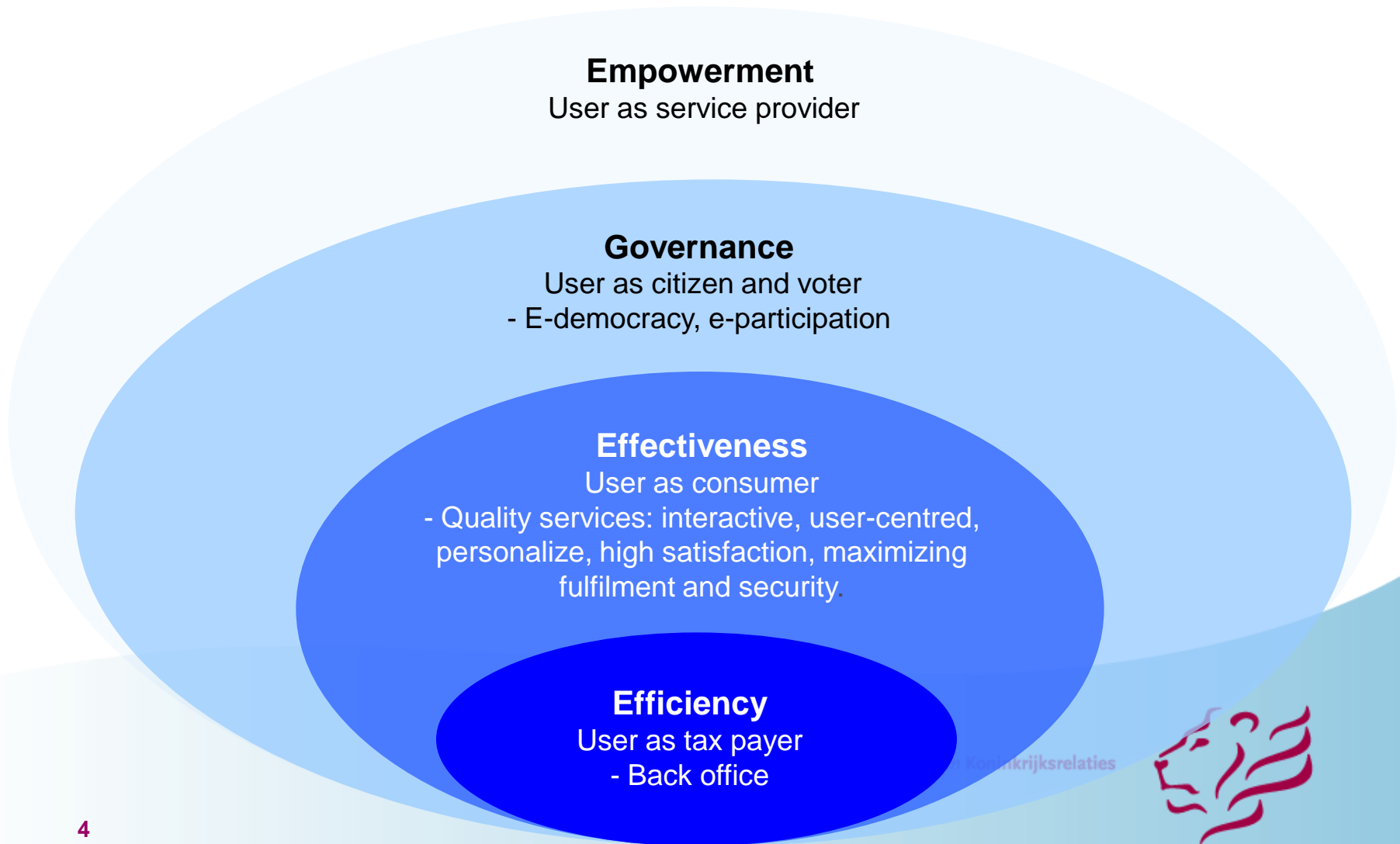
Marketing: what do our citizens want?



*"Hi! I'm from the government, and
I'm here to help you!"*



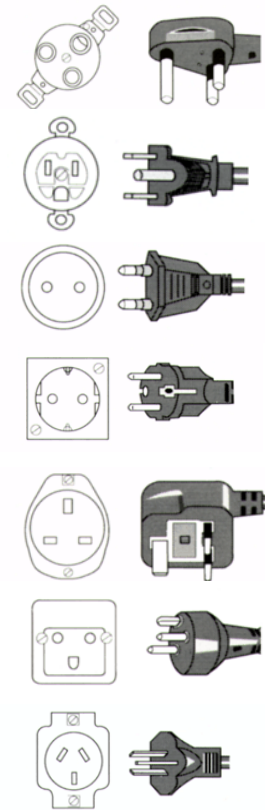
Evolving roles of (e)government



Koninkrijksrelaties

Efficiency: a legacy target?

- Not a major national issue by 2010
- Linking national back offices: compatibility and standardization remain issues internationally
- Efficiency for easy cross border movement of people
- Efficiency for economic growth



Effectiveness: how happy is our client?



- Policy making in 2008 & beyond
- Execution has started
- User satisfaction
- Measuring and marketing
- Less administrative burdens for business and citizen
- Personalization



Governance: 2.0 citizens

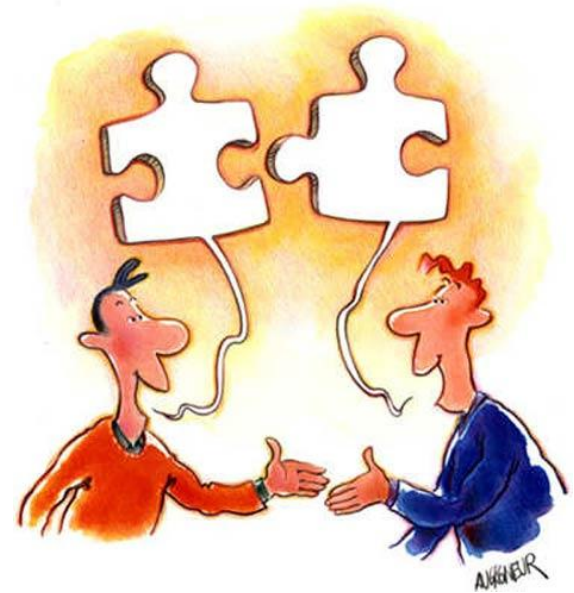


- E-democracy
- E-participation
- Bottom-up initiatives to persuade government
- Bottom-up initiatives to cooperate with government
- It is the society that will take initiative towards the government



Empowerment: Beyond 2.0

- Level playing field in technology ,for government and society at large
- The institutional vs. the networked government
- Bottom-up services compete with government services
- Co-production with government
- Bottom-up initiative for extra services
- It is the government that has to take initiative towards society



E-government policy instruments

The stick

Regulation in order to a) lay down competences, b) to make some building blocks mandatory, c) financial arrangements.

The carrot

Providing financial arrangements, pro-active support and other instruments to make partners cooperate.

The speech

Benchmarks, policy agreements with decentralized governments, joint agenda, political goals.



Challenges 2010-2020

Empowerment

Transparency for sharing & trust

Governance

Transparency for information & trust

Effectiveness

Cross-border service delivery from
end user's perspective

Efficiency

International compatibility

Koepkrijksrelaties



Thank you

