Czech University of Life Sciences Prague

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Diploma Thesis

E-Government:
New tool for citizen participation and satisfaction

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E-Government: New tool for citizen participation and satisfaction

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Objectives of thesis

The aim of this thesis is to find out whether e-participation is a relevant tool for citizens participation and satisfaction.

The outcome will include answers to these questions:
- Is e-participation relevant for every citizen?
- Is e-participation money-saving and transparent?
- Is e-participation effective, efficient and safe?

Methodology

The work will be carried out using the following techniques and methods:

- In-depth research in finished projects.

- Final evaluation of e-participation projects.

- Comparing e-participation in Czech Republic with abroad. Successful examples from abroad as well as data from UN research.

- Collecting information from national governments and its adaptation of e-government.

The proposed extent of the thesis

Approx 60 pages

Keywords

E-government, E-participation, Case study

Recommended information sources

Interreg IVC, et al. brochure. E-participation best practice manual. INTERREG IVC. 2012
United Nations. E-Government survey 2014. New York: United Nations, 2014. ISBN 978-92-1-123198-4
United Nations. E-Government Survey 2016: New York, United Nations, 2012. ISBN 978-92-1-123190-8

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Declaration

I declare that I have worked on my diploma thesis titled "E-Government: New tool for citizen participation and satisfaction" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on _____

E-Vláda: Nový nástroj pro občanskou participaci a spokojenost

Souhrn

Tato práce se zabývá aktuální problematikou poskytování služeb online, která se konkrétně zabývá vztahem mezi vládou a jejími občany. E-vláda je nástroj vyvstávající z navyšující se frustrace občanů nad svými zvolenými zástupci.

Teoretická část seznamuje čtenáře se třemi podkapitolami; e-participací, e-vládou a OGD (transparentní vládnutí); navrhujíc efektivní a průhledné možnosti, které mohou pomoci v tak zvané „zastupitelské krize", zatímco poskytuje nezbytné znalosti týkající se občanské participace a zahrnutí názorů občanů do rozhodovacího procesu. V této části práce jsou uvedeny příklady e-vlády z různých zemí.

Praktická část se zabývá analýzou dvou pilotních případových studií obcí jež jsou situovány do členských států EU, které se nedávno zabývali projekty e-participace a vynaložili úsilí k tomu, aby se s pomocí internetu spojili se svými občany. Výsledky obsahují ponaučení a doporučení jak napomoci k všeobecnému blahu.

Klíčová slova: pilotní projekt, e-Participace, e-Vláda, rozhodovací proces, průhlednost, účinnost, všeobecné blaho, kolaborativní vedení

E-Government: New tool for citizen participation and satisfaction

Summary

The topic of this thesis is the current issue of online service delivery that covers relationship between government and its citizens. E-government is a tool emerging from an increasing frustration of citizens of their elected representatives.

The theoretical part introduces reader with three subchapters; e-participation, e-government and Open Government Data; suggesting effective and transparent options that may help to cure so called "representative crisis"; while providing necessary knowledge concerning participation of citizens and involving their opinions in decision-making processes. This part of work includes examples of e-government in different countries.

The practical part is based on analysis of pilot case studies of two municipalities situated in EU member states, which have recently dealt with e-participation projects and made an effort to connect via internet with their citizens. Results cover learned lessons and recommendations on how to deliver public welfare.

Keywords: pilot project, e-participation, e-government, decision-making process, transparency, effectiveness, public welfare, collaborative leadership

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1 Introduction

Online service delivery has made a progress in most countries around the world. Many of them have realized that e-government (e-gov) improves the quality of public sector and support governance systems toward sustainable development with help of ICT. It is vital for today's ever changing world climate to continue with service delivery. Lives of people have become interconnected and governments need to follows today's trends and deliver sustainability in social and economic services to their citizens. As a part of this shift toward e-government, there is a need to realize that such modern governance requires strategic national planning to ensure efficiency, transparency.

Governmental structures need to be able to work together with citizens by listening to citizen's voices, particularly helping in developing countries. E-gov has an important role to play. National governments and administration bodies needs to be reformed that delivered services maximizes development and minimizes costs and resources used. While taking into account distribution of regional policies, national and international cooperation.

One of the key challenges in building the framework of sustainable development is how to utilize ICT to ensure coordination toward effectiveness. In the case that barriers among institutions and citizens are removed, the public welfare and justice might be more possible. For such a shift the role of government is changing from controller of information and services to facilitator that services are addressed towards specific needs of citizens.

The increasing importance of ICT has also provided government with flexibility of using various multi channels. Each region, nation or social group of people has different needs and demands therefore all possible delivery channels must be exploited in order to reach out as many people as possible. At the same time, service delivery via new channels should not come at the cost of established ways of reaching citizens.

2   Objectives and Methodology

2.1   Objectives

This thesis aims to describe and analyse decision-making process using e-participation tools and find out whether the e-participation itself is transparent, effective and money-saving. At first, there are explained theoretical aspects of e-government in order to understand the reasons for making an effort and establishing collaborative leadership between government and its citizens. The special focus of analysis is put on raising awareness and stimulating citizen's participation and interaction online in the local policy-making and public life. The analysis concerns selected municipalities: Tartu, Estonia and Kyjov, Czech Republic. The final objective of this paper is to seek a contribution to efforts of expanding the possibilities of e-participation in the Czech environment.

2.2   Methodology

Methodology of this thesis is divided into two main parts.

First part is a review of literature since it contains necessary theoretical information. Various online sources have been used to explain theory which will contribute to clarify the basic purpose and nature of the stages of e-government. It also reviews available information on Government data of different countries; press articles concerning policy and law; and tools such as EGDI index used for showing country's progress made.

The second part - practical part of the thesis is based on qualitative data provided by Yeseter Analytics, company offering monitoring and analysis of online contributions and author's investigation. The data for the first case study from Tartu, Estonia were collected from databases of international organizations as well as official city web available and accessible online. Data for the case study in Kyjov, CZ were provided by the city representatives, Yeseter Analytics and author's direct experience obtained during the project. The primary data for establishing both pilot case studies come from e-participation tools that are online pools, public calls and other online discussions channels with citizens. A synthesis of obtained information is executed in the conclusion of this work to find out whether the main goals of these pilot e-participation case studies were met.

3   Literature Review

The literature review serves as a basis for understanding the system of online service delivery. The following pages are divided into three subchapters concerning e-participation, e-government and Open Government Data (OGD). The knowledge written below is deeply interconnected, e-participation usually can not operate smoothly without e-government or OGD.

3.1   Terminology

"For our period of time in nowadays world there is typical confusion with terms. E-terms have a special attention for wide public. It is necessary to give at the beginning clear definition of certain terms that are related to e-participation. This term is often mistakenly considered as some sort of synonym with e-elections or (in other words e-voting) that is coming from predominantly from limited understanding of democracy as a process when citizens carry an envelope to vote. Therefore, we apply a formula:

E-democracy = e-voting + e-participation

E-participation therefore includes all processes involving citizens in public decision-making processes through ICT (= Information and Communication Technologies) beyond electronic elections that are themselves part of e-participation." [cit., online database, Pekárek, 2008]

E-democracy can be understood as one of two basic components of electronic public administration (e-governance) and e-government, ie electronic processes occurring in the professional public administration. Public administration and its human staff could be elected representatives of officials in other words executives. Then the formula is:

Electronic public administration = e-government + e-democracy [online database, Pekárek, 2008]

3.2 E-participation

"The aim of participation is to provide citizens and non-governmental organizations opportunity to take part in decision process that affects them. E-participation is a mean of doing this with the help of modern technology. These meanings suggest that these terms cannot be separated from each other and e-participation is another additional method of substantive involvement which holds the same principles of participation. With addition of today's focus, communication habits and skills the involvement in decision process via internet is becoming desirable for majority of people."

"E-participation is, therefore, an important challenge for local governments, a tool that could significantly help to increase the transparency of governance and people's involvement in organizing local life." INTERREG IVC (cit., 2012)

After implementing in daily life, the local government can no longer just distribute information about decisions on their website – citizens expect more. People have used to using the Internet and social media as communication channel and have similar expectations of improvement in organization of local government. E-channels provide a suitable means to fulfill the desire to be involved in shaping people's living environment and that is welcomed. The aim of the following pages is to introduce reader challenges, advantages and advice for better coping with the phenomena of e-participation. INTERREG IVC (cit., 2012)

The need for effective solution

In the Czech Republic and other representative democratic system we are witnessing a representative crisis. Increasing frustration of citizens by their representatives, who instead of the true nature of their mission (which should be to reach political consensus in order to maximize the welfare of the certain society) are primarily focused on winning elections. The victory in power struggles is obeyed absolutely everything; their personal views or truth and justice are put aside. After the election their main concern is fixed on implementation of interests either their or someone else, instead of fulfilling the essence of true activities of elected representative. Interesting example for such practices could be the process preceding the presidential election in the US; the manipulation with information, cooperation with multitude of analysts of public opinion, advertisements and campaigns,

power games with opponents; everything to formulate their own public face that is appealing to majority and ensures winning in elections. The future with such politicians is uncertain. These operations and manners in politics can be seen almost all over the world unlike direct democracy. Direct democracy is performed in Switzerland due to historical and geographical conditions. Nevertheless introduction of direct democracy is in many European nations hardly realistic, therefore necessary for solution of nowadays distrust of citizens in their representatives that is manifested in low turnouts in elections. Another solution is legalization of obligation to vote, currently active in Belgium and Cyprus, also in the pre-war Czechoslovakia. E-participation is a modern method of decision-making without command within the society educated in information technology. Implementing and involving of information technologies can significantly and non-violently increase public interest. Unlike time and money spending referendums, e-participation can become a part of modern society. [online database, Pekárek, 2008]

The main reason for establishment of the project of e-participation worldwide is the growing concern about democratic processes in the society. As a result, state administrations have started to support participatory opportunities for citizen to take part in the political process. Above all here belong information campaigns, pilot projects and various experiments. These mentioned projects generated a wide range of tools for promoting and protection of democracy in such areas as information provision, communication and interaction. Nevertheless, there is little verified knowledge of the effectiveness in EU member states. This thesis aims to give an example in using various e-democracy tools for participation. INTERREG IVC (cit., 2012)

E-participation amplifies a government's toolbox for engaging with its people. It does not replace traditional forms of public participation (e.g.: face-to-face meetings, paper-based communications, telephone calls, notice boards and other offline tools). Rather, governments should re-consider developing optimal mix of 'how best to reach the various social groups among its population' online and offline tools within their legal competencies. This optimal mix should be differentiated from people's efforts to participate in civic life, civic organization. Governments ought to encourage peaceful and constructive social engagement without control. In a similar way, governments can learn to use social media as a tool to recognize and take into account people's feedback. United Nations (2014, p. 61)

3.2.1 Global and regional ranking with e-participation (EPI) index

In the Surveys of UN there are measurements of e-participation according to 3-levels that moves from more "passive" to "active" engagement with people. The model includes:

1) e-information

that provide citizens public information and access to upon demand

2) e-consultation

engaging people in deeper contributions to consideration on public policies and services

3) e-decision-making

Involving citizens directly in decision processes

This model of e-participation starts with information provision, followed by public consultations and at the end involvement in decision-making. It also clarifies two trends. "First, there is a shift in view of people from passive receivers of services to co-creators of public value and contributors to community resilience. Second, the challenges of sustainable development require action of all governance partners to produce desired outcomes." United Nations (cit., 2014, p. 63)

Based on an assessment of these e-participation features in national portals and social networking sites, a global ranking was established. The Table 4. represents the top 20 performers. According to the latest surveys, the UK is the world leader. Nearly all countries in the Table 4. are considered as high-income countries in the list of The World Bank. Nevertheless, having a low income does not prevent a country from making progress in communication with citizens. Using social media does not require financial resources. Top performing countries according to EPI index, use different methods that allow the public to influence official decisions.

For demonstration, the UK's strategy has focused on maximization of transparency in information in general and especially in policy formulation on Gov.uk are stored all – almost 95 000 - of the documents proposed by government in various stages such as guidance, consultation and outcome, research an analysis etc. [online database, Gov.uk publications, 2016] Almost 3500 policy documents were explored with public participation or are in a process of consultation. At first concerned public and organizations provide their inputs privately and then at the phase of publishing the consultation results online, for all to see. By doing so, the government is responding to comments and informs citizens of

how these inputs will influence the proposed policies. [online database, Gov.uk publications, 2016]

Austia has created a directory of online consultations to inform people about topics that are open to discuss. Estonia has developed a portal "Osalee.ee" for public to input their ideas about policy. The web "Osalee.ee" is interconnected with another portal "Eelnoud.valitsus.ee" that is collecting public opinions and policy proposals and hand it to government. By using these ICT systems, everyone can participate in consultations online and monitor the progress of the submitted policy drafts. People are authenticated with help of their identification card number. The portal "Osalee.ee" is a "working environment in which the government will discuss and decide on issues related to procedural documents submitted to the European Union decision-making and decrees and other documents in inter-departmental coordination, presentation and communication."[translated cit., online database, Osalee.ee, 2016]

Table 1.: Top 20 e-participation leaders in years 2012-16 in EPI index					
year 2012		year 2014		year 2016	
Rank	Country	Rank	Country	Rank	Country
1	Netherlands	1	Netherlands	1	United Kingdom
1	Republic of Korea	1	Republic of Korea	2	Japan
2	Kazakhstan	3	Uruguay	2	Australia
2	Singapore	4	France	4	Republic of Korea
3	United Kingdom	4	Japan	5	Netherlands
3	United States	4	United Kingdom	5	New Zealand
4	Israel	7	Australia	7	Spain
5	Australia	7	Chile	8	Singapore
5	Estonia	9	United States	8	Canada
5	Germany	10	Singapore	8	Italy
6	Colombia	11	Colombia	8	Finland
6	Finland	12	Israel	12	France
6	Japan	13	United Arab Emirates	12	United States
6	United Arab Emirates	14	Bahrain	14	Austria
7	Egypt	14	Canada	14	Mexico
7	Canada	14	Costa Rica	14	Poland
7	Norway	17	Greece	17	Israel
7	Sweden	17	Morocco	17	Morocco
8	Chile	19	Italy	17	Lithuania
8	Russian Federation	19	New Zealand	17	Montenegro

Table 1: World e-participation leaders
Source: Own compilation of data from: United Nations E-government Survey 2012; 2014; 2016

Another countries that were successful to be in Top 50 was Denmark that developed portal "borger.dk" that functions as a national debate and voting platform, moreover it creates

opportunities for foreigners to be involved in public life of the people of Denmark. Obi (2010, p. 154)

The above examples were demonstrating the various approaches that government may utilize during implementation. Approaches are adjusted to local possibilities and circumstances. Even though is theory there are 3 levels of e-participation, in practice these levels are interdependent e-tools that are widely used in public consultations. To ensure the progress in e-decision-making it is needed to advance in e-consultation, while it would be desirable to use effectively e-information. United Nations (2016, p. 58)

Figure 4. below, illustrates the regional representation of the top 50 countries of 193 UN member states. In the year 2014 there are 21 countries from Europe, 14 from Asia, 10 from Americas, 3 from Africa and 2 from Oceania. Morocco, Kenya and Tunisia are the African countries in the top 50. As compared to previous Survey, in 2016 (see Figure 4.) five more European countries joined the group of the Top 50, followed by Asia representing again 14 countries, 6 countries from Americas. Africa's 54 countries have a smaller presence in the Top 50 EPI performers accounting for only 3 of countries in that group.

Figure 1.: Top 50 countries sorted by region in 2014-2016
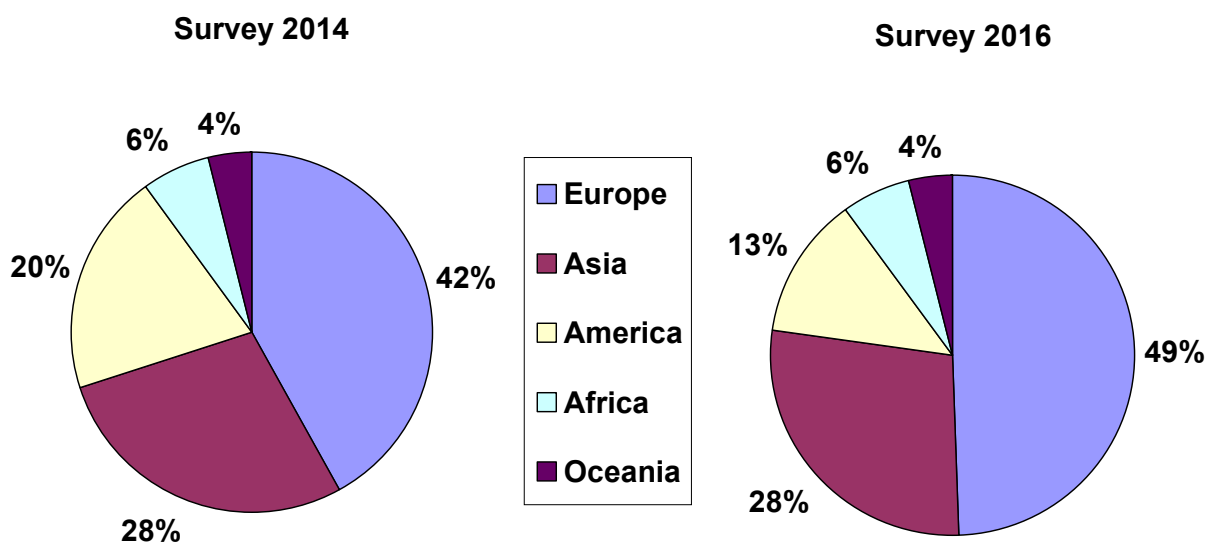
Figure 1: Top 50 countries sorted by region
Source: Own compilation of data from: United Nations E-government Survey 2014, 2016

3.2.2 The sectors and levels of e-participation

General e-participation tools include following (but there is not a limitation):

- ✓ Information provision online, including Open Government Data (OGD)
- ✓ E-campaigning, e-petitioning
- ✓ Co-production and cooperation e-environments, including innovation spaces, hackathons, crowdfunding
- ✓ Public policy discourses, including crowdsourcing, online consultation and deliberation, argument mapping
- ✓ E-polling, e-voting United Nations (2016, p. 62)

The success of these tools depends on received support from regulatory environment itself, but also how governance enforce these tools by establishment and legalization of public interference in the domination of the country. Another important fact, the overall effectiveness of the policies, in the end, predominantly depends on activity of people and their willingness to engage. For implementation of these forms of engagement it is necessary to have access to internet, therefore it leaves behind the rest of the people. The citizen's ICT skills and possibilities to use it are necessary.

1) E-information

The first level of e-participation is e-information. "Governments provide information via ICT channels in order to help people make informed choices at the next stage of consultation.   E-information is critical because without access to public open information, participation cannot be evidence-based, fully relevant, or significant." United Nations (2016, p. 63) 95% of member countries post information on the Internet in six chosen sectors is as follows: Education, health, finance, environment, social welfare and labor. In 2014, 22 countries did not share any information about the six sectors. In 2016 are only 9 countries that do not share information.

This service of archived information and its access via mobile is not yet widely used. Less than one third of member countries provide an opportunity to subscribe via e-mail or SMS for updates. Open Government Data (OGD) technologies are more successful than use of mobile applications, more than half of member countries publish OGD online (see Figure

5., below). From the figure it is seen that in all sectors there has been progress, except Labor. The greatest progress was made in Finance, Health and Education. Only one country of ten is not providing access to policies and documents in sector of Finance. Fewer options are in access for public in Environmental protection.

Figure 2.: Number of countries offering archived information (2014-2016)
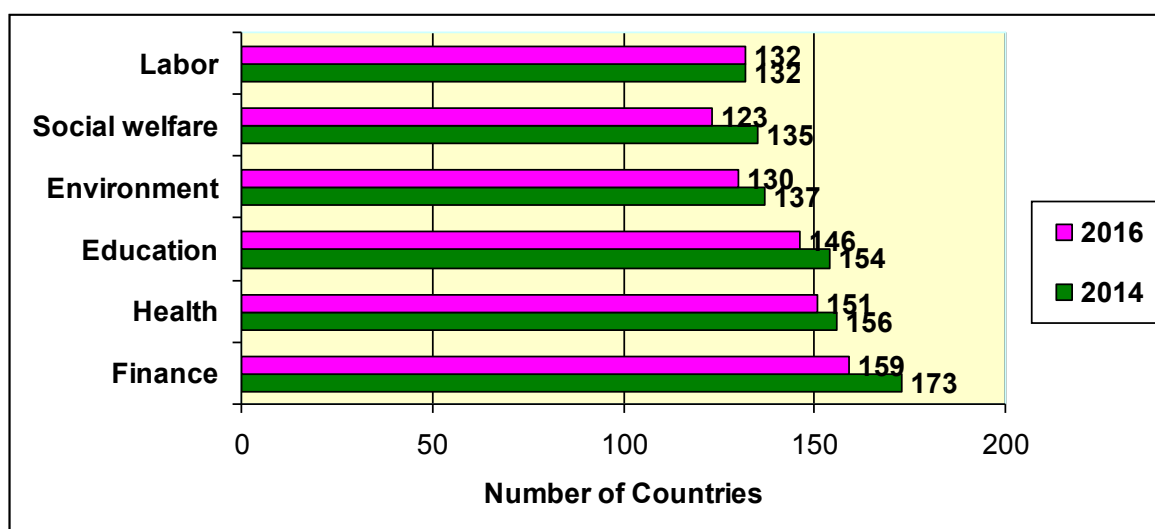
Figure 2: Countries offering archived information (2014-2016)
Source: Own compilation of data from: United Nations E-government Survey 2014, 2016

Higher income countries (among member of the UN) are more advanced therefore better informed about state their country, however the greatest progress have made countries of lower-middle income group. To sum up, high and upper-middle-income European and some Asian countries remain top informed. Nevertheless, African continent and Oceania has made a good progress in last years. Still, there is a significant gap between wealthier and poorer nations. 95% European countries share online information in comparison with 48% of African and 33% Oceania countries. United Nations (2016, p. 64)

2) E-consultation

Is the second level of e-participation. People are consulting with gov. particular policy, service or project; however it does not mean that gov. has an obligation to use citizens input. Rather this input serves for better understanding of attitudes of public towards the project.   A key factor that determines use of particular citizen engagement technologies is the availability of tools, on both sides government-citizen. Figure 6. – following page - provide list of tools used by governments for e-consultation. "95 countries of the 193 UN

Member States provide on their national portals for citizen feedback. 71 countries provide public opinion on public policies through social media, 51 through online forums, 39 through online polls, 18 through online voting and 18 through online petitions. It is less common for governments to use tools of e-consultation than e-information." United Nations (cit., 2014, p. 69)

Typical tools that have accelerated the progress are social media (i.e. Facebook, Twitter and others). Social media has interactive qualities that are vital for widespread collaboration, are easy to access and on the top of that usually are for free or does not cost more than connection to the internet and IT staff that operate with the content. Many governments are utilizing above mentioned benefits and in this way promote collaboration with public; particularly important for countries that do not have their own interactive portal yet.

Figure 3.: Tools used by governments for e-consultation in 2014
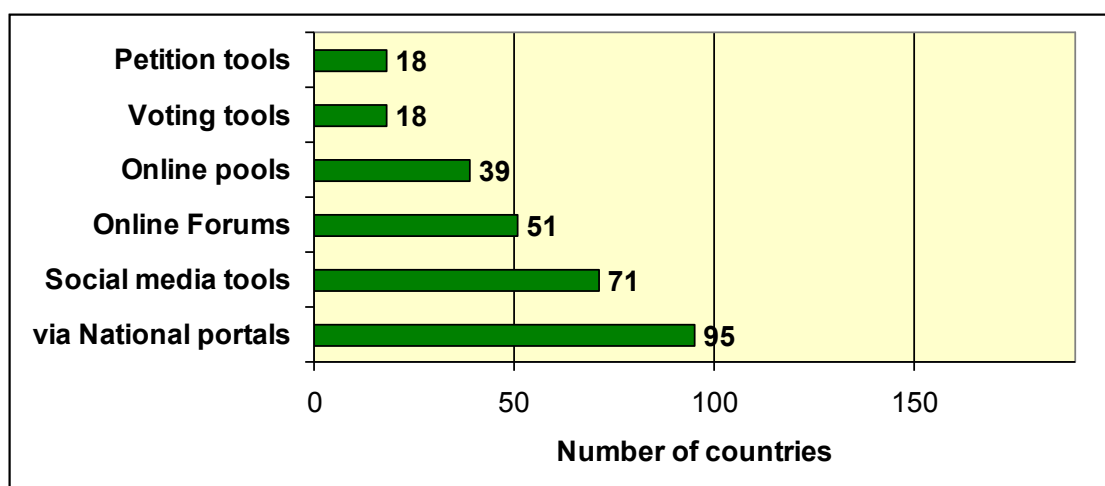
Figure 3: Tools of e-consultation
Source: Own compilation of data from: United Nations E-government Survey 2014

The number of countries has almost doubled, since using online consultations (See Figure 7., below). The next step is making sure that above tools are applied through all stages of policy development, for common good. To make e-participation truly beneficial there is a need of creating an environment where people trust to be equal partners to government. So far, many online tools are not fulfilling their full potencial, people do not know about them or are suspicious about its utilization. Authorities ought to demonstrate that such consultations are taken seriously.

Another example from "Gov.uk" portal of the Government of the UK. Users may select proposed policy topic and express his/hers opinion. At each selected topic there is a policy - report, summary and special navigation that is identifying people concerned and of course identification of the specific government department that is negotiating with public this policy. After reading a proposal, ready for consultation and citizen's input, there is an option to leave an input either by online questionnaire or by e-mail. Necessary information is whether a person is responding as an individual or an organization and personal information for identification. [online database, Gov.uk, 2016]

Slovenian government with cooperation of Communication Office of Slovenia has created portal "predlagam.vladi.si". "Public officials from various ministries are ready to respond to citizens' initiatives and evaluate their proposals. If they have any problems, questions or constructive suggestions for improving the functionality of online tools, citizens can e-mail and call the Government Communication Office." [translated cit., online database, Government of Slovenia, 2016]

Figure 4.: Number of countries utilizing online consultations (2014-2016)
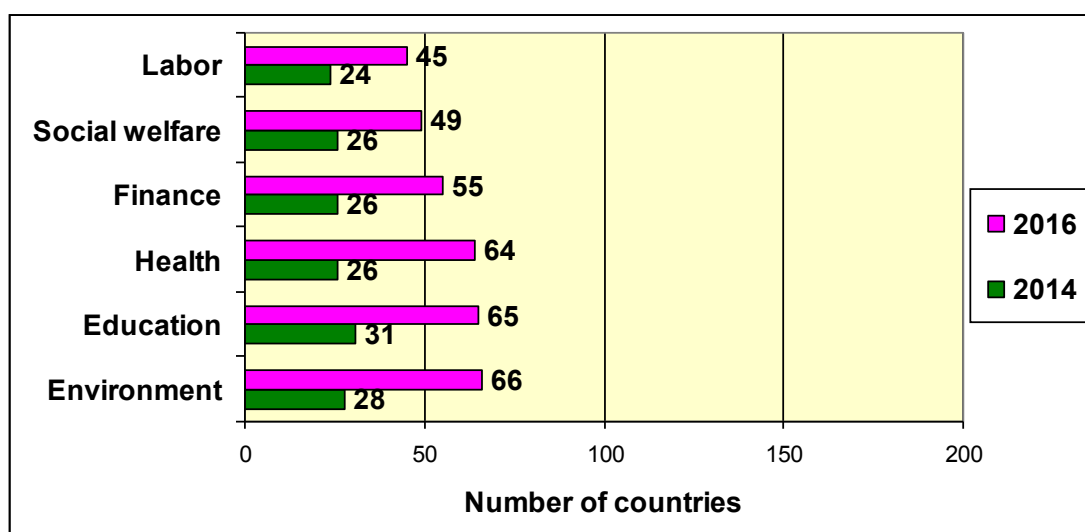
Figure 4: Countries utilizing e-consultation
Source: Own compilation of data from: United Nations E-government Survey 2014, 2016

3) E-decision-making

Is the third and last level of e-participation model. E-decision-making is a process in which people provide their own input. There are two means how to involve:

- ✓ direct e-voting via secured ICT system
- ✓ through social media by selecting preferred option "Like/Dislike" or "Plus/minus" button

Recently, policy making has gained special attention as new software tools are creating complex and sophisticated systems of participation online. The Survey's findings provide evidence that progress in e-decision-making is closely linked with public consultation. Discussing policies and decisions with the public is becoming an increasingly common practice, as mentioned. Nevertheless, only 20% of Member States indicate that e-consultation outcomes resulted in new policy decisions according to Survey 2016. The Figure 8., below, shows there is a significant increase in decision-making consultations, sorted by sector. Only one country out of ten is deciding about development that follows consultations with the public. "Most consultations are not yet sufficiently institutionalized in policymaking processes. In many instances, it is not clear how well online public debate was planned and executed, which objective it pursued and what the outcome was. Further, the feedback of the public was often scarce and infrequent." United Nations (cit., 2016, p. 69)

The best example is portal of the United Kingdom "Gov.uk" that connects all three e-participation levels into one process. "Publishing policy drafts – also supplying other relevant documents and information – for public consultation (e-information) allows constructive and informed feedback. The Government then publishes its position on the feedback received from the public and explains any changes in the proposed policy options taken as a result of consultation by highlighting what has been taken into account and what has not and why." United Nations (cit., 2016, p. 68)

Figure 5.: E-decison-making features in years 2014-2016 by sector
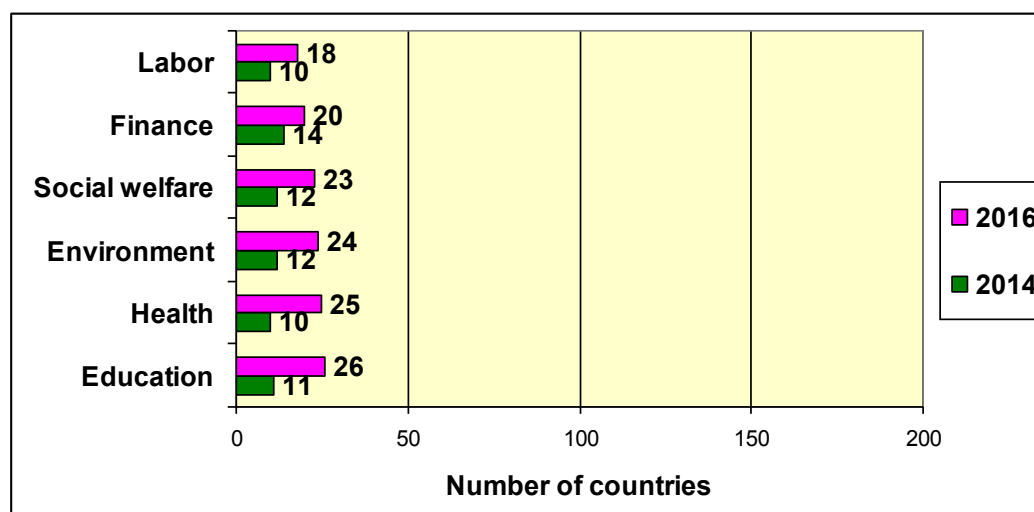
Figure 5: Countries using e-decision-making
Source: Own compilation of data from: United Nations E-government Survey 2014, 2016

3.2.3 Challenges of e-participation

Many governments across the globe continue transforming how they engage with people by deploying new public engagement e-tools to expand and create new opportunities for potentially much deeper and wider participation. However, including such e-tools into governance processes and explaining their benefits to people could create challenges for institutional policy making. The number of challenges in developing and implementing strategies of e-participation activities are listed below:

✓ Countries that wish to introduce e-participation practices need to analyze environment and have a clear vision and select best suited participation tools to reach the specific results with engaging people. The authorities also need to reach with the tools as much people as possible through different groups in society including the vulnerable ones. Another step is selection of digital technologies that fit the specific needs of a country.

✓ To ensure the effectiveness and impact of initiatives, policy-making processes should be open and legal with institutional frameworks by government, should be in place. Capacity-development for digital media literacy for citizens and a seamless integration of online and offline features for enabling public participation. The authorities may seek the help in ICT by providing information and coordinating the society towards such a change. United Nations (2014, p. 72)

- ✓ There is a strong need to have a proper human resource capacity, with digital literacy of public officials and skills of managing e-tools. Governments may designate independent offices or create independent functions to introduce or improve freedom of information legislation, privacy and data protection legislation. In doing so, it is helpful to build on existing e-government initiatives - infrastructure and related e-services while undertaking new e-participation initiatives. Governments may be pressured to make budgetary cuts for their support to e-participation features. However, without proper consultations with people or managing expectations of society, public trust in e-participation services may be undermined.

- ✓ Countries that are decided to implement e-participation in various forms must be prepared for constantly dealing with inevitable challenges in field of ICT that are likely to arise. It is a widely known fact that with implementing new technology as tools is increasingly problematic - due to compatibility, because ones new technology is introduced to solve old problems, the problems change or arise new ones. Bach and Stark (2003, p.6)

- ✓ For effective promoting among citizens it required multiple online and offline channels to reconnect the civil society with the traditionally organized authorities. "Social media are good examples of how digital media can be used for the advancement, creatively and attractively with cost-effective ways for governments to engage with citizens in e-decision-making, especially since many citizens are already on popular sites. They provide platforms that enable citizens to become content creators for public policies (one good illustration is crowdsourcing). However, traditional communications tools—such as radio, television, seminars, workshops, schools, universities, talk shows, face-to-face debates—combined with digital means, can help make public engagement more productive." United Nations (cit., 2014, p. 72)

- ✓ Digital media literacy can ease the process by increasing the capacity of people. The inclusion of digital media literacy and lifelong learning efforts should become a social norm. As well as quality access to ICT is important to ensure the full potential of e-participation.

- ✓ Willingness of the government to change its traditional ways and norms, developing new strategies to ensure that e-consultations with citizens contribute to final decision-making of binding law, regulation etc. United Nations (2016, p.70)

3.2.4 Public Private Partnerships, crowdsourcing and crowdfunding

Innovative Public Private Partnerships (PPPs) have appeared as a mean of provision of public services. Advancement in technology, connectivity and cooperation in public has significantly contributed to developments of PPPs with awareness of profit among the business sector while taking part in socially beneficial programs. According to UN 2016 Survey, countries providing online service in partnerships with civil society and/or private society are: Europe 36, Asia 32, Americas 28, Oceania 8 and Africa 23. United Nations (2016, p.73)

The use of ICTs offers not only the opportunity to improve service delivery and citizen engagement, but it can help to gain additional resources from public and private sectors that improve collaboration of stakeholders and innovation. The collective power is important to generate new ideas, share knowledge, expertise ect. Beneficial influence of ICT helps Govs. to utilize crowdfunding to attract funds that can support sustain able development projects. "Crowdfunding can be defined as a method of collecting many small contributions through an online platform to fund or capitalize a popular enterprise." Freeman, Nutting (cit., 2015, p. 1)

In the last 10 years, there has been a shift in development of crowdsourcing from financing small companies into public services in sectors such as health, education etc. with finance from the overall population. The ulitization potential of crowdsourcing is relatively high, but taken with caution for properly dividing the collected finance. Another emerging challenge relates to adequate policies and regulatory frameworks at all levels. The last but not least, transparency and accountability with oversight on how the funding is used is essential for proper management and avoiding misusage. Therefore, thoughtful advice is to use blended finance to serve in lower investment risks.

33 countries have a policy on crowdfunding. Europe is the leader with share of almost 30%, followed by Oceania with 21% of overall countries in the region. Asia and the Americas both with 17% of countries that have adopted policies on crowdfunding, and the last Africa with 5.5% countries in the region. This survey indicates that crowdfunding is domain of developed world. Out of 193 countries 29 belongs to high and upper-middle-income groups (according to The World Bank), 4 for lower-middle-income group and one in low-income group. United Nations (2016, p.75-76)

3.2.5 Examples of implementation e-participation in the Czech Republic

1) Webcasting

One of the basic examples of e-participation is the possibility to watch the decision-making processes of the elected representatives broadcasted live with help of web casting. Nowadays, could be observed meeting of Chamber of Deputies on its website in both audio-visual and audio record, nevertheless the past records from archive could be reached only in audio. Lower Chamber of Deputies is offering only live audio-visual record without any storage of data. [online database, Pekárek, 2008] Many local authorities acquired and acquire audiovisual (or just audio) records of council meetings and publish it on the website, because it contributes to transparency their decisions. Recently – approximately last 5 or 8 years, however, there is a panic about such procedures that may be inconsistent with the protection of personal data. Kužílek (2012, p. 4)

"Persistent uncertainties and media rumors about so-called prohibitions to take and publish records of council meetings mainly arise from the practice of the Office for Personal Data Protection. This office is, in terms data protection and precaution, exaggerated. In detail does not distinguish among different types of personal data and some records made inadmissible. Did not make, so far, clear statement and resolution. Issues notices with uncertain legal conclusions and change their opinions. There is missing an accurate description of boundaries between privacy and public's right to be informed." Kužílek (cit., 2012, p. 5)

Public association Otevřená společnost that protects the right of citizens to free access to information says that those who are present at the council meeting have right to acquire

audio and video recording of this meeting. In 2005 the Supreme Court decided that the manifestations occurring during the profession or business or public activity does not have a personal nature and therefore the Civil code concerning the protection of personality and privacy does not apply. The law imposes only an obligation to the acquisition of the written notes of the council meeting. This document is not necessarily capturing all the details of negotiations. Each municipality has to decide on whether to capture a record audio or video." [cit., online database, ČT Brno, 2013]

On the other hand, city of Zlín had to erase out of internet its records. The city Zlín in the past captured live broadcast of the meeting of their representatives. The Office for Personal Data Protection threatened with ten million fine, arguing violations of privacy municipal councilors. Lawyers argue that online broadcast of the meeting is not a problem, but the record will not be archived. Number of associations and individuals disagrees with them and pointing out the transparency and right to free access to information. Therefore municipalities often choose only audio record. Interest of public to hear archive record is minimal and costs are high. The city of Uherské Hradiště decided not to make video record of council meetings. The reason is low interest and the price of one live broadcast costs twenty-five thousand CZK. In average there were 125 people watching this broadcast and approximately half of IP addresses were employees of the Office. Saved money could serve for better sound system for acquiring only audio. "Nevertheless, Brno continues with live broadcast, despite the cost. "City council of Brno offered to all citizens who do not have time to go to regular meeting to use the website and watch council meetings online. This is not about high number of views, this is a service" said spokesman of Brno municipality Pavel Žára." [cit., online database, ČT Brno, 2013] Yet the problem is not much technology or lack of finances, but also the unwillingness of representatives their meeting put as audio-visual publish.

For the better understanding of situation there is a need to be aware of some key aspects that are distinguished. All the following specifications are applicable only if individuals on the acquired record are identifiable. In the case of little detailed shots that are unclear in identification of the person the recording and publication of the material is not a subject of investigation for Civil Code or ZOOÚ:

At first, position of the maker that makes the record – either public entity, citizen, association or private company as entity Secondly, there is a need to distinguish among variants of audiovisual presentation of meetings:

- ✓ live broadcasting, without recording and keeping the material
- ✓ recording and storage
- ✓ publication of record (e.g.: on the Internet)

Finally, it is necessary to differentiate between various aspects of protection of personality:

a) general protection of privacy, that covers Civil Code in (§ 11)

b) regulation from Act on the Protection of Personal Data (§ 5 paragraph 2 and § 9) and Law on Free Access to Information (§ 8a and 8b) Kužílek (2012, p. 5)

During the live broadcasting of council meetings does not process the personal data. According to Law on Personal Data Protection (ZOOÚ) privacy policy applies only to recording, processing and storage of personal data. Law does not apply to live broadcasting. Only after acquiring of a record the personal data of identifiable individuals are processed and this is a subject to adjustment of ZOOÚ. Generally, without the agreement of the persona concerned, the data can not be processed. Nevertheless, there exist specific data cases that are justified by law. It needs to be mentioned that these specific data cases permitting the process of personal data usually covers most of the cases the records of the meeting of municipal and regional. The local authority and private person are entitled to record an audiovisual recording. In the case of the authority it comes from the need to take notes about meetings and also the obligation to inform public about its activities – performing the processes necessary to comply with their legal obligations. As a legal reason for recording: this process is necessary to protect rights and legally protected interests of both sides. Kužílek (2012, p. 9)

The summary of privacy by ZOOÚ

Law on Personal Data Protection is not a boundary for publication of audiovisual recordings of council meetings. Exceptions could be infrequent cases when the parts of the record were:

- ✓ personal data of third parties
- ✓ detailed data on person (e.g.: social security number, personal phone, exact address)
- ✓ sensitive personal data (e.g.: health status)

These type of information needs to be removed before publication. Usually there is no reason for more detailed information about any person, loudly reciting. Normally in the debate, captured on record, is spoken in short about interested. Kužílek (2012, p. 13)

The municipality or region may do only what the law permits. Recording and publishing council's meetings are made possible by the fact that the law requires to keep records – usually written. Acquisition of audio or video record is therefore a mean of creating a record. Furthermore, Law on Municipalities (§ 97 of the Act. Municipalities) as well as Prague and regions order the municipality to inform the public about meetings and require the mayor or governor to inform citizens about the activities of the municipality or country. Above all there is also a constitutional obligation which requires all local government authorities to adequately provide information about their activities. Details related to various types of recordings of council meetings (in particular extent of authorization of publication of data and necessary anonymity as well as internet publication) provides ZOOÚ and InfZ (Law about Free Access to information). Kužílek (2012, p. 5)

The last notice to mention is the aspect of providing news. In the case of recorded present inactive people it must be taken into account that each public recorded event (with no doubt council meetings as well as sports match and demonstration) in today's media context is in fact subject of news. Both community and citizen who make the record are doing such an act for giving a report and allowed the public debate to unfold about public events. Nowadays, especially is done so that the record is exposed on the Internet where it could be seen by people. At nowadays form of reporting can not be applied the same criterion from another technological era when reporting and news were limited to a few selected scenes from the public hearing. Covering only the most important social events,

often out of context, and held only as one-time hearing without possibility to play on request news again.

Technical development, however, all these new features implemented and the basic parameter is for example besides selection "News" also possibility to provide extensive live broadcast from archive (e.g.: transmitting from Parliament), information about local issues (e.g.: iDnes or ČT24) and the option to play on demand long-time archived records. In this case we believe that the privacy policy does not apply. If anyone is attending a public hearing of political organ that decides on the management of the municipality, thus participating in the public space, is announcing with such a behavior to elected officials "I am actively observing you in your legal activities". With his/hers presence is showing interest in public affairs. Important factor for consideration is whether the activity is opened for public. Since the public hearing is completely public and it is given by law it is excluded the opportunity for anyone to perceive their presence as private matter. Kužílek (2012, p. 5)

2) Public debate

Another example of e-participation in practice may be implemented discussions and comment procedures on electronic channels. Nowadays, many public institutions have discussion forums of various quality but the main problem seems to be awareness about possibility of its meaningful usage, mastering moderation and gaining wider publicity. Interestingly enough that central state institutions are still quite avoiding this tool. The reasons might be that politicians and officials do not want to be asked unpleasant questions, contributions sometimes even rude comments from citizens that are uneasy to be erased, especially when it is accessible only by properly registered users.

This can be much easier in case of Facebook profiles, many politicians (e.g.: Barack Obama, David Cameron, Hillary Clinton as well as many Czech politicians Bohuslav Sobotka, Zdeněk Škromach) and public persons expressing their thoughts and feelings managing their own profile, nevertheless, the user can choose which contribution may remain and which should be erased. Authorities and offices are trying hard to manage moderated discussions to replace with modules FAQ that have already answers with ahead prepared adjusted questions. Public debate is effective especially for municipalities and

small cities that can easily improve management of public affairs (e.g.: strategic development of the city) with skilled person that is responsible for communication with citizens. [online database, Pekárek, 2008]

The current status of implementation of e-participation in the Czech Republic will be further developed together with democracy and general knowledge in the field of ICT. An important factor in any society is the attitude of citizens and the voluntary sector that can significantly influence the future of this segment of e-government.

3.2.6 Short summary

At the end of this chapter concerning e-participationI would like to summarize the lessons learned:

- ✓ More affluent countries have higher rankings (especially European countries among Top 50), nevertheless, many developing countries have made a progress overall that often used social networking for engaging with people.
- ✓ E-participation tools are uneasy to measure. And even more difficult is to evaluate the quality of feedback people send their Gov.
- ✓ The success of e-participation is highly dependable on strong political commitment, collaborative leadership, vision and legal frameworks.
- ✓ The need of taking different approaches suited to each country. There is no solution that fits every society. Local circumstances are impacting choice of e-tools and entire process of decision-making.
- ✓ Despite the previous bullet point, all countries may benefit from establishment of e-consultation domain.

To accomplish these objectives, e-participation requires development and training programs including digital literacy for authorities, public officials and civil society.

3.3   World e-government rankings with EGDI index

This following chapter will present an overview of e-government development at the levels of EGDI index. It also highlights the growing importance and complexity of e-government and especially its role in promoting public service. "The e-government Development Index presents the state of e-government Development (EGDI) of the United Nations Member States. Along with an assessment of the website development patterns in a country, the E-government Development index incorporates the access characteristics, such as the infrastructure and educational levels, to reflect how a country is using information technologies to promote access and inclusion of its people. The EGDI is a composite measure of three important dimensions of e-government, namely: **1) provision of online services**, **2) telecommunication connectivity** and **3) human capacity**. The EGDI is not designed to capture e-government development in an absolute sense; rather, it aims to give a performance rating of national governments relative to one another." [cit., online database, UN, 2016]

The framework of the e-Gov Development Index (EGDI) remains unchanged since its introduction in 2001 and issued in every other year.

In the Table 1. the Survey assesses web portals with view to the provision of e-information, e-services, with range from interactive to transactional to networked services and features. The main indicators were viewed in groups from static information such as link to ministries/departments, archived information, regional/local government services to government-to-citizen (G2C) such as database with downloadable reports, news, and policies online with advanced mobile apps and transactional services. Integrated and participatory services government-to-government (G2G) interactions. The models of and integrated web portal are different in each of countries and regions. While a few countries are progressive towards one national integrated portal, others have developed their service offer with more than one web portal, usually in form of separated information, service or participation. So far no country had a single integrated portal offering all services in the year 2012 nevertheless the closest were The United States, Republic of Korea, Israel, Australia, Norway, Denmark, Bahrain, Qatar, United Arab Emirates and New Zealand. The other countries, mostly from European Union used separated portals for information, service and participation offerings. United Nations (2012, p. 11)

3.3.1 The world e-government leaders

Table 1. shows the number of countries grouped by the EGDI index in years 2012-2016 is describing countries with very high EGDI values (values greater than 0.75). The trend is rising with standards of e-participation and each year. Countries were classed as high-income developed economies. Likewise, the number high EGDI values are between 0.75 and 0.50. Middle EGDI values between 0.50 and 0.25. United Nations (2016, p. 107,108)

Table 2.: World e-government leaders in years 2012-16 in EGDI index						
	year 2012		2014		2016	
Rank	Country	EGDI	Country	EGDI	Country	EGDI
1	Republic of Korea	0.9283	Republic of Korea	0.9462	United Kingdom	0.9193
2	Netherlands	0.9125	Australia	0.9103	Australia	0.9143
3	United Kingdom	0.8960	Singapore	0.9076	Republic of Korea	0.8915
4	Denmark	0.8889	France	0.8938	Singapore	0.8828
5	United States	0.8687	Netherlands	0.8897	Finland	0.8817
6	France	0.8635	Japan	0.8874	Sweden	0.8704
7	Sweden	0.8599	United States	0.8748	Netherlands	0.8659
8	Norway	0.8593	United Kingdom	0.8695	New Zealand	0.8653
9	Finland	0.8505	New Zealand	0.8644	Denmark	0.8510
10	Singapore	0.8474	Finland	0.8449	France	0.8456
11	Canada	0.8390	Canada	0.8418	Japan	0.8440
12	Australia	0.8381	Spain	0.8410	United States	0.8420
13	New Zealand	0.8264	Norway	0.8357	Estonia	0.8334
14	Liechtenstein	0.8264	Sweden	0.8225	Canada	0.8285
15	Switzerland	0.8134	Estonia	0.8180	Germany	0.8208
16	Israel	0.8100	Denmark	0.8162	Austria	0.8135
17	Germany	0.8079	Israel	0.8162	Spain	0.8135
18	Japan	0.8019	Bahrain	0.8089	Norway	0.8117
19	Luxembourg	0.8014	Iceland	0.7970	Belgium	0.7874
20	Estonia	0.7987	Austria	0.7912	Israel	0.7806
21	Austria	0.7840	Germany	0.7864	Slovenia	0.7769
22	Iceland	0.7835	Ireland	0.7810	Italy	0.7764
23	Spain	0.770	Italy	0.7593	Lithuania	0.7747
24	Belgium	0.7718	Luxembourg	0.7591	Bahrain	0.7734
25			Belgium	0.7564	Luxembourg	0.7705
26					Ireland	0.7689
27					Iceland	0.7662
28					Switzerland	0.7525
29					Arab Emirates	0.7515
	World average	0.4882		0.4712		0.4922

Table 2: World e-government leaders
Source: Own compilation of data from: United Nations E-government Survey 2012; 2014; 2016

The above trend signals that more countries are advancing towards higher levels of e-government. They are responding to people's varied and complex needs as well as call for better and faster public services. There is also growing recognition of e-government to support sustainable development. Table 1. shows list of Top 24, 25 and 29 countries that all belong among high-income economies according to World Bank 2012, 2014 and 2016 Country Classification. [online database, The World Bank, 2016]

"The Republic of Korea has retained the top spot in 2014 with its continued leadership and focus on e-government innovation. Australia (2nd) and Singapore (3rd) have both improved their rankings considerably over their 2012 performance." United Nations (2014, p. 15) For the first time, the top ranking has the United Kingdom in 2016, which was ranked fifth in the 2003 Survey and has been among the top 10 for the past seven editions (14 years) of the Survey. The UK has also been leading the global trend in deploying new web technologies such as HTML5 to make national portal GOV.UK. United Nations (2016, p. 110)

This transitioning of websites of the UK resulted in savings of £1.7bn in 2014 through managing government's digital and IT spending requests. Other advances are that 85% of self assessment tax filing is done through online channels and over 98% of driving tests are booked online and 12 million people have registered to vote using a new digital service. [online blog, Foreshew-Cain, 2015]

The Republic of Korea falls to the third position after successful first ranking. Australia have gained second position when it has adopted extensive national integrated portal that offers on single sign-on access to various services such as birth certifications, taxations, job search, child and senior care and support etc. Nevertheless, Republic of Korea continues with innovation of e-Gov is planning by the end of 2017 have more than 60% of e-Gov services on the cloud (is a concept, referring to a group of hundreds or thousands of physical computers designed to act as a single Internet resource). United Nations (2016, p. 110)

Despite development gains in top 29 countries that are far ahead of the rest of the world (world average of 0.4922), the divide persists. The number of countries with low EGDI index values is 32 in 2016 as well as in 2014 out of which 29 are least developed countries. See Figure 1. below.

Figure 6.: Number of countries grouped by EGDI levels (2014, 2016)
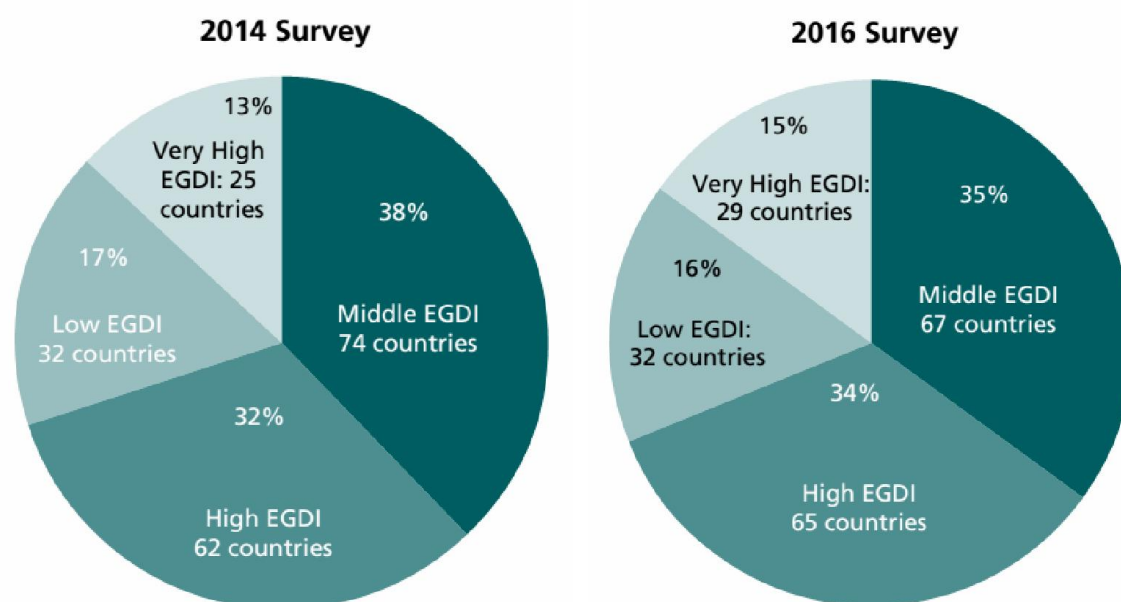
Figure 6: Countries by EGDI levels 1
Source: United Nations E-government Survey 2016

3.3.2 Regional development rankings

The characteristics for e-Gov in 2016 reflect those of previous Surveys. Figure 2. illustrate gaps that have remained in development among regions during years 2014-2016. The most developed region with the highest EGDI index is Europe with 66% in 2016 while in 2014 it was 64%. The other side, there are countries with low EGDI, the statistics remain unchanged 26 African countries, 3 from Asia, 2 from Oceania and 1 from the Americas. Africa is behind with a low average at 0.2882, a figure that falls far below the leading European EGDI of 0.7241, as shown in Figure 2, below. Oceania countries, with an average EGDI of 0.4154, also perform under the global average of 0.4922. Asia and the Americas are very close at 0.5132 and 0.5245. United Nations (2016, p. 112)

Figure 7.: Number of countries grouped by EGDI levels and regions

2016 Very-High-EGDI	2	6	19	2
2014 Very-High-EGDI	2	5	16	2
2016 High-EGDI	5	15	21	24
2014 High-EGDI	5	14	17	25	1
2016 Middle-EGDI	23	17	17	10
2014 Middle-EGDI	23	18	22	2	9
2016 Low-EGDI	26	1	3	2
2014 Low-EGDI	26	1	3	2

Africa   Asia   Oceania
Americas   Europe
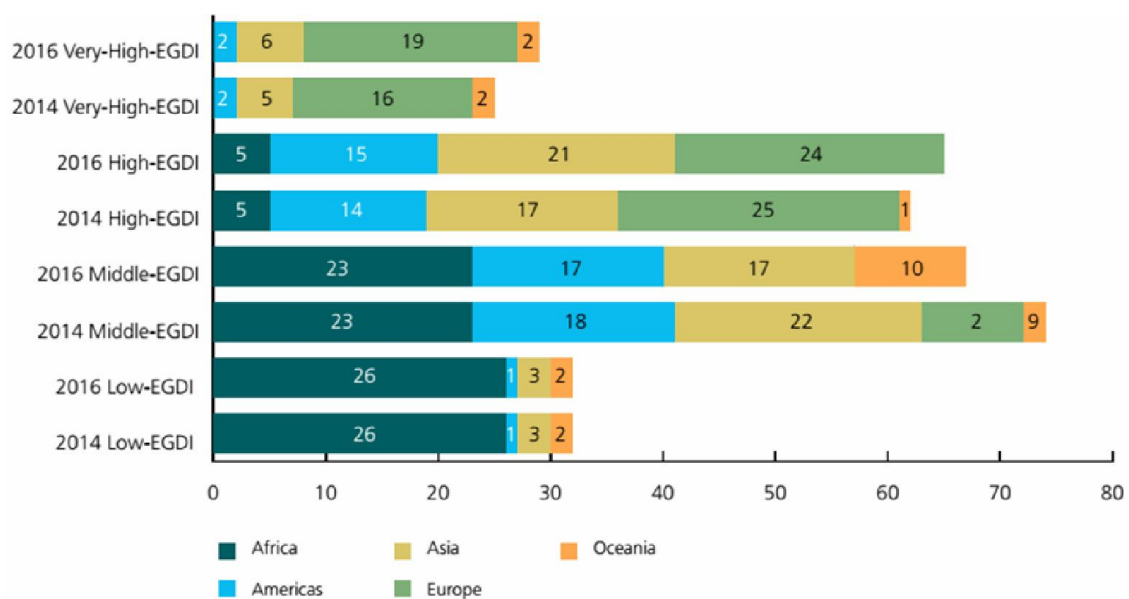
Figure 7: Countries by EGDI levels 2
Source: United Nations E-government Survey 2016

Africa

The main challenge for the e-Gov development remains the lack of infrastructure and literacy. Even though there has been lately expansion in mobile telephony, majority countries in Africa remain digitally divided in long term through issued Surveys (since 2001) so far. Except for five countries: Mauritius, Tunisia, South Africa, Seychelles and Morocco these all belong to high EGDI levels. United Nations (2016, p. 113; 2012, p. 15) Connectivity and digital divide issues should also be given more attention in the region, in rural locations, where 65 to 70% of Sub-Saharan Africa's population currently resides, connectivity is still nearly non-existent. While the general e-government trends in Africa seem to move toward mobile government initiatives and social media strategies, it is also needed to explore e-government on a basic level by adjusting legislation and policies in national development strategies and welcome new ideas and ways of connecting with citizens. United Nations (2014, p. 22)

Americas

In the Americas, the United States and Canada are leading in development. Since the United Nations Survey started tracking, both countries have been among world leaders with integrated portal and sharing this space with citizens; customized its digital agenda to fit the new tendencies and needs of its citizens, such as cloud computing, smart mobile devices, tablets and high speed networks. Also the United States comes closest to one integrated portal with access to interlinked searchable information from United States government, individual state government as well as local all in one website. United Nations (2014, p. 24)

The next top countries are from South America: Uruguay, Argentina and Chile. In the South of America the Uruguay - the country known for export of software, high education quality and areas of technology hub - has made a steady progress in EGDI during years 2012-2016, with online services increasing by 55% and telecommunication infrastructure improving by 27%. The Agency for e-government development in Uruguay promotes access to ICT; gaining skills and knowledge, preparing young people for the future, improve services, simplifies procedures and provide consultations, it also cooperates with academic and civil society and international organizations with same goals. United Nations (2014, p. 26) The Digital Agenda Uruguay (ADU) supports policies and objectives for development through public key infrastructure, an interoperability platform, computer emergency readiness team and mechanism for online payment. Argentina similarly to Chile is promoting development of smart cities and 'Imagine Chile Digital Agenda 2013-2020) has predicted a digital economy to reach 1% of GDP by 2020. The rest of the countries located in Central America and Caribbean are ranked as high or middle EGDI. United Nations (2016, p. 114)

Despite the exceptions (e.g.: Argentina, Chile, Brazil etc.) the Caribbean, South and Central America is facing challenges in shape of infrastructure gap and constrains in access to online service. In Mexico only 9.83 inhabitants out of 100 have wireless subscriptions, compared to world average of 23.57 per 100 inhabitants. Another problem is IT education that lowers human resources for telecommunication sector. "The Human Capital Index for North America is much higher than the HCI for all the other sub regions: Canada and the United States of America have an average Human Capital Index of 0.9170 while in the rest of the continent this index oscillates around 0.70." United Nations (cit., 2014, p. 25)

Asia

With approximately 60% of entire humanity, Asia is the largest continent and the most populated. With such diversity, the countries in Asia also show various levels of online development; with the Republic of Korea leading the world ranking at number one steadily. These are The Republic of Korea, Singapore, Japan, Israel, Bahrain and United Arab Emirates.

For Gulf Cooperation Council (GCC) had e-Gov itself has become an indicator of success. It is consisting of six Arab countries (United Arab Emirates, Kingdom of Bahrain, Kingdom of Saudi Arabia, State of Kuwait, Sultanate of Oman and Qatar) with very high EGDI levels, due to their high GDP, literacy level rates, small population and desire to invest in online national portals and subsequently connect with citizens in an easiest way. The GCC countries share knowledge and give awards to government of such a country that presented itself as excellent in e-government discipline. The GCC countries have established committee and regularly organize Conference that provide platform for the leaders to discuss the progress and different programs that support the transformation processes. [online database, GCC, 2016]

"A GCC prize with international standards, the award allows government agencies in the GCC region to share knowledge and achieve leadership in the level of e-Gov practices. The mission is to provide a platform that enables competitiveness among government bodies in the e-Gov field in order to facilitate the spreading of knowledge, experience as well as increase customer satisfaction; besides enhancing knowledge economy and global competition for the GCC countries. The award aims to:

- ✓ Create a culture of constructive competition among the GCC countries in the field of e-Gov
- ✓ Highlight and benefit from the successful GCC experiences
- ✓ Raise the level of eReadiness, eTransformation in the GCC countries; as well as improve their rankings in international reports." [cit., online database, GCC, 2015]

The Republic of Korea, one of world leaders, has developed telecommunications infrastructure, national education policy and increased its GDP per capita and remained on first place since 2010 until 2014. The government started implementing the strategy in 2007 with digitalized public administration G2C and G2B multi-channel communication and transaction service. With IT support it was established a transparent and efficient online portal. The continuous leadership is also thanks to provision of downloadable mobile apps that are available on national portal both for iPhone and Android, e-learning for students and offering job opportunities along with relevant legislation.

The next place in region has taken Singapore that made a significant improvement in past years. Singapore has a small population and land area on the other hand has a high HDI and GNI per capita. This gives resources to develop e-services along with high mobile and smart phone penetration rate it makes possible and effective to provide citizens "mGovernment" apps especially G2C and G2B transactions. Another effort made by Singapore is multi-agency program led by the Ministry of Finance called ACE (Alliance for Corporate Excellence) that allows national administration entities to share data and best practices in shortest time possible therefore money-saving interactive flow that is beneficial. From the saved costs with ACE benefit also citizens. Third place takes Japan that followed upward trend with a promise of New IT Reform Strategy by 2010. The goal was to reduce paper spending in national administration by 50%, therefore online applications and form submissions were established and public were informed about such e-services. United Nations (2014, p. 27)

Interesting example is Sri Lanka and its jump from forty places below in 2 years. Sri Lanka has developed an extensive portal offering mobile and SMS services, e-participation, administration forms and open data coming in various formats with help of the Government Information Center (GIC) that is providing more than 65 online services including train and flight schedules, job opportunities, exam results, economic indicators and medical services. Even though the IT literacy in Sri Lanka developed from almost 10% in 2004 to 40% in 2012, the advancement is not enough to follow maximal utilization of services that government provides. Therefore GIC is offering services to everyone, regardless their IT literacy level and access to the internet. Even the poorest people have a cell phone and therefore Sri Lanka is offering many m-Gov services that all citizens may take benefit from. United Nations (2014, p. 29)

Europe

Europe as a leading region has a steady progress and setting the pace for others to follow. The top 10 e-Gov leaders in Europe are the UK (1st), Finland (5th), Sweden (6th), the Netherlands (7th), Denmark (9th), France (10th), Estonia (13th), Germany (15th), Austria (16th) and Spain (17th). United Nations (2016, p. 116 Table)

Digital Agenda for Europe and the European e-government Action Plan

Since 2010 Europe's e-government strategy was launched. Europe focused its efforts to overcome the financial crisis with help of the European Commission's Digital Agenda for Europe (DAE) and the e-government Action Plan 2011–2015. United Nations (2014, p. 32) The DAE is a part of the Europe 2020 Strategy to achieve sustainable growth. The aim of the DAE is to help restart Europe's economy and ensure that citizens and businesses get the most out of digital technologies as well as one priority area is benefits for society including e-Gov. [online database, European Commission, 2016]

The DAE also provides a Digital Agenda Scoreboard that measures progress of the European digital economy. DAE issues regularly reports and studies about each country and provide charts and data indicators e.g. DESI (Digital Economy and Society index) that covers:

- ✓ Connectivity (reports and analysis on the broadband markets)
- ✓ Human Capital (reports and analysis on ICT skills)
- ✓ Use of Internet (reports and analysis on the trends of internet use and online content)
- ✓ Integration of Digital Technology (reports and analysis on the trends in integration of digital technologies by European businesses)
- ✓ Digital Public Services (reports and analysis on the trends of ICT-enabled benefits for public services, including studies on e-Gov and e-Health)

All reports and analysis provided by the European Commission as well as external studies conducted at the request of the Commission. [online database, European Commission, 2016]

The closely linked e-government Action Plan states four priorities that e-Gov should support:

- ✓ empowerment of citizens and businesses
- ✓ construction of Europe's digital single market
- ✓ efficiency and effectiveness of government
- ✓ legal and technical preconditions including interoperability

"The impact of the DAE and the Action Plan has been significant with the majority of the over thirty countries participating (EU Member States as well as other European countries) having achieved success in meeting the requirements. It is estimated that the full implementation of the DAE would increase GDP in Europe by 5 per cent, or by 1500€ per person over the next eight years by increasing investment in ICT, improving eSkills levels of the labor force, enabling public sector innovation and by reforming the framework conditions for the internet economy." United Nations (cit. 2014, p. 33) The e-government strategies of the European Union (EU) Member States (and to certain extent some non-Member States) in the region, are influenced by the DAE and its benefits for EU society. The success of the DAE and the Action Plan (see Table 2., following page) can be attributed to a long-term effort; work with society and economic frameworks simultaneously, because e-Gov development is not a stand alone project or mere question of ICT settings. Finally important note is that EU countries made a voluntary commitment to work together and mutually support each other. United Nations (2014, p. 32)

Denmark and UK's new Digital Strategy is aiming for "digital by default", meaning that list of principles and concrete actions are built into a framework for re-engineering government. The Cabinet Office defines digital by default as "digital services that are so straightforward and convenient that all those who can use them will choose to do so whilst those who can't are not excluded." Minister for the Cabinet Office, Francis Maude, stated: "Britain is in a global race and that's why we need to have modern, efficient, digital-by-default public services that are fit for the 21st Century" and this new strategy is aiming to "allow straightforward access to information and services in times and in ways that are convenient to the users rather than the providers" and "are more efficient and cost effective to develop and run.". [online database, Verhulst, 2012]

The use of digital service is becoming a norm and a must-have feature of any functional web in Europe. Digital identity is often linked to a personal identification number and must be recognized as a legal instrument.

In the Europe e-participation and e-Gov is seen as a mean to reduce costs while providing better and more user-friendly services to citizens and businesses. In the region countries such as the UK, the Netherlands and Denmark have implemented ambitious efficiency and effectiveness programs. The country makes 'digital efficiency' calculations and has established a Government Digital Service, a new team within the Cabinet Office tasked with transforming government estimates that savings are between £1.7 and £1.8 billion a year. The Netherlands has already met the ambitious goal it set in 2004 to reduce the country's overall administrative costs by 25% and is aiming for a further overall saving by 2018. An important element of the e-Gov program of the Netherlands is the Digital by Default strategy designed to move as many services as possible online. United Nations (2014, p. 32)

Table 3: E-government development in the EU (2012-14)

Country	Sub-Region	EGDI	2014 Rank	2012 Rank
Very High EGDI				
France	Western Europe	0.8938	4	6
Netherlands	Western Europe	0.8897	5	2
United Kingdom	Northern Europe	0.8695	8	3
Finland	Northern Europe	0.8449	10	9
Spain	Southern Europe	0.8410	12	23
Sweden	Northern Europe	0.8225	14	7
Estonia	Northern Europe	0.8180	15	20
Denmark	Northern Europe	0.8162	16	4
Austria	Western Europe	0.7912	20	21
Germany	Western Europe	0.7864	21	17
Ireland	Northern Europe	0.7810	22	34
Italy	Southern Europe	0.7593	23	32
Luxembourg	Western Europe	0.7591	24	19
Belgium	Western Europe	0.7564	25	24
High EGDI				
Lithuania	Northern Europe	0.7271	29	29
Latvia	Northern Europe	0.7178	31	42
Greece	Southern Europe	0.7118	34	37
Portugal	Southern Europe	0.6900	37	33
Hungary	Eastern Europe	0.6637	39	31
Malta	Southern Europe	0.6518	40	35
Slovenia	Southern Europe	0.6506	41	25
Poland	Eastern Europe	0.6482	42	47
Croatia	Southern Europe	0.6282	47	30
Slovakia	Eastern Europe	0.6148	51	53
Czech Republic	Eastern Europe	0.6070	53	46
Cyprus	Western Asia	0.5958	58	45
Romania	Eastern Europe	0.5632	64	62
Bulgaria	Eastern Europe	0.5421	73	60
EU Average		0.7300		
Regional Average		0.6936		
World Average		0.4712		

Table 3: E-Gov development in the EU
Source: United Nations E-government Survey 2014

Oceania

Australia and New Zealand are two leaders in Oceania region - with very high EGDI scores of 0.9783 and 0.8653. Australia and New Zealand are in a long term economically advanced in comparison to other countries. Australia is leader with help of early adoption of an extensive national portal that offers a secured single sign-on (SSO). "MyGov.au" security codes can be used to access users account instead of secret questions and answers and provide an additional layer of security. It is sent a single use code to a user mobile phone number by SMS each time respective user sign in to his/hers "myGov" account. The user must enter this code to complete his/hers sign in. The security codes require an Australian mobile phone number in order to access various online applications or service e.g.: medicare, taxation, job search, child and senior support and help etc. [online database, Australian Government, 2016]

Table 4.: Countries in Oceania sorted by EGDI ranking (2012-2016)

Country	Level of Income	EGDI	2014 Rank	2012 Rank
Very High EGDI				
Australia	High	0.9103	2	12
New Zealand	High	0.8644	9	13
High EGDI				
Fiji	Upper Middle	0.5044	85	105
Middle EGDI				
Tonga	Upper Middle	0.4706	98	111
Palau	Upper Middle	0.4415	108	113
Samoa	Upper Middle	0.4204	111	114
Micronesia (Federated States of)	Upper Middle	0.3337	130	127
Kiribati	Upper Middle	0.3201	132	149
Tuvalu	Upper Middle	0.3059	137	134
Marshall Islands	Upper Middle	0.2851	142	146
Nauru	Upper Middle	0.2776	145	141
Vanuatu	Lower Middle	0.2571	159	135
Low EGDI				
Solomon Islands	Lower Middle	0.2087	170	168
Papua New Guinea	Lower Middle	0.1203	188	177
Regional Average		0.4086		
World Average		0.4712		

Table 4: Oceania sorted by EGDI
Source: United Nations E-government Survey 2014

The rest of the islands in the region have smaller economies, populations and land mass therefore have fewer resources. The majority of the other countries in the region, with the exception of Fiji and Tonga, are in the range of 108th to 188th (see Table 3.).

3.3.3   Short summary

To sum up this chapter, there is a need to repeat a few important facts. Regions and single countries continue to advance towards higher levels of e-Gov. The number of countries ranked as very high EGDI values has increased each year over 2012-2016. Nevertheless, considering that the EGDI is a broad informative index, attention must be paid to interpretation of positional changes in rankings across similarly ranked countries. "Higher" rankings do not necessarily mean "better" outcomes. As such countries must decide the level and extent of their e-Gov initiatives based on their specific national development context. Nevertheless, in all regions there are stories of overcoming obstacles and resource constraints to achieve improvements in national objectives.

3.4   *Transparency through Open Government Data (OGD)*

Digital technologies continue to transform government. They help to make government services more accessible to their users. Governments are challenged to an ambitious program of constant improvement in ICT.

This chapter introduces strategies as well as challenges that arise from implementing public service, OPG plans. It is one of the tools used to increase transparency and participation. Defined as, "government information made available online for everyone's access, reuse and redistribution without restriction." United Nations (2014, p. 163) A term OGD has become wide-known recently after the publication by a group of advocates in Sebastopol, California, USA. Often referred to as the "Sebastopol Principles", they have published recommendations on how governments publish data on the Internet. OGD helps promote effective participation in decision-making processes.

Reasons for OGD

  ✓ Transparency

In a well-functioning, democratic society citizens need to know what their government is doing.

  ✓ Social and commercial value

Nowadays, data is a key resource for social and commercial activities. By opening up data, government can help to the creation of innovative business and services that deliver social and commercial value.

  ✓ Participatory Governance

Citizens are usually only able to engage with their own governance at an election every 4 or 5 years. By opening up data, citizens are enabled to be directly informed and involved in decision-making. [online database, Open Government Data, 2016]

Weak and corrupt government institutions hamper the effective use of resource and undermine the values of a democracy, freedom and justice. The absence of effective and transparent institutions makes citizens cynical and apathetic towards political affairs and undermines their trust in elected officials and this leads to low level of government legitimacy. This should be solved with help of OGD and its transparency and accountability.

The use of ICT is allowing people to access data that were previously difficult to obtain unless one would visit a certain office in person. Government produce a vast amounts of data on issues starting with national education, healthcare system, military, judicial hearings etc. Providing these information open source makes these data available for anyone that saves time either to citizens and public institutions employers. Available government data ready to use, provide people tools to effectively participate in public affairs, because they are informed and therefore able to react and offer opinions and ideas in decision-making process. Below there are listed 3 reasons and explanations for OGD.

Figure 8.: Number of countries offering datasets in open standards
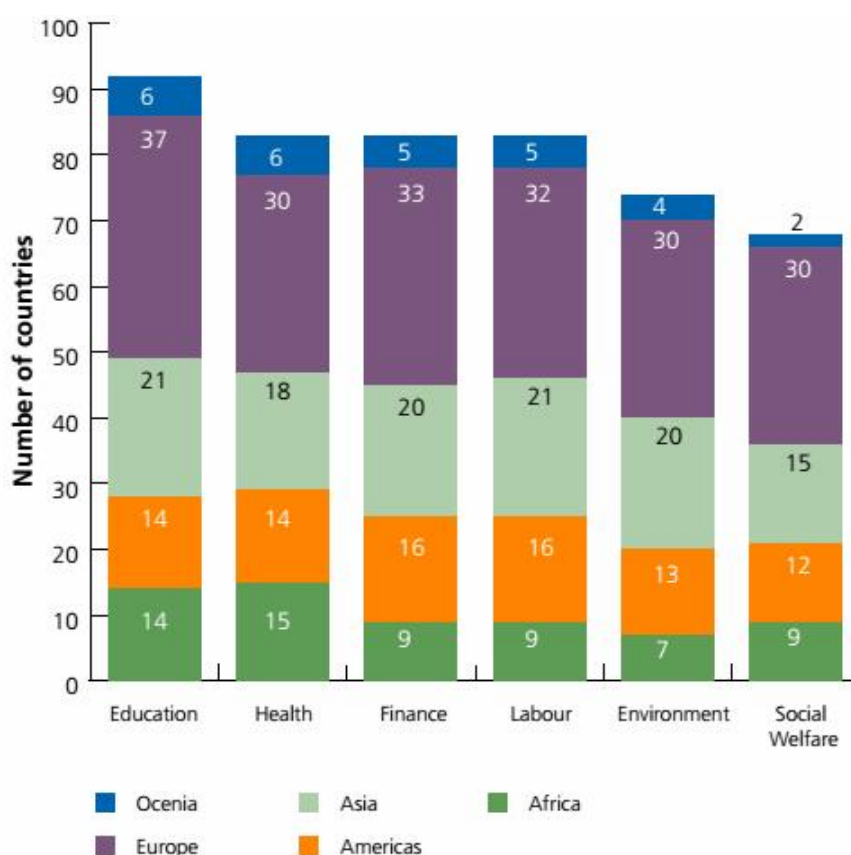

Figure 8: Countries offering open data
Source: UN E-government Survey Survey 2016

3.4.1. Budgets - tracking the money spent

Transparency and accountability are main pillars of budget transparency. The Open Budget Survey 2015 says, "The public needs access to budget information and opportunities to participate throughout the budget process. Coupled with oversight by legislatures and audit institutions, this contributes to a more accountable use of public money. A growing body of evidence indicates such budgetary checks and balances yield better outcomes for people, especially those who are poor or vulnerable." It is understandable that for active participation it is essential to provide information online in today's data-driven society. The budget design and implementation should be monitored with revenues and expenditures by Supreme Audit Institutions (national agencies responsible for auditing government revenue and spending) as well as independent oversight institutions. Increased transparency is also critical to reduce and prevent corruption. Transparency also gives information to citizens about areas that need to be improved. People may track easily the tax revenue is being used to provide quality service and support weaker areas of each country. United Nations (2016, p. 25)

3.4.2 Accountability and transparency of parliaments

OGD are also essential in ensuring accountability for effective implementation of commitments. By publishing laws and legal information online, parliament is helping people to access justice and support public involvement in the legislative process and monitor the work of parliament. Open data allow people to reach documents in various formats, therefore provide flexibility for the user. Another advantage is that it can help in preparing legislations, amendments e.g.: the UK has established web portal gov.uk, enabling users to access legislation documents in open standards. There is also possibility to raise, sign, and track online petition system. There are also few countries that have developed a digital law making system, called "e-Law". This system provides access to all stages of the legislative process. United Nations (2016, p. 26)

3.4.3 Reaching justice

Availability of judicial recording for public is an important way to enhance transparency and access to information. Yet, most of the attention of either, citizens, public organizations or opponents are focused on promoting freedom-of-information and access to records of government and much less has been done to secure access to judicial information. Although many countries have adopted freedom-of-information as a part of legislation, the judiciary is usually an exception from these laws. Therefore courts have been left to create their own policies and practices related to access to judicial records are often without legislature base. [online doc., Open Society Justice Initiative, 2009, p.1]

There are different types of information that either should be open or disclosed. The first type of such information - the most important – concerns the adjudicative work of the courts, including transcripts, document filed by the court (pre and post trial), recordings, settlements etc. these information are easiest to reach for the public. The second category is covering administrative processes, includes court budgets, human resources, contracts between courts and third parties for construction, maintenance, office supplies etc. The last type of information is about judges, theirs salaries, personal finances, vacancies etc. usually not provided because of privacy. [online doc., Open Society Justice Initiative, 2009, p.1]

For example in some of the countries, courts are implementing open government principles by providing electronic access to some cases, utilizing new media tools and promote public participation and cooperation. This is the case of the USA faces challenges in judicial branch. Budget cuts, the rapid development of technology and heightened expectations from the public have placed greater demands on the judiciary. "The enormous burden on courts to protect sensitive and classified information cannot be underestimated. Personal identifiers (i.e., social security numbers, health care information and bank account numbers), trade secrets and national security information are routinely part of case filings. On a daily basis, courts are targets of domestic and international hackers. Preparing systems to withstand these attacks requires significant attention and resources." [cit., online database, McLaughlin, 2015] According to survey by the Conference of Court Public Information Officers 2012, courts use new media, including platforms such as Facebook, Twitter, Flickr and YouTube to connect with litigants and citizens. A number of courts are

live-streaming court proceedings online and 46% of judges responding, stated they use social media profile sites. [online database, McLaughlin, 2015]

3.4.4 Quality, relevance, accessibility, security and privacy of open data

Opening up government data is above all political decision about how much information is gov. willing to share and how much is willing to invest into it. Access to information is based usually in constitution. Appropriate legislation and policies is critical, however this vision needs to be cultivated by appropriate collaborative leadership, specific frameworks, organizations and infrastructure. Key elements to OGD and its implementing, listed below:

- ✓ provision in constitution on Access to Information
- ✓ legislation on Access to Information
- ✓ provision in constitution on Data Privacy
- ✓ legislation on Data Privacy
- ✓ legislation on Open Data
- ✓ ratification of international Treaties on Access to Information and Data Privacy
- ✓ Open Government Data Policy United Nations (2016, p.39)

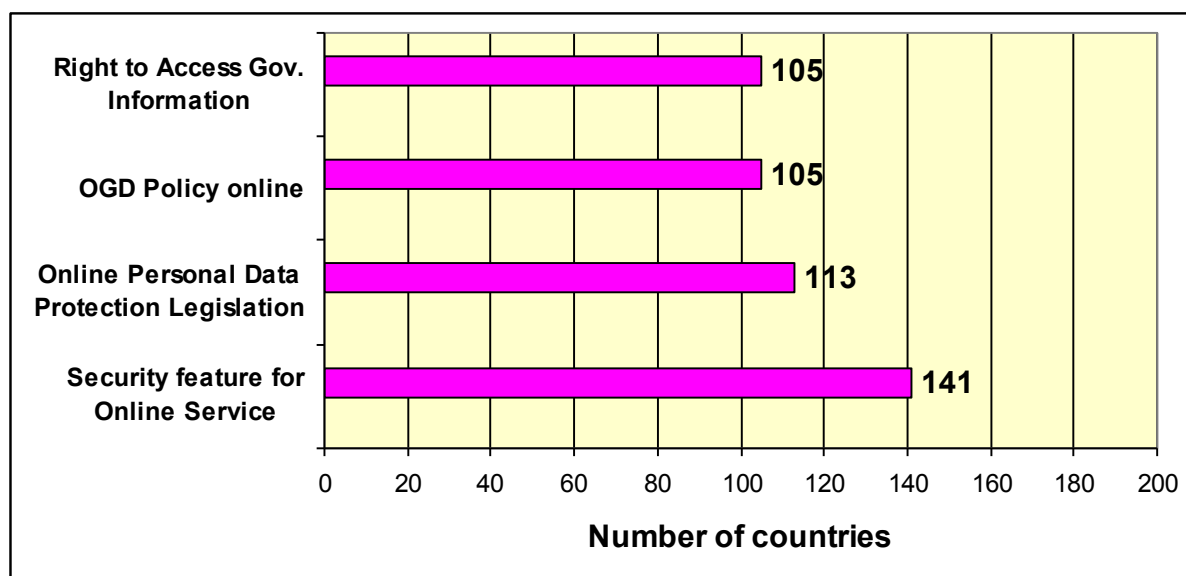Figure 9.: Countries offering Open Government Data related legislation

Figure 9: Countries offering OGD legislation
Source: UN E-government Survey Survey 2016

With no doubt OGD has many benefits, yet it is important to discuss the issues of privacy and data protection, that has become an increasing concern of many people. Due to improper use of personal data the General Assembly of UN has developed a resolution on the 'Right to Privacy in the digital era'. The main aim of this resolution is to highlight the right to privacy that needs to be protected and respected. The right to privacy is valid either if people are offline or online. Therefore it is essential that people trust their government, while opening up data. The protection of data should be priority for governance due to hacking, abuse and activities from harassment, crime to terrorism. United Nations (2016, p. 43)

3.4.5 Short summary

At the end of this chapter is necessary to highlight the importance of data. In the last decade especially, data has become a strategic asset and its availability to the public has grown enormously thanks to the huge leaps in advancement of technologies. The availability and right processing of data is vital for recognition of development opportunities and decision making. Better processed data can improve decision making, but only where decision-makers favor policy that is evidence-based. Government agencies must have clearly defining processes which data to share with the public in which formats, at what time intervals and under which licenses. The amount of data that government agencies collect will grow exponentially in the coming years, therefore there will be increasing need in collection, storage, processing and protection of information with appropriate technology, selection of capable HR and regulatory frameworks and policies and collaborative leadership.

3   Practical Part

4.1   *International e-participation assistance project, Tartu, Estonia*

Description of international project eCitizen

Municipality of Tartu, Estonia have undergone the assistance program called "Challenge of eCitizen" lead by The Baltic Institute of Finland with cooperation of European Union that assisted in the partly-financing. The project "Challenge of eCitizen" is aiming to support and facilitate development and piloting of innovative local e-government actions through cooperation between European municipalities. The project partner municipalities are from countries e.g.: Denmark, Estonia, Finland, Italy and the UK. The supporting donor was set to 1 314 000 EUR that was divided among 11 cities of the EU. The whole project "Challenge of eCitizen" was running for 36 months starting on January 2015.

The donation budget was divided among cities according to actions that were processed during the projects. 1) Staff costs 27.5%; 2) Administration costs 4.4%; 3) External expertise 47.4%; 4) Travel and accommodation 14.9%; 5) Meetings and events 3%; 6) Promotion costs 2.7%; 7) Other 0%; 8) Investments 0%; 9) Projects funds 0%. For further information about the project "Challenge of eCitizen", reader may kindly visit following websites: "www.baltic.org/ecitizen"

Case study using e-participation tools for the tender on new public bus transportation, city Tartu, Estonia

Launch date of e-participation project: 23.March 2010

Project end date: 7. April 2010

Responsible: Department of Communal Services, City Government of Tartu, Estonia and Department of Public Relations, City Government of Tartu, Estonia

The project developed to raise public awareness and recognize public opinion about the bus transportation based on a local elections campaign. As result city government received 552 feedbacks from citizens via Internet and social media channels and was using them to meet quality requirements for public bus transportation in the new tender. Feedback was used to improve bus routes and timetables according citizens needs. Another objective of the project was to train citizens and city officials to use new e-participation tools.

Regulations, policies:

On a request of citizens to discuss issues concerning local life.

Objectives:

- raise a discussion about the bus transportation duality requirements
- bring all social partners and interest groups to cooperation
- involve citizens to the discussion and keep them informed about the process
- use obtained feedback to develop quality requirements for new transport, meeting better needs of the citizens

Situation before the start of the project:

The city has one type of public transportation. There is public tender every 5 years to select company that is providing public bus transportation services for a period. The city provides timetables, quality requirements and pays subsidy to the selected company. Public transportation quality has been one of the main topics during local elections campaign in 2009; the reason why new project is under public and government attention. After the past selections there was no public discussion about the topic.

Plan of Action:

Supervised and politically supported by City government of Tartu

1) Department of Infrastructure Services identifies project. Consultation with PR office. Selection of relevant participation tools.
2) Department of Infrastructure Services runs the project. PR office delivers e-participation tools and executes e-participation part of the project.
3) Feedback received from citizens and local organizations via selected e-participation tool. Adjustments of the project.
4) Obtaining final results of the project. Gained knowledge and expertise. Citizens and municipality in result are more prepared and trained to use e-participation tools in the following projects.

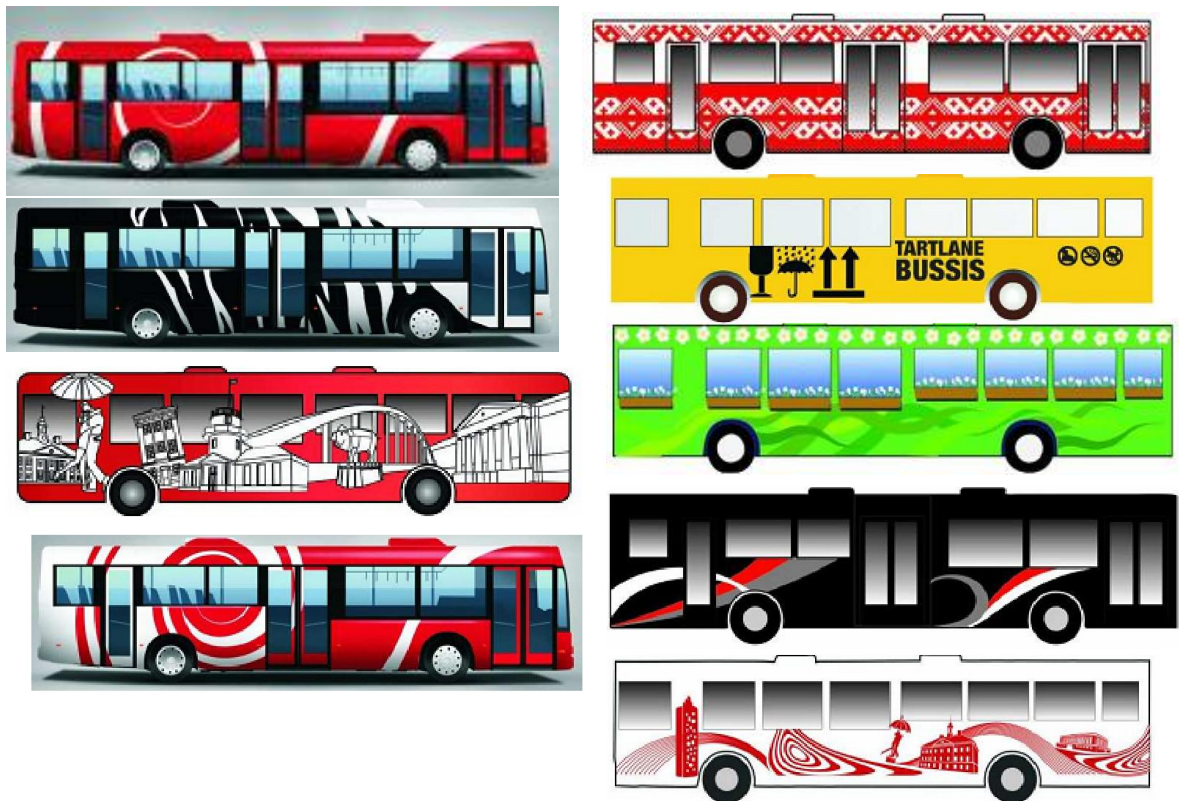Figure 10.: Suggested visual designs by Tartu High Art School

Figure 10: Countries offering OGD legislation
Source: Official web of city Tartu: http://www.tartu.ee/index.php?page_id=23914&lang_id=1

Instructions, seminars and training:

Special training was not taking part. The project members agreed on exact execution of the plan, general public will be informed about e-participation via Press and common Social media.

Execution

Project was launched in cooperation with local newspaper Tartu Postimees on the same day when public opinion and feedback page in City web page www.tartu.ee was launched. The mentioned newspaper published overviews with pictures and schemes (timetables and routes and new visual design on the following day 23. March, See picture 1., above). Another mean of information were announcements on Facebook and Twitter.

As project had short timeframe schedule for e-participation process and feedback was limited due to it. Nevertheless, the feedback was active and relatively massive.

It was planned to have longer time gap (one week) between the two phases.

- ✓ first phase: timetables, routes and other core questions

✓ second phase: visual design

Unfortunately the process was interrupted by the newspaper Tartu Postimees that published surprisingly the topics in the newspaper on following days, not week later as planned.

City government had reacted immediately, published the information on the web and put the questionnaire on the city web in few hours. Everything worked out, but unfortunately there were only few feedbacks on less important topics i.e. visual design

Activities connected to phase 1., timetables:

1) Request to public on giving feedback to new planned timetables was published on the city web page. With planned timetables and route maps.

2) Public call: headline and link were placed on the city web front page.

3) Feedback box was next to the route maps and timetables.

4) Every route was presented separately.

5) Announcements and tweets were made by Tartu Government's Facebook account and Twitter account (tartulinn). Provided with linked call in city social media accounts to give feedback in city web page.

6) Comments in local newspapers portal "www.tartupostimees.ee" were monitored.

Results of phase 1.:

✓ Public call was open for 15 days.

✓ 233 feedback answers were given

✓ There were lot of proposals, positive comments; improper, rude or violent comments avoided.

✓ Local newspapers published all new route maps (free of charge) bringing more attention to the topic.

✓ Press release and summary about the feedback was placed on city web page.

Activities connected to phase 2.:

1) Public call to select new visual design of the busses. 9 new visual design proposals (See pictures) for public busses were published on city web page. Visual designs were prepared by the students of the Tartu High Art School.

2) Links were placed on the city web front page; announcements and tweets were made by Government of Tartu Facebook account and Twitter account (tartulinn) There was link in city social media accounts to give feedback on the city web page.

3) Comments in local newspapers' portal "www.tartupostimees.ee" were monitored.

4) Results with selection could be found here in Estonian: "http://www.tartu.ee/index.php?page_id=23914&lang_id=1"

Results:

✓ Public call was open for 14 days.

✓ 319 feedback answers were given

✓ Local newspapers published the pictures and explanation (free of charge) bringing more attention to the survey.

✓ Public attention was higher than with Phase 1-Timetables, as topic was easier.

✓ Press release and summary about the feedback was placed on city web page.

Commentaries on public calls:

Received feedback on media channels was shallower concerning obtained information. Comments on web pages were more focused. It will be good to give feedback and to thank the most active citizen that took part in a survey. Uneasy communication was with department of Communal services. The easiest choice was about the final design of buses.

Financing:

There was no budget for e-participation project. The project was done with existing staff on Departments of Government as well as resources. The approximate time spent on project was 15 full working days.

Direct results of a whole project:

✓ Involvement of citizens in decision-making process.

✓ Received feedback was used to model and improve the quality according to citizens' input.

✓ Especially important feedback was about timetables and suggested routes.

Several question to deal with:

✓ How to differentiate the feedback from the real users of bus lines from the public that does not use the bus? The feedback from those who use the lines is more relevant to be the guide line.

- ✓ All obtained information as well as work done should be archived and available for all on the city web.
- ✓ Keeping personal contact is very valuable for implementing e-participation. Therefore it is suggested to utilize the services such as: Information stands in shopping malls, local shops, city information centers, other activities centers where people gather, etc.

Key knowledge obtained from the project:
- ✓ City management's opinion was the e-participation project had been successful.
- ✓ Indicate clearly the focus of each project.
- ✓ Be prepared for additional potential topics to rose during the project
- ✓ It is not easy to plan and moderate the discussion as some topics are more popular than other (design VS timetables and routes).
- ✓ Cooperation with traditional media is important to gain massive attention of public.
- ✓ Involving political leaders is crucial to have internal support and use feedback for future decisions.
- ✓ Traditional participation tools should be used all at once.

Figure 11.: The winning proposal designed by Lauri Sarak:

Figure 11: The winning design
Source: Own input

Figure 12.: Publication of results of public call on Facebook

Figure 12: The winning design
Source: Own input

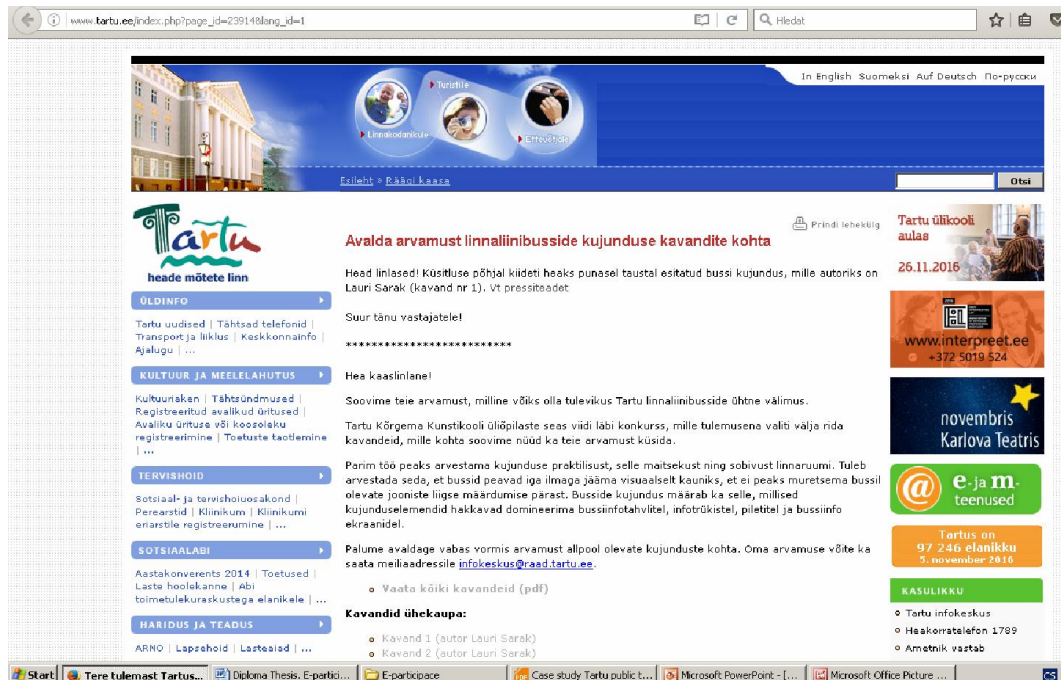Figure 13.: Tartu official city web – Public call

Figure 13: The winning design
Source: Own input

4.2 Using e-participation for citizen's satisfaction, Kyjov, CZ

Municipality of Kyjov, Czech Republic have acted on its own initiative by own possibilities and established a project with help of analytical company offering monitoring and analysis of online contributions and together developed first online pilot platform "kyjov.e-participace.cz" in the Czech Republic that is officially promoted by government of the city. The aim is to involve citizens in decision-making process of municipality and receive feedback - if any- on planning projects suggested by municipality.

Responsible:

Municipality, city Kyjov, CZ

Organizational and legal Department, Kyjov, CZ

YESETER Analytics; offering monitoring and analysis of online contributions, social networks, web, Prague, CZ

Launch date of e-participation project:

March – December 2015

Description:

In 2015 tried City Hall of Kyjov in pilot operation e-participation platform, serving for better and more effective communication with the general public. City Hall led by Mayor and Secretary at the time dealt with problem how to revive communication with citizens and involve them more in decisions about what is happening in their city. There arose idea to test a new form of communication within Kyjov.

Due to the fact that the requirement for effective communication came from the leadership of the city and showed a sincere desire to change towards modern collaborative management, it was possible to test the entire project in a very short time. Key action was assignation of the team selected by Kyjov city Hall that was able to collaborate on a project day basis. Leading members of the team became Organizational and legal Department.

Plan of action:
- ✓ Moderated polls and surveys
- ✓ Suggestions
- ✓ Moderated chat and discussion

Objectives:

- to see if people intend to cooperate and respond at all
- raise a discussion about life in city Kyjov
- bring newspapers, radio and other information media to cooperation for a purpose of public awareness
- involve citizens to the discussion and keep them informed
- use obtained feedback to development of city and public welfare (in case that citizen DO involve in public discussion)
- at the end decide whether to continue in e-participation

The municipality has launched a campaign to involve citizens in e-participation and simultaneously began to emerge polls on local topics. During the pilot operation emerged few of topics, on the following page reader can see their evaluation, information and research provided by company YESETER Analytics; offering monitoring and analysis of online contributions, social networks, web.

Topics for public discussion:

The city Kyjov is interested in public opinion on following topics (5 of the projects are shortly described further):

1) former dairy

In March 2015 the city bought a former dairy. It is situated at a very strategic location in the city center, the City Hall did not hesitate for dilapidated building pay eight million CZK. Space 4500 m2 are ready to exploit. The future use of the building is a vast topic and deserves more space than offered one poll. The City Hall suggested further public meetings with citizens to discuss over the topic.

2) Masaryk's square and its ideal appearance

How should a perfect square look like? How close do you think to the ideal is Masaryk's square in Kyjov? In the past there was conducted a few evaluation studies. Experts have finally extracted several criteria that are involved in this survey.

3) opinion on the planned reconstruction of the municipal swimming pool

The suggestion of reconstruction of municipal swimming pool came from residents warning of poor technical conditions. The survey is concerning modernization with

wellness and new dressing rooms, while maintaining the depth of pool with part for fitness swimming. Another topic concerned security and opening hours.

4) communication channels in the city

Survey focused on "communication channels" of Kyjov. Very good addition to traditional websites certifies is the social network Facebook, where the residents of Kyjov have opportunity to comment. From the responses, wishes and comments the City Hall then often draws important information. Nevertheless, there are other ways of communication e.g.: Newspapers and local radio The subject of this survey is focused on graphical design and content of local newspapers and local radio broadcast.

5) organization of Folklore Festival Slovácký year

This festival is the oldest regional folklore festival and takes place once in 4 years and its organization since 1941. Four days of August are dedicated to traditions and customs; participation tens of folklore bands from Kyjov and surroundings with thousands of performers. This survey is concerning the organization, accommodation of visitors etc.

Qualitative assessment of five pilot surveys of city Kyjov, CZ

The following pages (p. 62-64) contain qualitative evaluation of above mentioned surveys. As mentioned before, this project is a pilot, therefore information obtained on following pages state qualitative results that the City Hall may utilize. The survey is concerning number of citizens participating compared with actual number of IP addresses. Evaluation provided by company Yeseter Analytics and translated in English by the author of this thesis.

EVALUATION OF FIVE PILOT SURVEYS OF CITY KYJOV, CZ

Description of state

Domain kyjov.e-participace.cz has 83 registered users who most intensively registered especially in the period July 10 to 31. The total number of attempts to complete a (successful and unsuccessful) is 1145, see Table A. Specific numbers of completed and sent, but also presents a table of unsent surveys.

Table A.: Statistics of sent and unsent surveys

	Slovácký year	Aquapark	Dairy	Square	Channels	Total
Sent	74	99	223	127	10	533
Not Sent	105	117	177	164	49	612
Total	179	216	400	291	59	1 145

Not Sent*	59 %	54 %	44 %	56 %	83 %	53 %

* It represents the percentage of users who started the survey and left undone.

From another table it is clear that one and only one survey was completed by 183 users from different IP addresses, while the two surveys were filled out 96 different IP addresses and three surveys of 22 addresses. The table below presents a number of different IP addresses that filled four and five Kyjov surveys (Slovácký year – celebration and fair, swimming pool, dairy, city center square and communication channels).

Table B.: The numbers of completed surveys from different IP addresses

Number of filled surveys	Number of IP addresses
Only one survey	183
Two surveys	96
Three surveys	22
Four surveys	13
Five surveys	8

Occurred cases where a single IP address (eg. 82.100.0.70, filed under the user name Pavel Novak) generally filled up to 34-times surveys. From the address 109.105.39.35 registered under the name of Tomáš Kolařík was filled thirty surveys. Even though the user has been registered, then the same survey filled out as unregistered, which enabled him to repeat the process.

Table C.: The most glaring cases repeatedly filled questionnaires

	Slovácký year	Aquapark	Dairy	Square	Channels
82.100.0.70 Pavel Novák	1x	9x	22x	1x	1x
109.105.39.35 Tomáš Kolařík	1x	1x	16x	12x	-

Reached results

From above mentioned data shows that users in filling out surveys have no problem of registration. The user, if he wants may not be registered under his own name, just state nickname. User registered under nickname is more valuable than the anonymous respondent.

The administration Poll survey respondent can be controlled according to three parameters:

✓ Cookies
✓ Username
✓ IP adress

From five pilot surveys only Slovacký year was reviewed by all three parameters. In case of the swimming pool was not controlled cookies and in three other surveys (dairy, square and communication channels) were not checked IP addresses.

Average proficient user of internet may easily bypass or delete cookies and repeatedly engage in completing surveys.

Controlling by IP adresses is not suitable for organizations and firms because only the first user may fill in.

Controlling by username represents a unique method of authentication of the respondent and at the same time is restricting repeatedly filled surveys that are undesirable.

The question is arising. Why so many surveys were filled, but not sent to authorization (See table A.) The reason at the beggining of two surveys was not clearly named buttons under the each questions. The problem was solved that in later surveys the respondent was allowed to use only two buttons: CLEAR and SENT FOR PROCESSING. When setting up new survey it is advised to disable button: SAVE.

4   Results and Discussion

5.1   Case study Tartu, Estonia

Conditions before the project

With combination of decisive government and high internet diffusion the case study of Estonia is interesting in e-participation and e-government. The Estonian government's central portal "Osale.ee", launched in 2007, is allowing people to comment on draft policy documents, insert their own initiatives for new legislation and amendments, and submit petitions. Users can vote and comment on these proposals. Then the proposal is handed to the relevant governance department, which in turn posts an answer, explaining their actions. Finally the outcome is interconnection of public opinion with governance.

Results of public call for bus tender

With grounded conditions and habits e.g.: "Osalle.ee" above mentioned, the city of Tartu seized the opportunity to spread habits of e-participation and applied it on local level. Even though only few hundreds of people gave a feedback it was first separate action of the city. The residents have reacted more in the second phase of the public call, as the voting for design of bus was easier, compared to timetables and routes of bus public transport. Overall the public call program is perceived by city Hall as successful. While it is true that during the project the leaders had to overcome unexpected obstacles.

Outlook

Nevertheless the public interest in e-participation is growing, probably owing to ongoing involvement of local communication media and variety of promotions informing citizens about online service delivery of local city Hall. It is important to mention that in Estonia, e-participation tools on the local level have been developing at a slower pace than those initiated by central government initiatives. Therefore, the author of this thesis, recommend supporting the linkage of local government with e-participation and democracy. The lower involvement might be also due to project that has "lighter" theme to consult as it was also the first project to consult with residents. Estonia's infrastructure is highly developed and therefore the path to success, in the future, is open.

5.2   Case study: Kyjov, Czech Republic

Results of the pilot project "kyjov.e-participace.cz"

From the beginning of the project in 2015 the city of Kyjov is satisfied with using e-participation as a communication tool. Implementation of a pilot project has revealed lots of challenges on sides of municipality as well as citizens. The greatest obstacle is that only few people want to truly participate. Average number of people involved in one survey is approx. 300; compared to 11 000 citizens this is relatively unrepresentative sample.

Lower interest for public life in the city is displayed on different levels e.g.: council meetings and its following audio records of meetings that are viewed only by few residents. It is proven that residents in this part of the republic (Slovácko) are favouring the personal meeting with their mayor. On the other hand only few people have courage to speak their mind in front of the others.

Possible reasons for low interest of residents
- low trust in the new project via internet,
- low trust in internet and safety measures of e-participation,
- overall low trust in the selected representatives (do not necessarily representatives of Kyjov),
- overall disinterest in the public life based on historical-social aspects of Czech nation based on communist's era and even before Austria-Hungarian era,
- low self-confidence among Czechs as a nation, to change current situation into better conditions,
- everyone has the right not to take part in elections

Possibilities to increase e-participation
- patience with new project
- youth education about possible ways of involvement
- use of local media, ongoing advertisement
- presenting a successful examples from abroad
- implement some of the suggested projects as soon as possible for citizens to see the effectiveness of e-participation

Current situation

Above mentioned surveys are concerning long-term projects, therefore realization is complicated. Nevertheless, there has been made project documentation that is involving suggestions of majority of residents.

In case of city center modernization – Masaryk's square – is currently ongoing another questionnaire. The city Hall is asking residents whether they wish to reduce number of parking places. Due to heavy traffic in the city centre and small space for other suggested improvements. So far the public opinion is divided into two equal groups that are opposing each other. During the first 3 weeks there were approximately one hundred respondents out of that 50 voted for restriction of parking space the other group of 54 voters wishes to maintain the places.

Outlook

Despite the lower participation than expected a platform gives the public clear message that city leaders are interested in their opinion. That is very important. The great advantage is the fact that e-participation addresses primarily younger people, whose opinion is quite difficult to gain. In case of seniors, far more efficient channel is local newspapers; regional broadcast television; in the local area Bohuslavice and radio broadcast. Unlike these communication channels (newspapers, television and radio broadcast), the city gains feedback from e-participation and richly annotated dialogue. Despite all obstacles, the city continues with promotion and online service delivery, as this is the best approach to people and finally – author of this thesis – believe that shall be successful.

6   Conclusion

To sum up whole thesis, author would like to mention the ICT literacy. Each year the global development in ICT is improving. Nevertheless, broadband penetration remains low. Mobile-based technologies are the fastest in adaptation to provide e-services especially in developing countries. However, efforts of all countries at different levels are lacking of simplicity in integration of administration with development plans and gap between citizen and municipality, governance.

In recent years, e-government has enabled public participation in government decisions that were in the past nearly impossible. With the use of ICT, open and innovative channels of communication between governance and its people including social media, e-participation is becoming widespread and must-have of every modern democratic society.

Brief conclusion of case studies

As can be seen from results of this thesis, both municipalities (Kyjov and Tartu) consider their project as success. The results show slow improvement in case of Tartu, as the city has established its own e-participation project without central government input. Tartu has proved to be independent as continues in promoting participation of citizens without financial assistance of program "Challenge of eCitizen"

On the other side, city of Kyjov, did not receive any initial financial support from any organization. The pilot project was established on good-will of local municipality. Even though both municipalities have not received representative number of feedback, continue in putting an effort in connecting with their citizens.

Further research possibilities

The author of this paper acknowledges that due to scope of work, it was not possible to cover all aspect that deserved to be written about. Even the research possibilities in case of case studies, remain open for future observation.

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8   Appendix

8.1   *Evaluation of survey: Masaryk's square*

Author: municipality Kyjov with cooperation of YESETER Analytics

**Tools used:** Pilot platform "kyjov.e-participace.cz"

Total number of respondents: 297

The pilot platform "kyjov.e-participace.cz" contains various e-participation tools such as: discussions, chat, comment, suggestions and surveys as a means of involving residents into public discussion about life in the city of Kyjov. The following survey was conducted by municipality Kyjov. In this thesis serve as an example for the reader to gain better understanding what surveys looked like. Each question had pre-selected various answers, concerning the topic.

1) Almost half of respondents (47%) is satisfied with current traffic conditions on Masaryk's square, wish to maintain reversible traffic also leaving the parking places. 32% of respondent assume that parking places should be removed. 6% of respondents wish to maintain only one way traffic through the square (direction from the Post office or opposite direction also 6% of respondents. 9% is synthesis of various opinions e.g.: wish to reduce parking places on the square especially from KB bank to Corso Candy shop; or leave the car park around the circuit of the square. The middle of the square should serve as a green relaxation zone or pedestrian zone instead of currently car park.
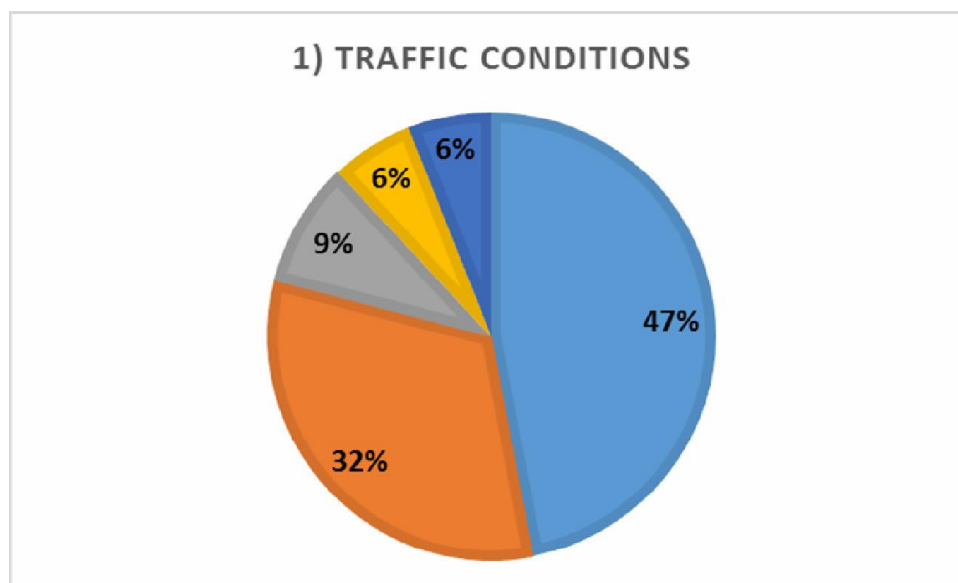
2) 47% of respondents is satisfied with current state of green areas. 24% think the contrary, that there should grow up a urban vineyard, which would probably Kyjov became the only city in the Czech Republic with a vineyard in the square. 18% favors the formation of small labyrinth of hedges as an attraction for children. The statue would be appreciated at this point 6% of the participants. 5% of people who completed the survey suggest planting trees (preferably two linden or fruit tree) or the stage, which would serve for cultural and other events. Some seek the completion of the street, others suggest that this task is for architects, but not those responsible in the construction of Kyjov since 1950 to the present. Vineyard in the square is popular nevertheless for some seem as too daring idea.


2) GREEN AREAS IN FRONT OF CULTURE HALL
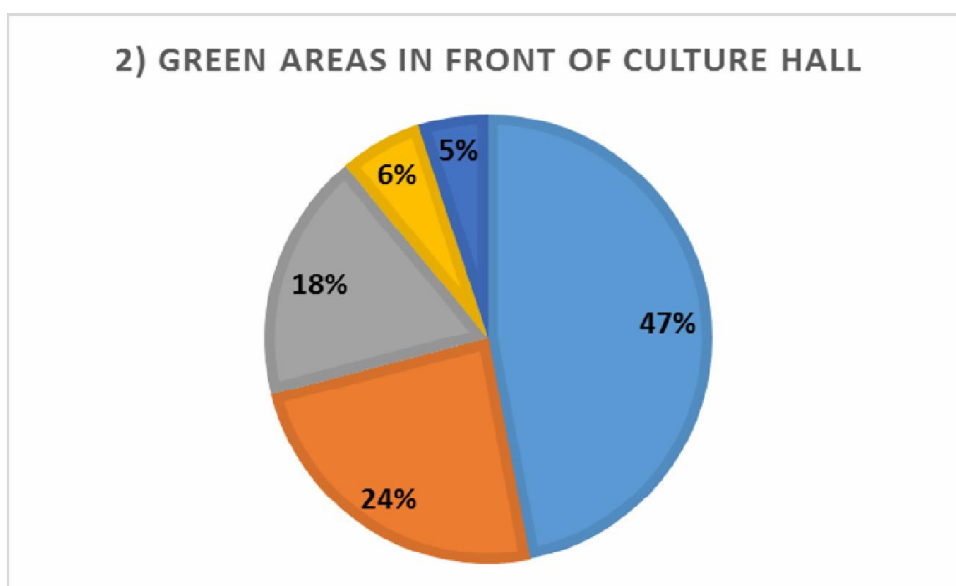
3) The possibility of pedestrians for disabled citizens is one of the basic standards of "friendly and helpful" society. Walk around the square should be smooth, safe, without any major pitfalls in the form of stairs or other obstacles with sufficient number of transitions in places where there is a collision with a car. Is Masaryk's square fulfilling this criterion?

46% of respondents believe that probably yes, and equal to a quarter (25%), they probably do not. Yes its added another 18%, while a sharp no favors remaining 11%. In summary, the answer YES thus tends to 64%, and the answer is no, 36% of respondents.

3) WHEELCHAIR ACCESS
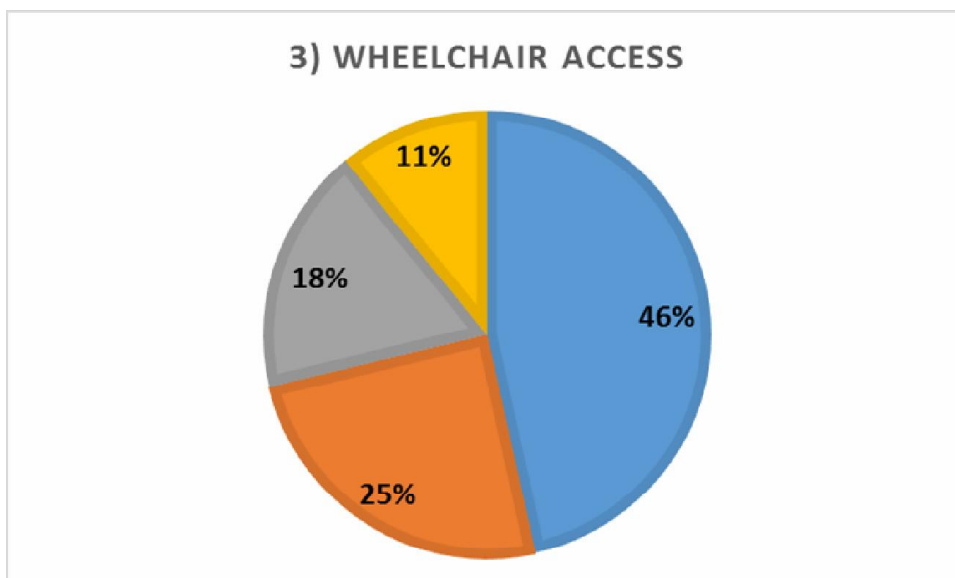
4) There should be a place where to sit on the square. It does not necessarily have to be only benches, but also various designed walls or stairs. Design experts also appreciate the presence of restaurant gardens. Is Masaryk's square meeting those parameters?

It is clear "YES" in 30% of those questioned, and "probably YES" added another 42%. To clear "NO" inclined 9% and "probably NOT" another 19%. The ratio of YES/NO is 72/28%.

4) RELAXATION ZONE
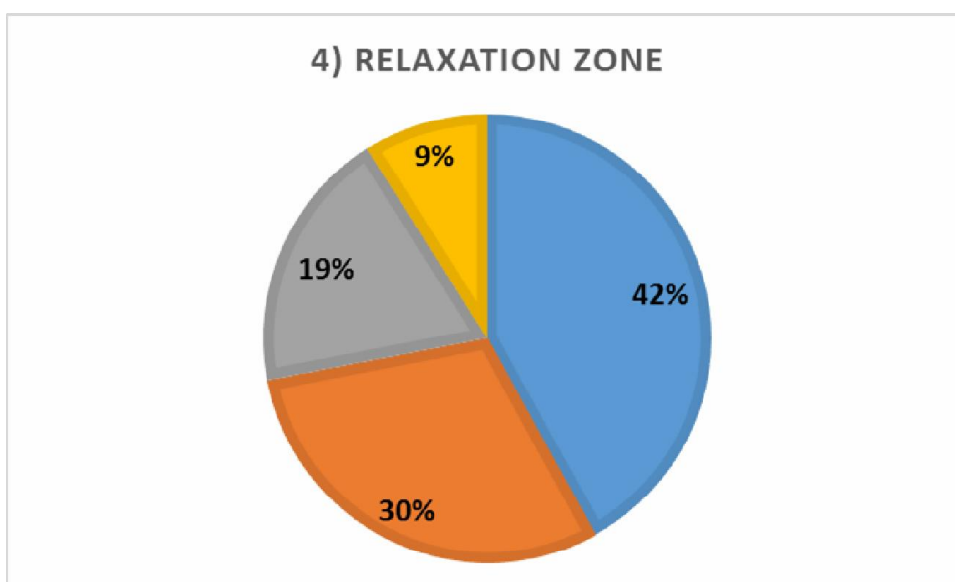
5) An ideal square include various of refreshment e.g.: restaurant, cafe ect. Is Masaryk's square sufficiently supplied with food and drink?

48 % of respondents is satisfied. Other 28 % stated that "probably YES". Against almost 9 % of respondents is unsatisfied and another 16 % with "probably NOT". Total 76/24% in favour of possitive feedback.

**5) REFRESHMENT**

9%
16%
47%
28%
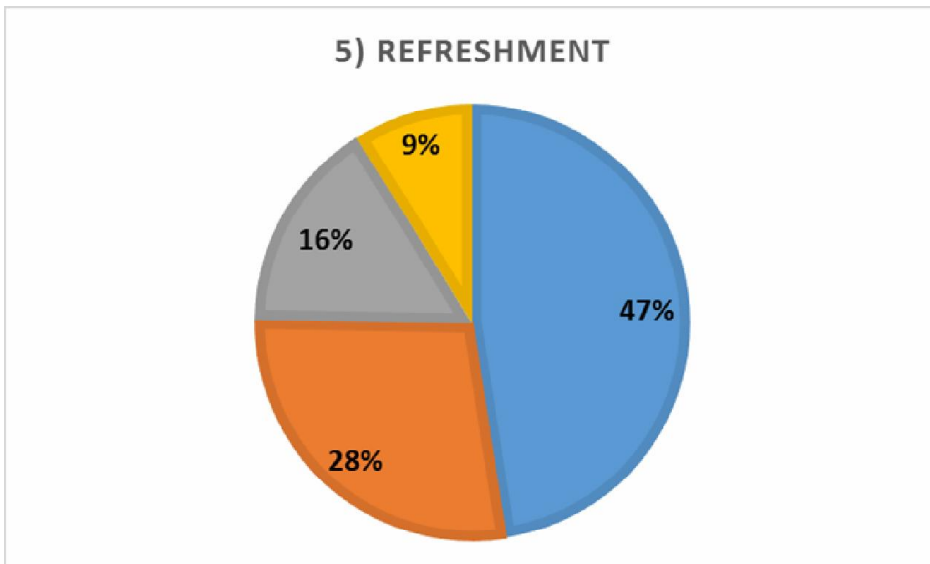
6) It is necessary to have a satisfactory public transport that has regular arrivals and the possibility to reach bus station easily. Is Kyjov and its main square easy enough to reach by public transport? According to filled surveys, nearly all respondents are satisfied. 51 % and another 42 % with "probably YES". In total is 93% of possitive answers. On the other hand 5% stated "NO" and 2% stated "probably NOT".

6) MEANS OF TRANSPORT

5% 2%
51%
42%
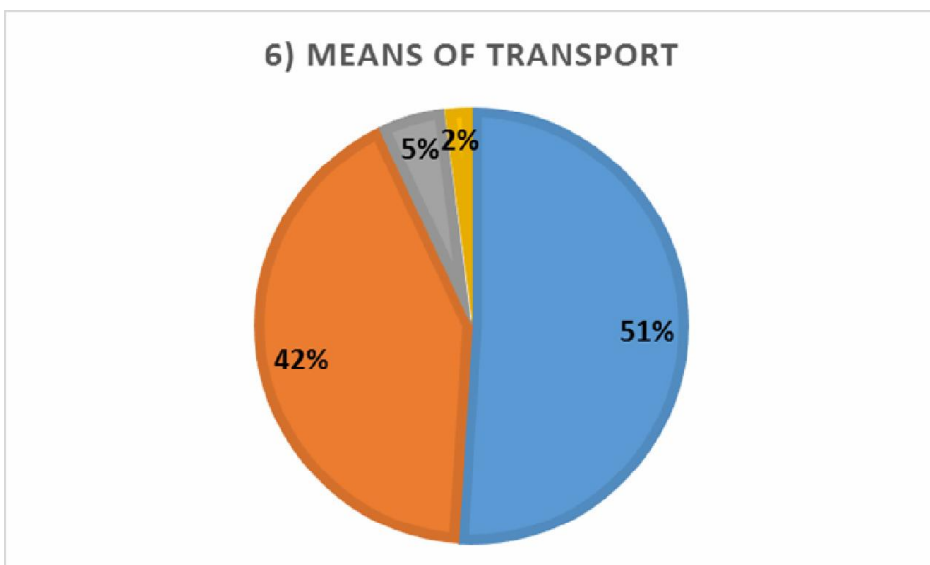
7)   Citizens ought to feel comfortable and safe in the city. This might be interrupted by dense traffic, homeless, drunk or vandalism etc. Do you feel safe in the city centre? Safely feels 36% of respondents, and "probably YES" the other 42%. Total of 78% citizens on the square feels safe. On the contrary, unsafe feel 7% and mistrustful in this direction is the other 15%. Thus, a total of 22% is not feeling safe enough.


7) SECURITY
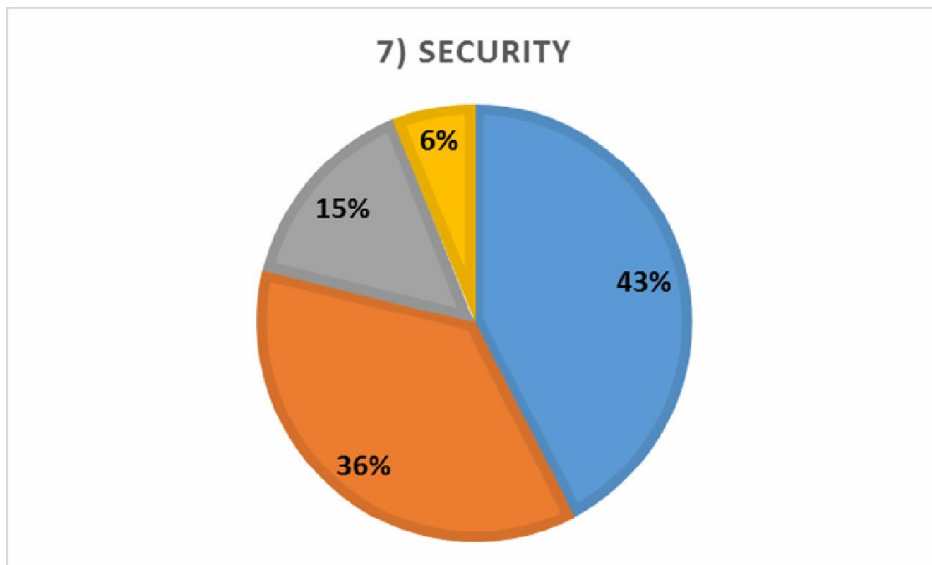
8)   The attractiveness of square contributes richness and diversity of shops. Are traders operating on Masaryk's square offering balanced and varied goods? With attractiveness of shops on the square is fully satisfied 27% of people and a further 34% voted for "YES". Utterly dissatisfied is 17%; more or less dissatisfied another 22%. Result plays in favor of satisfied (61%) against 39% dissatisfied.

8) COMMERCIAL ZONE
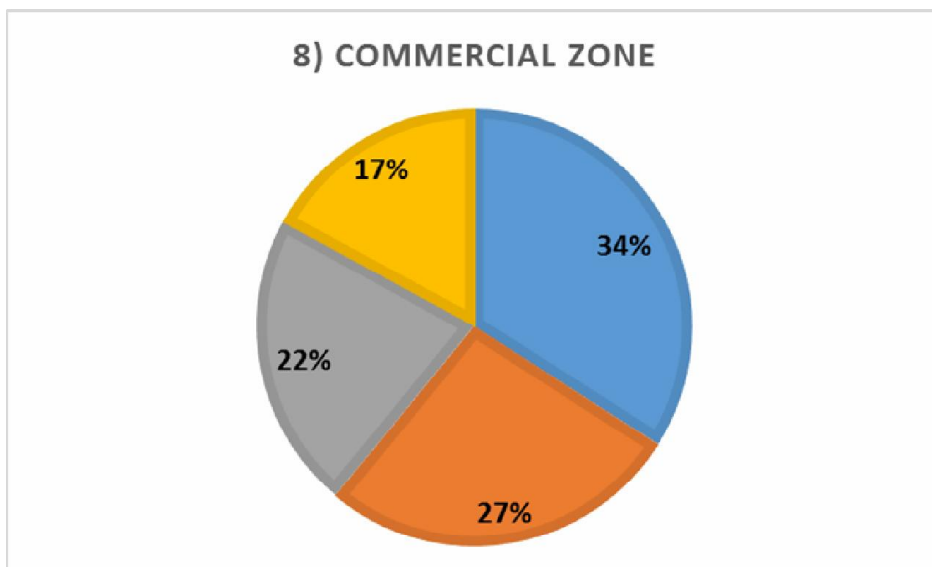
9)   The city Square people evaluate visually. According to experts, is an important feeling of clear "borders" of the square. It should not miss the dominant and architecturally interesting buildings or other objects. Do you find Masaryk's square "photogenic" and complying with the principle of adequate isolation?

In terms of aesthetics, 43% citizens are satisfied with a panorama of the square, and the same percentage says "probably YES". Expressed malcontents with the overall impression is 5% and inclining to dissatisfaction is 9%. The final result is 86/14% in favor of satisfied citizens.
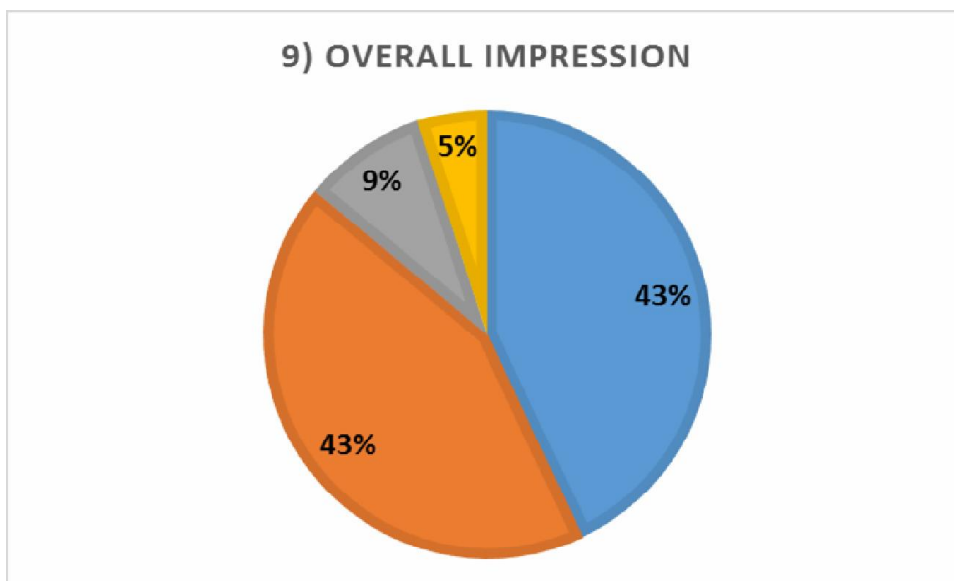
10) Fountain in front of the baroque church is considered as water feature. 48% of respondents appreciate this, because it complements the square. While 34% of the population is convinced that this water feature in front of the baroque church does not fit. The remaining 18% is of a different opinion. Different opinion includes the reconstruction and modernization of the fountain, planting the taller trees around that create shade. Another opinion is that water feature is good idea, but preferably in different design, appeared suggestion to rebuild the fountain by example of the fountain in the UK, Nottingham with floats and water cascades used to refresh passersby.

10) WATER FEATURE IN FRONT OF BAROQUE CHURCH