



SUOMEN ITÄMERI-INSTITUUTTI
THE BALTIC INSTITUTE OF FINLAND

eCitizen II – Towards Citizen-centred eGovernment in European Cities and Regions



European Union
European Regional Development Fund





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eParticipation, eDemocracy and online tools

Hannes Astok

Project manager

Baltic Institute of Finland



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INNOVATION & ENVIRONMENT
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<http://www.baltic.org/projects/ecitizen-ii>



eCitizen II

*Towards citizen-centered eGovernment
in European cities and regions*



European Union
European Regional Development Fund





Topics for discussion

- Demand from citizens: for more government online and more online participation
- New challenges of local democracy in the e-era
- Lessons learned in the eCitizenII project:

5-step implementation model of the e-participation



Where people are doing in the Internet?

- Are they in governmental sites? **NO!**
- They are in media and entertainment portals
- In social media: Facebook, Odnoklassniki, QQ, Google+, Orkut, etc

Are they writing letters? **NO!**

- They are sending SMS, e-mails, chatting in MSN, calling via Skype, talking in Facebook

What is our response?



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Estonian Virtual Embassy – SecondLife

Opened 2007

In Memoriam 2011



fund



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Estonian MFA 2012



facebook

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Estonian Ministry of Foreign Affairs

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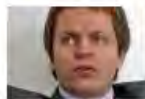
About
Eesti Vabariigi
Välisministeerium

1 check-in
3,019 people like this



Estonian Ministry of Foreign Affairs

<http://www.praguepost.com/tempo/8412-sitting-down-with-a-baltic-tiger.html>



The Prague Post – Tempo – Sitting down with a Baltic tiger
www.praguepost.com

The Prague Post – Tempo – Sitting down with a Baltic tiger

Friday at 12:30pm · Share

Marten Kokk and 13 others like this.



Sten Schwede Hea töö!
Friday at 2:12pm



Kalev Kala Go get 'em Tiger :)
Friday at 3:18pm



Estonian Ministry of Foreign Affairs

<http://twitchfilm.com/news/2011/04/north-american-indie-horr-or-invades-estonia-this-friday.php>

You and Estonian Ministry of Foreign Affairs



40 friends like this.

People You May Know

See All



Anneli Parisalu
3 mutual friends
Add as friend

Recommended Pages

See All



Meestetööd
Aksel Kivi suggested you check out his page.
Like

Sponsored

Create an Ad

Tehnopol



Kiiki "like" ja oled esimesena kursis Tehnopol'i tehnoloogia, teadus- ja ettevõtluskeskkonna uudiste ning sündmustega.

Chat (53)



European Union
European Regional Development Fund



Barack Obama

25 895 556 meeldimist · 237 887 räägivad sellest

Meeldib

Sõnum



Poliitik

This page is run by Obama for America, President Obama's 2012 campaign. To visit the White House Facebook page, go to facebook.com/WhiteHouse.

Infoks



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Kõrghetked



Barack Obama

Eile

10-le sõbrale meeldib Barack Obama

Loo uus

Praegu

märts

2012

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1970s

Sündis



The White House Engage ▾

✓ Liked



THE WHITE HOUSE BLOG

VISIT THE BLOG

You're Invited To Take a Virtual Tour of the White House
April 3, 2012 8:01 AM

Boosting Economic Growth Throughout North America



Direction is clear – go online!

The question – **how to do it?**

- Is it just copying existing processes?
- Developing something totally new?
- Or implementing new tools and channels together with re-engineering of existing governance processes?





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eCitizen II project: 10 European cities and regions:

Lead partner:

Baltic Institute of Finland

- Tampere FI
- Tartu EE
- Odense DK
- Flevoland NL
- Bologna IT
- Patras GR
- Vysocina CZ
- Miskolc HU
- Kerry IE
- EUDEL ES –
Asociacion of
Basque
Municipalities



European Union
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We are learning from each other What we have learned?

- Historical, cultural, legal backgrounds are very different – no option to copy directly
- Some country legislation demand participation, some leave it optional
- Some countries provide trusted online identity, a lot of countries not yet
- A lot of municipalities take e-participation as challenge, but a lot them refuse until it is not compulsory





5 steps to implement e-participation process

- ① **Expectations for the process, readiness of the organization, development of the background information**
- ② **Planning of the process**
- ③ **Action: e-participation activities**
- ④ **Communication**
- ⑤ **Feedback and evaluation of the process**



① Expectations for the process, readiness of the organization, development of the background information

Ask questions yourself:

- 1. What are the outputs of the process?**
- 2. Is our municipality as organization ready and capable to use e-participation tools?**
- 3. Is our organizational and operational culture suitable for those tasks?**





① Expectations for the process, readiness of the organization, development of the background information (2)

1. **Strong political leadership is required**
2. **Dedicated competence centre (it might be one person!) for the implementation of e-participation**
3. **New operational culture for staff is required: horizontal cooperation, fast responses to the general public**





② Planning of the process

Ask questions yourself:

- 1. Who are our stakeholders in this process? What kind of feedback we'd like to get?**
- 2. What is the schedule of the participation process – start and end?**
- 3. What are the rules of the process? How the feedback is used in the final decision making?**
- 4. How we technically and organizationally organize the participation process?**





② Planning of the process (2)

- 1. Put to discussion topics important for the citizens. Not only big issues (development of city center) but also very local ones (how childrens playground should look like?)**
- 2. Timeframe: It is clear that it is almost always better to start e-participation earlier than than later. Give citizens appropriate time to learn the issue.**
- 3. Make clear rules. Make clear how you count collected opinion and who will make final decision.**
- 4. ICT platform in use should be user-friendly and reliable. Use Facebook and other common tools.**





③ Action: e-participation activities

Ask questions yourself:

- 1. Are you well prepared for action?**
- 2. Is your organization well informed about the ongoing progress?**
- 3. Are you ready (resources, staff) for changes during the process?**



③ Action: e-participation activities (2)

1. **Formulate clear questions. Provide alternatives.**
2. **Make sure that information is available, covering all aspects of the topic.**
3. **Monitor the process, add input, answer asked questions asap. Be ready for additional actions (meetings, communication, etc).**



④ Communication

Ask questions yourself:

- 1. What is the best media mix to reach target groups (traditional media, social media, direct mailing, etc)?**
- 2. How to inspire citizens and media with the messages and how to define common interest?**
- 3. Are you visualized your messages and data (graphs, pictures, audio, video)?**





Data as usual

A	B	C	D	E	F	G	H	I	J	K	L
1			finantseerimiseelarve ilma riigi ja 2010 plaan ka ilma reservi rahadeta						majandamiseelarve (*3+*5)		
2		osak	2009	2010 täpsustatud eelarve	2011 eelnõu		2011-2010	selgitused	2009	2010 täpsustatud eelarve	2011 eelarve
3					EEK	EUR					EEK
4		KOKKU	753,936,013	760,270,900	826,338,038	52,815,110	66,067,138		101,902,697	100,170,471	80,179,748
4		TEGEVUSKULUD									
5	01	Uldised valitsussektori teenused	152,013,127	125,062,400	126,337,036	8,076,895	1,274,636	postikulu- ja teenuse ületulek osakondadest linnakantseleisse	1,310,761	674,978	329,631
6	01	volikogu kantselei	4,294,478	4,948,000	4,836,037	309,080	-111,963				
7	01	linnakantselei (ülaip)	23,396,654	21,352,600	21,797,018	1,393,083	444,418	postikulu- ja teenuse ületulek osakondadest ja sideteenuse kulu LVOlt linnakantseleile	207,368	553,216	
8	01	linnakantselei (ühisteg evus)	2,675,425	1,393,000	2,950,000	188,539	1,557,000	1 500 tuh kr Põhjamaade sõpruslinnade kokkutuleku korraldamiseks:		83,335	
9	01	arhitektuuri ja ehituse osakond	6,196,301	5,513,800	5,055,929	323,131	-457,871	ehitus- ja kasutuslubade kuulutus 2011.a. ei ole kohustus avaldada			
10	01	avalike suhete osakond	6,232,689	5,864,200	6,040,200	388,525	176,000	uus imagostrukis	549,850		
11	01	ettevõtluse osakond	3,283,993	2,928,000	2,901,000	185,409	-27,000				
12	01	haridusosakond	14,285,567	12,424,000	11,493,000	734,538	-931,000	RKase intressid vastavalt lepingule ja Masingu kooli üleminekuga riigile alates 01.09.2011	501,213	123	
13	01	kultuuriosakond	3,289,253	3,160,000	3,160,000	201,961	0				
14	01	linnamajanduse osakond	8,853,968	7,588,000	7,420,400	474,250	-167,600	2010. aastal oli kuludes 2 auto väljaost		38,304	
15	01	linnaplaneerimise ja maakorralduse osakond	6,569,518	6,292,000	6,514,552	416,356	222,552	viieaastase intervalliga korraldatava elanike küsitluse "Tartlane ja keskkond 2011" tellimine. Varasemad küsitlused toimusid aastatel 2001 ja 2006.			
16	01	linnavarade osakond	11,344,768	10,934,800	9,998,800	639,039	-936,000	haldushoonete rendi- ja kommunaalkulud seoses ASO kolimisega Uppsala Majja rendipinnalt Raekoja plats 9 ja sideteenuste üleminek LK infotehnoloogia teenistusele	52,330		329,631
17	01	rahandusosakond (ülaip)	3,436,997	3,453,000	3,440,600	219,894	-12,400				
18	01	õppelaenu kustutamine					0				
19	01	välisabi	0		0	0	0				
20	01	reservfond	0	11,000,000	11,000,000	703,028	0				
21	01	laenudega kaasnevad kulud	46,980,646	17,279,000	18,779,000	1,200,197	1,500,000	kavandatavad kulud seoses Euribori tõusuga			
22	01	sotsiaalaabi osakond	10,199,773	9,989,000	10,010,000	639,756	21,000				
23	01	tervishoiuosakond	973,097	943,000	940,500	60,109	-2,500				



Who will understand data?

.xls

Visualization

Analytics

Citizens

BUDJETTI KONE

Suomen valtion budjetti 2012

Tällä sivulla näet hallituksen ehdotuksen valtion talousarvioksi vuodelle 2012. Voit tehdä budjetista oman versiosi ja lisätä kommenttisi näkemyksesi tueksi. Tällä hetkellä sovellus on prototyyppi jolla budjettikone osallistuu Apps4Finland kilpailuun.

Budjettikone esittelee ajankohtaiset ja merkitykselliset budjetit helposti käsitettävässä muodossa. Tavoitteenamme on edistää keskustelua ja ymmärrystä yhteisistä resursseista.

Lisää tietoa taloudesta

- ▶ Valtion vuoden 2012 talousarvio
- ▶ Talousarvioneuvottelujen loppuinfo
- ▶ Eduskunnan hyväksymät talousarviot
- ▶ Suomen talous Wikipediassa




Ohjeita oman budjetin muokkaamiseen

1. Valitse ja klikkaa auki budjetista muokattava kohta.
2. Info-napista voit lukea lisää tietoa kyseisestä kohdasta.
3. Muokkaa yksittäistä budjetin kohtaa llukupalkin avulla.

Kokonaisbudjetti vuodelle 2012: 52353 milj. €

Käytettävät varat:

- 0 5 1 0 Milj. €

	Kohde	Milj.€ / %
	Eduskunta, tasavallan presidentti ja valtioneuvoston kanslia	245 0.5%
	Ulkoministeriön hallinnonala Lisää kommentti 	1791 3.4%
	Oikeusministeriön hallinnonala	856 1.6%
	Sisäasiainministeriön hallinnonala	1245 2.4%
	Puolustusministeriön hallinnonala	2853 5.4%
	Valtionvarainministeriön hallinnonala	16196 30.9%



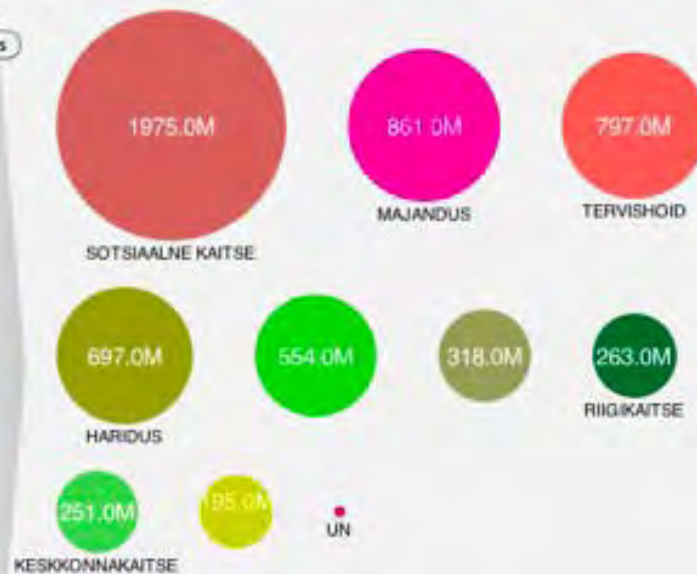
minuraha.eu MyMoney

Eesti Eelarve 2011

KUST RAHA TULEB



KUHU RAHA KULUB





④ Communication (2)

1. **Cooperation with traditional (local) media is very important to get massive attention to the topic. Not everybody is in social media.**
2. **To get attention in the media the topic must have an interesting angle, show a personal benefits for the citizen and gave possibility to identify himself with the topic.**
3. **Make clear who is sending out messages in your organization. It must be fast, flexible and without typical bureaucracy.**
4. **Utilize all opportunities of social media – be fast and flexible.**





⑤ Feedback and evaluation of the process

Ask questions yourself:

- 1. Did we made everything as planned? What changed and what went wrong? Why?**
- 2. Are our stakeholders happy with the process (not necessarily with results)? Did we ask it?**
- 3. Did we communicated final decision properly (all pros and cons)?**



⑤ Feedback and evaluation of the process (2)

1. Evaluate critically your plan, activities and real outcome. What works and what does not – try to find reasons.
2. Ask feedback about the process from stakeholders (officials, citizens, businesses, etc.)– you can improve it next time.
3. Communicate final decision to all stakeholders and explain why you made it. Show the variety of opinions and reasons of your balanced decision.
4. Thank everybody for participation. They will come back.





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We share

Pan-European On-line Manual
of e-Participation Best Practices:

www.eparticipation.eu



European Union
European Regional Development Fund



PanEuropean Best Practice Manual on eParticipation

eparticipation.eu/wiki

Username: hastok

Password:

Log in

I forgot my password Register

Home Expectations, background Planning Action Communication Feedback, evaluation

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Topics

Countries

Cases

Ny Karolinelund (New Karolinelund) – a Facebookpage

'Studiebyen Odense' (Odense - The City of studies)

The so-called Snow Shovel Campaign: engaging citizens in



Keywords

e-Democracy

e-Participation

Stakeholders

Stakeholders

engagement

Planning

Expectations,
background

Planning

Action

Communication

Feedback,
evaluation

On this step of e-participation we have to set the:

- **GOALS** - What we want to achieve if we e-engage somebody?
- **TIMEFRAME** - When to engage? In which stage? When should be the engagement process over and decision made?
- **PARTICIPANTS** - Who should take the lead? Whom to engage?
- **RULES** - How, when, with which interval etc?

Case Studies in Planning phase

Using online-channels for preparation of the new public transportation tender in Tartu

The project was planned to raise public awarene...



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Vas Nazor participation portal for Czech municipalities

www.vas-nazor.cz

- Live from 1st July 2011
- 7 municipalities of Vysocina region using already
- Open for others



European Union
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Conclusions

First participation, after “e”!

Partners learned that **first we need accept participation**, but by designing process rules **we must consider newest communication technologies.**

Participation process is not only about e-mails, Facebook messages or tweets, **participation process is clear and defined process for municipal organization and for all stakeholders.**





Everybody is not yet e-citizen

We need to consider all acceptable channels:

- Traditional media
- Printed materials
- Information centers
- Meetings
- New media, etc.

How to bring citizens in one common discussion space?





Barriers for participation

- Langue (both functional and lingual)
- Culture
- Gender roles
- Social competences
- Traditions
- Fears and ignorance
- Trust about the new tools and channels





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Project contacts

Baltic Institute of Finland

www.baltic.org

Hannes Astok

Project manager

- hannes.astok@baltic.org
- +372 5091366

www.eparticipation.eu

