E-GOVERNMENT FRAMEWORKS AND OPPORTUNITIES TOWARDS BETTER STAKEHOLDERS’ ENGAGEMENT

A theoretical and practical analysis on Western Balkans

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Content

I. E-government engagement frameworks and evaluation
II. Turning e-government engagement challenges into opportunities
III. Conclusions
I. E-government engagement frameworks and evaluation

• Networks and communities

• Connected vs. interdependent internet society
NEW PUBLIC MANAGEMENT

• Characteristics (Gordon 2002):
  – Dynamic networks of small organizational units
  – Consensual, bottom-up decision making
  – Customer-oriented attitude from the public administration
  – Market principles to enhance efficiency and productivity

• Criticism (Dunleavy, Margets 2006)
  – Increased institutional and policy complexity
AWARENESS AND BENCHMARKING

• E-government advertising and publicity
• Users’ opinion
• Benchmarking limitations
  – Understanding
  – Using
  – Learning from best practices
II. TURNING E-GOVERNMENT CHALLENGES INTO OPPORTUNITIES

• Study context - Western Balkans
  – Albania (AL)
  – Bosnia and Herzegovina (BH)
  – Croatia (CR)
  – Kosovo (KS) UN Administered Territory under UNSC 1244
  – Former Yugoslav Republic of Macedonia (MC)
  – Montenegro (MN)
  – Serbia (SR).

• Information source:
  – National governments
  – International organisations:
    – United Nations (UN, UNPAN, UNCTAD, UNDP Europe and CIS),
    – European Union
    – United States Agency for International Development (USAID)
LEGAL ASPECTS AND STRATEGY

• Strategic aspects of some e-government legal changes
  – Integration prospects
  – International influences

• Stakeholders engagement requirements
  – Awareness of e-government related strategies from
    – Public administration
    – Users
  – Detailed national progress reports and evaluation
## LEGAL ASPECTS AND STRATEGY

<table>
<thead>
<tr>
<th></th>
<th>Project</th>
<th>Leading org.</th>
<th>Period</th>
<th>Amount</th>
<th>Focus</th>
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<tr>
<td>MC</td>
<td>National Strategy on Information Society Technologies for Development</td>
<td>UNDP MC</td>
<td>From 2005</td>
<td>$138,928</td>
<td>Role of ICTs for human and economic development, assessment of existing capacities, resources and potentials of ICT</td>
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<td>SR</td>
<td>ICT for Development - Building up a National Strategy for an Information Society</td>
<td>UNDP SR</td>
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<td>A strategic, feasible and comprehensive strategy based on dialogue with the key stakeholder</td>
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</tbody>
</table>

SOURCE: UNDP EUROPE AND CIS, APRIL 2010
INFRASTRUCTURE AND ACCESSIBILITY

• ICT infrastructure drivers:
  – ICT companies
  – National governments
  – International organizations
  – Demand from users

• Engagement requirements
  – Financial involvement of stakeholders
  – Interest and demand for e-government services
  – Pull vs. Push strategy
## INFRASTRUCTURE AND ACCESSIBILITY

<table>
<thead>
<tr>
<th>Country Name</th>
<th>E-Readiness</th>
<th>Rank 2007</th>
<th>Rank 2005</th>
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E-LITERACY AND TRUST

• E-literacy dimensions
  – Public servants
  – E-government programme users

• (Dis)trust factors in Western Balkans
  – Ethnic, religious and territorial problems reflected in political and economic instability

• Engagement tools
  – Force of law
  – Time and good service
CONTROL AND POWER

• **Main factors**
  – Information storage and management monopoly
  – Legal power enforcement
  – Integrated databases and systems

• **Engagement and involvement potential**
  – Market use of e-government information to understand stakeholders’ needs
  – Welcoming ideas from planning to implementation and improvement phases
  – Open Source approach
E-GOVERNMENT CONTROL AND POWER IN AN INTERNATIONAL CONTEXT

• An example: ASYCUDA
• An e-government application developed by UNCTAD for the electronic management of customs
• Implementation in the Western Balkans:
  – Albania,
  – Bosnia and Herzegovina
  – Macedonia (Former Yugoslav Republic of)
Conclusions

• The changes in the public sector are in great part related to e-government applications today

• International organizations could play an important role to foster e-government stakeholders engagement through:
  – Involvement vs. engagement from the planning phase
  – Easy-to-understand and practically useful benchmarking
  – Collaborative citizen-customer strategies
  – Open Source approaches
Thank you!

Questions & Answers
Bibliography

Bibliography (cont.)

• UNCTAD, ASYCUDA. Available: www.asycuda.org [April, 2010].
## Other web resources

### COUNTRIES WEB RESOURCES (APRIL 2010)

<table>
<thead>
<tr>
<th>Country</th>
<th>Government portal</th>
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<td>CR</td>
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