Aide Memoire

Workshop on Harnessing Knowledge Management through Web 2.0 Tools in the Era of Government 2.0

25-27 September 2010

Shanghai International Convention Centre
Shanghai, People’s Republic of China

1. BACKGROUND

Knowledge Management has proven to be essential for government agencies at all levels to efficiently and effectively deliver public services and act as centers for the timely collection, organization and dissemination of information. However, due to the disparity between the haves and the have-nots, all countries are not at the same point in their development of efficient and effective Knowledge Management systems. Over the years, through Knowledge Management capacity building, many governments and institutions have moved toward electronic systems of data management. Despite this, technology keeps changing rapidly, and what worked for one country two years ago may not work for another or even the same country today. Member States, and by extension their government agencies and public administration institutions, especially in developing countries, are not able to keep up with the changing trends in the technologies that could assist them in the implementation of efficient and effective Knowledge Management systems. Although there will never be a one-size-fits-all solution, it is important that governments, government agencies and public administration institutions have a platform where they can share knowledge on best practices, strategies and implementation so that they may learn from others’ experiences and tailor their strategies to fit their needs. In addition, the development of an effective strategy cannot only be achieved by looking at past experiences. The current state of technology also needs to be taken into consideration and used to create a hybrid approach while looking toward the future needs of citizens.

With the continuing, rapid advancements being made in information and communication technologies (ICT), citizens now not only expect better organization of government information through Knowledge Management, but also they require having
this information readily available through the use of ICTs. Citizen engagement with their
governments through the use of ICTs has been established as an important route for
fostering development through transparency and accountability of public administration,
for enhancing public policy through including people’s views and giving them ownership,
and for empowering citizens in the most marginalized groups.

To better serve Member States in achieving the internationally agreed
development goals, including the Millennium Development Goals (MDGs), the Division
for Public Administration and Development Management (DPADM) is actively
following the latest trends in the area of Government 2.0, which is a concept that grew
out of Web 2.0. Government 2.0 is directly related to citizen engagement and electronic
and mobile government, as its intention is to define a new approach to governing that
would provide governments and their citizens more direct and immediate ways to
communicate, engage and collaborate through Web 2.0 principles and tools.

The United States, Australia and the United Kingdom provide good examples of
Member States actively utilizing Government 2.0 technologies to achieve open
government initiatives. United States President Barack Obama, showing his
administration’s commitment to open government, was quoted as saying: “My
administration is committed to creating an unprecedented level of openness in
Government. We will work together to ensure the public trust and establish a system of
transparency, public participation, and collaboration. Openness will strengthen our
democracy and promote efficiency and effectiveness in Government.” On 8 December
2009, the White House distributed an Open Government Directive to all Heads of United
States Executive Departments and Agencies. This directive outlined the required steps
under the following areas: Publish Government Information Online, Improve the Quality
of Government Information, Create and Institutionalize a Culture of Open Government,
and Create and Enabling Policy Frameworks for Open Government.

Government 2.0 technologies allow for the multifaceted uses of Open
Government Data, which increases transparency, empowers citizens to be innovative,
gives citizens access to information to be used in decision-making, and increases citizen
engagement and interest in policymaking. Open Government Data through Government
2.0 technologies not only provides citizens with government information, but also gives
them the opportunity to reuse the information as it is made available in formats such as
CVS, XLS, XML, SHP, ECW, KML, and DWG. For example, the United Kingdom

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1 The term “Web 2.0” is commonly associated with web applications that facilitate interactive information
sharing, interoperability, user-centred design, and collaboration on the World Wide Web. A Web 2.0 site
allows its users to interact with each other as contributors to the website’s content, in contrast to websites
where users are limited to the passive viewing of information that is provided to them.
2 http://www.whitehouse.gov/open
provided government spending data using Government 2.0 technologies, which allowed a British citizen to develop a website called “Where Does My Money Go?” (http://www.wheredoesmymoneygo.org), which follows government spending. This website allows citizens the opportunity to analyze government spending by region, by sector and many others, at the initiative of a citizen. Through this, citizens can monitor government spending and bring concerns to the government where necessary.

At the request of the Shanghai Regional Government, UNDESA/DPADM is co-organizing a workshop entitled “Harnessing Knowledge Management through Web 2.0 Tools in the era of Government 2.0”. The workshop will be held from 25 to 27 September 2010 in Shanghai, People’s Republic of China. During the workshop, participants will share their experiences; lessons learned and best practices from their countries and regions with respect to Knowledge Management. Additionally, the Workshop will provide partners with opportunities for in-depth discussion and a wide exchange of views related to improving Knowledge Management through ICT tools to improve their contribution to the network, as well as to increase their ability to impact their local and regional development for the achievement of the MDGs. The workshop will also provide participants with the opportunity to gain knowledge about cutting edge Government 2.0 technologies and trends. Lastly, DPADM partners will discuss and pledge commitment to assisting in the population of UNPAN to enhance knowledge sharing and ensure that the knowledge base is complete in covering accurate information in the above areas for all Member States.

3. OBJECTIVES OF THE WORKSHOP

The major objectives of the workshop are as follows:

- To facilitate participants sharing their experiences; lessons learned and best practices from their countries and regions with respect to Knowledge Management to increase capacity.
- To provide partners with opportunities for in-depth discussion and a wide exchange of views related to improving knowledge management through ICT tools to improve their contribution to the network, as well as increase their ability to impact their local and regional development for the achievement of the MDGs.
- To introduce and educate participants in cutting edge Gov 2.0 tools to increase their capacity for development and the participation of citizens through knowledge sharing.
- To train DPADM partners on the latest Web 2.0 tools and features available on the new UNPAN platform.
• To enhance cooperation by partners in the development of new Online Training Courses and/or the translation of current courses into other languages.

• To identify needs and areas for possible collaboration in the field of Knowledge Management in Government.

4. EXPECTED ACCOMPLISHMENTS

• Strengthened capacities of DPADM partner organizations to use the latest Web 2.0 technologies.

• Increased knowledge among participants on cutting edge Government 2.0 technologies that have been identified as an engine for driving development through technology. When citizens interact with their government, powerful things can happen. Government 2.0 means doing more with small teams, and even just the power of one. It means exploiting global creativity and changing workplace models and traditional designs for carrying out missions. It means infusing old processes with new technology. It means unlocking stores of data that can better inform and empower people about their communities and governments about decision-making.

• Strengthened knowledge-management capacities of partners by providing an opportunity to reflect on the lessons learned and share their experiences. The workshop will identify new challenges and recommendations for possible solutions in the future.

• Increased participant understanding of how to improve their contributions by leveraging the new tools available, so as to improve knowledge sharing and the knowledge management needed to help enhance development locally and regionally.

• Enhanced capacity of participants on the latest Web 2.0 tools in order to encourage partners to contribute further substantive Public Administration content to UNPAN. The details of the new document management system based on the Microsoft Sharepoint platform will be introduced to partner organizations, as well. In addition, the new content contribution interface with advanced features such as Google Maps\(^3\) mash-ups and Flickr\(^4\) image mash-ups will be demonstrated to the partners.

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3 Google Maps (formerly Google Local) is a web-mapping service application and technology provided by Google, free (for non-commercial use), that powers many map-based services, including the Google Maps website, Google Ride Finder, Google Transit, and maps embedded on third-party websites via the Google Maps API.

4 Flickr is an image hosting and video hosting website, web services suite, and online community created by Ludicorp and later acquired by Yahoo.
- Increased the capacity of member states’ human resources by promoting new Online Training Courses to increase the number of enrolled learners especially in developing countries.
- Established partnerships to create new online training courses by using Web 2.0 online authoring tools and also on hosting the developed courses in learning management systems.
- Increased member states’ human resource capacity by promoting the recently developed interactive CD with all Online Training Centre courses. This interactive CD give learners in less developed member states the opportunity to learn without being dependant on an internet connection.

5. ACTIVITIES OF THE WORKSHOP

Under the main theme of Harnessing Knowledge Management through Web 2.0 Tools in the era of Government 2.0, the workshop will have the following sub-themes:

I. UNPAN Implementation
II. Knowledge Management Tools, Portals and Portlets
III. Web 2.0 Technical Tools
IV. Knowledge Management
   a. The Way Forward
      i. UNPAN Portal
      ii. UNPAN Awards
      iii. UNPAN Online Training Centre
   b. Report of Overall Knowledge Sharing Activities by Partners

6. PARTICIPANTS

Approximately 50 participants are expected; Participants include DPADM Partner Organizations (i.e. Public Administration Institutions), government officials from Ministries of Public Administration, government officials from Ministries of ICT and Innovation and e-Government Offices, and members of Academia.
7. **TIME AND VENUE**

The Workshop will be held in Shanghai, People’s Republic of China, 25-27 September 2010 in the Shanghai International Convention Centre.

**Shanghai International Convention Centre**  
2727, Riverside Avenue, Pudong, Shanghai (200120)  
Tel: (86-21) 50370000  
Fax: (86-21) 50370999  

8. **LANGUAGE**

The Workshop will be conducted in English.

10. **CO-ORGANIZERS**

The United Nations Department of Economic and Social Affairs through the Division for Public Administration and Development Management are co-organizing this workshop in conjunction with the Regional Cooperation Office for City Informatization (RCOCI) of the Shanghai Municipal People’s Government.

11. **CONTACT INFORMATION**

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