

2011 UNITED NATIONS PUBLIC SERVICE AWARDS

WINNERS



The United Nations Department of Economic and Social Affairs facilitates the search for innovations in governance and public administration through the Public Service Awards Programme. This year, 36 public organizations will be awarded with the most prestigious recognition of excellence in public service on 23 June, during the United Nations Public Service Day. The programme has five categories for which nominations of public institutions are submitted every year. The winners are from the following countries in 1st place and 2nd place, respectively:

(1st) Brazil, Canada, Colombia, Egypt, India , Mexico, Oman, Poland, Portugal, Republic of Korea, Slovakia, South Africa, Tanzania, Thailand

(2nd) Dominica, Egypt, Netherlands, Oman, Peru, Portugal, Republic of Korea, Romania, Saudi Arabia, Thailand, Tunisia, United Arab Emirates

Category 1

Preventing and Combating Corruption in the Public Service

Africa

South Africa – 1st Place Winner

Initiative: 861 – Result Slip Scanning Project

Institution: Electoral Commission of South Africa

The Electoral Commission (IEC) is a permanent body created by the Constitution of the Republic of South Africa to promote and safeguard representative democracy in South Africa. Although publicly funded and accountable to parliament, the commission is independent of government. Its immediate task is the impartial management of free and fair elections at all levels of government.

One of the Commission's strategic objectives is to "Deliver well-run elections which produce results that are credible". The initiative of scanning results was introduced to streamline the verification process as well as ensure transparency in the process. Political parties and the media could verify the accuracy of the results captured on the Results System against the signed image of the original results slip that was signed at the voting station. The accuracy and efficiency of the results auditing process was markedly improved with a record decrease in audit queries. The importance of transparent electoral processes in upholding democracies and political stability cannot be overemphasized and this is a commendable and exemplary initiative for the region and the rest of the world.

Asia and the Pacific

Republic of Korea – 1st Place Winner

Initiative: 938 – Migrant & Business Friendly Recruitment System

Institution: Human Resources Development of Service of Korea

As a migration policy, the Korean Employment Permit System ("EPS") was launched by Ministry of Employment and Labor("MOEL") of Republic of Korea in 2004. A system was developed that would select migrant workers through an objective criterion to build a job-seeker pool and would also provide assistance with labor contracts. Applicants who have passed a language proficiency test and a medical check-up are then allowed to submit job applications which are

registered by their local government and transmitted via an electronic database to the Human Resources Development of Service of Korea (HRD Korea). HRD Korea screens prospective workers to build a roster of eligible workers. Employers in Korea may then select employees from this roster and HRD Korea relays the offered labor contract to the individuals, including assisting workers with work permits. This has eliminated the services of costly private brokers. Through this initiative, migrant workers have equal opportunities for recruitment and are protected from unreasonable monetary demands.

Republic of Korea – 2nd Place Winner

Initiative: 993 – Open Tax Court for Citizens

Institution: Seoul Metropolitan Government

The Open Tax Court is an open system that promotes public participation and the introduction of a defendant, for local tax appeals. In order to reduce the distrust and dissatisfaction of citizens regarding local taxes, as a result of the closed examination process, and to increase transparency in city administration, the Seoul Metropolitan Government has opened to the public the examination process of protests related to local taxes since April 2008. The system ultimately aims to eliminate improperly imposed taxes, corruption, and public distrust. By having a member of the city's tax department (special tax advocate) speak in defence of the citizen, district government officials have become more cautious when imposing local taxes, resulting in a more transparent tax administration system.

Europe and North America

Slovakia – 1st Place Winner

Initiative: 1030 – Transparent Town

Institution: Town Hall of Martin

Martin, a district town of approximately 60,000 inhabitants located in northern Slovakia, and its representatives chose to carry out a pioneer anti-corruption scheme in 2008. The project maximizes the level of transparency with the municipality employees as well as its elected officials and minimizes the room for corrupt behaviour in municipal administration. Decisions affecting the efficiency of the handling of public resources and properties are done transparently. The project has provided tools that the public can use to monitor the activities of the public sector; it has an opportunity to analyze and follow up with active participation.

Romania – 2nd Place Winner

Initiative: 867 - Cities without Corruption, Cities with Future

Institution: Craiova Local Government

Craiova Local Government was selected to participate, in the period March-November 2008, in the International Program "Cities without Corruption –Cities with Future" initiated by FPDL (Foundation Partners for Local Development – a Romanian NGO), to promote in Romania and other countries the practical, strategic approach to treat and prevent corruption in local governments and communities. Craiova Local Government then implemented an anticorruption participatory process out of which emerged a shared understanding of the vulnerable to corruption activities and a treatment and prevention plan. The aim was, beyond treating and preventing corruption, to enhance organization integrity, transparency, accountability and efficiency in 6 main areas: Issuing building permits, Control of discipline in construction works, Public assets management, Public procurement, Properties registration and Human Resources Management.

Latin America and the Caribbean

Mexico – 1st Place Winner

Initiative: 870 – Administrative simplification to improve the efficiency of the government

Institution: Secretaria de la Funcion Publica

All Mexican Federal Public Administration (APF) agencies have internal rules whose purpose is to regulate administrative activities carried out by these agencies. The Ministry of Public Administration devised a strategy to reform the regulatory framework to reduce, standardize and simplify existing rules across the APF. This involved generating quality standards, automation and integration of internal processes of all agencies with a vision centered on the citizen, across all nine areas. The government began a series of reforms, including the elimination of unnecessary rules, placing limits on the issuance of new rules, granting limited exceptions in attempts to issue provisions, and provide assurance through transparency, to citizens concerning such reforms. Improvements include: a significant reduction of rules, simplification of procedures for standardization, and an increase in the efficiency of administrative processes.

Western Asia

Oman – 1st Place Winner

Initiative: 871 – Central Recruiting System

Institution: Ministry of Civil Service

The Ministry of Civil Service (MOCS) established a system in which mobile phones can be used by job-seekers to apply for employment within the Civil Service. The applicants' qualifications are verified electronically via the Human Resource Management System (HRMS) and records from the Ministry of Manpower. Qualified applicants go through a computer based examination to test their aptitude at regional centres nearest their home. The test is graded by computer-based systems and the score is directly given to them immediately after the exam. The top 5 candidates are then directed to an interview on this same day. MOCS computerized their internal processes to improve the efficiency of the Ministry and simplify the recruitment process. Through the use of the mobile phone, the need for job seekers to travel to the capital to submit hard copies is eliminated. This also increased transparency, as the test is electronically graded and applicants know how they fare. The length of the recruitment process was reduced from 11 months to less than a month.

Egypt – 2nd Place Winner

Initiative: 927 – Government Procurement Portal

Institution: General Authority for Government

The Egyptian government's procurement system was fragmented due to the lack of coordination and centralized bidding between the various ministries. This led to inefficiencies as the best terms and conditions, and the lowest prices were not obtained. Besides, handling of suppliers was administratively restricted leading to limited tenders. As part of the e-government program in Egypt, the gateway portal is designed to help suppliers to look for tenders/auctions notices on government procurement across Egypt. It facilitates the submission process of electronic proposals. The portal ensures equal opportunities among suppliers, and price competitiveness.

Category 2

Improving the Delivery of Public Services

Africa

Tanzania – 1st Place Winner

Initiative: 866 – Participatory Approaches in Planning and Implementation of Regularization of Informal Settlements

Institution: The Property and Business Formalization Program

The Property and Business Formalization Program was conceived by the Government of the United Republic of Tanzania with the objective of creating a unified legal and institutional framework that recognizes secured and accessible property rights. It constitutes an important stepping stone into wide range of economic benefits available in the formal market. The third phase of programme comprises Implementation of Reforms and included this initiative to regularize informal settlements in townships, municipalities and city settings. The beneficiaries are the slum dwellers in the wards that were identified in the urban areas. The ultimate goal of this intervention is squatter upgrading and capitalization of assets for residents in the area. Access to and ownership of land is critical to poverty reduction, making this project significant to the country's economic development.

Tunisia – 2nd Place Winner

Initiative: 1069 – Integrated System to Improve Trade Processes

Institution: Office de la Marine Marchande Et de Ports

Import and export of goods by sea to Tunisia has been a lengthy process, brought about by complex procedures, non-standardized operations and resulting in congestion during peak periods of operation at the ports. The project sought to compress time of transit of goods through ports for import by reducing them to seven days initially and then up to three days in a second phase of the project. The quality of service to shippers has been improved and transit costs of goods through the port have been reduced. In addition, better organization, space management and port infrastructure and optimizing investments were realized. Key activities included establishing paperless processes through elimination of trade paper and introduction of computerized trading signed electronically as well as anticipation of formalities before actual arrival of the goods.

Asia and the Pacific

India – 1st Place Winner

Initiative: 947 – Mission Convergence

Institution: Samajik Suvidha Sangam

Mission Convergence represents a paradigm shift in governance with concrete steps toward holistic human development with poverty alleviation and women's empowerment as core objectives. To make the government accessible and accountable to the people, a policy was designed and implemented in partnership with community based organizations. The Mission sought greater community participation by creating a bottom-up implementation structure that engaging 124 community based organizations working alongside government officials in the nine district of Delhi. This is a holistic human development, poverty alleviation, women's empowerment programme and it has strengthened Delhi government's rights-based approach wherein vulnerable groups are no longer seen as beneficiaries but as entitlement holders with the right to efficiently receive basic welfare services from the government.

Republic of Korea – 2nd Place Winner

Initiative: 1051 – 24-Hour E-Services for the Public

Institution: Ministry of Public Administration and Security

The Ministry of Public Administration and Security launched of the 24-hour e-services system to improve access to and convenience in public services and substantially cut social and economic costs. The system was enhanced so that online public services can be processed entirely on the Internet, from application to delivery. The system also allows the one-stop processing of 20 types of services on relocation, employment, marriage, real estate transactions and other areas directly linked with daily life, thereby eliminating the need to visit multiple offices. Institutions can also send documents serviced online to businesses.

Europe and North America

Poland – 1st Place Winner

Initiative: 879 – The Partnership and the Participation of Entrepreneurs, Artisans, Merchants in the Establishment

Institution: Tax Office in Sierpc

The head of the Tax office in Sierpc began an initiative to combat tax evasion and help citizens better understand taxes and the processes involved in tax collection. His plan started with irregular meetings with the Tax office staff and eventually involved a larger part of the

community that eventually convened on a regular and structured basis. The Tax office developed a model of public management based on cooperation and openness which aimed at different groups of taxpayers: craftsmen, traders and large businesses. The Tax office involved customers in the creation of the friendly and optimal task of tax collection, allowed for active involvement of citizens in providing feedback on the quality of service, and eventually acquired and improved public confidence in government institutions and the public service providers.

Netherlands – 2nd Place Winner

Initiative: 1100 – Informal Pro-Active Approach Model

Institution: Ministry of the Interior and Kingdom Relations

Before the initiative, in 2007/2008, both the private sector (citizens and businesses) and government spent millions in hours and euros every year on complaint, objection and appeal procedures against government decisions. The costs of these complaint handling and conflict resolution procedures and the dissatisfaction with them have only increased over the last couple of years. The creation of Informal Pro-active Approach-Model (IPAM) has provided fundamental and innovative changes for complaint handling and conflict resolution procedures in public administration. From a traditional, formal, judicial, procedural and written approach, IPAM initiates, stimulates and supports a pro-active, personal, open and solution driven approach for all government organizations.

Latin America and the Caribbean

Colombia – 1st Place Winner

Initiative: 910 – Programa Alimentario MANA

Institution: Departamento de Antioquia

Malnutrition mortality rates among children under five years of age were increasing at an alarming rate in Antioquia. High rates of acute diarrhea disease and respiratory infections were both common child illnesses as recorded in DANE in 2002. Creation of Plan MANA was administered in 30 municipalities with highest malnutrition-related deaths. Plan MANA consists of six different thematic solutions, relating to food and nutritional security, as initiated by the Governor of Antioquia. The solutions included provision of nutritional food supplements to children under six years of age, nutrition recovery for malnourished children, health services for pregnant women with low gestational weight, community-based nutrition surveillance training

and assessing nutrition records of children participating in programs. Child deaths from malnutrition have significantly decreased from 10.6% in 2004 to 3.3% in 2009 to only one reported death in 2010.

Peru – 2nd Place Winner

Initiative: 972 – Programa Revalora Peru

Institution: Programa Revalora Peru

In 2008, the international crisis hit Peru and many experts believe that up to 400,000 citizens of Peru alone would lose their jobs. Despite the impact on the region, Peru showed a positive GDP in 2009. Promoting the employability of workers in Peru is the key objective of the creation of the project, Reassess Peru Program. Reassess Peru offers work and training opportunities to retrenched workers and those affected by the international crisis. It prioritizes youth, women and people with disabilities. Its work is supported by the Ministry of Labour and Employment Promotion. Reassess Peru promotes the idea that without knowledge generation and the development of human capital, it is impossible to be competitive. 54,000 people were trained and given the crucial skills to integrate them into the labour market. Out of this total, 23% of the total number got reemployed and 72% started own businesses. The initiative has provided people with livelihood opportunities and has made improved the quality of life for many.

Western Asia

Oman – 1st Place Winner

Initiative: 878 – Electronic Education Portal

Institution: Ministry of Education

The Ministry of Education (MOE) has a large population exacerbated by a large amount of land, in which the population is spread across. Within the education sector, lots of information is communicated daily, therefore, presenting many challenges in communications and exchanges between the staff, students and parents of the zones. Efforts were duplicated as the administrative processes were paper-based, red tape and unnecessary workflow. The geographical distance also created connectivity problems and schools mostly interacted with the Ministerial head office offline. The creation of the electronic education portal allows different administrative processes and transactions to be carried out online by the different users: administrators, teachers, students and even parents. Users can access applications such as; the School Management System (SMS) that transformed all the administrative work in schools into electronic form, provides comprehensive information on schools, students, teachers and ministry's employees and offers a range of electronic services for them, and

allows critical data and information to be collected, and facilitates planning from the Ministry level.

Saudi Arabia – 2nd Place Winner

Initiative: 960 – Accelerating E-Government Adoption for Expanding Access to all Members of Saudi Society

Institution: Ministry of Communications and Information Technology

As the Kingdom of Saudi Arabia's (KSA's) economy and global importance grew over a short period of time, an uneven approach and access to services for all members of society were barriers to inclusive and effective public service delivery. Due to inefficient business processes, extra costs and alienation, citizens became frustrated with the pace of service delivery. Establishment of Yesser, an e-Government program for providing government services and transactions electronically, was established by the Kingdom's Ministry of Communications and Information Technology (MCIT). Yesser facilitates the integration of 300 government agencies through a state-of-the-art service-oriented infrastructure named the Government Service Bus. Within 4 years of Yesser's existence, more than 1000 eServices are now offered through the National Portal, crossing gender, and age and income barriers with a growth rate of 250 services each year. This high growth of service offerings touches nearly every sector of the economy, population and government office making it a "comprehensive e-government hub" of leadership, technology, services, performance measurement, and most key: assistance to those agencies who reach deep into society's need for better access.

Category 3

Fostering participation in policy-making decisions through innovative mechanisms

Asia and the Pacific

Republic of Korea – 1st Place Winner

Initiative: 918 – Information Network Village Project

Institution: Ministry of Public Administration and Security

Flight from rural towns, rural isolation and innovations in information technology (IT) led to a deepening urban-rural information divide in Korea since the 1970s. Besides, the loss of price competitiveness of major domestic agricultural products resulted in the impoverishment of rural communities, to whom one-time, sporadic government programs couldn't help in a sustainable manner. The Ministry of Public Administration and Security (MOPAS) established the Information Network Village (INVIL) to solve some of these issues. INVIL is a project establishing self-sustainable village communities that are capable of continued growth by creating information network environments and improving the income of residents through e-commerce in agricultural, fishing, and mountain regions usually excluded from information networks. Following the launch of the initiative, the average PC ownership in the INVIL communities was 72.1% and Internet usage 66.5%. Residents are involved in identifying their unique cultural resources, while promoting local products and tour programs themselves on the INVIL website. Using the Internet, community members now sell their products directly to customers in the cities, generating a much higher income by eliminating the middle man, which, on average, accounts for up to 56% of the total price. To further increase income, they also sell travel packages that highlight unique local resources. Such efforts in particular have increased profits dramatically over the last three years and will likely continue to do so in the coming years (4.45 billion won in 2007, 8.98 billion won in 2008, 13.45 billion won in 2009, and 20.5 billion won expected in 2010).

Thailand – 2nd Place Winner

Initiative: 941 – Participatory Irrigation Management by Civil Society Committee and Water User Organizations

Institution: Royal Irrigation Department

The Royal Irrigation Department undertook an initiative to include water users in the planning, design, operation and maintenance of the water reservoirs. The agricultural sector is of great significance to Thailand, which is ranked the 13th biggest world's agricultural products exporter. The initiative makes the water service accountable, providing water for irrigation to farmers at affordable levels thus ensuring multi-farming and crop diversification. As a result of the initiative and among other beneficial results, marginalized Thai farmers now have power in water management decision-making at every level of an irrigation scheme. The plot preparation of tail-end farmers was reduced from six weeks to be four weeks because the initiative made the irrigated water flow faster through the end of a canal. The yield of main crops in the area, i.e. rice and sugar cane, rose significantly. The water conflicts between farmers and farmers and between farmers and public irrigation staff were dramatically decreased.

Europe and North America

Canada – 1st Place Winner

Initiative: 1034 – Creation of Ministry and Strategic Course of Action for Reconciliation with Aboriginal People

Institution: Ministry of Aboriginal Affairs

The socio-economic conditions of Aboriginal people in Canada have been much lower than the non-Aboriginal population. Historical grievances regarding land claims and reconciliation remain an issue for the Aboriginal population, as the land claim process has been slow and inefficient. The Ontario Ministry of Aboriginal Affairs (MMA) adopted measures to streamline the research and assessment of land claims and claim assertions so as to expedite the process of addressing land claims. MMA has promoted collaboration across ministries on policy and program initiatives, plays a facilitative role for Aboriginal people, achieves more strategic federal engagement, promotes broader awareness and understanding of Aboriginal peoples and issues, and provides corporate leadership for communication and messaging on corporate aboriginal issues.

Portugal – 2nd Place Winner

Initiative: 1084 – Simplex Public Consultation and Simplex Idea

Institution: Agency for the Public Services Reform

The Agency for the Public Services Reform, supervised by the Secretary of State for Administrative Modernization has been devising strategies for reducing bureaucracy and engaging citizens among other programs. One of its programs, the Simplex Program is Portugal's national administrative and legislative program towards the reduction of administrative burdens on businesses as well as citizens. It seeks to simplify processes that are critical to Portugal's economic growth through a participatory policy-making process. The overarching objective is to improve citizens' trust in government, efficiency of public services and social involvement. To date, more than 600 simplification measures were successfully implemented. Examples of processes simplified are electronic applications and registrations for higher education; electronic booking of hospital appointments, simplified municipal building permits and pre-filled electronic income tax declarations. The gain of trust and support between citizens and civil servants facilitates effective formulation of solutions by policy-makers as they have a better understanding of the problems and needs of citizens and businesses.

Latin America and the Caribbean

Mexico – 1st Place Winner

Initiative: 864 – Public Call to Identify the Most Useless Process

Institution: Secretaria de la Funcion Publica

In 2006, representatives of organizations and the government convened to discuss ways to strengthen public participation in fighting the imminent corruption in Mexico, while increasing transparency and accountability. They found there was truly no space for citizens to voice their opinions on public matters. Government issued a public notice to citizens of Mexico to participate in a competition designed to identify the most useless government procedure. This competition gave way for citizens of Mexico to take part in evaluating their government for the betterment of society. The response of the Mexicans to report inefficient procedures, unnecessary or cumbersome, showed that citizens are willing to participate in the process of improving governance and it is open to listen to citizens and improve their management processes, to procedures and provide the quality of services.

Category 4

Advancing Knowledge Management in Government

Africa

South Africa – 1st Place Winner

Initiative: 849 – Gauteng Integrated Decision Support

Institution: Gauteng Department of Agriculture and Rural Development

The Gauteng Department of Agriculture and Rural Development faced the challenge of integrating all four of its line functions into its Geographical Information System (GIS) and to allow full access to key stakeholders. What created this problem was a lack of compatibility among the line functions of the GIS. By using ArcExplorer software, over a four year period the GIS was integrated to enable data to be stored from all of its line functions and to be made widely accessible to internal and external stakeholders and generally to interested members of the public in the Gauteng Province and beyond. The sub-sectors of environment, conservation and agriculture too benefit greatly from the product. The innovative part of the system is that it combines different data sets into one application empowering environment officers to share the information with different departments of the organization and its clients.

Asia and the Pacific

Thailand – 1st Place Winner

Initiative: 939 – Service Excellence Tax Office

Institution: Revenue Department of Thailand

The organization and hierarchy of the Revenue Office creates age gaps between officers. Furthermore, there is also a lack of communication among their peers or lack of integrated methods of administration that is vital to quality of service rendered whether in terms of output or duplication or quality of service itself. The 'Service Excellence Tax Office' strategy is a continuous personnel development project, that was initiated, which integrated the idea of Public Sector Management Quality Award (PMQA), shifting the paradigm of civil services and the principle of Customer Relation Management (CRM) in order to substantially improve the quality of service provision of revenue units by changing service provision from passive to

proactive roles and delivering services that meet the demands of the general public through hands on human resource training which is based on real cases encountered by tax officers.

Republic of Korea – 2nd Place Winner

Initiative: 905 – E-People System: Knowledge Management for People’s Voice

Institution: Anti-Corruption and Civil Rights Commission

Before the establishment of e-People system, citizens encountered problems to file civil petitions and had to go through a cumbersome process to find the right agency to address their concerns. It was difficult to rely on the government since each government agency presented different measures and responses for similar civil petitions. Due to each government agency's own development and management of civil petition handling system, etc., duplication and dissipation of administrative management occurred. When civil petitions were received by an irrelevant government agency, these petitions are then again had to be mailed to the right agencies that caused unnecessary costs. Lack of information on previous responses and solutions for similar civil petitions presented a systemic flaw in that the causes of such petitions were not recorded and used for resolving similar issues if they recur. With the establishment of e-People system by the government, the inconvenience of the public having to separately visit relevant government agencies in order to file civil petitions was solved, and the task of handling civil petitions was improved. The entire process in handling the complaint can be checked on e-People system, and the handling process is presented real-time via e-mail and SMS.

Europe and North America

Portugal – 1st Place Winner

Initiative: 1091 –Common Knowledge Network

Institution: Agency for the Public Services Reform

Without knowledge sharing in the culturally linked, Portuguese-speaking countries best practices would go unrecognized and underappreciated. Launched in 2008, the Common Knowledge Network (RCC) helps build and develop the knowledge society, promoting the sharing of knowledge, experiences and best practices within the public administration. It collects and publishes information on administrative modernization and simplification, interoperability, inclusive governance, the distribution of public services and other issues and this accelerates transfer of knowledge across public institutions. The project is based on active participation and collaborative

involvement of public bodies, central and local, private entities and citizens, from Portugal but also from other Portuguese speaking countries, who wish to participate.

Latin America and the Caribbean

Brazil – 1st Place Winner

Initiative: 968 – Monitoring of Public Expenditure

Institution: Office of the Comptroller General

The Office of the Comptroller General (CGU) is the agency responsible for assisting the President at the executive branch and at federal level, on defense of public property and increasing the transparency of management through internal control activities, public service ombudsman, government audit, correction, prevention and fighting corruption. The challenge of ensuring the proper application of public funds, ethical behaviour and transparency requires the CGU to act, among other skills, monitoring and detecting possible fraud in connection with the use of federal money to prevent fraudulent activities.

However, effective monitoring of public expenditure is hampered by fragmentation of public expenditure data into several computer systems, managed by different agencies and built in several existing technology platforms, from oldest to most modern, greatly hindering the continuous monitoring of cases by the Internal Control. A strategy was adopted to combine the use of technology, expertise and joint work. The project consolidates information into a single database, invests in the analysis by the auditing processes with broad field of public expenditure, CGU exclusive, to transform them into high added value knowledge, contributing to better management of public resources.

Dominica – 2nd Place Winner

Initiative: 1119 – Establishment of Systems for Record-Keeping of Fish Activities and Improving Coastal Resources Management

Institution: Fisheries Division

To address some of the problems encountered with fisheries and the marine environment statistics, monitoring, evaluation and with the safety and empowerment of the fisher communities in Dominica, the Fisheries Division embarked on the updating of its existing databases, and a modernization of its management practices with the involvement of multiple

stakeholders. Statistical databases were updated, rebuilt and in some cases newly created. Basic Fisherman Training Programme (BFTC) and the first ever Fisheries Industry Census (FIC) were conducted – the latter provided critical baseline level data on the composition of the industry. Other projects monitored the ecosystem. A new long-term strategic plan and major communication plan was created for the fisheries industries.

Western Asia

Oman – 1st Place Winner

Initiative: 875 – Transforming the Society through E-Oman Strategy

Institution: Information Technology Authority

The total country IT connectivity in Oman posed quite a challenge due to the vastness of the country and the population distribution. The Information Technology Authority developed an awareness and communication plan to reach out to the various strata of the society. Qualitative surveys were conducted during these events to measure the effectiveness of the public awareness programme on e.Oman strategy and eServices initiatives. The e.oman strategy addresses eGovernment as well as Digital Society issues. It aimed to create an effective government-community-citizen infrastructure that provides better public services to its people. Through eServices, the government sought new and innovative ways to better engage and interact with citizens in the delivery of public service. Using the latest Information Technology solutions, citizens can now view information, pay bills, apply for services and monitor application status right in the comfort of their own homes, offices and from their mobile devices.

United Arab Emirates – 2nd Place Winner

Initiative: 991– Dubai Knowledge Management Program

Institution: Dubai Executive Council- DGEP

Although Dubai has achieved a lot in the field of institutional performance and results during the past few decades, there was no overall strategy for knowledge management in the Government to ensure learning from performance and utilizing outcomes of the learning process in sustaining the excellent performance through innovation and creativity. Hence, there were no consistent and systematic platforms for knowledge sharing among government entities and employees. In order to overcome this challenge, the Dubai Executive Council (DGEP)

developed a comprehensive initiative “Dubai Knowledge Management Program, DKMP” which has reviewed and updated the institutional excellence model and established a knowledge management model including development of a knowledge management strategy. The initiative has enhanced knowledge management in the public sector and uses knowledge management as a successful approach to achieve sustainable development.

Category 5

Promoting Gender-Responsive Delivery of Public Services

Asia and the Pacific

India – 1st Place Winner

Initiative: 1054 – Increasing Access to Justice for Poor Women Who Are Victims of Sexual Atrocities

Institution: Swanchetan Society for Mental Health

Northern Indian states have a high incidence of violent crimes against women. Victims and their families often face threats and intimidations not just by the perpetrators, but by the police, too. The situation for lower caste, disabled or displaced women is more severe as their testimony is often disregarded due to systemic and social reasons. The innovation of the Swanchetan Society for Mental Health was to develop a 24-hour psychological center providing trauma counseling to women who were victims of a heinous crime such as public humiliation, lynching and (caste-based) rape. Providing professional and moral support helped nearly eight thousand women to continue their struggle for justice. The project is the first one in which the Indian Police entered in a partnership with a civil society organization to provide support to victims and is regarded as an important milestone in the judicial system of the country.

Republic of Korea – 2nd Place Winner

Initiative: 943– Self-Empowerment Program for Runaway Teenage Women

Institution: Seoul Metropolitan Government

The Seoul Metropolitan Government operated a needs-based Self-Empowerment Program to keep runaway teenage girls from returning to prostitution and to help them stand on their own. The core of this program is to identify these women early in the process, and build an

empowerment system focused on education and employment. Seoul has been operating the country's first late night street counseling services targeting runaway women since 2001 to help identify such women at an early stage. In 2009, Seoul opened the country's first Self-Empowerment School and in 2010, opened a Self-Empowerment Training Shop where its graduates can work. The Self-Empowerment Program is based on a path of early intervention to education and to employment. Critical in this program was the cooperation with NGOs, government, and academia in order to build a sustainable gender governance infrastructure.

Republic of Korea – 2nd Place Winner

Initiative: 1057– Online Career Coaching Services

Institution: Gyeonggi Women's Development Centre

The Gyeonggi Women's Development Center (GWDC) is dedicated to expanding women's career capabilities and economic empowerment. The center utilizes e-learning such as an online career coaching service and e-Human Resource Development system for increased efficiency. Rather than solely providing education and training, GWDC opted to include career development consulting and job placement, so as to provide a comprehensive program aimed to realize the goals of female employment. Furthermore, GWDC provided gender sensitive e-learning by offering high-quality contents and management services that specifically meet female needs. GWDC established the first ever program in the country aimed at cultivating women information specialists, and initiating the first program for women entrepreneurs. In order to enhance the success of GWDC, an employability index was created to reflect the actual problems and needs of career-interrupted women. The program also boosts female confidence and accompanies them through every step of the job application process. This has served as an even more comprehensive approach to increasing the employability of women in the country.

Western Asia

Egypt – 1st Place Winner

Initiative: 932 – Women Health Outreach Program

Institution: Ministry of Health

The National Cancer Institute in Cairo Registry has reported breast cancer to represent 35.1% of female cancers in Egypt with over 80% of such cancers at stages III and IV, highly developed cancer stages. Insufficient efforts have been aimed at early detection screenings and many of

Egypt's rural poor do not have easy access to health care and are unable to afford proper treatments. A partnership between the Ministry of Communications and Information Technology and the Ministry of Health is expanding healthcare provision to women nationwide by using information and communication technologies (ICT). They developed the "Women Health Outreach Program" (WHOP), a government-funded program that offers free breast screening and therapeutic procedures for all Egyptian women over the age of 45 within their local communities. Breast health awareness and clinical care delivery is offered at all levels of the diagnosis as well as treatment and post-treatment care.

Oman – 2nd Place Winner

Initiative: 872– Mobile Mammography Unit

Institution: National Association for Cancer Awareness

The National Association for Cancer Awareness (NACA) introduced the Mobile Mammography Unit (MMU) which offers an alternative to hospital-based radiological facilities, and has an all-female staff of technologists. Not all women had access to breast cancer screening and cancer education due to travel distance, time, and high costs. Furthermore, many women were not aware of the importance of screening, nor accepted such an intrusion of privacy. MMU travels the country offering time efficient, easy-access, and free services that include mammography screening and educational information on all cancers out to all women 40 years and above. The Unit is equipped with a digital mammography machine and a stabilizing system and complies with all WHO regulations.