ICT-enabled public sector innovation: North-South cooperation and learning

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24 June 2014
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ICT-enabled public sector innovation

Open governance system: government as a platform for doing more with more

Open assets
- Transparency & accountability
- Open government: doing more by leveraging more

Open engagement
- Participation

Open services
- Co-creation & innovation

"After attaining Swaraj (Self Governance) We need to have Suraj (Good Governance)"

Mahatma Gandhi
Powerful new trends 1)
Design thinking and design-led innovation

"Government needs to do the hard work to make it simple for users"

- Full architecture of how and why a service is used
- Experimental and learning approach, but also concrete and practical

**Behavioural approach paramount**

- ....ethnographic and anthropological techniques
- ....observation (shadowing) and retrospective review
- ....contextual dialogue and interview
- ....cultural probing and creative ideation processes
- ....personas as rich archetypes (understand demand side)
- ....service journeys (understand supply side)
- ....visualisation and modelling of service prototypes
UK’s award-winning website

After alpha and beta versions: winning the UK’s top design award originally set up for industrial product and service design (summer 2013)
Powerful new trends 2) ’Mass customisation’ in e-government

Joe Pine (1995)

Mass customisation: “fundamentally customers don’t want choice …...
– they just want exactly what they want”

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Government strategies:

▪ **PUSH** services it ”knows” users want or need

▪ Empowering users to **PULL** services they ”want”
(users have the fine grained knowledge…)

▪ **NUDGE** users to do what’s ”best” for them and society

▪ Act as **PERSONAL ASSISTANT** (intelligent agent)
e.g. when users experience “scarcity”…..
Powerful new trends 3) Government as personal assistant: helping people deal with scarcity

Quality & breadth of decisions

Access to time, money, accommodation, transport, social contacts, etc.

Good (low scarcity / high slack)

Poor (high scarcity / low slack)

Powerful new trends 3) Government as personal assistant: helping people deal with scarcity

Government should design good ‘cockpits’ so the poor can also be successful

Source: my graph derived from Mullainathan & Shafir (2013)
What North and South can learn together

Learning from others

• DON’T shun the market but DO insist on accountability and responsibility
• DO embrace legitimate civil and local organisations
• The local agenda; cities as the sweet spot
• See the similarities (much greater than differences !)
• Necessity is often the mother of invention, e.g. mobile
• Users don’t do gratitude – but don’t take them for granted
• Follow sustainable development needs but do exploit ICT power!

Leadership lessons

• Learn to open-up both inside government and with other legitimate actors – but be transparent
• Stop wasting assets! Learn how to harness all governments and society’s assets to build public value

“This crisis is too good to waste”
Aide to President Obama, 2008
2014 United Nations Public Service Forum
Capacity Development Workshop, 23-26 June 2014, Seoul, Republic of Korea

Innovation and e-Governance for Sustainable Development
Session 3: Policies and Strategies for Innovative Service Delivery

Thanks for participating!
(Examples follow, but only if time & need)

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Example: Viedome Total Community Platform, NL

Tackling the ageing challenge at community level

Mextal BV (Netherlands)

- Commercial company with €7m turnover pa, 25 employees
- Partnership with LAs, informals, other companies and dealers (like Philips, Samsung, Ericsson)

- Viedome Total Community Platform for older persons
- Embedding services and activities in everyday life and community
- Ethnographic and smart design approach for personalising home care using technology and services across 8 pillars of support: care, comfort, security, information, advice, communication, entertainment, commerce
Example: personalised proactive services (Taiwan)

User selects from list of 203 services; government acts as “e-butler”
Service Excellence


Example: location-driven service personalisation, Taiwan

Source: Dennis Linders + Ken Wang | Oct 24 @ ICEGOV 2013
Kibera in Nairobi, Kenya, is one of the largest slums in Africa and was a blank spot on the map until November 2009, when young Kiberans created the first free and open digital map of their own community using simple GPS devices and uploading data to OSM.

Three stages:
1. Basic data about the location of clinics, toilets, health, security, education, and water/sanitation, places of worship, etc.
2. A “storytelling” layer, capturing personal accounts, stories, and news of Kibera residents
3. Voice of Kibera website: an online news and information-sharing platform for the Kibera community.