Open & Transparent Government

It's a matter of what's 'between the ears"

October 2010

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Vice President
Global Public Sector
Capgemini

Agenda

1. The challenges of Openness and Transparency

2. Examples of Administrations' responses

3. Points to Debate

Free our data!

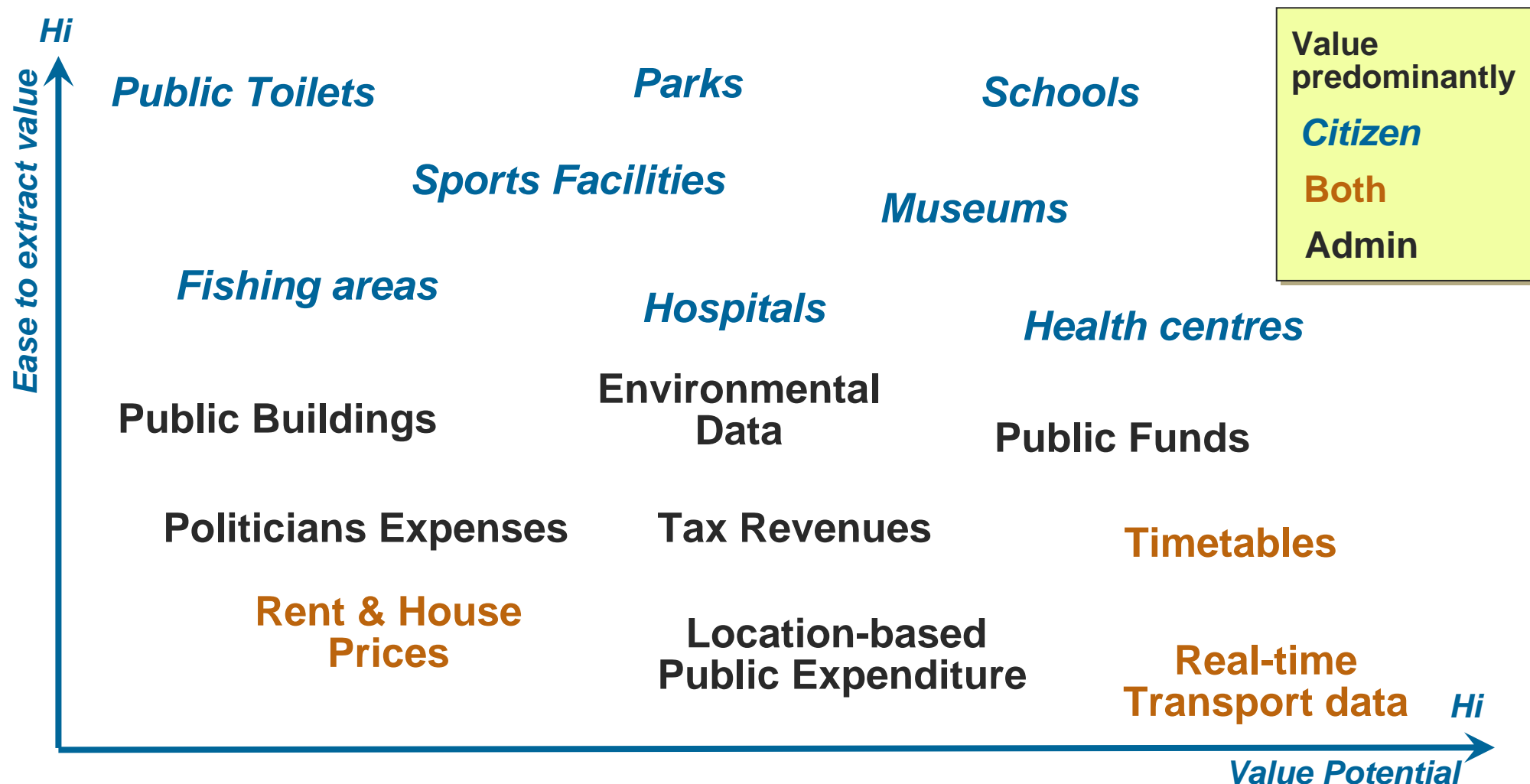## 10 Key Issues explored…

- Mindset / understanding / paradigms

- Security & trust

- Policy / Regulation – to provoke change … & (legally?) 'constrain' inappropriate use

- Quality of data

- Architectures and Semantics … within & across … Departments and Countries

- Technical capabilities

- Exposing (poor) Performance – *there's lots of people watching!*

- Ownership of data

- Value derived and ascribed through use

- Blurring of boundaries

Will Open Data solve the *real* problems that *real* people face?

What is "Public Data" – and what value is locked up within it?

Ease to extract value

Hi

Value potentially

Citizen

Both

Admin

Public Toilets

Parks

Schools

Sports Facilities

Museums

Fishing areas

Hospitals

Health centres

Public Buildings

Environmental Data

Public Funds

Politicians Expenses

Tax Revenues

Timetables

Rent & House Prices

Location-based Public Expenditure

Real-time Transport data

Hi

Value Potential

'Location Data' is perhaps the most (initially) obvious 'win'

Exposure ! …

- **Politicians expenses**
- **Peoples Taxes**
- **Public service performance**
- **…**

"Nobody was ever promoted for disclosing information"

US Government Employee

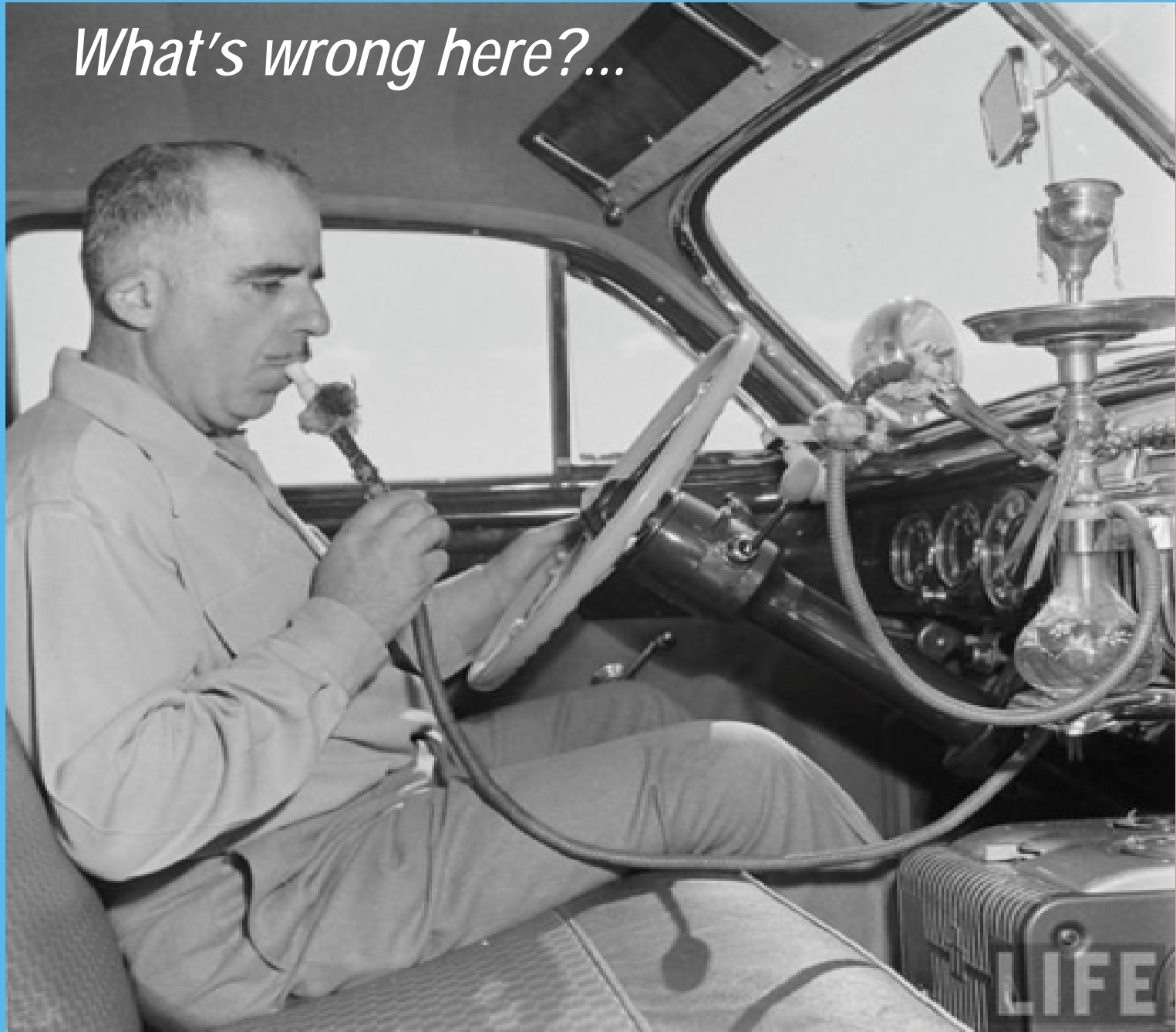OMB Watch, Towards a 21st Century right to know agenda

What are acceptable norms?
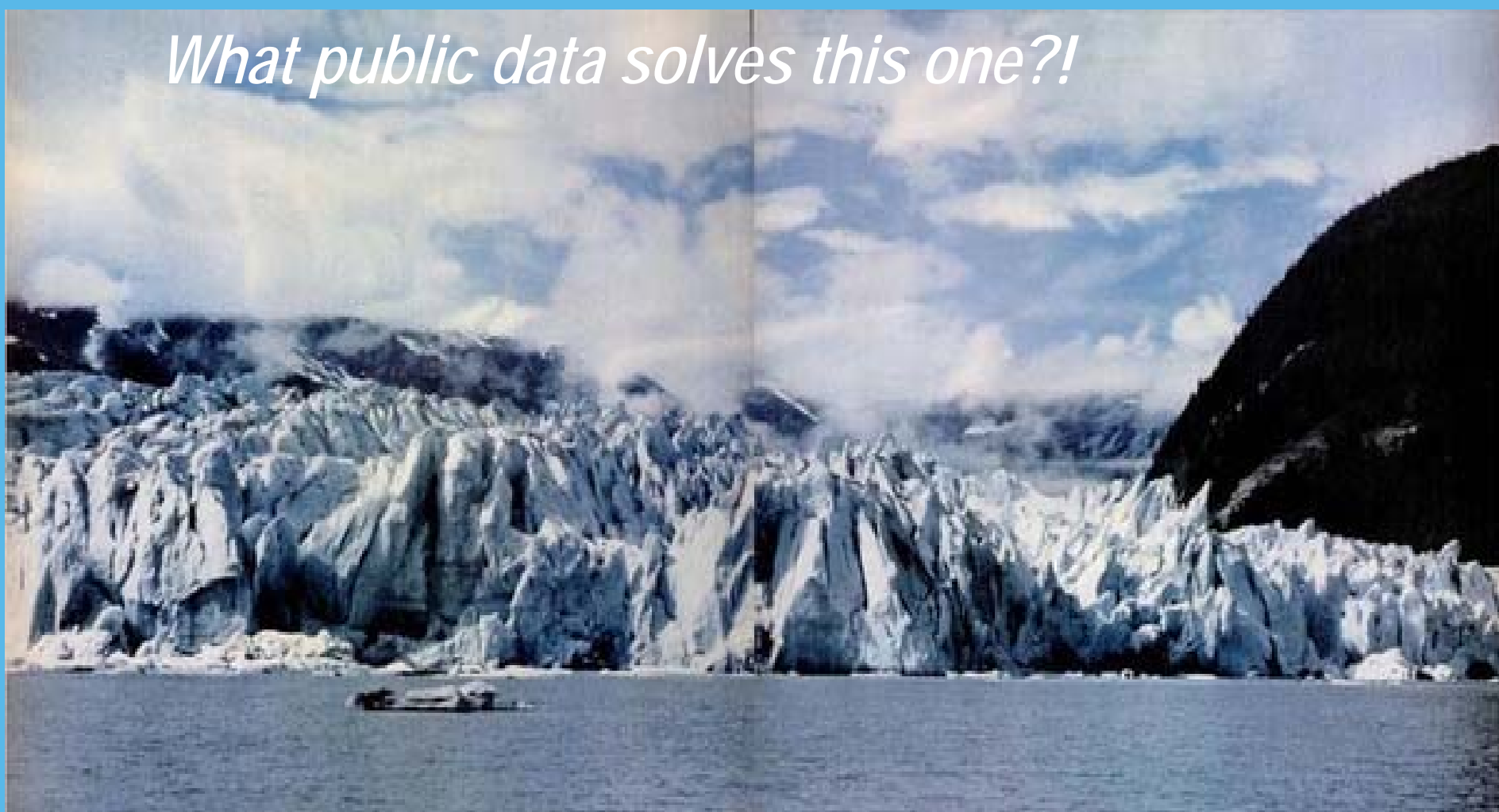
Generational perspectives

Gender differences?

Cultural paradigms

What public data solves this one?!

EACH DAY HUMBLE SUPPLIES ENOUGH *ENERGY* TO MELT 7 MILLION TONS OF GLACIER!

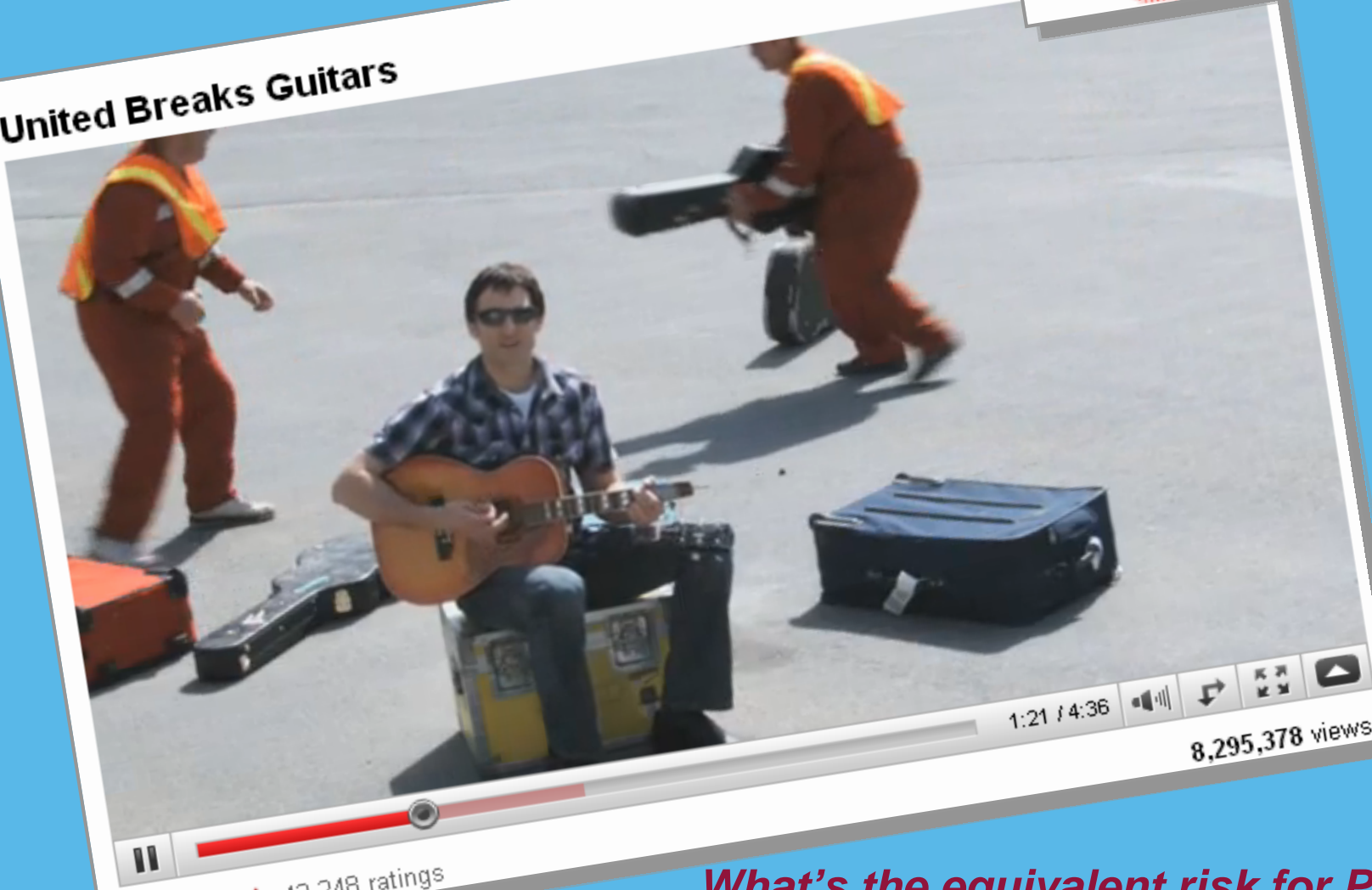# We live in an increasingly "open" world … and people will have their say….

United Breaks Guitars

YouTube

1:21 / 4:36   8,295,378 views

★★★★★ 43,248 ratings

It hits the bottom line
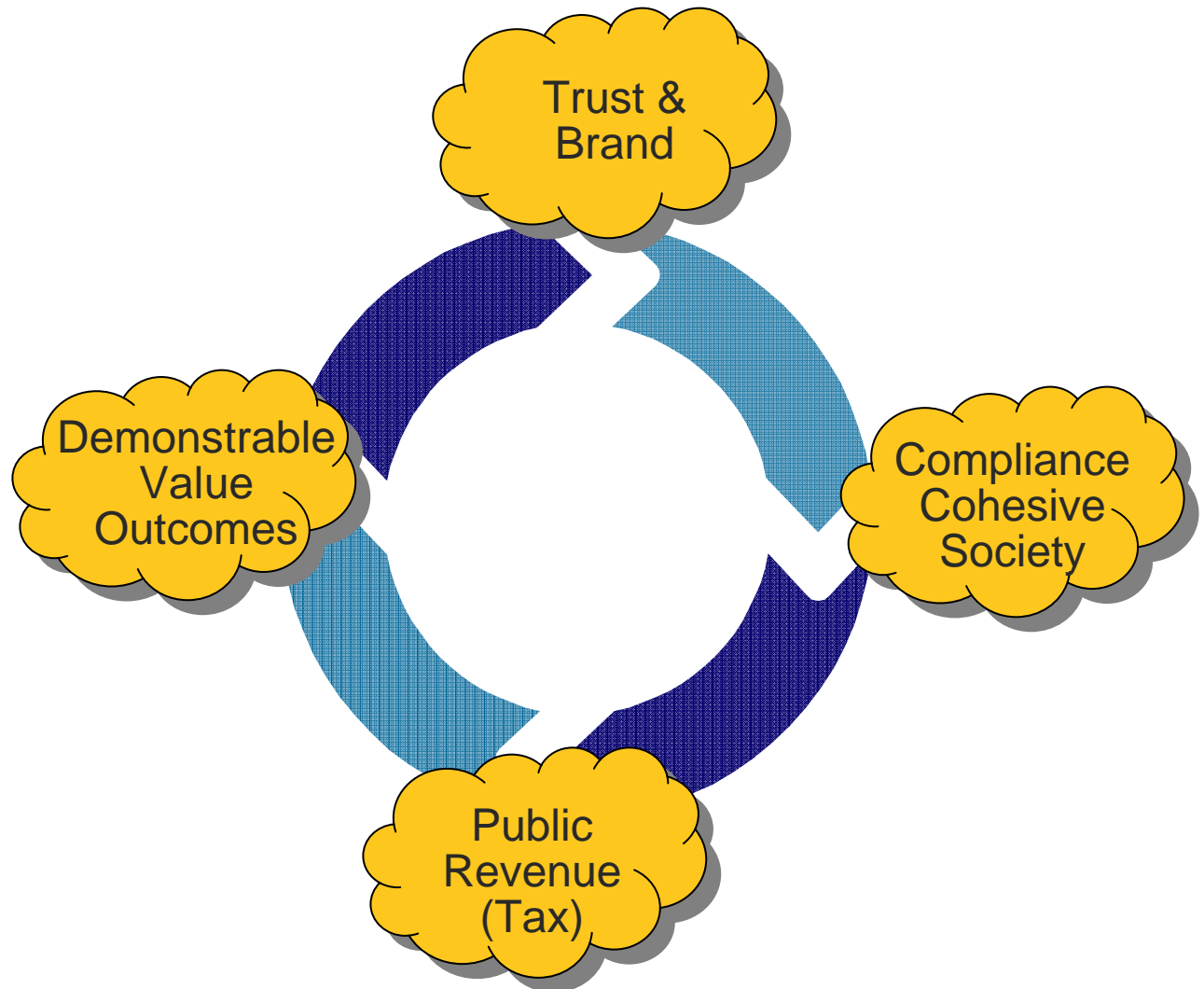
What's the equivalent risk for Public Services?

The Logic of Open Transparent Government

"A government
of the people,
by the people,
for the people,
shall not perish from
the earth"

Trust & Brand

Demonstrable Value Outcomes

Compliance Cohesive Society

Public Revenue (Tax)

Roll forward a few centuries…

Jan Directive

April Plans

June Assess

Sept Report Card

"Open Government Directive"

*…to increase **accountability**, promote informed **participation** by the public, and create **economic opportunity***

45 – 60 – 120 day targets

KEY:		
🟩	Meets Expectations	
🟨	Progress Toward Expectations	
🟥	Fails to Meet Expectations	

Agency	High-Value Data	Data Integrity	Open Webpage	Public Consultation	Overall Plan	Formulating the Plan	Transparency	Participation	Collaboration	Flagship Initiative
Agency for International Development	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Department of Agriculture	🟩	🟩	🟩	🟩	🟨	🟩	🟨	🟨	🟩	🟩
Department of Energy	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Department of Education	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Department of Commerce	🟩	🟩	🟩	🟩	🟨	🟩	🟨	🟩	🟨	🟩
Department of Defense	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Department of Health and Human Services	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Department of Homeland Security	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Department of Housing and Urban Development	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Department of the Interior	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Department of Justice	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Department of Labor	🟩	🟩	🟩	🟩	🟨	🟩	🟨	🟩	🟨	🟩
Department of State	🟩	🟩	🟩	🟩	🟨	🟩	🟨	🟩	🟩	🟩
Department of Transportation	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Department of the Treasury	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Department of Veterans Affairs	🟩	🟩	🟩	🟩	🟩	🟩	🟨	🟩	🟩	🟩
Environmental Protection Agency	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
General Services Administration	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
National Aeronautics and Space Administration	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
National Science Foundation	🟩	🟩	🟩	🟨	🟩	🟨	🟨	🟨	🟩	🟩
Nuclear Regulatory Commission	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Office of Personnel Management	🟨	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Small Business Administration	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Social Security Administration	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Council on Environmental Quality	🟨	🟩	🟩	🟩	🟩	🟩	🟨	🟩	🟩	🟩
Office of Management and Budget	🟩	🟩	🟩	🟩	🟨	🟩	🟨	🟨	🟩	🟩
Office of National Drug Control Policy	🟩	🟩	🟩	🟩	🟨	🟩	🟨	🟩	🟨	🟨
Office of Science and Technology Policy	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩
Office of the United States Trade Representative	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩	🟩

Open Gov't Plan

10 Transparency Criteria
- High value data
- Date integrity
- Open webpage
- Public consultation
- *Overall plan*
- *Formulating plan*
- *Transparency*
- *Collaboration*
- *Flagship initiative*

…tough enough?

18 'Green' Depts
11 Falling Short

Notable Leaders
- Transport
- HSS (health)
- EPA (env't)
- NASA (space)
- Treasury

Capgemini
CONSULTING.TECHNOLOGY.OUTSOURCING

"I'm not scared of sharing data"

EU Member State National CIO

**Key text from Member States'
"Top 5" priorities**

efficiency ICT availability decrees
E-justice usage network DigiD user database border
assistance Platform applications satisfaction cluster citizens
Affairs authorization security identification components framework bodies
Digitisation Usability e-inclusion adoption centralised accelerate
back interoperable state productivity **open** business eInclusion
service Point government quality
promote **eGovernment** project data
legislative channel Digitalisation businesses authorisation among E-school
eID exchange contact E-health interoperability Census
e-filing environment personalised Benchmarking e-ID coordination EIF e-authentication
added-value enhance Services-Directive
e-information age burden cross banking Single portal Strategy public
e-government change democracy archiving Administrative citizen-centred
comprehensive shop access client pilot building
centric authentication cards adapting Integrated infrastructure Desk
citizen enactment e-access services
knowledge delivery registers best personal one-stop cooperation eElectronic
processes governance box projects architecture co-ordination documents
accessibility blocks E-business
development customer Agency e-Democracy communication shared use
on-line engagement Common programme administration eID's
burdens source card decision-making document
administration's deployment co-production users Electronic citizen's
effectiveness

"tr nsp r nt" *is in clear font*

Current EU response to Open Transparent Government

2010 Digital Agenda

"Transparent": 6 'hits'

p.10…governments can **stimulate content markets** by making public sector information available on transparent, effective, non-discriminatory terms

p.11...**users** must be able to find **simple**…**explanations of their rights and obligations**, set out in a transparent and understandable way,

p.16… **guidance on transparent … disclosure rules** for essential intellectual property rights and licensing terms

p.32…eGovernment services offer a **cost-effective** route to better service for every citizen and business and participatory open and transparent government.

"Open": 26 'hits'

open architecture; open & competitive networks; openness to innovation; open access; openness to innovative business models; open and innovative solutions; open platforms; open government; open to competition; …

Transparent Politicians – an oxymoron?

"Real Leaders Tweet"

digitaldaya

Real Leaders Tweet
How Heads of State are Engaging Their Citizens On The World Wide Web
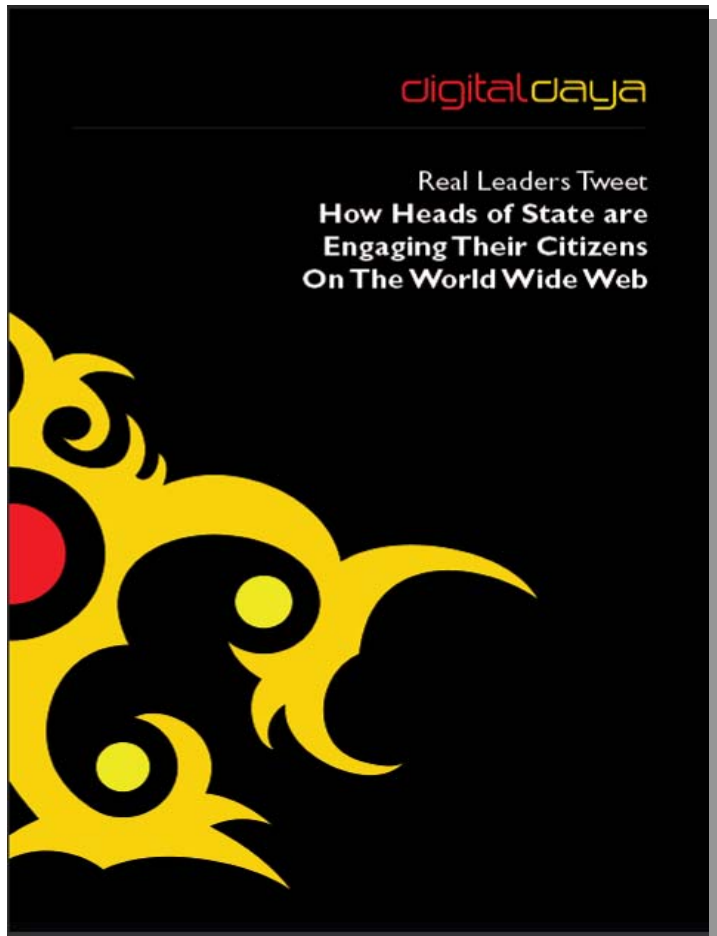
Governments are turning more and more to social media to put a "face" to government and to express political views and agendas.

2 | www.digitaldaya.com

NAME	COUNTRY	POLITY SCORE	REGIME TYPE
1. Heads of State			
1. President Barack Obama	United States	10	DEM
2. Prime Minister Gordon Brown	United Kingdom	10	DEM
3. Queen of Jordan Rania Al Abdullah	Jordan	-3	ANO
4. Prime Minister Kevin Rudd	Australia	10	DEM
5. UAE Vice President, Prime Minister and Ruler of Dubai His Highness Sheikh Mohammed bin Rashid Al Maktoum	United Arab Emirates	-8	AUT
6. Prime Minister Yukio Hatoyama	Japan	10	DEM
7. Prime Minister Stephen Harper	Canada	10	DEM
8. President Elect Sebastián Piñera	Chile	10	DEM
9. Prime Minister Jens Stoltenberg	Norway	10	DEM
10. Prime Minister Mohd. Najib bin Tun Haji Abdul Razak	Malaysia	6	DEM
11. Prime Minister John Key	New Zealand	10	DEM
12. Prime Minister Lars Løkke Rasmussen	Denmark	10	DEM
13. Prime Minister Benjamin Netanyahu	Israel	10	DEM
14. President Gloria Arroyo	Philippines	8	DEM
15. Prime Minister Valdis Dombrovskis	Latvia	8	DEM
16. President Lech Kaczyski	Poland	10	DEM
17. President Paul Kagame	Rwanda	-3	ANO
18. Prime Minister Donald Tusk	Poland (*2nd Ref)	10	DEM
19. Prime Minister Recep Tayyip Erdogan	Turkey	7	DEM
2. National Government Offices			
1. México's federal Government	México	8	DEM
3. Spanish Socialist Workers' Party	Spain	10	DEM
4. Republic of Korea Government	South Korea	8	DEM

At least political 'participation'!

Blurring the civil servant's professional boundaries

Digital Engagement Blog

Template Twitter strategy for Government Departments

by Neil Williams 21. July 2009 10:39

Guest post by Neil Williams, head of corporate digital channels at the Department for Business, Innovation and Skills (BIS). Neil blogs at http://neilojwilliams.net/missioncreep and is @neillyneil on Twitter.

You might think a 20-page strategy a bit over the top for a tool like Twitter.

After all, microblogging is a low-barrier to entry, low-risk and low-resource channel relative to other corporate communications overheads like a blog or printed newsletter. And the pioneers in corporate use of Twitter by central government (see No 10, CLG and FCO) all started as low-profile experiments and grew organically into what they are today.

But, having held back my JFDI inclinations long enough to sit down and write a proper plan for BIS's corporate Twitter account, I was surprised by just how much there is to say - and quite how worth saying it is, especially now the platform is more mature and less forgiving of mistakes.

So in case it's of use to others who are thinking of doing the same, I've turned BIS's Twitter strategy into a generic template Twitter strategy for Departments (PDF file) [Scribd version]

You're welcome to re-use this however you like, be that to adopt it wholesale or remix it to suit the

**20 pages,
5,392 words
36,215 characters**

For a 140 character tweet !

So, what's your social media policy ?

Free Our Data: Make taxpayers' data available to them

On March 9th 2006 the Guardian's Technology supplement carried an article called ***"Give us back our crown jewels".***

The argument is simple: government-funded and approved agencies such as the Ordnance Survey and UK Hydrographic Office and Highways Agency are government-owned agencies; they collect data on our behalf.

So why can't we get at that data as easily as we can Google Maps or the Xtides program?

…but what effort
…and what security and trust issues (cybercrime a heightening political issue)
…and what value?

(Open) Access to Public Funds data (at a local level)
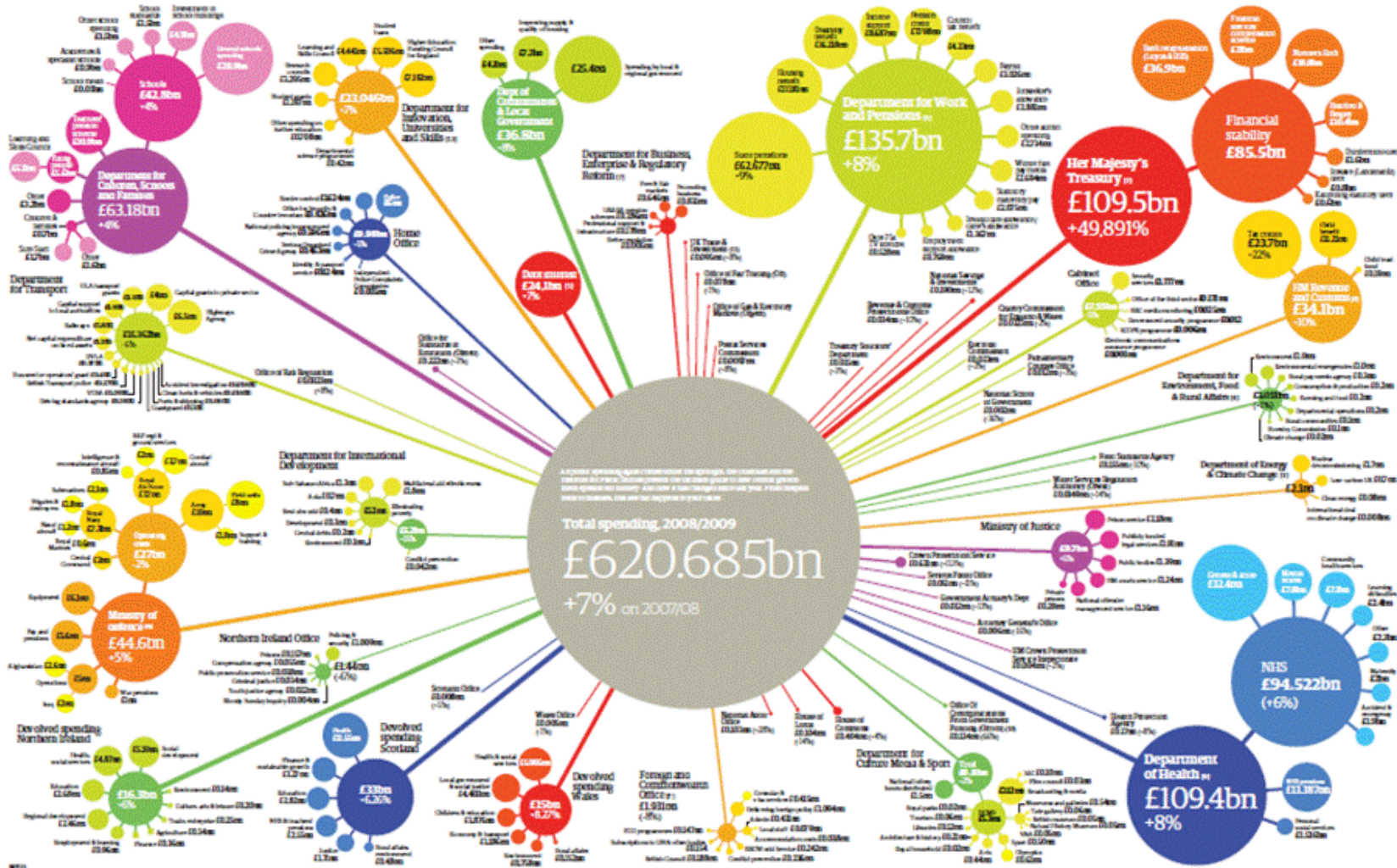
UK's "Place Based Budgeting" Initiative ….. Open data key to "Big Society"

Rewired State: Home Office & Ministry of Justice Hack day

geek + data + government officials = success / open data / new process

Sir Tim Bernard-Lee, UK Open Gov Tsar

*The biggest message for the day seemed to be that not only can the **developer community** deliver on the promise made that there is **a hunger for raw data**, that **hackers will come up with solutions to problems and new uses for public data** but that also these applications will gather their own data, a **new way for government to understand the needs, behaviour and attitude of the citizens** of this country.*

*As much as it was an exercise in understanding the needs and drivers of the developer community, it was just **as valuable for the developers to have discussions with policy officials and statisticians**, to understand the working of government, the reasons some things are done the way they are done - **it's not all 'bureaucracy gone mad'***

Such initiatives are abundant in most geographies

New Member State – new philosophy…

Estonia exposes Government documents to public

Transparent Mindset: Portugal & "Wiki Law"
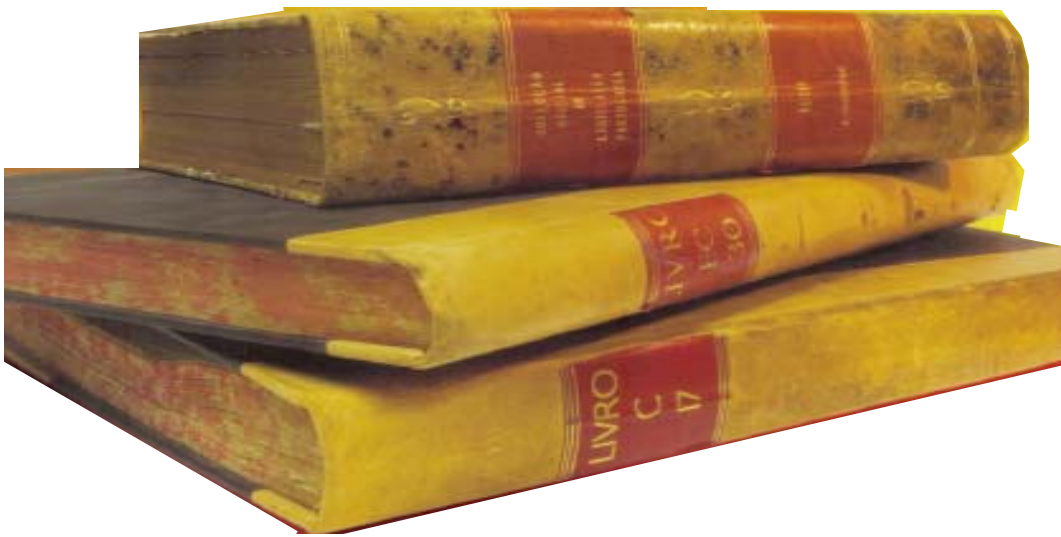
Council of Ministers Initiative

- *Public participation in "Law Making"*

- *Website (in-flight) for contributions*

- *Payment for accepted 'legal text'*

- *Shadow 'plain language' & legal text*

- *True 'democracy'?!*

A wholesale change for the legal profession

Coming to a City near you!
Public – Private Service Mash-Up

- >50 (US) cities
- A "*one-stop, location-aware, city apps platform to discover, connect, experience and share in any city*"

- Parking
- Restaurants
- Transit
- Traffic information
- Shopping
- WiFi
- Tourist Attractions
- Kids

- Restrooms
- Coffee
- Hotels
- Events
- Traffic Cameras
- Tours Recreation
- Art Galleries
- Dining

Who owns what data; where's the value; who makes the money?!

The Value of Open Data is culture & situation dependent...

One of the first Open Data barcamp apps from Australia was to

... "find your closest public BBQ" ...

...it makes a lot more sense there!

Power to the Community

Getting technical → Data Architectures...

Past

Present

On-line Collaboration

Presentation

XML schemas
Sharing protocols

Semi-Automated

Analysis

Auto-access tools

Vaults!
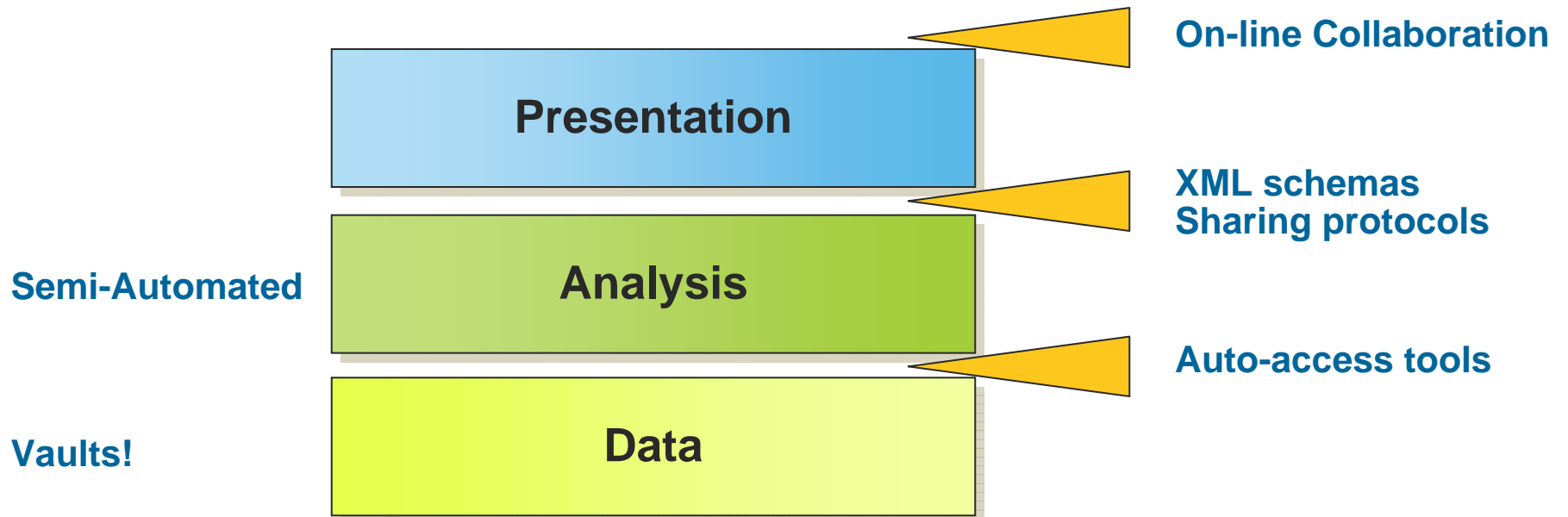
Data

Wouldn't it be nice to see what you mean…

The power of
Visualisation Tools
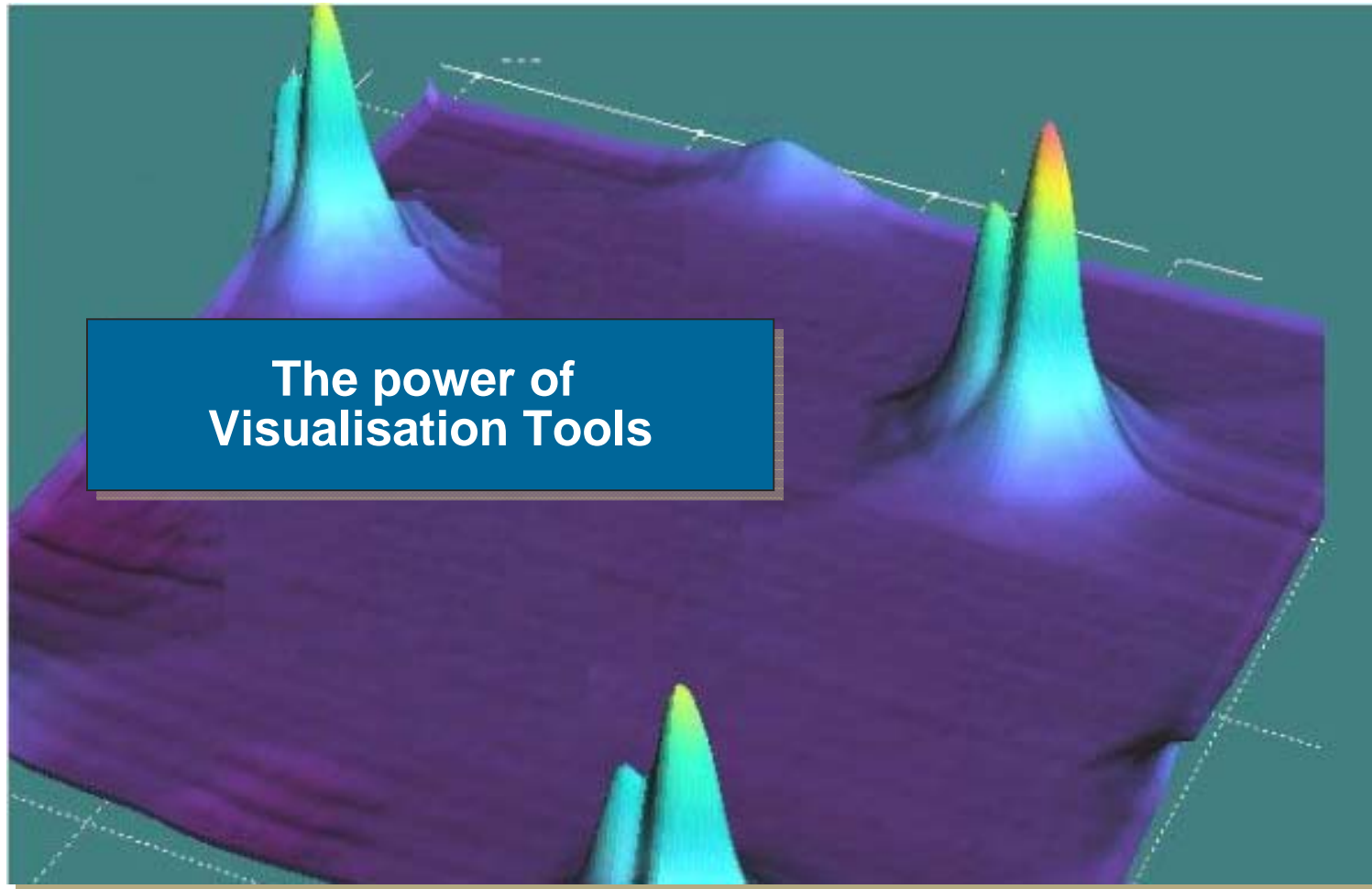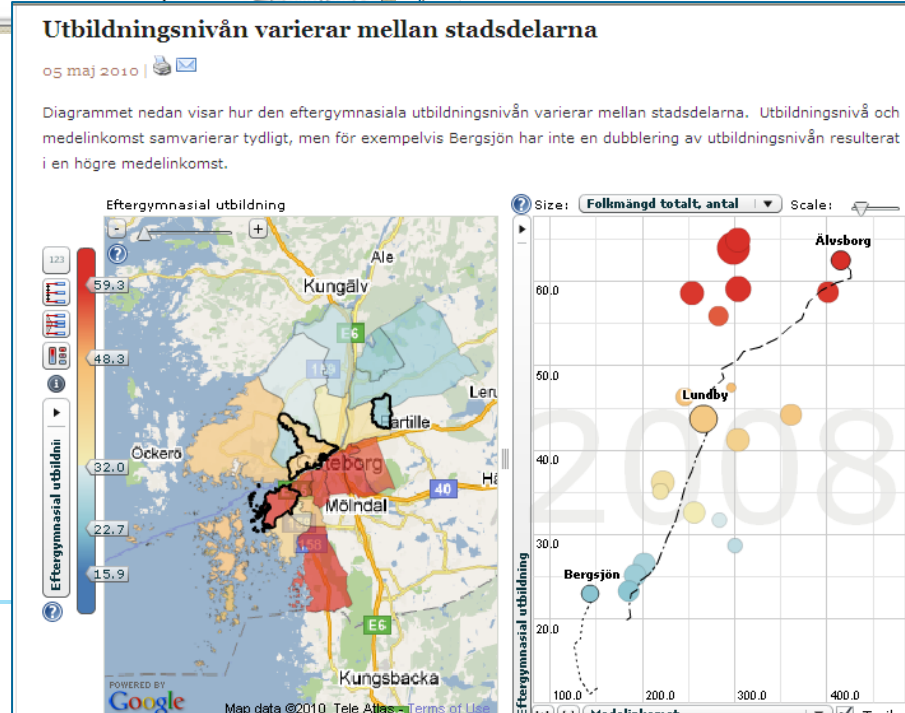
Leading Practice use of Public Data
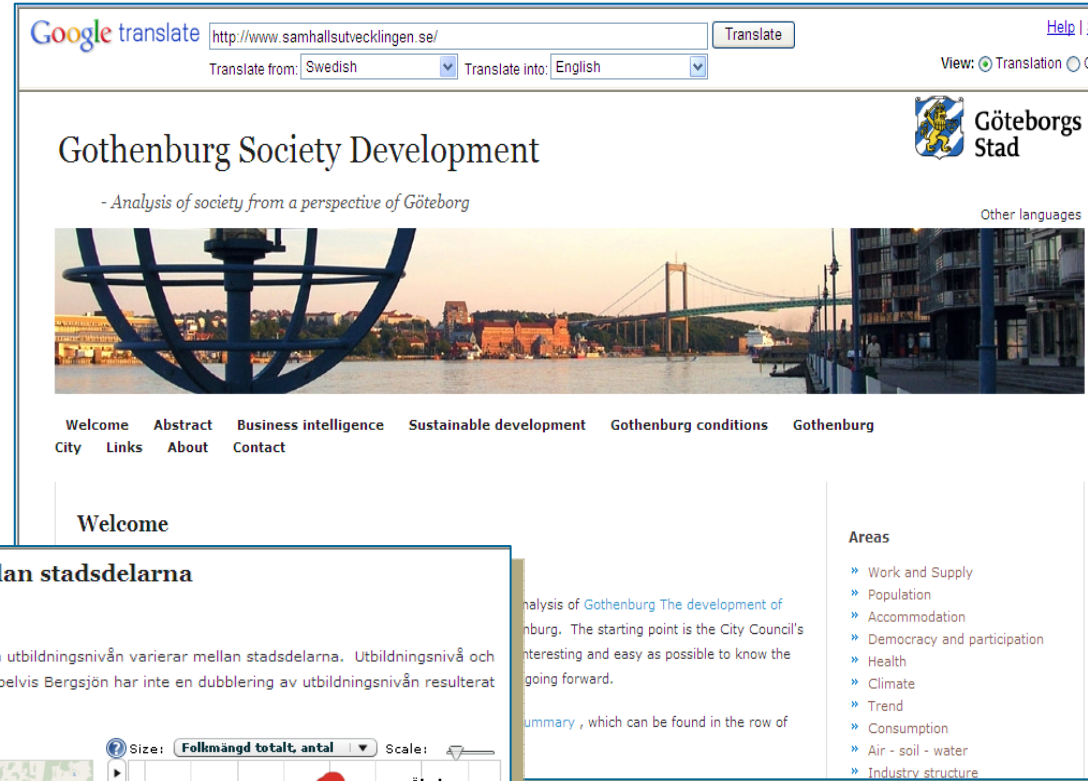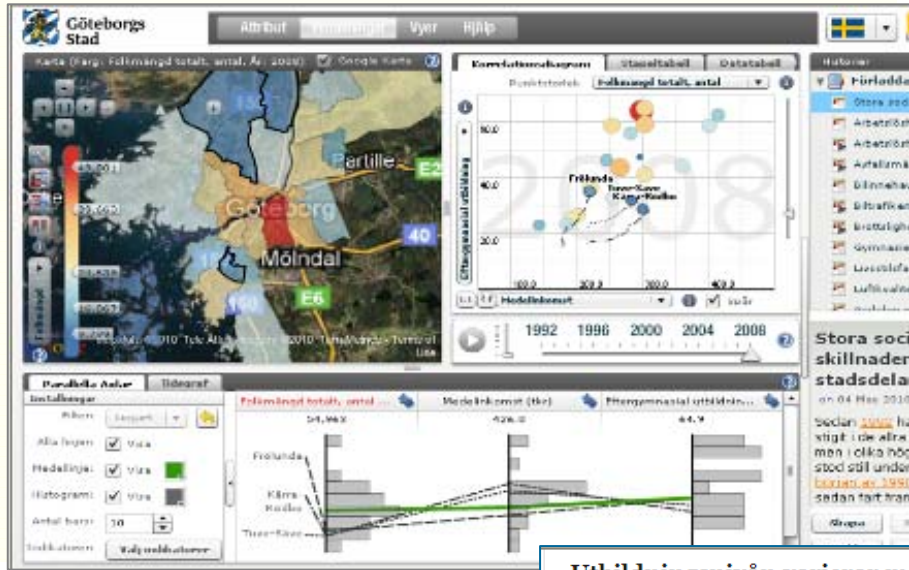
Characteristics

- Analytics
- Time series
- Visualisation
- Policy informing
- Open access of synthesised information for public consumption

Founding Idea
www.gapminder.org
Gothenburg Pilot
www.goteborg.se/gotrends
Gothenburg Explorer
www.goteborg.se/explorer
http://code.google.com/intl/sv/apis/visualization/documentation/gallery/motionchart.html
Policy Reports
http://www.samhallsutvecklingen.se
Open source model
http://translate.google.com/translate?hl=en&sl=sv&u=http://www.samhallsutvecklingen.se/

Points to debate…

1. It's not a case of ***"if"***
   - …but ***"when"*** … and ***"how"***

2. What are the "choke points" that constrain freedom of data?
   - Policy / Regulation / Mindset / Risk / Perceived Value / ICT / Commercial / …

3. An impending (generational) backlash awaits?

4. Norway vs Europe vs RoW

5. ….