



From e-Government to m-Government: Reaching every citizen with efficient public services

The Korean experience: Lessons for LAC Development

May 13-15 2014

Miguel A. Porrúa
IFD/ICS

30 years ago ...



Motorola DynaTac 8000X

Today ...



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The Switch
Where technology and policy connect

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MERRILL EDGE

Voyager 1 just left the solar system using less computing power than your iPhone

BY **CAITLIN DEWEY** September 12, 2013 at 6:55 pm

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Internet | Modo protegido: activado

What's going on ...

Smartphone Users and Penetration Worldwide, 2012-2017

	2012	2013	2014	2015	2016	2017
Smartphone users (billions)	1.13	1.43	1.75	2.03	2.28	2.50
—% change	68.4%	27.1%	22.5%	15.9%	12.3%	9.7%
—% of mobile phone users	27.6%	33.0%	38.5%	42.6%	46.1%	48.8%
—% of population	16.0%	20.2%	24.4%	28.0%	31.2%	33.8%

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, Dec 2013

166980

www.eMarketer.com

How do people use their cell phones?

Cell phone activities

The % of cell phone owners who use their cell phone to...

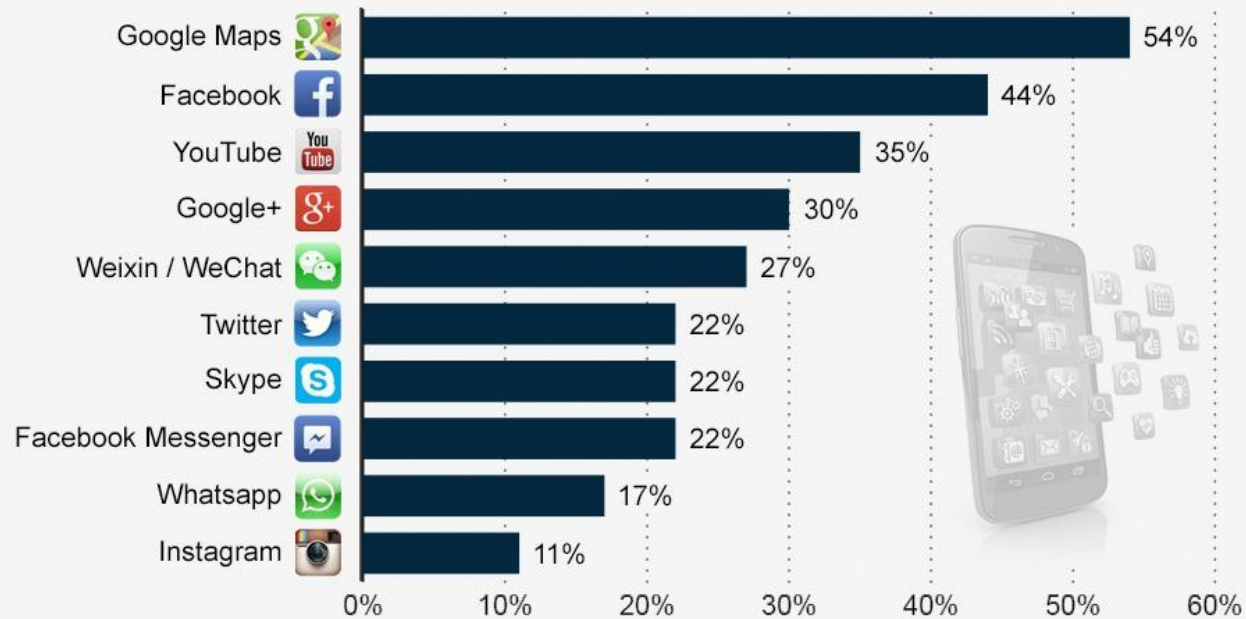
81	send or receive text messages
60	access the internet
52	send or receive email
50	download apps
49	get directions, recommendations, or other location-based information
48	listen to music
21	participate in a video call or video chat
8	“check in” or share your location

Source: Pew Research Center’s Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

Which are the most used applications?

Google Maps is the Most-Used Smartphone App in the World

% of global smartphone users who have used the app in the past month (Q2 2013)



statista
The Statistics Portal

Mashable

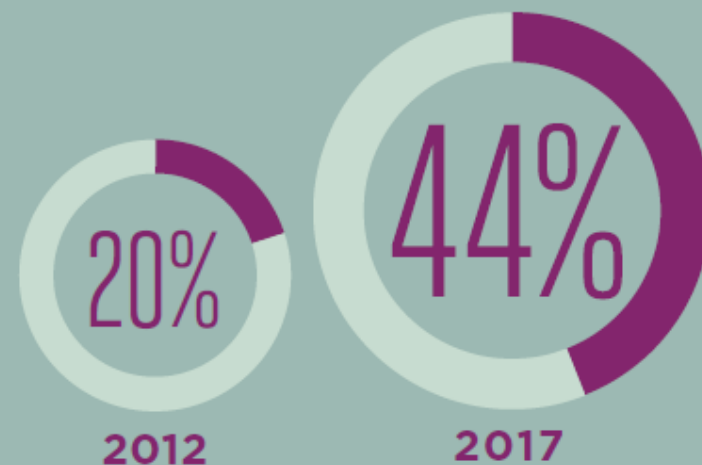
Source: GlobalWebIndex

Situation in LAC

Conexiones banda ancha móvil en América Latina



Penetración de smartphones



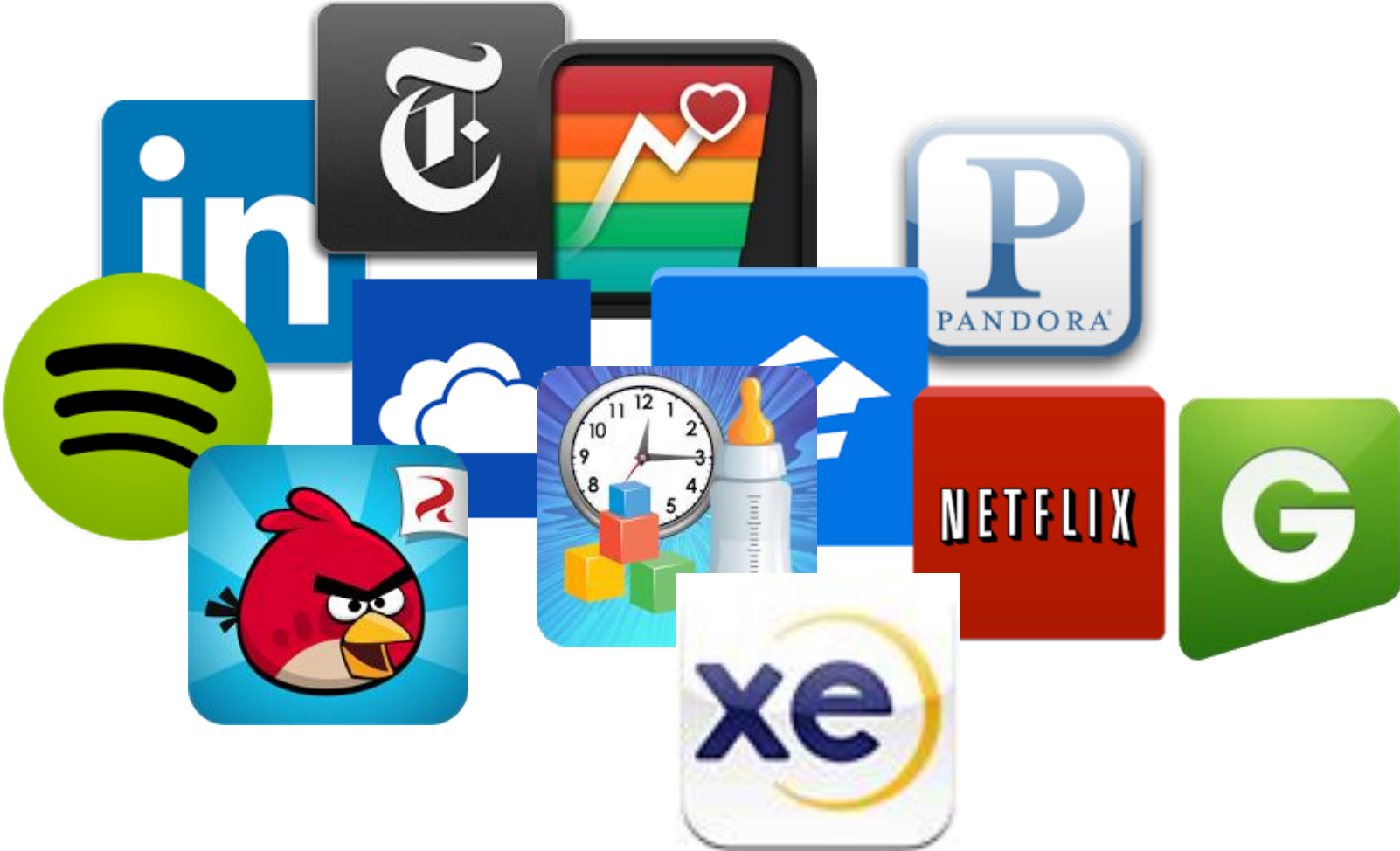
GSMA Intelligence 2013

Situation in LAC

	SIM CONNECTIONS (M)	UNIQUE SUBSCRIBERS (M)	POPULATION (M)	TOTAL GDP (US\$ B)
BRASIL	238.7	112.5	200	2 476
MÉXICO	97.6	46.3	117.5	1 155
ARGENTINA	52.9	28	41.5	446
COLOMBIA	43.9	24	48.2	332
VENEZUELA	30.5	16	30.3	316
PERÚ	28.2	15.1	30.1	177
CHILE	24.1	11.6	17.6	249
ECUADOR	17.1	9	15.1	67
GUATEMALA	15.8	8.8	15.5	47
REP. DOMINICANA	9.6	5.8	10.3	56
BOLIVIA	9	4.9	10.4	24
HONDURAS	7.9	4.4	8.1	17
EL SALVADOR	7.8	4	6.3	23
PARAGUAY	7.1	3.7	6.8	24
HAITÍ	6.5	4.4	10.4	7
NICARAGUA	5.9	3.3	6	7
COSTA RICA	4.9	2.7	4.9	41
PANAMÁ	4.7	2.4	3.7	31
URUGUAY	4.4	2.1	3.4	47
JAMAICA	3	1.7	2.8	15
OTROS	12.2	8.0	20.8	93
	631.8	318.7	609.7	5 650

Fuente: GSMA Intelligence

The private sector has understood this new *digizen* ...



... and the public sector ...



<http://mobithinking.com/mobile-awards/gsma-global-mobile-awards>

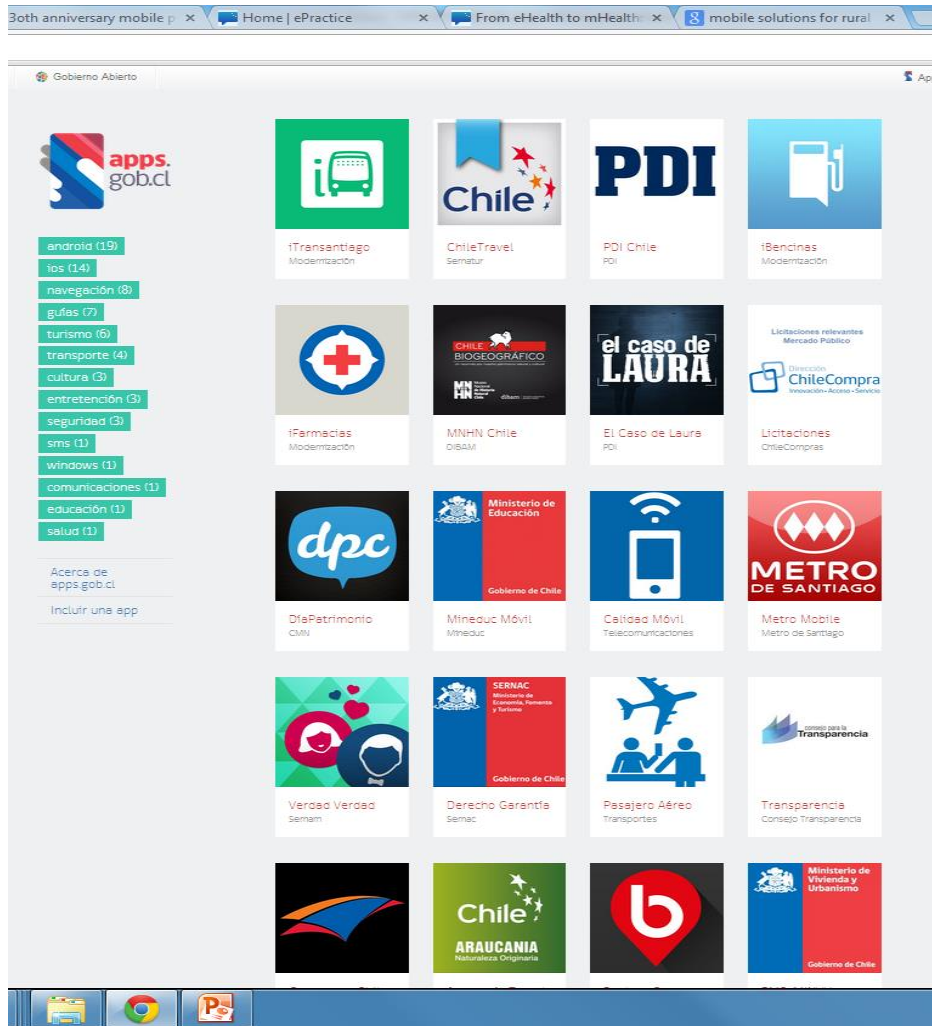
http://programafrida.net/awards_winners

www.redgealc.net/premios-excelgob-2009/content/3711/en

... and the public sector ...

The screenshot shows the Barcelona City Council website. At the top left is the 'Ajuntament de Barcelona' logo. The main header features the word 'BARCELONA' in large white letters on a blue background, with the tagline 'The city City Council Open government' below it. A navigation menu includes 'BARCELONA inspires' and 'RICO PREMIO de CREA JOSE MAR SRD EDITK'. A central banner for an 'Awards Ceremony' is dated 'May 20, 2014. At 7 p.m. Salo de Cent, Barcelona City Council' with a 'Go to the website' button. To the right, a 'mobileID' section is highlighted with a red circle. It contains a fingerprint icon, a description of the digital identity service, and download links for iPhone/iPad and Android, each with a QR code. Below the main content is a grid of service tiles: 'Procedures Portal', 'BCN guide', 'BCN map', 'Mobile phone services' (circled in red), 'Getting there', 'Traffic situation', and 'BCN websites'. A social media bar at the bottom includes 'Fancy staying informed?' and icons for Facebook, Twitter, YouTube, and Instagram.

... and the public sector ...



CHILE
<http://apps.gob.cl/>

... and the public sector ...

tiendaaplicacionescolombia.cloudapp.net/frm/home/frmHome.aspx

Gobierno de COLOMBIA Ingresar

Tienda de Aplicaciones

Categorías Destacadas Catálogo **Registra**
Tus aplicaciones

 Pr Vademécum Colombia (Android) Clyna S.A. Categoría: Salud ★★★★☆ Ver más...	 Abriesgos- - Unidad Nacional Para La Gestión Del Riesgo De Desastres - Google Play http://www.gestiondelriesgo.gov.co Categoría: Ambiente ★★★★☆ Ver más...
 Agenda Universitaria Carlos Garzon Categoría: Educación ★★★★☆ Ver más...	 Agroclima – Ministerio De Agricultura Y Desarrollo Rural - Android agronet Categoría: Ambiente ★★★★☆ Ver más...
 Agroclima – Ministerio De Agricultura Y Desarrollo Rural - Apple Store agronet Categoría: Ambiente	 Aplicativo Oficial Del Congreso Internacional De Tic Kubo Mobile Applications SA Categoría: Información general

COLOMBIA

<http://tiendaaplicacionescolombia.cloudapp.net/frm/home/frmHome.aspx>

... and the public sector ...



The image shows a screenshot of the Sii (Servicio de Impuestos Internos) website. At the top, there is a navigation bar with the Sii logo and the text 'Servicio de Impuestos Internos'. To the right of the logo, there are links for 'Identificar Número Contribuyente' and 'Consultar Bases'. Below this, there is a menu with various services: 'MI Sii', 'Registro de Contribuyentes', 'Impuestos Mensuales', 'Factura Electrónica', 'Boleta de Honorarios', 'Renta', 'Declaraciones Juradas', 'Bienes Raíces', 'Situación Tributaria', 'Tasación de Vehículos', 'Libros Contables', and 'Infracciones y Condones'. Below the menu, there is a banner for the mobile site. The banner has the title 'Sitio para Dispositivos Móviles' and the URL 'm.sii.cl'. On the left side of the banner, there is a smartphone displaying the mobile site interface. On the right side, there is a list of services available on the mobile site, each preceded by a blue arrow icon. At the bottom of the banner, there is a checkmark icon and a statement about the mobile site's design.

Sii Servicio de Impuestos Internos

Identificar Número Contribuyente Consultar Bases

MI Sii Registro de Contribuyentes Impuestos Mensuales Factura Electrónica Boleta de Honorarios Renta Declaraciones Juradas Bienes Raíces Situación Tributaria Tasación de Vehículos Libros Contables Infracciones y Condones

Usted está en: >

Sitio para Dispositivos Móviles

m.sii.cl

Haga sus principales trámites desde su smartphone:

- ▶ Declare Renta (propuesta para declaraciones sin pago o con devolución).
- ▶ Declare el Formulario 29 de IVA sin movimiento.
- ▶ Inicie actividades de segunda categoría (personas naturales).
- ▶ Consulte, emita o anule Boletas de Honorarios Electrónicas.
- ▶ Actualice sus datos personales, entre otras funcionalidades.

Sitio diseñado para navegar con mayor comodidad en dispositivos móviles

... and the public sector ...

WILLAY

AULA VIRTUAL CONTACTO

Buscar

INICIO PROGRAMA WILLAY LÍNEAS DE ACCIÓN INSTITUCIONES SOCIAS NOTICIAS BIBLIOTECA VIRTUAL

50% de reducción en tiempo de atención

Uno de los mayores impactos es brindar servicios de calidad a la ciudadanía en el ejercicio de sus derechos, utilizando las TIC en la mejora de procesos de gestión pública.

1 2 3 4 5

GOBIERNO Y TIC

CIUDADANÍA Y TIC

EMPRESA Y TIC

NOTICIAS

5 de Marzo del 2014

RED de salud de San Pablo: 100% conectada

Mirtha Cecibel Valdez Malca, oriunda de San Pablo, desde el 2007 vivió en carne propia el cambio al que se vio expuesta su comunidad cuando Soluciones Prácticas llegó para implementar el programa Willay (término quechua que significa "comunicar"), con...

3 de Febrero del 2014

La Municipalidad Distrital de Tumbadén mejora el control de

AGENDA

May 2014

M	T	W	T	F	S	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

EN

But ...

Table 1: The Networked Readiness Index 2014

Rank	Country/Economy	Value	2013 rank (out of 144)	Group*
1	Finland	6.04	1	ADV
2	Singapore	5.97	2	ADV
3	Sweden	5.93	3	ADV
4	Netherlands	5.79	4	ADV
5	Norway	5.70	5	ADV
6	Switzerland	5.62	6	ADV
7	United States	5.61	9	ADV
8	Hong Kong SAR	5.60	14	ADV
9	United Kingdom	5.54	7	ADV
10	Korea, Rep.	5.54	11	ADV
11	Luxembourg	5.53	16	ADV
12	Germany	5.50	13	ADV
13	Denmark	5.50	8	ADV
14	Taiwan, China	5.47	10	ADV
15	Israel	5.42	15	ADV
16	Japan	5.41	21	ADV
17	Canada	5.41	12	ADV
18	Australia	5.40	18	ADV
19	Iceland	5.30	17	ADV
20	New Zealand	5.27	20	ADV
21	Estonia	5.27	22	ADV
22	Austria	5.26	19	ADV
23	Qatar	5.22	23	MENA
24	United Arab Emirates	5.20	25	MENA
25	France	5.09	26	ADV
26	Ireland	5.07	27	ADV
27	Belgium	5.06	24	ADV
28	Malta	4.96	28	ADV
29	Bahrain	4.86	29	MENA
30	Malaysia	4.83	30	DEVASIA
31	Lithuania	4.78	32	CEE
32	Saudi Arabia	4.78	31	MENA
33	Portugal	4.73	33	ADV
34	Spain	4.69	38	ADV
35	Chile	4.61	34	LATAM
36	Slovenia	4.60	37	ADV
37	Cyprus	4.60	35	ADV
38	Kazakhstan	4.58	43	CIS
39	Latvia	4.58	41	CEE
40	Oman	4.56	40	MENA
41	Puerto Rico	4.54	36	ADV
42	Czech Republic	4.49	42	ADV
43	Panama	4.36	46	LATAM
44	Jordan	4.36	47	MENA
45	Brunei Darussalam	4.34	57	DEVASIA
46	Croatia	4.34	51	CEE
47	Hungary	4.32	44	CEE
48	Mauritius	4.31	55	SSA
49	Azerbaijan	4.31	56	CIS
50	Russian Federation	4.30	54	CIS

Rank	Country/Economy	Value	2013 rank (out of 144)	Group*
75	Romania	3.95	75	CEE
76	Sri Lanka	3.94	69	DEVASIA
77	Moldova	3.89	77	CIS
78	Philippines	3.89	86	DEVASIA
79	Mexico	3.89	63	LATAM
80	Serbia	3.88	87	CEE
81	Ukraine	3.87	73	CIS
82	Ecuador	3.85	91	LATAM
83	India	3.85	68	DEVASIA
84	Vietnam	3.84	84	DEVASIA
85	Rwanda	3.78	88	SSA
86	Jamaica	3.77	85	LATAM
87	Tunisia	3.77	n/a	LATAM
88	Guyana	3.77	100	LATAM
89	Cape Verde	3.73	81	SSA
90	Peru	3.73	103	LATAM
91	Egypt	3.71	80	MENA
92	Kenya	3.71	92	SSA
93	Dominican Republic	3.69	90	LATAM
94	Bhutan	3.68	n/a	DEVASIA
95	Albania	3.66	83	CEE
96	Ghana	3.65	95	SSA
97	Lebanon	3.64	94	MENA
98	El Salvador	3.63	93	LATAM
99	Morocco	3.61	89	MENA
100	Argentina	3.53	99	LATAM
101	Guatemala	3.52	102	LATAM
102	Paraguay	3.47	104	LATAM
103	Botswana	3.43	96	SSA
104	Iran, Islamic Rep.	3.42	101	MENA
105	Namibia	3.41	111	SSA
106	Venezuela	3.39	108	LATAM
107	Gambia, The	3.38	98	SSA
108	Cambodia	3.36	106	DEVASIA
109	Lao PDR	3.34	n/a	DEVASIA
110	Zambia	3.34	115	SSA
111	Pakistan	3.33	105	MENA
112	Nigeria	3.31	113	SSA
113	Suriname	3.30	117	LATAM
114	Senegal	3.30	107	SSA
115	Uganda	3.25	110	SSA
116	Honduras	3.24	109	LATAM
117	Zimbabwe	3.24	116	SSA
118	Kyrgyz Republic	3.22	118	CIS
119	Bangladesh	3.21	114	DEVASIA
120	Bolivia	3.21	119	LATAM
121	Liberia	3.19	97	SSA
122	Côte d'Ivoire	3.14	120	SSA
123	Nepal	3.09	126	DEVASIA
124	Nicaragua	3.08	125	LATAM

Just 2 countries among the top 50 in the Networked Readiness Index 2014

8 countries below the 100th position

But ...

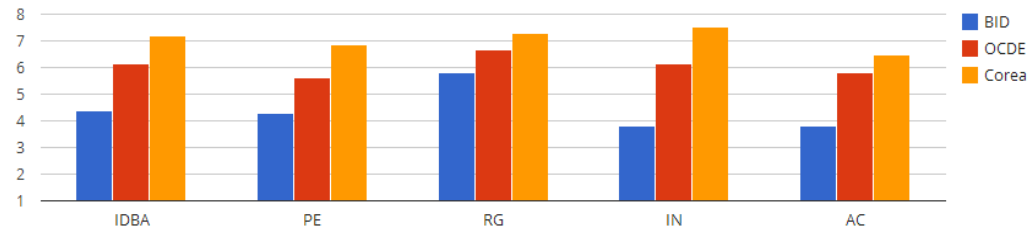
IDBA

Índice de Desarrollo de la Banda Ancha

COMPARAR

Agregar País/Agrupación

AGREGAR



AÑO	MOSTRAR VALORES	Países/Agrupaciones		
		BID	OCDE	Corea
2012	NORMALIZADOS			
	REALES			
IDBA		4.37	6.14	7.18
Políticas Públicas y Visión Estratégica	+	4.27	5.64	6.86
Regulación Estratégica	+	5.79	6.69	7.30
Infraestructuras	+	3.79	6.15	7.52
Aplicaciones y Capacitación	+	3.83	5.83	6.49



... more efforts are required...

- **Set up policies and initiatives**
- **Commit to their implementation**
- **Engage the citizens**

... and the Bank is ready to provide the necessary support...

- **Broadband Initiative**
- **Transparency and accountability initiative**
- **Digital solutions**

Thank you!

mporrúa@iadb.org

Institutions for People



IDB

Inter-American Development Bank/ www.iadb.org