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www.academytic.co

Inter American Development Bank:
THE KOREAN EXPERIENCE: LESSONS FOR LAC DEVELOPMENT
Plenary Session IX: From e-Government to m-Government: Reaching every citizen with efficient public services

BRINGING UP THE MOBILE INCLUSIVENESS

eLac eSociety Footprints

Shared Access
- Compartel Colombia — 1998
- Infocentros Chile — 2000
- Digital Community Centers Mexico — 2001

Normative Development
- eDocuments & eSignature
  - 2003 - Mexico
  - 2002 - Chile, Ecuador
  - 2001 - Argentina
  - 1999 - Colombia
- eInvoice
  - 2009 - Uruguay
  - 2005 - Brasil
  - 2004 - Chile
- eCrime
  - 2001 - Venezuela
  - 1993 - Chile
  - 1990 - Brazil

IT for Education
- Chile
  - 2001 - Portal Educar
  - 1993 - Red Enlace
- Mexico
  - 1996 - IT 4 Education Network
- Brazil
  - 1997 - ProInfo
- Argentina
  - 2000 - Educ-Ar
- Uruguay
  - 2007 - Ceibal
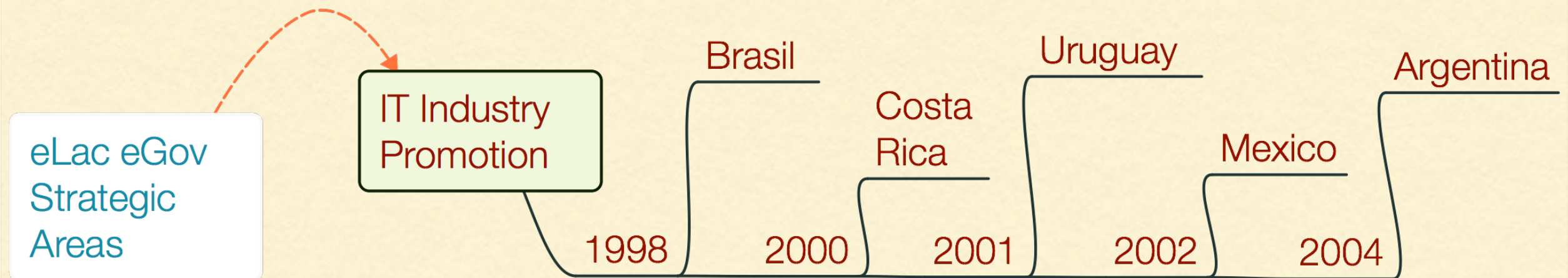
Data from Cepal 2013. Image by the author

Shared access, normative development and promoting the incorporation of digital technologies on education as a government initiatives were the opening strategies to tackle the lack of connectivity and the digital divide.

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eLac eGov
Strategic Areas

Broad
Band

Brazil: PNBL

Perú:
PNDBA

Argentina
Conectada

Colombia
Vive Digital

Todo Chile
Comunicado

Ecuador
PNBA

Costa Rica:
ENBA

Mexico:
PFBA

Uruguay: Universal
Home Service

Panamá:
Free Wireless

Data from Cepal 2013. Image by the author

Considering the annual growth rates of the three major indicators on the field (IDI, EDGI, NRI: covering the periods 2002 - 2012); the more significant increase growth was for IDI, which measures the development of ICT infrastructure. This shows that the countries of the region relatively have advanced more in that area, which can be explained because the policies prioritized that goal as well as the momentum of the market itself.

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eLac eGov Strategic Areas

IT Industry Promotion

Brasil — 1998 ... 2000

Costa Rica — 2001

Uruguay — 2002

Mexico — 2004

Argentina

Data from Cepal 2013. Image by the author

Regarding the dissemination and incorporation of ICT into the productive sector and the development of supply sectors of ICT products and services, few initiatives are being implemented. Stands out : TI Major (Brazil); BACUA (Argentina); APPsCo (Colombia)

Critical issues based on ECLAC Review 2013

- The lack of **instances or tools to facilitate coordination** among the actors involved in the implementation of policies remains one of the major weaknesses of the strategies.

- Progress in the area of infrastructure shows that many countries have achieved a level of critical mass in terms of access to ICTs, but, in turn, **this effort is not reflected similarly in level of capacity development and use of ICT** by the population and the various economic agents.

- Latin America and the Caribbean remains cloistered in a productive low density structure of knowledge, which imposes clear **limits to effective digital inclusion of all people** and the advancement of knowledge and information society.

- Several countries still gives a low priority to digital programs in public policy, no clear institutional leadership, intergovernmental coordination has shortcomings, budgets for the area are insufficient, policies are discontinued quickly or **there are large differences between the objectives in policy documents and actual implementation**, and often support for digital agendas at subnational levels are deficient.

- While progress in e-education and e-government policies as inducers of ICT use in the general population, it is necessary to consider more **direct and proactive initiatives to encourage the use of ICT** services by citizens and the entrepreneurs.

Benchmarking Korea

Benchmarks

- The role of government, which not only promoted private investment by establishing a favorable regulatory framework, but also facilitated the creation of potential demand **through public demand, providing support for the development of pilot projects**

- In 2000, Korea implemented an ambitious e-government policy, and it sat on the ICT infrastructure and **digitization process of public information** that had begun in 1987

- Thirty (30) Million Smart phones users, resulting in a very **high demand for mobile services**; in such a level that we can refer Korea as a network society

- **Three out five key policy lines focuses on demand** or what one could call "**human-ware**": Warm and safe society; smart work that balance work and life; citizen personalized communication services.

- Approach based on **user oriented services and real time** interaction
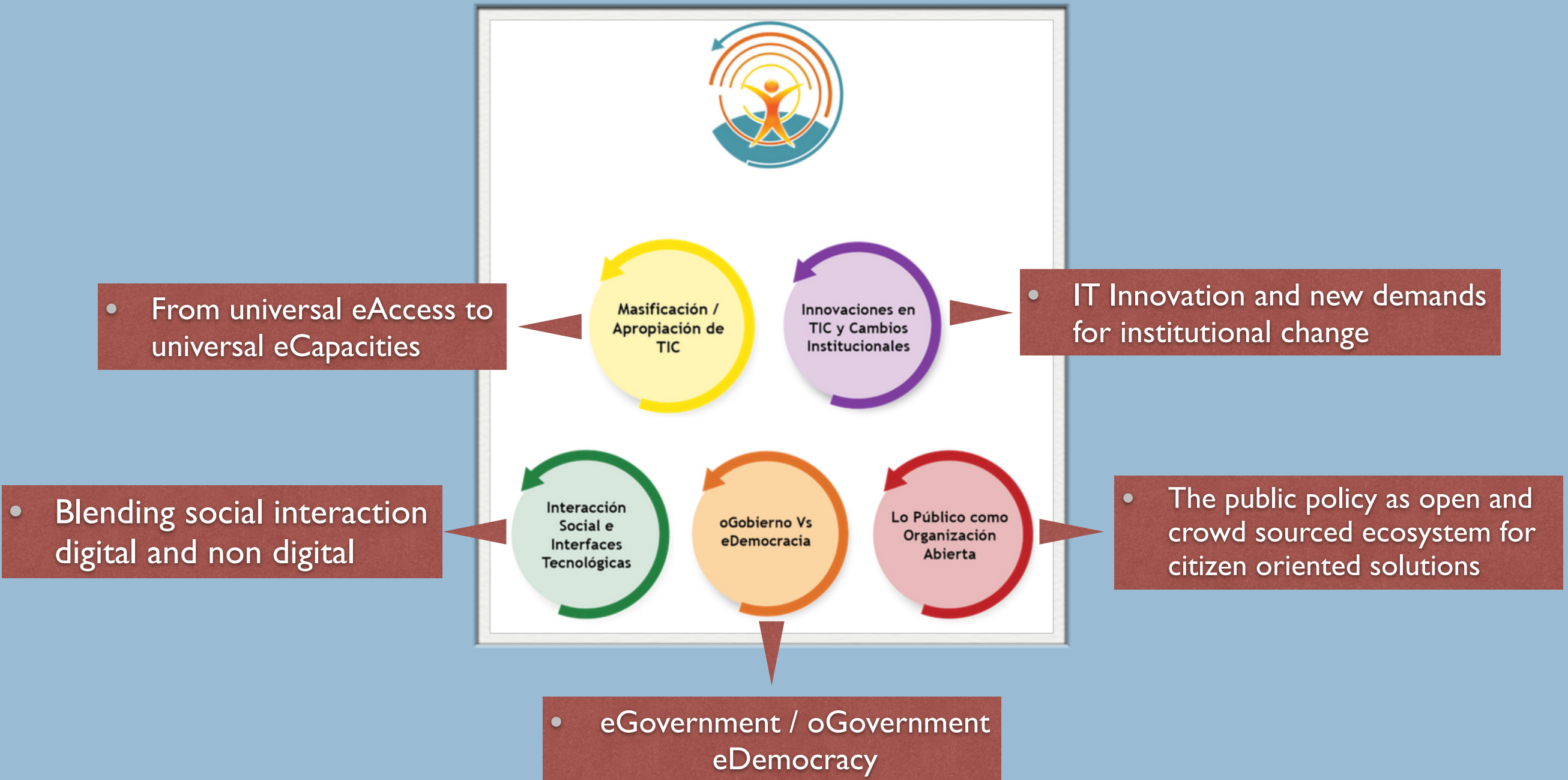
Korea Mobile Gov / Smart Gov learned practices

NIA, Korea (2012)

- Mobile services are **not sets of initiatives but are strategies** for government

- Investment into mobile technology should be approached from the perspectives of increased efficiency, prevention of redundant investment, increased service levels, increased user convenience and acceptance of future requirements **rather than purely from the ROI perspective**

- As the mobile service platform evolves through the public-private cooperation as well as collaboration among industry, research institutions, government institutions, non-profit organizations and service users, it is required to **establish a cooperative framework** incorporating them and business models for each stakeholder

Drivers on Digital Inclusion

http://inclusion-digital.oui-iohe.org/

- From universal eAccess to universal eCapacities
- IT Innovation and new demands for institutional change
- Blending social interaction digital and non digital
- The public policy as open and crowd sourced ecosystem for citizen oriented solutions
- eGovernment / oGovernment eDemocracy

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Citizen Views of eGovernment Services

We refer to the ways in which participation is assumed and understood digitally mediated. We also ought to reflect on the ways in which existing cultural practices are incorporated or participation influenced by new digital interaction mechanisms
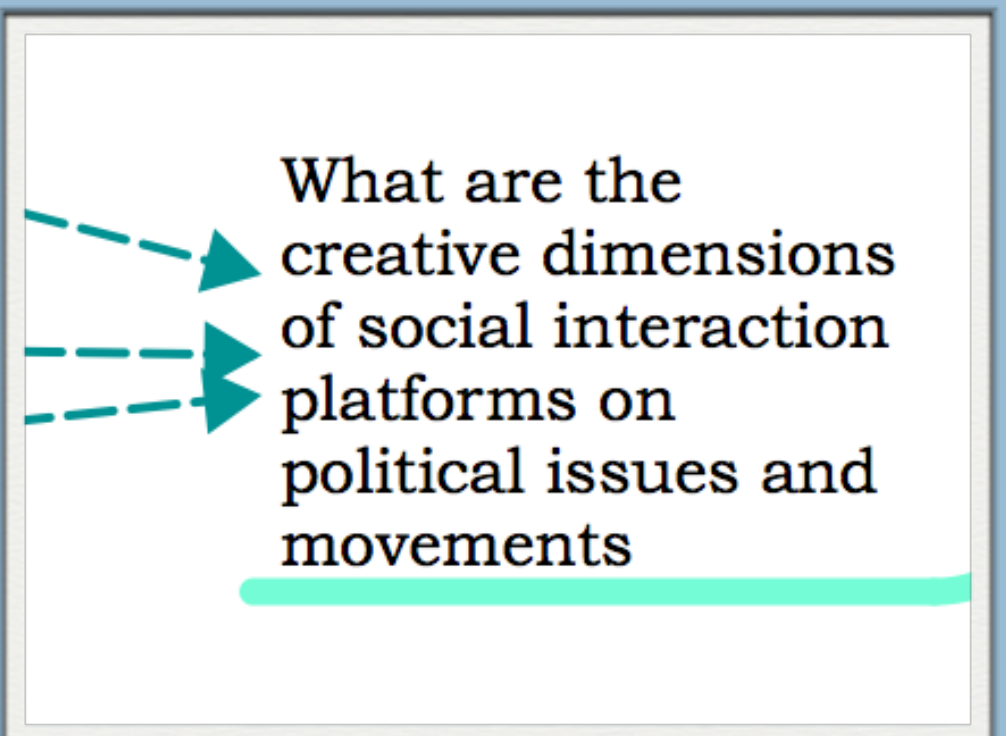

Recursos compartidos

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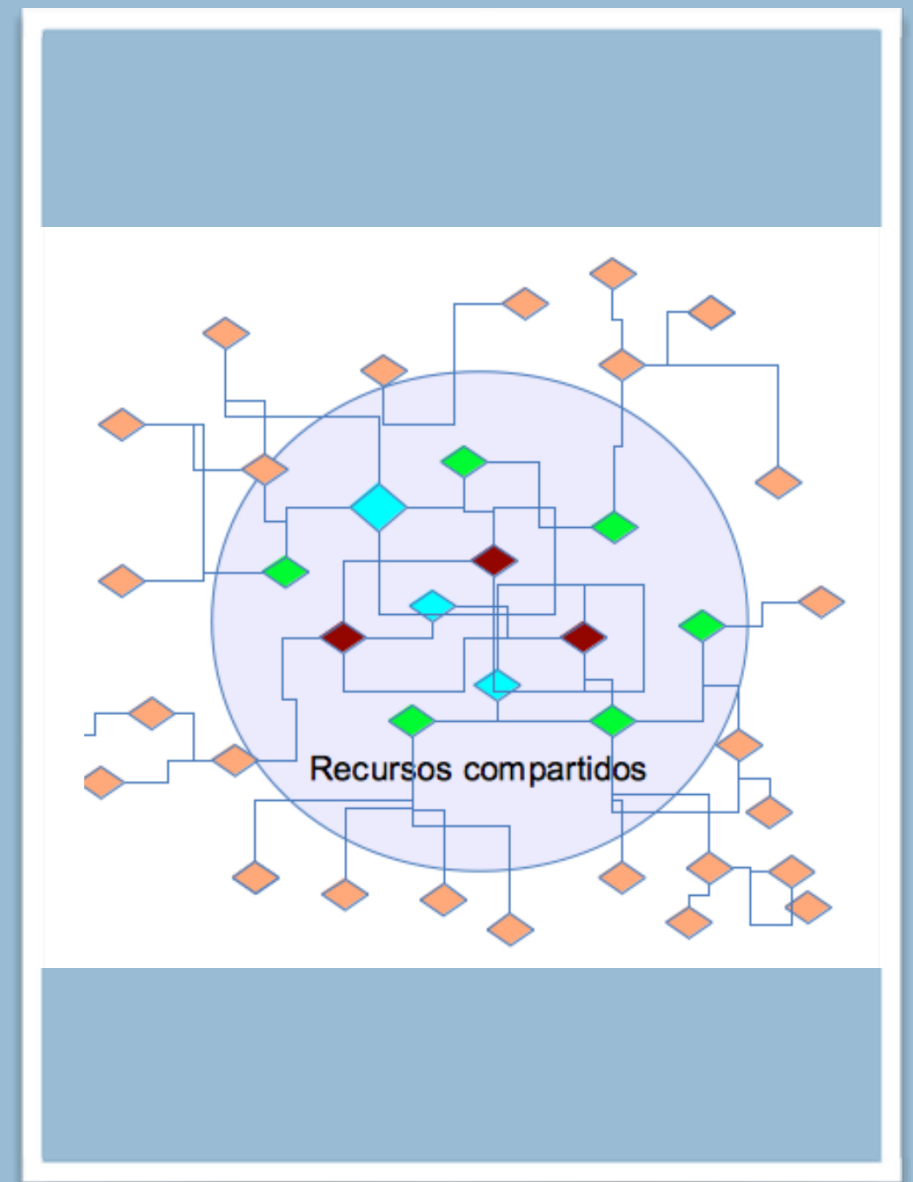
It is important to consider that not all information is useful and relevant to everybody, nor at all times; but when certain information is required, citizens always expect to find the requested information on the quality and availability relevant to their claims
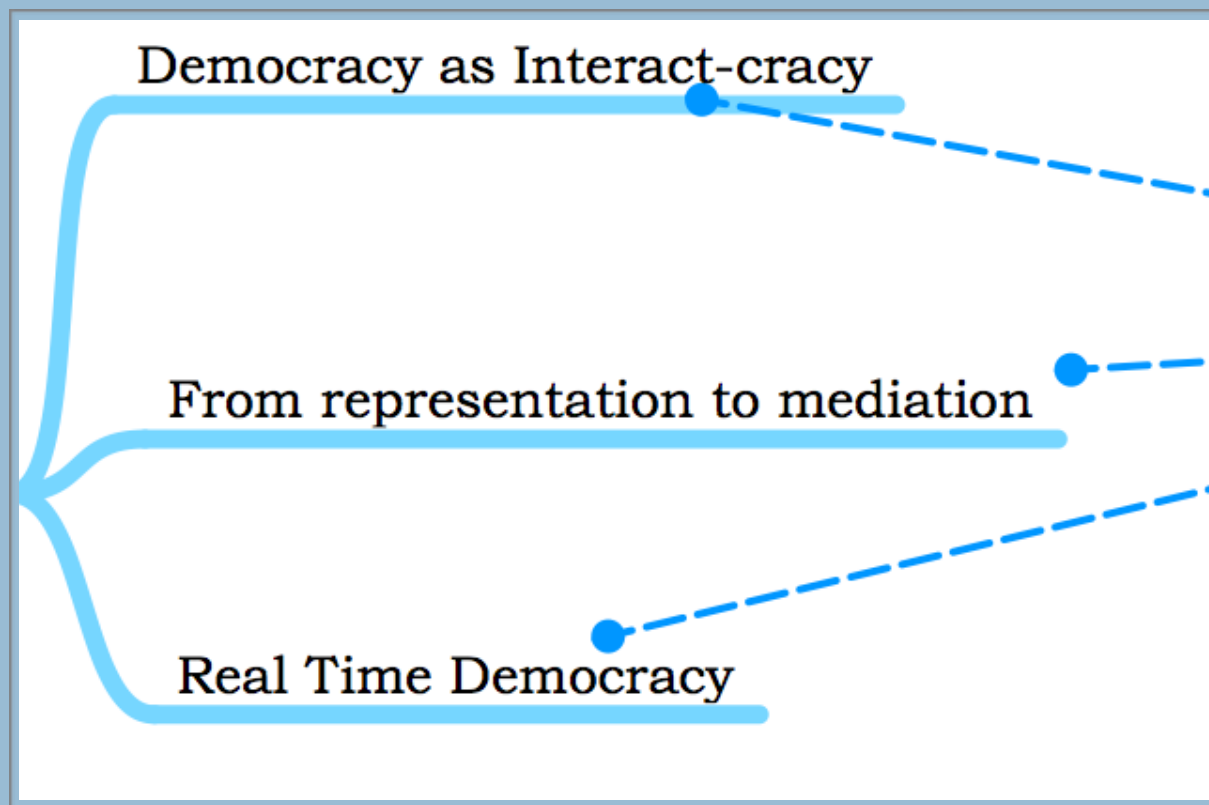
One of the most significant roles in the processes of appropriation of new digital mediations regarding matters of public interest, is the energizing social actors whose help ensure ownership and, use of the new set of resources and services offered by eGovernment platforms

What are the creative dimensions of social interaction platforms on political issues and movements

Democracy as Interact-cracy

From representation to mediation
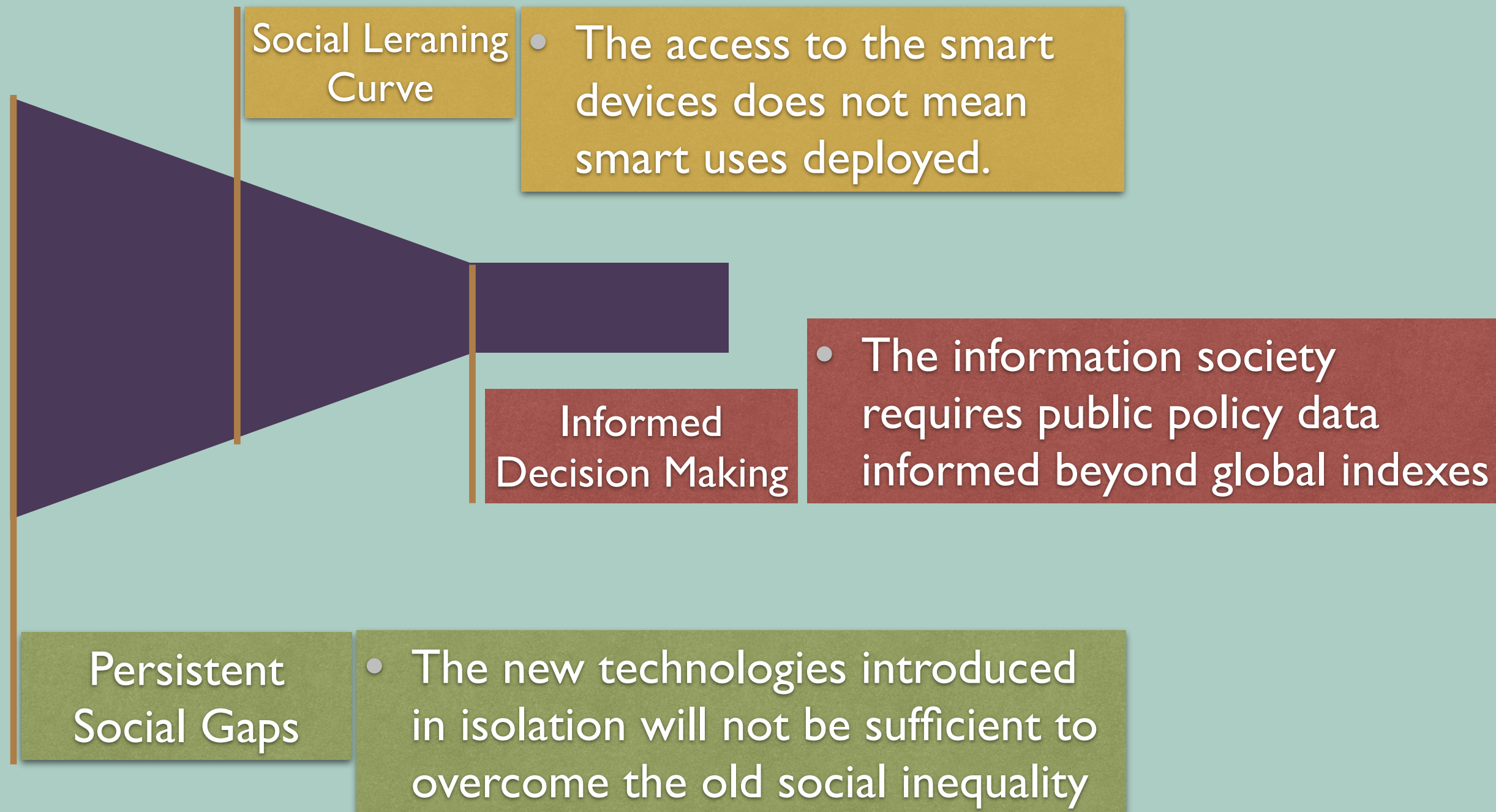
Real Time Democracy

The early stages of eGov strategies have focused increasingly on expanding the number of services and tools for interaction with the State; the challenge now would be to follow information use and translated into meaningful and sustainable interaction.

Some steps forward…

From technological to comprehensive public policy issues on Digital Inclusion

Social Leraning Curve

- The access to the smart devices does not mean smart uses deployed.

Informed Decision Making

- The information society requires public policy data informed beyond global indexes

Persistent Social Gaps

- The new technologies introduced in isolation will not be sufficient to overcome the old social inequality
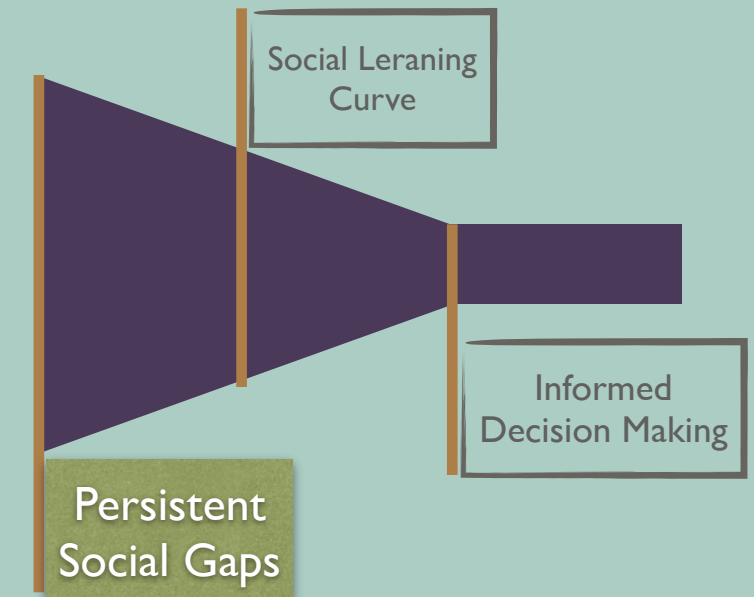
Persistent Social Gaps

Still, in 2012 one-fourth of the OECD population had only a basic education, and in most of the regions in Turkey, Mexico and Portugal, and in some regions in Australia and Spain, this proportion was as high as 50%.
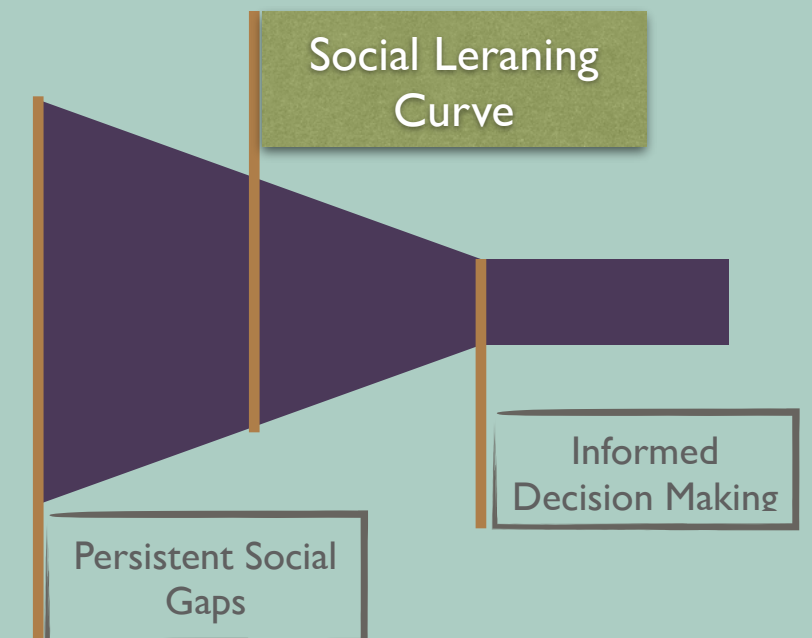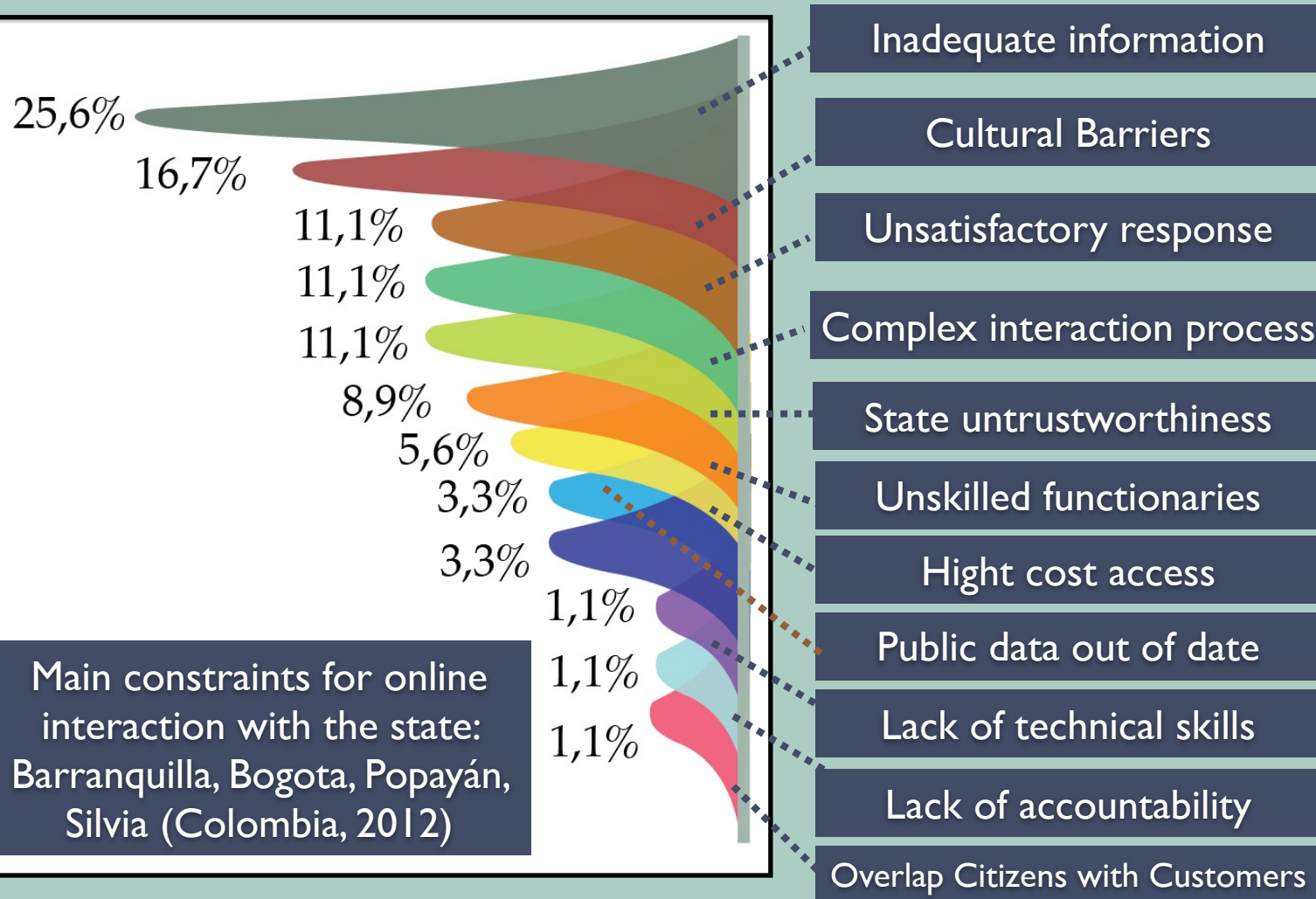
OECD (2013)

Across the 24 countries that took the Survey of Adult Skills test, more than 80 million people do not possess the most basic skills needed to succeed in today's world.

OECD (2013)

Social Leraning Curve

Informed Decision Making

Persistent Social Gaps

Create Your Better Life Index

OECD

Rate the topics according to their importance to you:

		−	+
🏠	Housing		
💳	Income		
💼	Jobs		
👥	Community		
📗	Education		
🌲	Environment		
✉	Civic Engagement		
➕	Health		
❤	Life Satisfaction		
🏃	Safety		
⚖	Work-Life Balance		

Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Korea, Luxembourg, Netherlands, New Zealand, Norway, Poland, Portugal, Russian Federation, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, United Kingdom, United States, Turkey, Chile, Brazil, Mexico

Social Learning Curve

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25,6% — Inadequate information

16,7% — Cultural Barriers

11,1% — Unsatisfactory response

11,1% — Complex interaction process

11,1% — State untrustworthiness

8,9% — Unskilled functionaries

5,6% — Hight cost access

3,3% — Public data out of date

3,3% — Lack of technical skills

1,1% — Lack of accountability

1,1% —

1,1% — Overlap Citizens with Customers

Main constraints for online interaction with the state: Barranquilla, Bogota, Popayán, Silvia (Colombia, 2012)

Social Leraning Curve

Persistent Social Gaps

Informed Decision Making

Social Networking

eMail Updating

eGovernment Services

30,6%

19,4%

18,1%

14,8%

10,6%

6,5%

What do you usually do when visiting the info center or the Internet Café - Barranquilla, Bogota, Popayán, Silvia (Colombia, 2012)
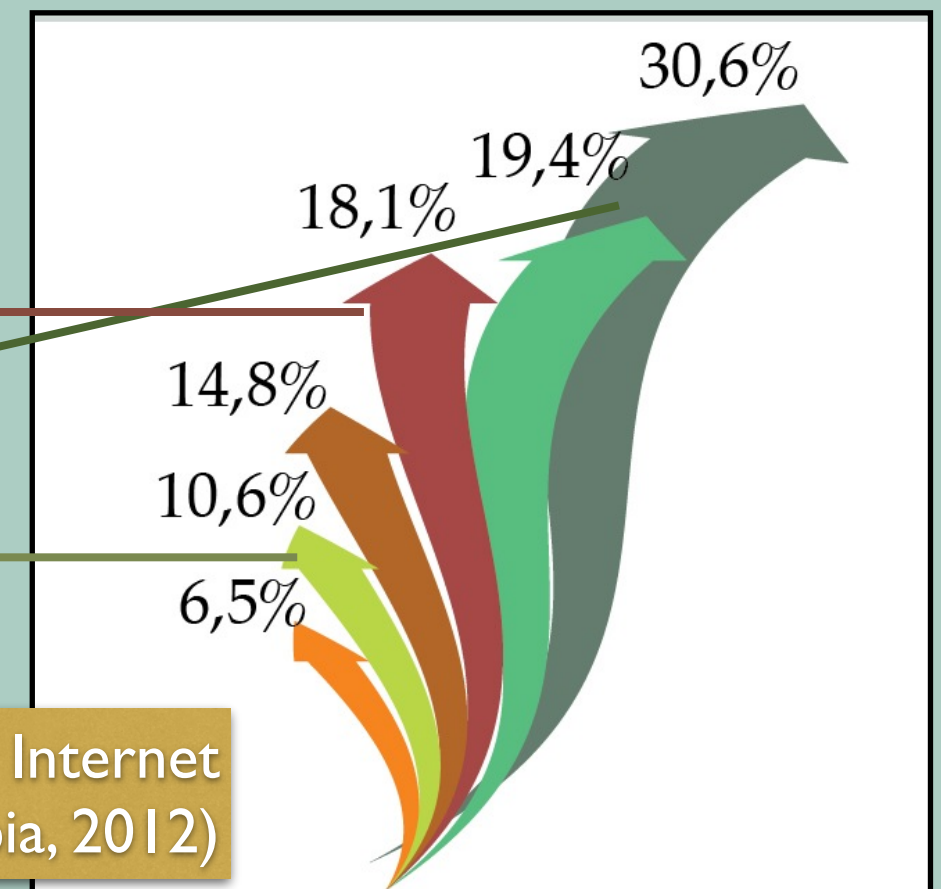
**How would you characterize the current status or implementation of social media initiatives in your state?**

2.3%

23.3%

25.6%

48.8%

- Full speed ahead
- Proceed with caution
- Dipping toes in water
- Doing very little

NASCIO, USA (2011)

Social Leraning Curve

Informed Decision Making

Persistent Social Gaps
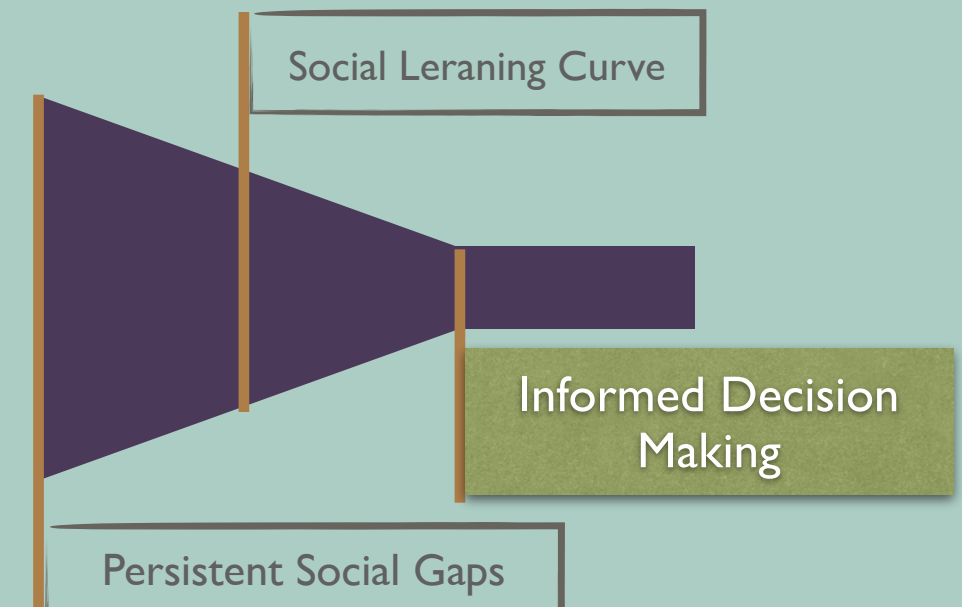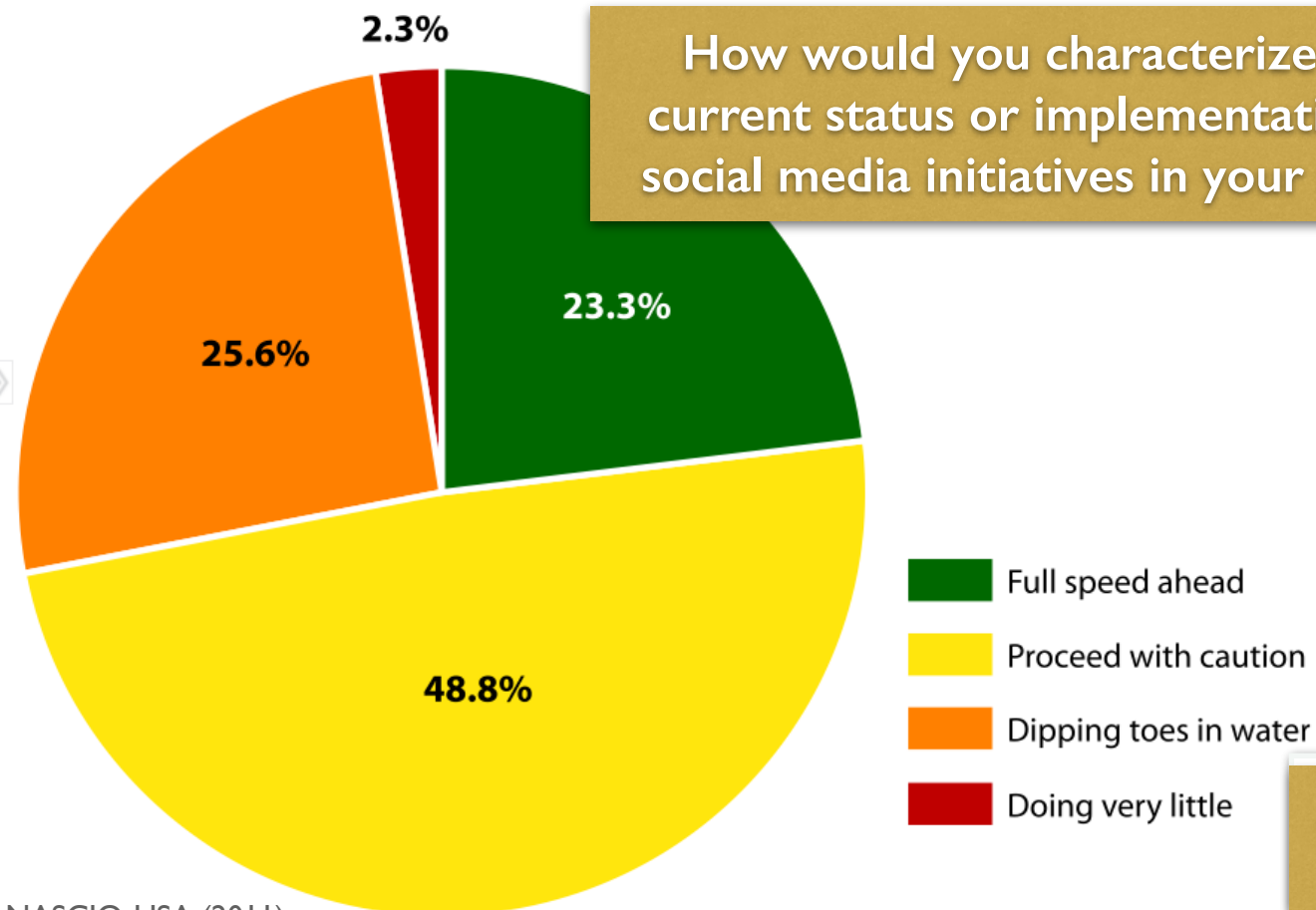
Are social media initiatives documented in your state`s IT strategic plan ?

19.0%

81.0%

- No
- Yes

NASCIO, USA (2011)
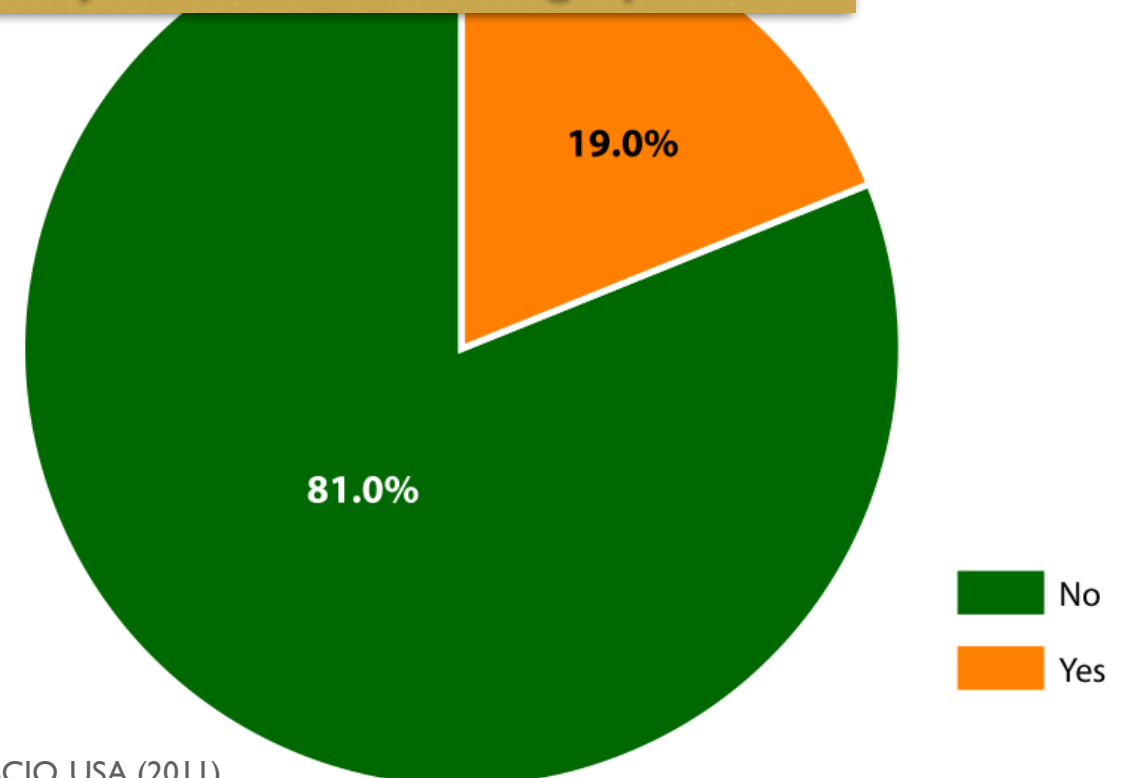
Closing Thought
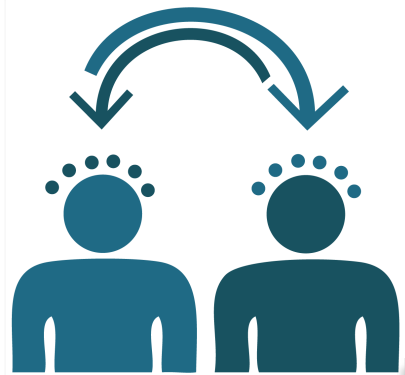
- "There is a general issue that lies in what we conceive the purpose of a model to be. Any model shows how something ought to be done. But this line of thinking mistakes the purpose of a model. A model is a proposal rather than a command. Its excellence can stimulate us, not to imitate, but to innovate" (Richard Sennett).

GRACIAS !!!

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