

European e-Government Exchange.

Making Customer Relationship Management A Reality in The Public Sector

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#### Mid90s:

 boom, experimental projects, e-Gov plans for e-Dem and e-Admin

### End90s:

 economic decline of the new economy, less customers, less experiments

### Beginning millennium:

- problems caused by mass-requests
- pessimism in NGO
- focus on e-Administration and technics



## Goals of e-Administration protagonists

- create new business models
- modernize administrational procedures
- rationalize administrational procedures
- take a lead in e-Security, e-Signature, G2Brelations



# Goals of e-Democracy protagonists

- create new forms of public engagement
- modernize society as a whole
- secure the basis of democratic life by learning and developing ideas

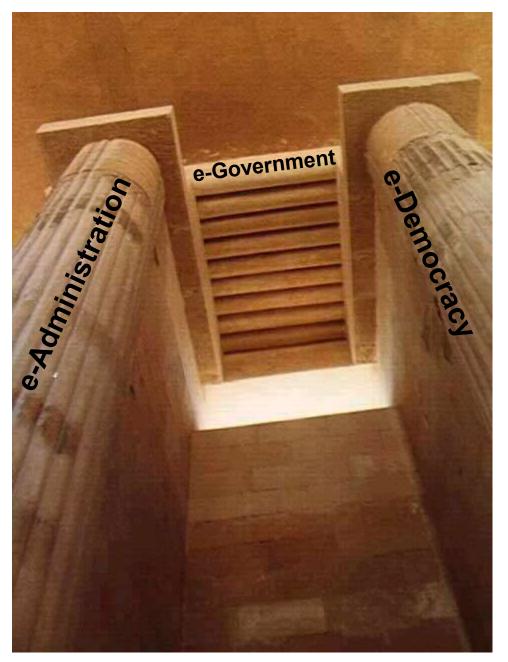


- e-Administration: "Transaction of user-oriented services offered by public institutions that are based on information and communication technologies"
- e-Democracy: "Digitally conveyed information and the political influence (participation) exerted by citizens and business on the opinion-forming processes of public – state and non-state – institutions"

Bertelsmann Foundation, "Balanced eGovernment", 2002



### Definition: e-Democracy, e-Administration







e-Democracy

e-Administration e-

e-Business

Information

Information

Presentation

Communication

Interaction

**Participation** 

Transaction

**Transaction** 



- 200 million users in Europe by 2006
- Declining legitimation of governments
- Longterm endangering of legitimation of economic model
- OPC are already decision makers



 "e-Democracy in the form of specific possibilities for participation must be anchored as a central element in all e-government strategies from the very start. If the modernization of the public sector initially concentrates exclusively on the implementation of electronic services, it will make the subsequent introduction of participatory elements more difficult."



**Defining e-Democracy** 

fence off the different goals of e-Administration

Including e-Democracy

Masterplans, national and international programs

Public internet system

Secure high quality standards of independent content

**Defining e-Participation** 

No fake offers of participation

Keep-it-simple, small solutions

Analyse trends and stimulate public needs