

DIGICAMPUS

1. What do we know?

2. What do we
need to know?



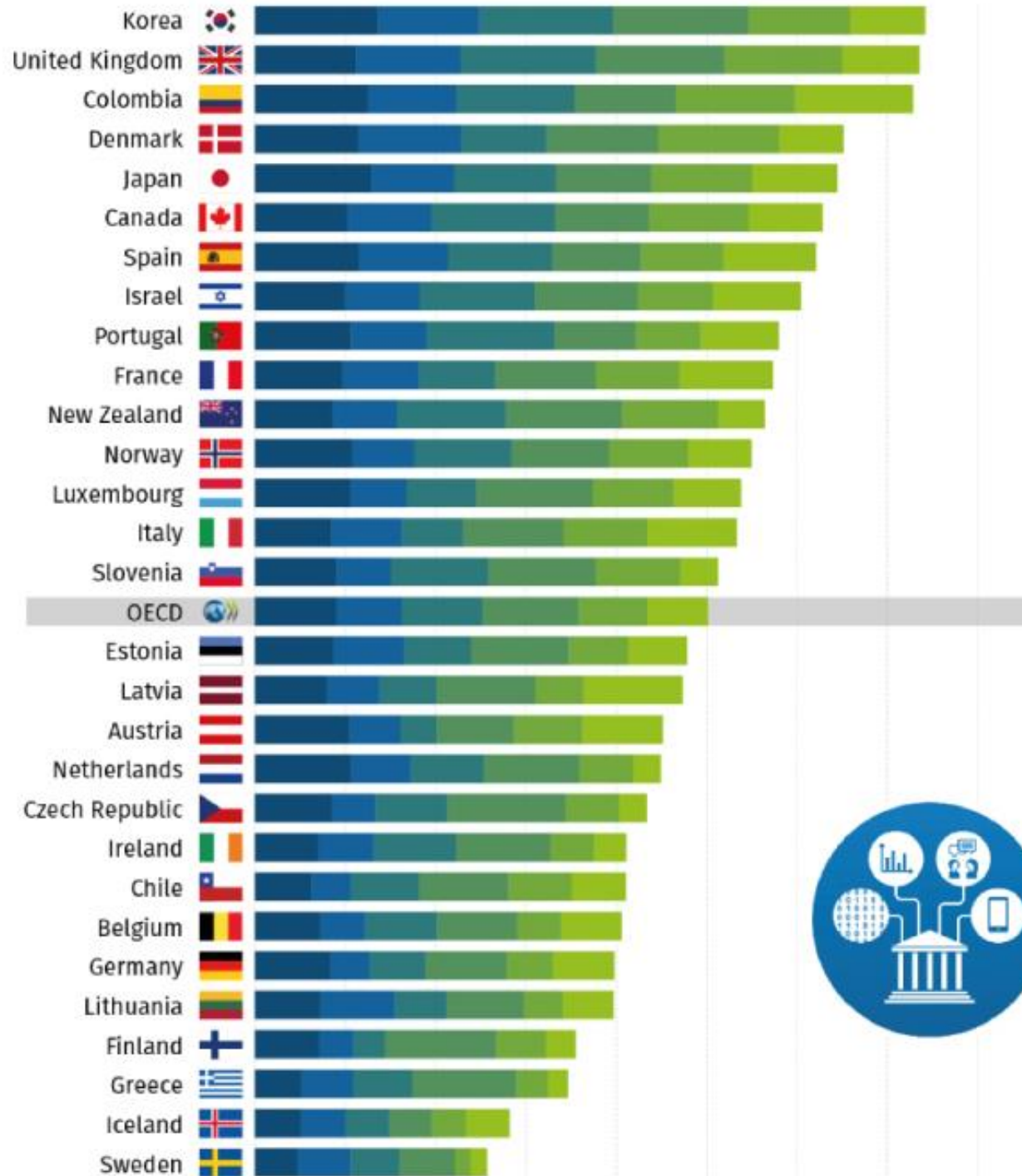
Proactive
public services

3. How do we get
there?

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OECD Digital Government Index 2019

■ DIGITAL BY DESIGN ■ DATA-DRIVEN ■ GOVERNMENT AS A PLATFORM
 ■ OPEN BY DEFAULT ■ USER DRIVEN ■ PROACTIVENESS



Definition

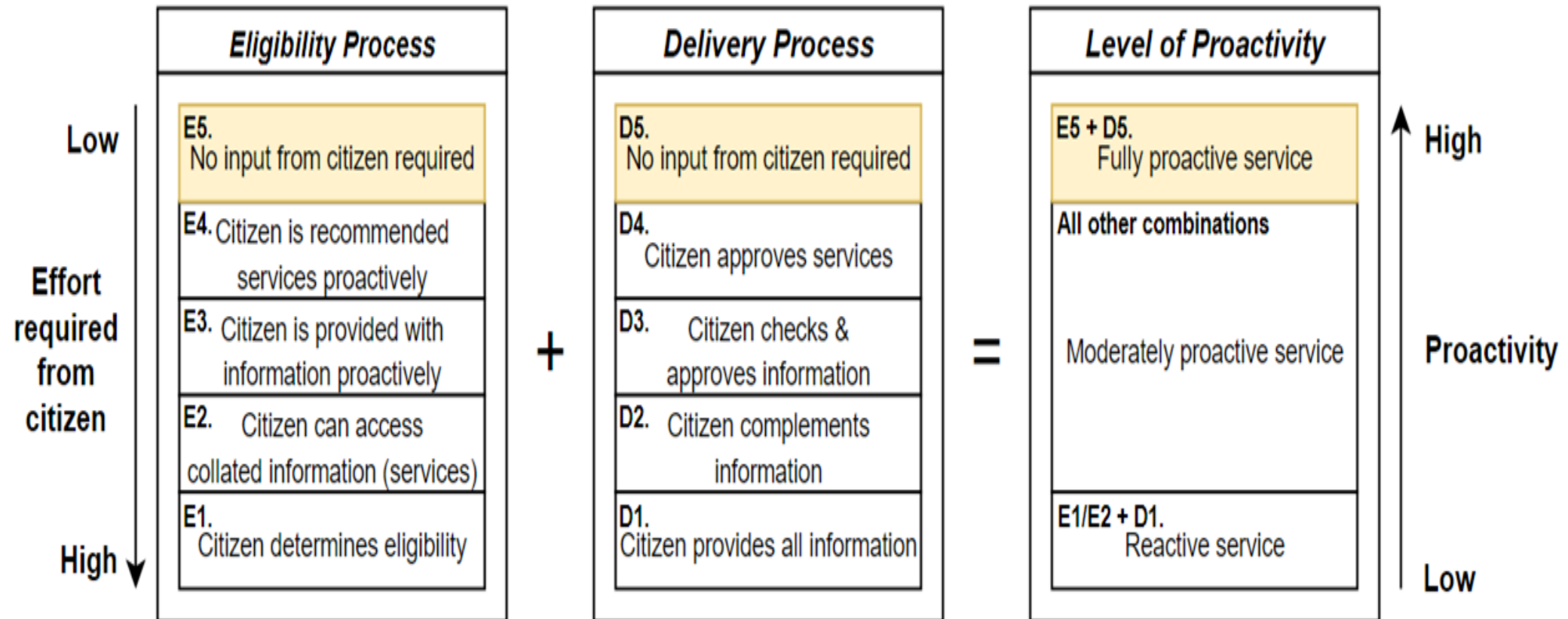
“Proactiveness measures **the extent to which** a government delivers data and services to the public without waiting for formal requests.

It implies a **capacity to anticipate** societal and economic developments as well as users’ needs, by capturing real-time information and applying them to the re-design of services”. (OECD 2020, page 50).

<https://www.oecd.org/gov/digital-government-index-4de9f5bb-en.htm>



We know how to study the level of proactivity



N. Bharosa, e.a. (2021) Inclusion through proactive public services: Classifying and designing proactivity through understanding service eligibility and delivery processes. <http://resolver.tudelft.nl/uuid:d01d5e5f-8f96-44fb-baee-dd1715fb99bd>

Table 1: – Outline of public services in the Netherlands

#	Public service	Service provider
1	Parking permit application	Municipality
2	Birth registration	Municipality
3	Benefits application	Tax Office
4	Unemployment benefit application	Employee Insurance Agency (UWV)
5	Company registration	Chamber of Commerce (KvK)
6	Supplementary income elderly (AIO)	Social Insurance Bank (SVB)
7	Driver's license application	Vehicle Authority (RDW)
8	Study loan application	Education Executive Agency (DUO)
9	Passport renewal	Municipality
10	Child benefit application (first child)	Social Insurance Bank (SVB)
11	National Old Age pension (AOW)	Social Insurance Bank (SVB)
12	Pilot income test housing corporation	Tax Office
13	Pre-completed tax return	Tax Office
14	Statement of conduct application	Ministry of Justice and Security
15	Child benefits application (second child)	Social Insurance Bank (SVB)
16	Marriage registration	Municipality
17	Notification of death municipality	Municipality
18	Notification of death Tax Office	Tax Office
19	Notification of death DUO	Education Executive Agency (DUO)
20	Company registration Tax Office	Tax Office
21	License plate registration	Vehicle Authority (RDW)
22	Private motor vehicle and motorcycle tax (BPM)	Tax Office
23	Donor registration	Ministry of Health, Welfare and Sport
24	Study loan repayment	Education Executive Agency (DUO)
25	NL Alert	Ministry of Justice and Security

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Examples of Dutch services and how proactive they are

Red area

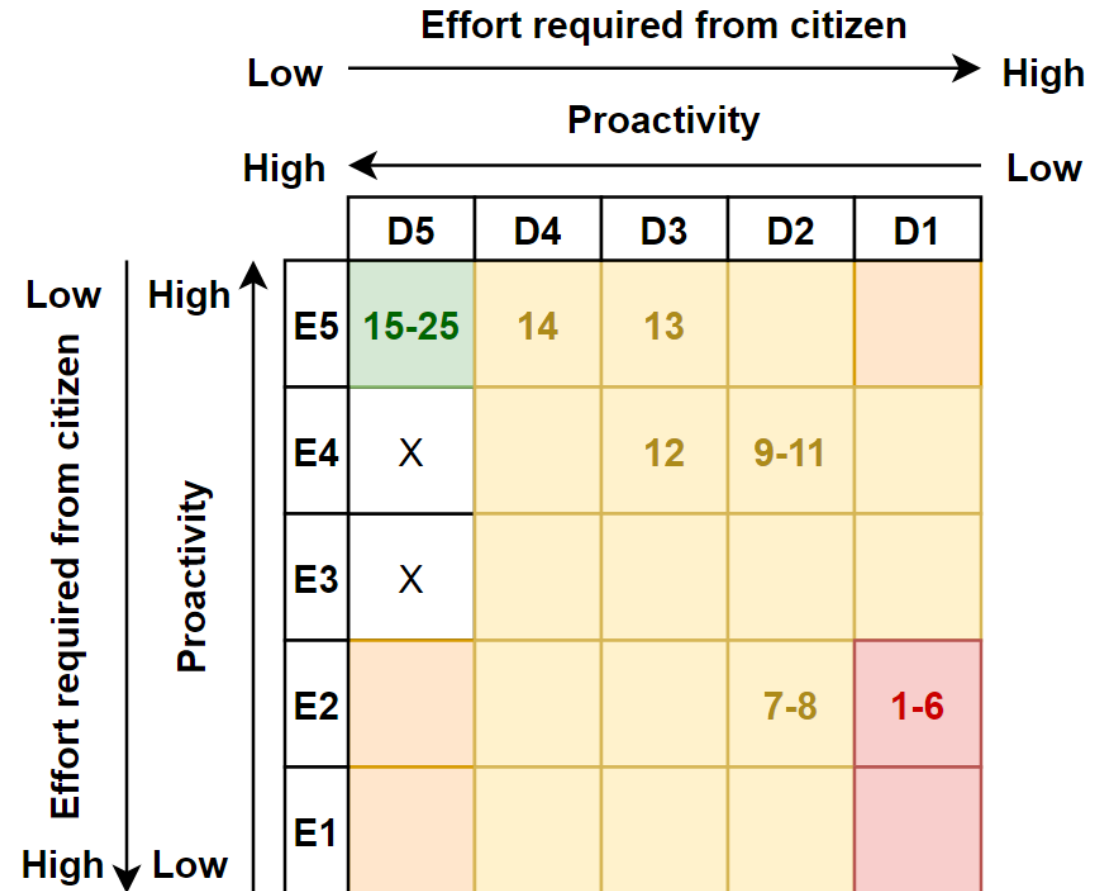
- Registering for allowances, such as rent allowance

Yellow area

- Renewing your passport
- Pre-completed Tax filing
- 'Vaste lasten pakket' (Pilot)

Green area

- Repayment student debt
- NL Alert (Emergency SMS services)
- Donor registration



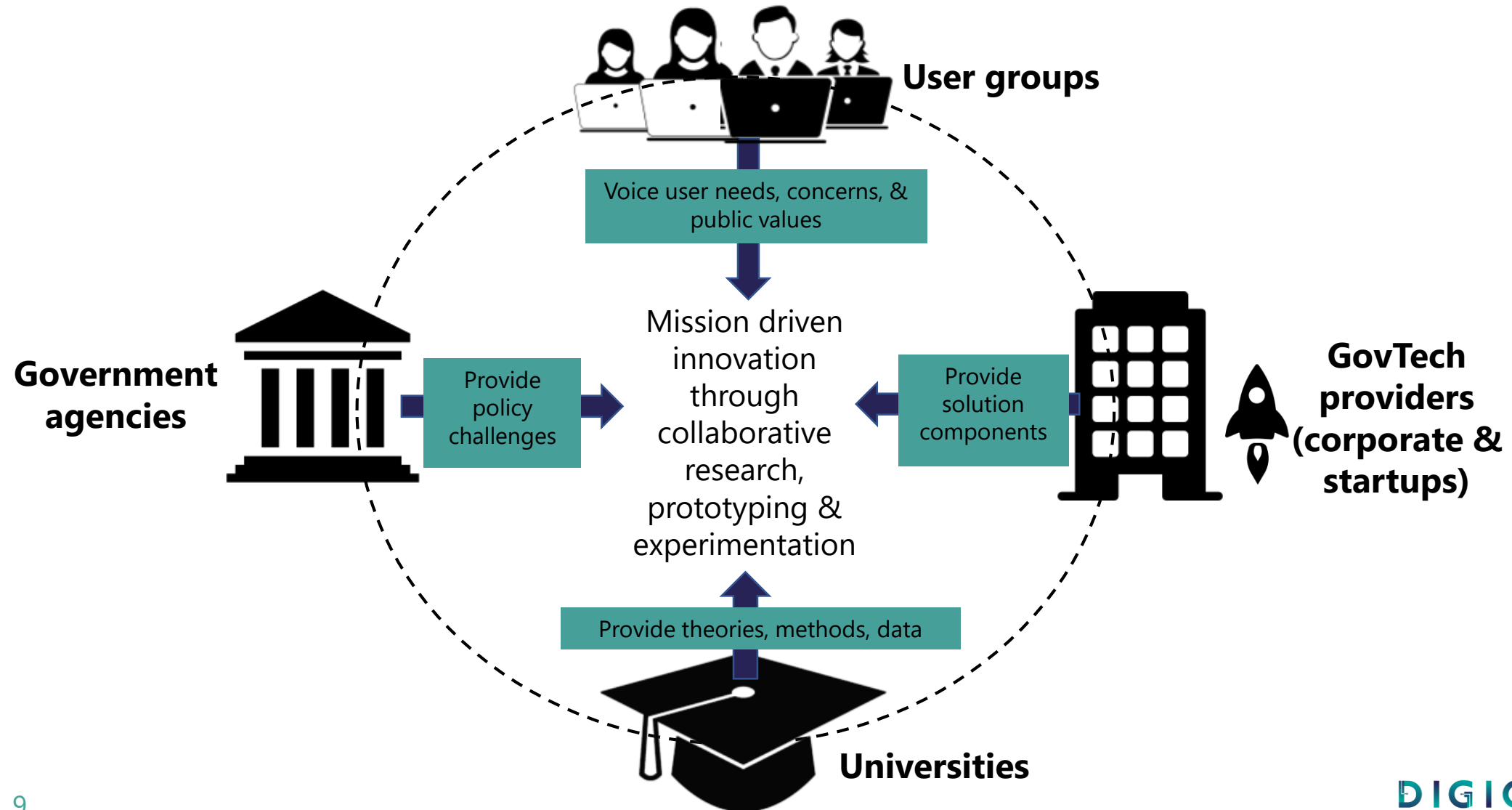
What do we need to know? (1/2)

- Which levels of proactivity can be reached via:
 - user-centric public service design
 - algorithmic/automated decision making
 - government as a platform
 - Once only principle
 - High level of eIDs
 - Data wallets and digital assistants etc...
- How we can design a adequate (responsible, fair, traceable, correctable) level of proactivity across a broad range of public services and life events?

What do we need to know (2/2)

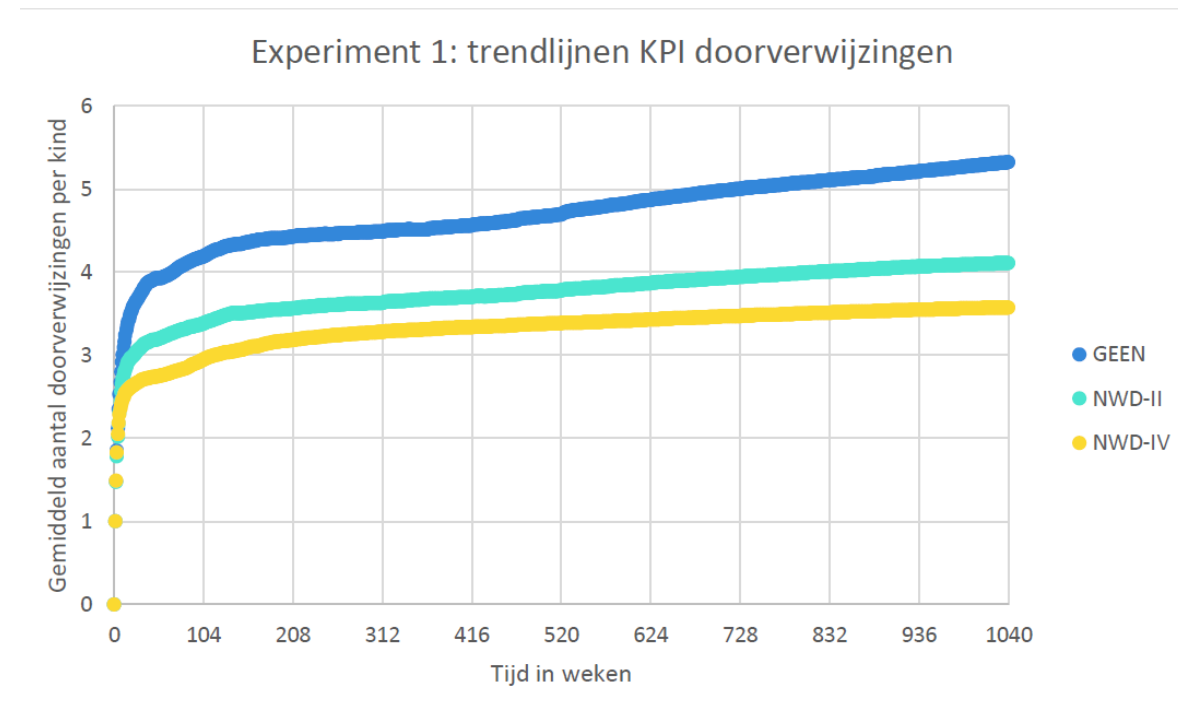
- What are 'acceptable' trade-offs in a multi-stakeholder arena?
 - Patronization vs. Self-reliance?
 - Goodwill vs. Intrusiveness?
 - Efficiency vs. Privacy?
 - Ease of use vs. Privacy?
 - Ease of use vs. Transparency?
 - Ease of use vs. Costs?
 - Ease of use vs. Control?
 - Ease of use vs. Intrusiveness?

Digicampus: a quadruple helix partnership for public service innovation



Examples of student projects

- 1 thesis using a digital twin for optimizing the forwarding strategies in youth-care.
- A thesis on service access problems faced by citizens.
- 3 theses on 'no wrong door' models.
- A thesis on the acceptance of virtual digital assistants
- A thesis on the organizational readiness for no-wrong door
- A thesis on turning 18 years.
- 6 more theses are in the pipeline.



Planned projects @ Digicampus

1. Cross border EU GovTech incubator pilot on launching trusted digital assistants for requesting energy related social benefits.
2. Improving data quality governance at public agencies for proactive service delivery.
3. Designing for responsibility for automated government decision making (PhD project).
4. Self assessment tool for measuring the level of proactivity and providing recommendations.
5. National roadmap for proactive public services.

Want to know more/collaborate?

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Thank you for your attention!



www.digicampus.tech

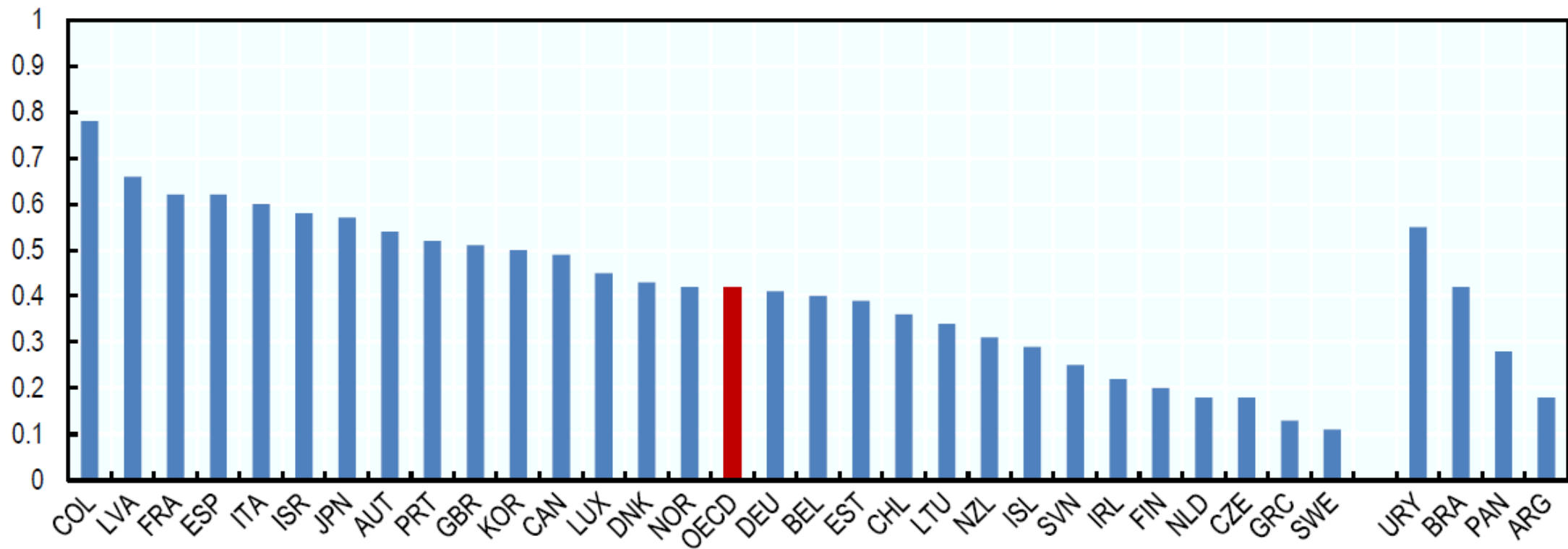
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Further reading

- Scholta and I. Lindgren (2019), "The Long and Winding Road of Digital Public Services—One Next Step: Proactivity.,"
- Linders, C. Z.-P. Liao, and C.-M. Wang, (2018) "Proactive e-Governance: Flipping the service delivery model from pull to push in Taiwan," *Government Information Quarterly*, vol. 35, no. 4.
- Erlenheim (2019), "Designing Proactive Public Services. Doctoral Dissertation," Tallinn,
- Ayachi, I. Boukhris, S. Mellouli, N. ben Amor, and Z. Elouedi (2016), "Proactive and reactive e-government services recommendation," *Universal Access in the Information Society*, vol. 15, no. 4.
- Erlenheim, D. Draheim, and K. Taveter (2020). "Identifying design principles for proactive services through systematically understanding the reactivity-proactivity spectrum,".
- Scholta, W. Mertens, M. Kowalkiewicz, and J. Becker (2019), "From one-stop shop to no-stop shop: An e-government stage model," *Government Information Quarterly*, vol. 36, no. 1.

Figure 30. Results of the *proactiveness* dimension



Note: Data are not available for Australia, Hungary, Mexico, Poland, Slovakia, Switzerland, Turkey, and the United States.

Source: OECD Survey on Digital Government 1.0.