

International conference: “CONT_ACT RIGA 2013: E-Government CONtent and
ACTions – Effective Public Services”
21-23 November 2013, Riga, Latvia

ICT-enabled public services and service innovation: trends and prospects

Jeremy Millard
Danish Technological Institute
jrm@teknologisk.dk



**TEKNOLOGISK
INSTITUT**

Context: crisis-ridden Europe

The current state of public administration and public services in a crisis-ridden Europe

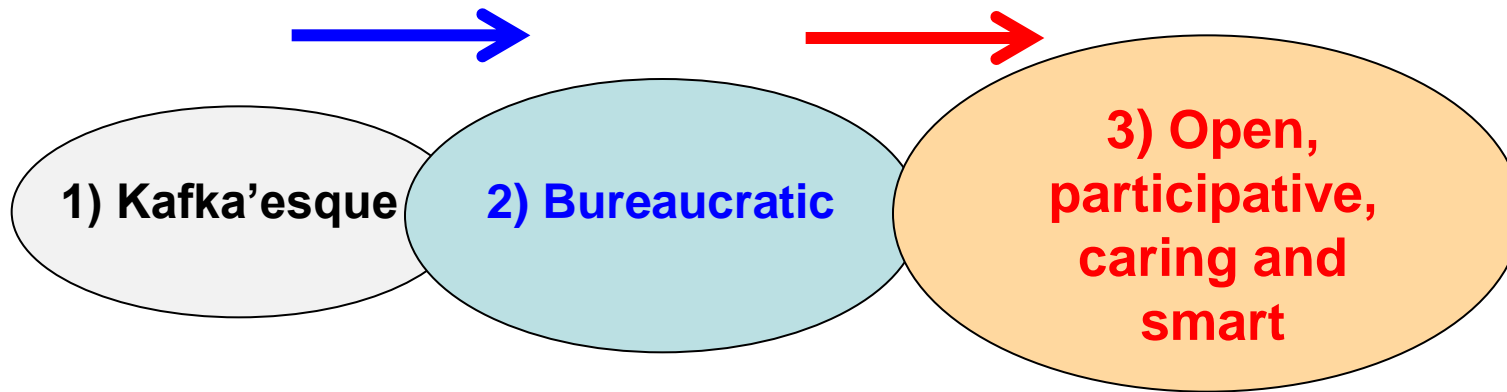
- Dramatically increasing poverty, unemployment, worsening working conditions and strained social services



- Many other 'wicked' problems, like ageing society, climate change, resource scarcity, energy crunch, and governance deficits at all levels
- How can we continue to keep 'social need' and the **European social model** centre stage in order to find the best response despite these distractions?



Context: the three ages of government



- **Arbitrary**
- **Random**
- **Disconnected**
- **Fragmented**
- **Coercive**

- **Rules-based**
- **Administrative**
- **Professional**
- **Top-down**
- **Gov-centric**
- **One-size-fits-all**

- **Open & transparent**
- **Collaborative**
- **Responsive & participatory**
- **Accountable and trust-worthy**
- **Outcome-based**
- **Both innovative & stable**
- **Both bottom-up & top-down**
- **User-centric & user-driven**
- **Both evidence- & values-based**
- **CARING: GETTING PERSONAL**
- **SMART: INNOVATIVE & INTELLIGENT**
- **All is enabled / driven by ICT**

Caring government: Getting personal



UK “best in class” one-stop-shop, sophisticated navigation portal

Cost c. £60 million p.a., 2007 – 2012: www.direct.gov.uk

Directgov

Public services all in one place

Cymraeg | Accessibility | Help | Site index | [A](#) [A](#) [A](#)

Search this site

Go 


[Home](#) | [Contacts](#) | [Do it online](#) | [Newsroom](#) | [Video](#)

Monday, April 23, 2012

 HM Government

Getting started online: help for older people

This week, Spring Online events around the country will help thousands of older people get to grips with computers and the internet

▶ [Find a Spring Online event](#) 



Diamond Jubilee



The Diamond Jubilee celebrations will take place around the weekend 2-5 June

▶ [Diamond Jubilee events](#)

Hosepipe bans



Hosepipe bans came

Straight to...

▶ **Motoring**

Car tax, Learners, Driving licence...

▶ **Education and learning**

Student finance, University, 14-19s...

▶ **Money, tax and benefits**

Benefits, Taxes, Benefits adviser...

▶ **Home and community**

Housing, Council Tax, Flooding...

▶ **Travel and transport**

Journey planner, Passports...

▶ **Caring for someone**

Carer's Allowance, Support services...

▶ **Environment and greener living**

Saving energy, Recycling, Pollution...

▶ **Parents**

Preschool, Schools, Childcare...

▶ **Employment**

Jobs, Redundancy, Holidays, Pay...

▶ **Young people**

Money, Work and careers, Leisure...

▶ **Disabled people**

Financial support, Housing, Rights...

▶ **Pensions & retirement planning**

State Pension, Plan for retirement...

▶ **Crime and justice**

Types of crime, Victims, Prevention...

▶ **Health and well-being**

Heathy living, Health services, A-Z...

Most popular

- ▶ [Job search](#)
- ▶ [Cold Weather Payment](#)
- ▶ [Student finance](#)
- ▶ [SORN](#)
- ▶ [Income Support](#)
- ▶ [Car tax](#)
- ▶ [Driving theory test](#)
- ▶ [Attendance allowance](#)
- ▶ [Jobseeker's Allowance](#)
- ▶ [Passports](#)
- ▶ [More online services](#)

Volunteers aged 18-25 wanted



Want to make a difference to some of the world's poorest communities?

But not everybody thinks so.....

Challenged by a small group of hackers (from 2009)

Directionlessgov

Search more than 6 million pages of UK government info, instantly!
Using direct.gov.uk and Google search.

Directionlessgov.com is the result of a small effort by members of the Democracy.org.uk Collective.

We got so fed up with the general uselessness of the [multi-million pound shambles](#) otherwise known as the [Direct.gov.uk](#) portal, that we decided to build something better in under an hour. Sadly, we ran catastrophically behind schedule, but we still finished before lunch.

For free. Think of it as a gift. When it comes to searching for relevant UK Government resources, we think it beats Direct.gov.uk hands down. Don't believe us? Just compare the two.

Enter a search term and optional postcode

Search

e.g. Recycling Manchester or Health SW2 1RW

3 random searches

- [brown](#) (direct.gov.uk)
- [cavity wall insulation](#) (direct.gov.uk)
- [scotland travel](#) (direct.gov.uk)

The government accepts the challenge....

“Only a small minority of Directgov users come in through the home page (12%)....


.....the majority of visitors arrive from search (52%) or via an external link (43%) straight to one of the big transactions such as car tax, student loans or job search” (2010)



Source: <http://www.cabinetoffice.gov.uk/news/digital-default-proposed-government-services>
(accessed December 2010)

The government accepts the challengethe alpha version










EXPERIMENTAL PROTOTYPE There may be errors, inconsistencies and inaccuracies. [About the prototype](#) | [Project Blog](#) | [Tell us what you think](#)

 [Help](#)

Where are you?
If we know your location we can give you details of services local to you.

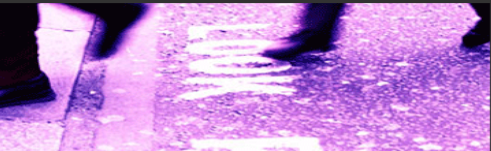
e.g. Bank holidays, Lost passport or Department for Education





Popular tools and topics

-  [How much is the minimum wage?](#)
-  [Calculate holiday pay](#)
[Business Link](#)
-  [Guide to Childcare](#)
-  [Pay your Council Tax](#)
-  [Should I register for VAT?](#)
[Business Link](#)
-  [Report lost or stolen passport](#)
-  [Book a driving test](#)
-  [Guide to Redundancy](#)
-  [Where can I use my bus pass?](#)

Latest news from Government

Better enforcement and education to cut road deaths
Department for Transport
11 May 2011



-  [News](#)
-  [Departments](#)
-  [Speeches](#)
-  [Policies](#)

....but the hackers remain sceptical...

Directionlessgov

Search more than 6 million pages of UK government info, instantly!
Using direct.gov.uk and Google search.

An early prototype of the official website to replace DirectionlessGov.com went live on May 10th, 2011.

Hopefully Government wont screw it up.

Enter a search term and optional postcode

Search

e.g. *Recycling Manchester* or *Health SW2 1RW*

3 random searches

- [brown](#) (direct.gov.uk)
- [cavity wall insulation](#) (direct.gov.uk)
- [scotland travel](#) (direct.gov.uk)

So, the government employs some of the hackers....the beta version

Welcome to GOV.UK Beta (Test) - simpler, clearer...

GOV.UK Settings Help Feedback

Take the tour

Welcome to GOV.UK, the best way to get to government services and information

Search

Try bank holidays, clock change, student finance, car tax

BROWSE

- Crime and justice
- Driving
- Education
- Family
- Housing
- Life in the UK
- Money and tax
- Neighbourhoods
- Travel
- Work

POPULAR

- Get a tax disc
- UK bank holidays
- Student finance calculator
- Housing Benefit
- Maternity pay entitlement
- What to do after someone dies
- Pay your Council Tax
- VAT rates

Today, after full launch

and winning the UK's top design award originally set up for industrial product and service design (summer 2013)

 GOV.UK

Welcome to GOV.UK

The best place to find government services and information
Simpler, clearer, faster

Search GOV.UK



Contents

[Services and information](#)

[Departments and policy](#)

[More on GOV.UK](#)

Services and information

[Driving and transport](#)

Includes car tax, MOT and driving licences

[Employing people](#)

Includes pay, contracts and hiring

[Working, jobs and pensions](#)

Includes holidays and finding a job

[Money and tax](#)

Includes debt and Self Assessment

[Citizenship and living in the UK](#)

Voting, community participation, life in the UK, international projects

[Benefits](#)

Includes tax credits, eligibility and appeals

[Passports, travel and living abroad](#)

Includes renewing passports and travel advice by country

[Housing and local services](#)

Owning or renting and council services

[Births, deaths, marriages and care](#)

Parenting, civil partnerships, divorce and Lasting Power of Attorney

This website replaces

Directgov 

[Businesses and self-employed](#)

Tools and guidance for businesses

[Education and learning](#)

Includes student loans and admissions

[Crime, justice and the law](#)

Legal processes, courts and the police

[Disabled people](#)

Includes carers, your rights, benefits and the Equality Act

Changes in user behaviour

From “pull” to “push”

- many stops



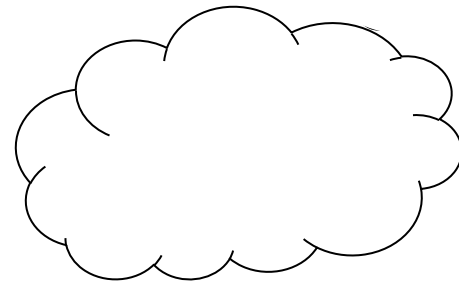
- no wrong door



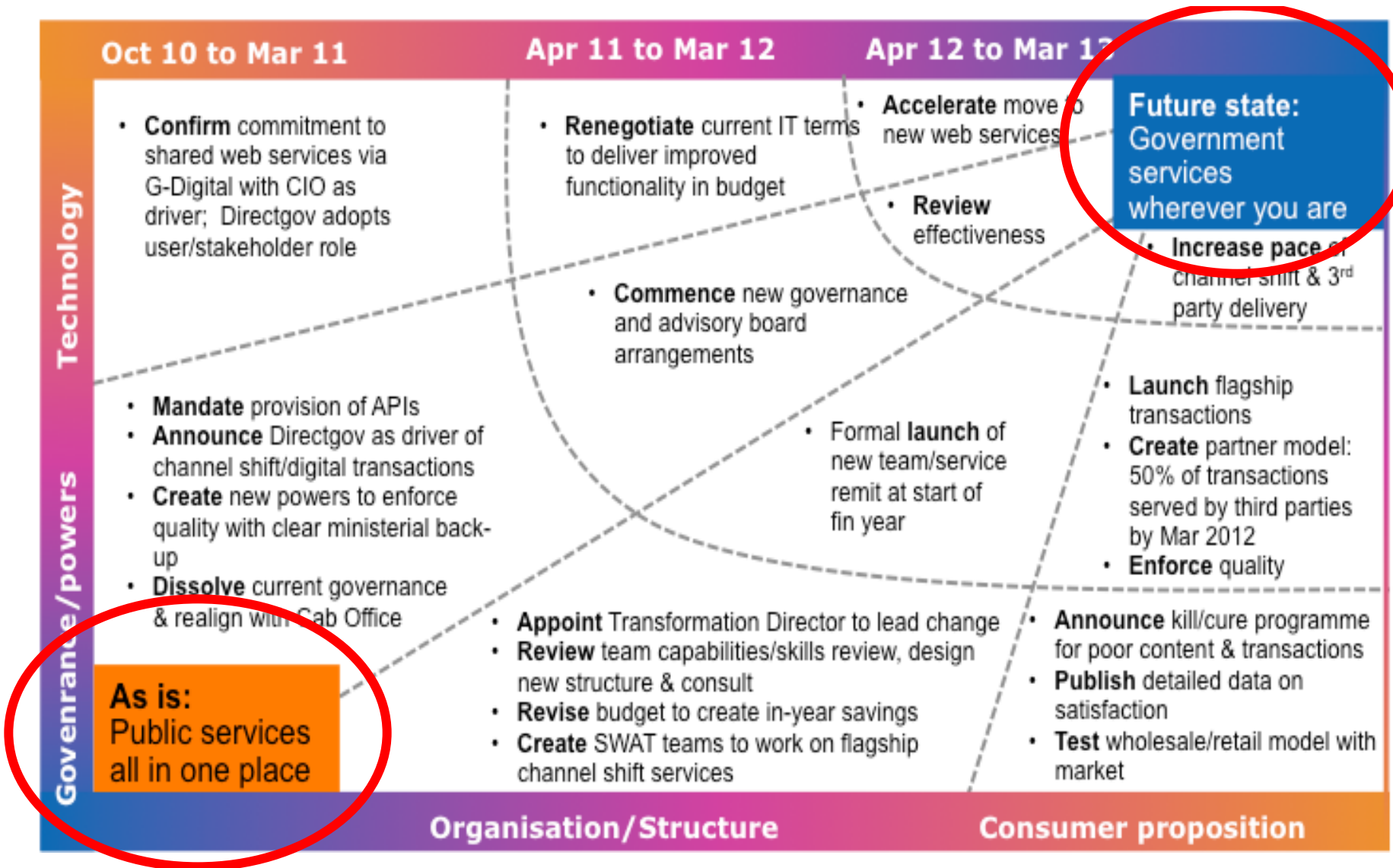
- one stop – portal: **WHERE MOST ARE TODAY**



- personalised push services in and from the cloud: *e.g. UK's Service Design Principles for 2014:*
 - delivered direct to individual user
 - ***who ever, where ever, whenever*** they are
 - use of “**design-thinking**” holistic principles where the ”government does the hard work to make it simple for users”:
 - matching personal needs
 - with service journeys




UK: "push" model



For example: personal service profiles (UK)

Personal “push” dashboard: UK beta version mock-up

Public Services (beta) – helping you, your family, your community

Main menu ? ↑ x	Welcome Bob ? ↑ x	GOVHOO!	Search...
Your favourite pages About Public Services Contact Your MP, Councillor etc Leave good or bad feedback on public services	Happy Birthday Bob  New family history records published at National Archives	My money ? ↑ x DWP owes you £397 ! – click here to collect Parking ticket outstanding Sorry there were problems with your electronic tax return - £5 rebate	Public Service Ad COI Adserver
My family ? ↑ x Johnny has a new school report Sinead's needs a regular vaccination (book) Breakfast club next week – sign up here Choose a school – click here for your preferences	My community ? ↑ x Dogs in Moseley Park – should they be on a lead? Is dog poo a problem? click to have your say Your recycling collection day changed to Thursday Register to vote New planning application on	My Doctor ? ↑ x Hey Bob, how's the diet going? – you promised to be down to 100kg by Easter.....	Want to help improve local schools? School governors needed in Moseley
My impact on environment ? ↑ x Your car is due for a service Bob click here for an easier, greener commute we have found for you Amazing thermal image of your house Bob – see how much heat gets out!	Quick Links ? ↑ x Most popular today Directgov Weather – met office War Graves Commission Travel advice	Please click to make an appointment for a diabetes check Cheating low fat pie recipe from Delia Free British Army Fitness for Bob in Moseley Park	Why worry about crime? Click here to talk live to a local
		RSS feed, click use icons please feel free to reuse	

For example: personal proactive services (Taiwan)

From “pull” to “push”: “e-housekeeper” select from list of 203 services

The screenshot shows the website interface for "我的貼身管家" (My e-housekeeper). At the top, there is a navigation menu with links for Site Map, Mobile, Member Center, About e butler, Correction informed, Registration, and Log in. A search bar is located below the navigation menu. The main content area is titled "Service List" and features a sidebar on the left with a list of categories and counts. The main content area displays several service cards, each with a green alarm clock icon and a description. The cards are titled "Newlywed married", "Tax Finance", "Examination of employment", "Healthcare", "Living expenses", and "Instant message subject". Each card includes a brief description of the service and a "New" tag.

Service List

- All (203)
- Subscribed (0)
- Not subscribed to (203)
- New on-line services
- Personal service subscription list
- Subscribe to Public Information
- Thematic subscription (6)**
- Health care (14)
- Home life (64)
- Transportation (12)
- Social Welfare (50)
- Education and Learning (29)
- Culture and entertainment (6)
- Taxation and finance (18)
- Job Employment (10)

Subscribe theme
Providing Focus service concept departure, according to a variety of different user groups on the nature and needs of the e butler existing services and information to carry out thematic design and packaging, so that users can define, once for all with the theme-related services and information .

Newlywed married
This service provides: Marriage is the life of another starting point, a small alarm clock will be about the wedding, housing, child care related notification service together, you can find a nanny in this topic childcare fee subsidy audit Notice, neonatal vaccination notice, the property tax levy notification service, allowing you to

Tax Finance
This service provides: Tax types are just too complicated? Small alarm clock to help you master the tax schedule, all tax-related services for tax collection of themes, such as local taxes, tax message notification service, land, licenses, property tax levy individual income tax refunds of the prior notice and notice your convenience check the

Examination of employment
This service provides: a collection of small alarm clock certification exams, skill tests and other examinations notification service in the employment theme, in addition to job openings matching notices, etc. Oh and employment-related services, allowing you to select the required service, a subscription, quickly have exam employment-

Healthcare
This service provides: Modern increasingly focus on yourself and your family's health, small alarm clock to collect health checks and other health-related information, especially for children's services, such as neonatal vaccination notification services and prevention of children aged 0-7 NHI health service notifications, allowing you

Living expenses
This service provides: Every month,

Instant message subject
This service provides: small alarm

Everyday, location-driven service personalisation

‘Everyday’ and location-based services (both “pull” and “push”)

- Based largely on mobile smart phones using GPS, although web-based services are also relevant.
- Offered or created depending on where users are, as well as who they are and what they are doing
- Are also data-driven but largely in a local context where users are given a lot more choice & control



- E.g. local services related to health, education, care, transport, infrastructures, utilities, parking, accidents, clean and safe environments, congestion and pollution watch, culture, amenities, leisure, sports, security, crime watch, weather, participation, engagement, conflict resolution, etc.
- Is much easier for users themselves or their intermediaries to participate in constructing and designing their own services at local level where knowledge and resources are often more relevant, closer to hand and more amenable.

Location-driven service personalisation in Taiwan

Service Excellence

Towards Digital
“Life Dashboard”
with “Life Map”



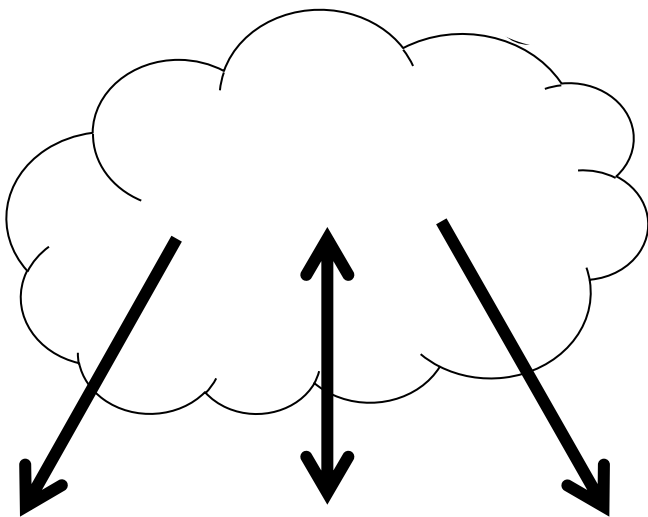
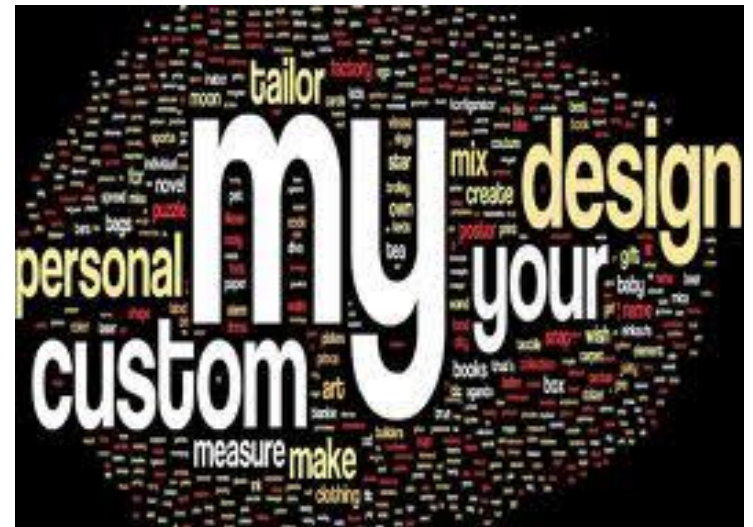
Carry government in your pocket;
alerts you when it can be of service

“Just in time” and “last mile” public services; also
“delivered to your door” (e.g. by the postman!)

“Mass customisation” in e-government

Joe Pine (1995)

**Mass customisation:
“fundamentally customers
don’t want choice
– they just want exactly
what they want”**



Both “pull” and “push”

- Government as a personal assistant (and intelligent agent)
- Switching between “pushing” services it **“knows”** individuals want or need
- ...and “empowering users to “pull” what they **“want”**”

***Smart
government:
innovative and
intelligent***



Using data analytics for evidence-based intelligent government

Using data analytics for decision simulation and policy modelling

- Huge unexploited data reservoirs ('BIG DATA')
- Distributed data, seamless 'cloud computing'
- Data mining, pattern recognition, visualisation, gaming
- Information, consultation, polling, voting, etc.
- Greater precision on policy choices and trade-offs



Public policy evaluation and experimentation for innovative government (1)

- Social policy experimentation **tests innovative solutions** at small scale with a view to disseminating them widely
- Collects evidence about their **real impact** and aims to bring innovative answers to social needs

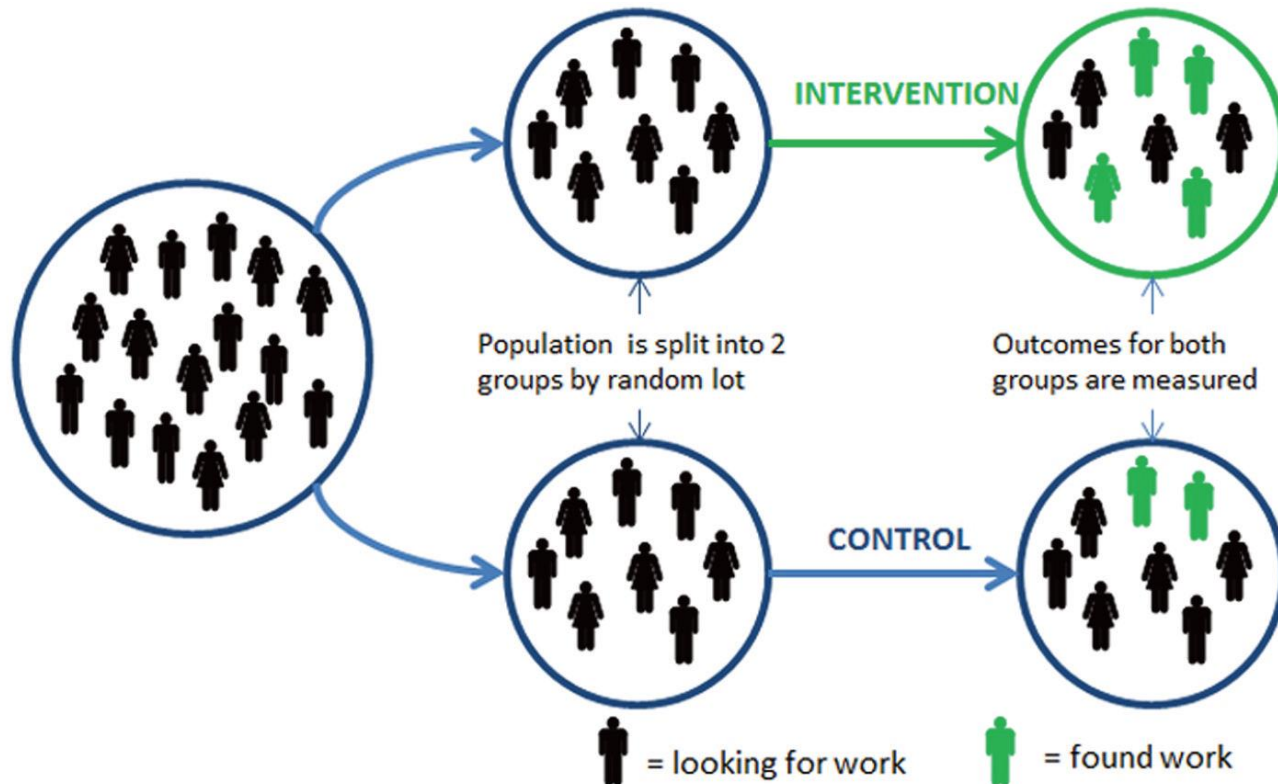


- Are **small-scale probing interventions** to test impact, made in conditions where their impact can be measured
- Typically uses **randomised control groups** to evaluate the specific value added of the measures and considers what would have been the situation if the measure had not been implemented?

Public policy evaluation and experimentation for innovative government (2)

A powerful tool: Randomised Controlled Trials

- Randomised controlled trials (RCTs) are the best way of determining which policy option works best (and which don't work!)
- Are used extensively in international development, medicine, and business to identify which policy, drug or sales method is most effective.



Government as an innovator / agent of innovation



USA: San Francisco

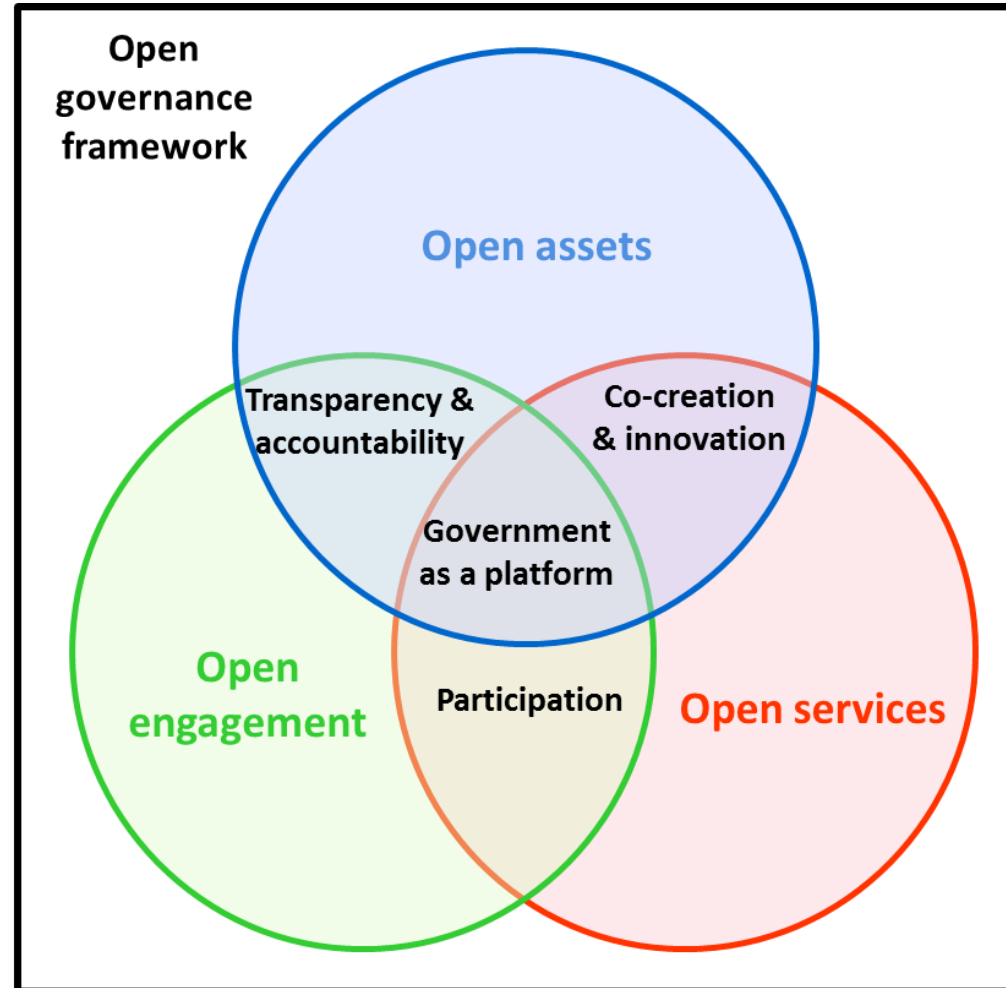


- Ed Lee's **Office of Civic Innovation** “walks in the steps of the worlds’ hottest startups by going lean”.
- In January 2012, Mayor of San Francisco Edwin Lee appointed the city’s – and the world’s - first Chief Innovation Officer, to **foster a culture of innovation across City Hall**, and build stronger relationships with the local tech industry.” “I am a firm believer that the spirit of innovation drives economic growth, solves our toughest civic challenges, and creates a better San Francisco for all of our residents.”

Public sector innovation

Open Government and the ‘**open governance framework**’ are predicated on the recognition that:

- government does not have a monopoly on wisdom or assets
-government can produce a lot of ‘**public value**’ on its own
-but can do more in partnership with others and even facilitate others to do it on their own
- **Government can become much more efficient and effective if it shares assets, resources and data internally and, even more, if it also does this EXTERNALLY**
- the potential for innovation increases dramatically



Source, J. Millard, 2013, partially based on David Tallon's blog

Government as a platform

Supporting innovation across society:

-a strategy which places the government as a platform for others to build upon
-an open environment and ecosystem which sees everyone, every community and every organisation potentially as a resource with assets to create public value
-unused assets equals **WASTE**



For example, converting 'waste' into 'resources' through sharing

-strong focus on identifying and deploying unused assets in communities and in society as a whole.
-these can include finance, people's time and expertise, data, things, places, buildings, spaces, etc., where the goal is to use the matching, orchestrating and coordinating power of ICT to turn what would otherwise go to waste into public value resources.

The Rise of the Sharing Economy

Community Local Economies Environment

SHAREABLE TriplePundit
people, planet, profit

Learn more >>

Three pillars of government as a platform

1. Provide tools for collaboration and co-creation:

- Mitigate the 'burden' on users to (co) create
- Need guidelines, incentives, supports, advice, networks

2. Manage assets:

Identify legitimate and available assets across society, and help to orchestrate and deploy them (often in collaboration with asset owners) to create public value

3. Ensure sustainability and balanced public value

- 'Good governance': government should not become an actor like any other as it still needs to fulfill roles which others cannot, including taking responsibility for overall regulation, quality, accountability for services and performance, responsibility if things go wrong, and for data protection and security – government is the only actor with democratic accountability across whole of society.
- Thus, the general sustainability, continuity and stability of the public governance system is important.



The changing role of government

In building open collaborative platforms

- Government's **role changes** to one of orchestrator, coordinator, integrator, enabler, facilitator, arbiter, broker and regulator for the activities of others in delivering public value.

- Government as a platform facilitates public value creation in the most efficient and effective way possible by supporting an **ecosystem of actors** with

changing roles and relationships. This would supplement the challenge of government having to do **'more for less'** to being able to orchestrate doing **'more with more'** as it **pools and leverages the assets of others together with its own to solve the 'wicked' problems**



International conference: “CONT_ACT RIGA 2013: E-Government CONtent and
ACTions – Effective Public Services”

21-23 November 2013, Riga, Latvia

Paldies !!

Jeremy Millard

Danish Technological Institute

jrm@teknologisk.dk



**TEKNOLOGISK
INSTITUT**

SOME OTHER EXAMPLES

.....but only if time

Crowdsourcing (1)

Accessibility



Lewisham



Go straight to ...

Go

Search term

Search

▶ Council services A-Z

▶ Contact us

- ▶ Home
- ▶ News and events
- ▶ News

- ▶ News from other websites
- ▶ News archive

Love Clean Streets cleans up!

Lewisham Council has won a prestigious Government Business Award for its Love Lewisham / Love Clean Streets project.

Lewisham Council's website Love Lewisham, which has been running now for five years, and the recently launched London-wide Love Clean Streets, both help people to share information about their area to improve the environment.

The 'environmental innovation award' was handed out at a ceremony held at the Emirates stadium, home of Arsenal FC, last week.

Collecting the award Councillor Susan Wise, Cabinet Member for Customer Services, said: "This really is a fantastic accolade, a just reward for all the hard work that's been invested in setting up the project.

"Encouraging local people to get involved and to report the problems they see not only helps improve the areas in which they live by reducing the amount of nuisance crime but at the same time helps build public support for the work done by councils generally. Using state of the art technology in this way is a cost effective way of helping to create cleaner, greener places."

Useful websites

- ▶ Love Lewisham
- ▶ Love Clean Streets

Crowdsourcing (2)

Love clean streets (UK): 2

Reports

Add Report

Live Map

Pivot View

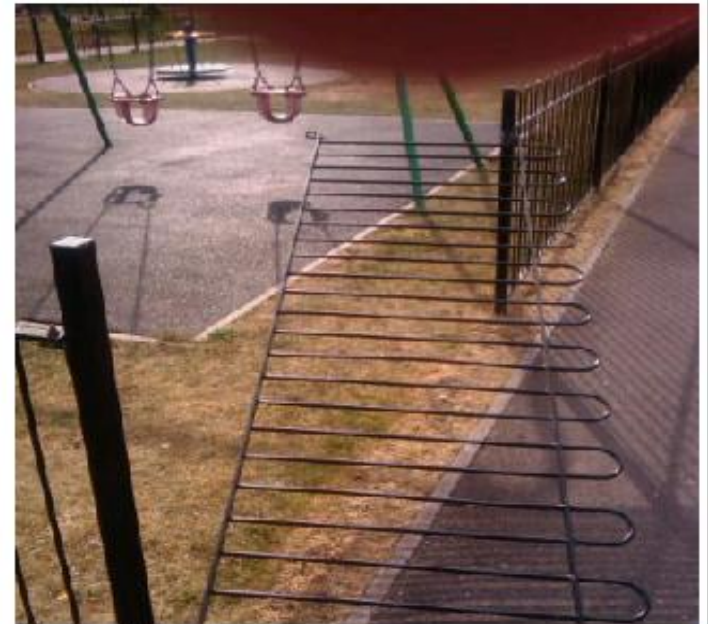
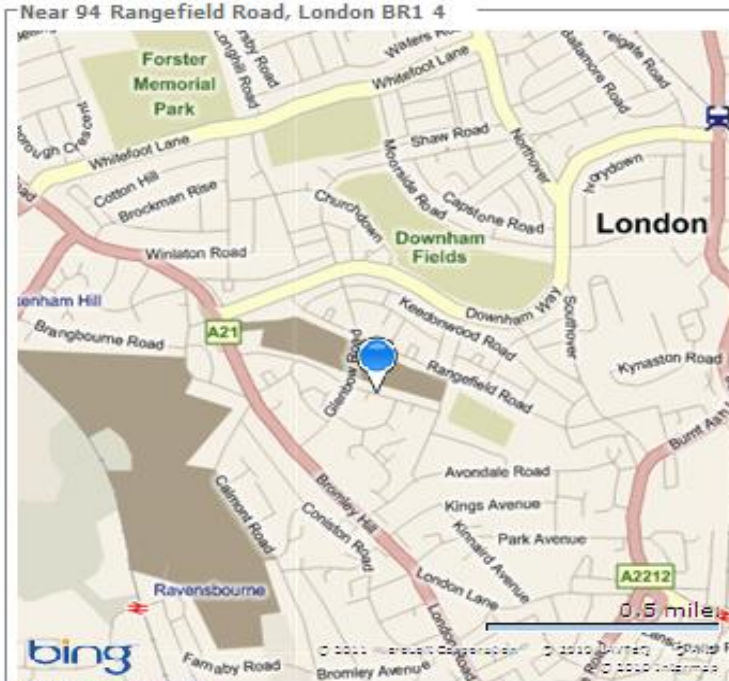
Sign In

How it Works

love clean streets

[not signed in](#)

Selected Report



Downham Ward

Downham playing Fields Damaged section of railing to children's play area

[Like](#) Be the first of your friends to like this.
[Tweet](#) 0

Reported	13/05/2011 16:42
Response Required	Yes
Completed	No
Approved	Yes
Assigned Name	
Category	Parks - Damage/Maintenance
Status	In Progress
Reported By	Jm
Assigned To	

Free Apps

Crowdsourcing (3)

Love clean streets (UK): 3

Total cost 2010-2012: £176,362

Benefits recorded late 2011:

- 87% reduction in staff time per case
- Staff overtime from £300k pa to zero
- 70% reduction in report handling costs (comparing telephone, website and mobile)
- 21% reduction in environmental case work
- £18k p.a. decrease in inspection costs
- 73% less graffiti
- Graffiti removal from 2.78 to 0.5 days
- Fly-tip removal time from 2.5 to <1.0 days
- Increased trad-waste income of £20,000
- Fourfold decrease in land at unacceptable standard
- 30% increase resident satisfaction

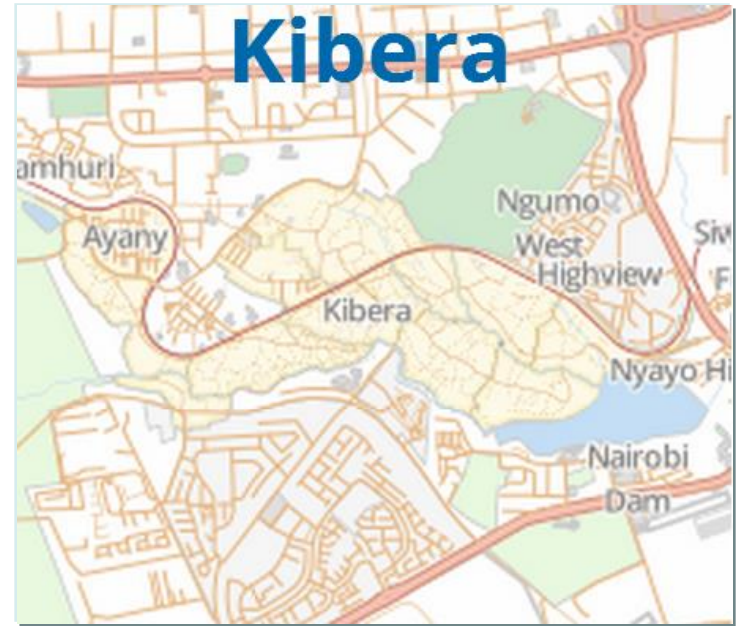
Purpose: Improve environmental quality through a social-networking hub, save money and improve citizen benefits



Citizen creation

Map Kabira

Kibera in Nairobi, Kenya, is one of the largest slums in Africa and was a blank spot on the map until November 2009, when young Kiberans created the first free and open digital map of their own community using simple GPS devices and uploading data to OSM.



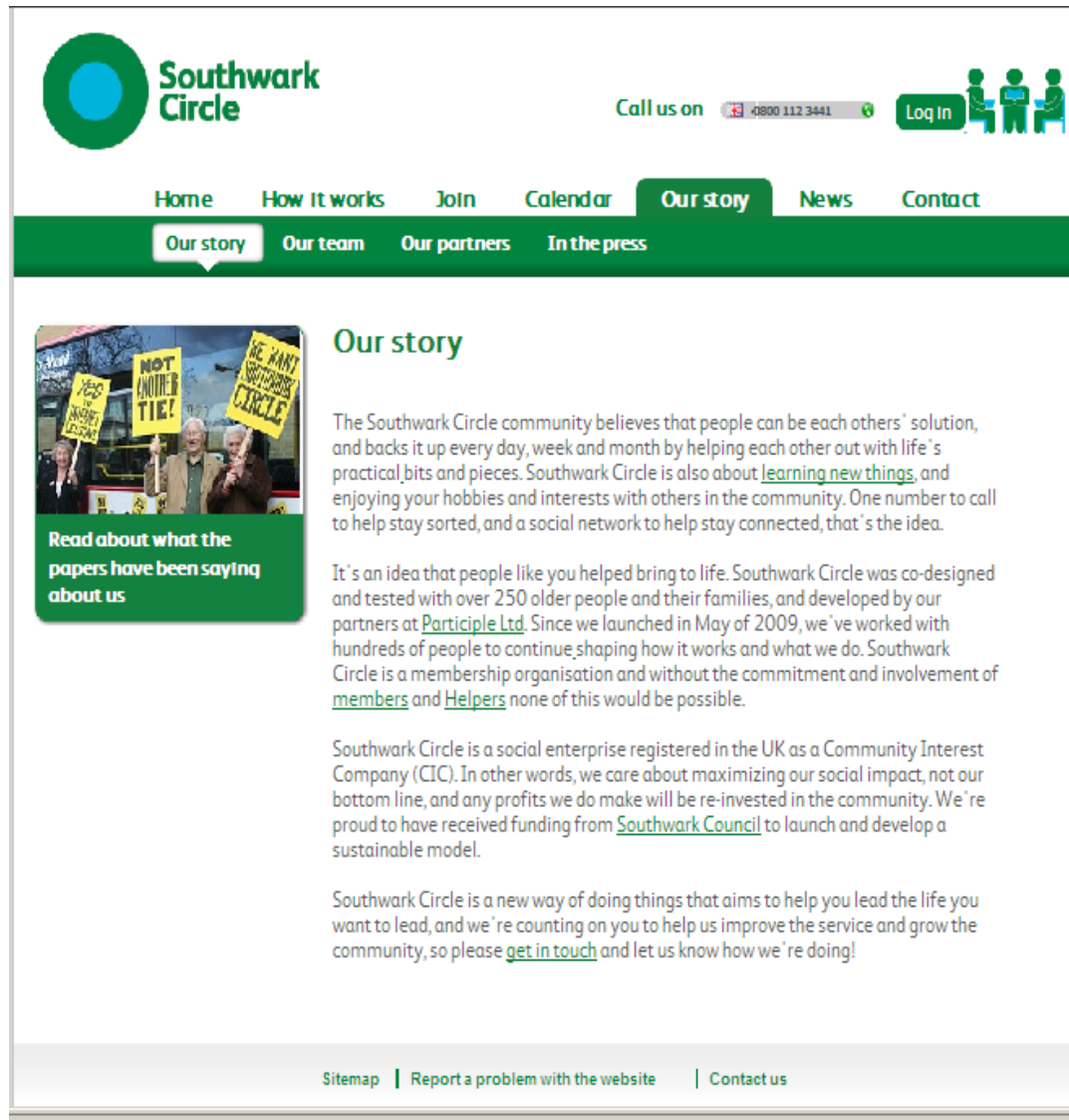
Three stages:

1. Basic data about the location of clinics, toilets, health, security, education, and water/sanitation, places of worship, etc.
2. A “storytelling” layer, capturing personal accounts, stories, and news of Kibera residents
3. Voice of Kibera website: an online news and information-sharing platform for the Kibera community.

Orchestrating unused assets (1)

Southwark Circle, UK: the neighbourly way to sort the everyday (1)

- LA funded a social enterprise team to spend time with 250 elderly in their homes and networks (ethnographic research) to involve in own service design ('DESIGN-THINKING')
- Focus on elderly people (but little distinction in practice)
- Networks of users, helpers/carers, volunteers, entrepreneurs and the LA, to solve any problem
- Elderly no longer seen as a burden or group to do something to – but rather as a resource for their self/mutual help



The screenshot shows the Southwark Circle website. At the top left is the logo, a green circle with a blue center, and the text "Southwark Circle". To the right is a "Call us on" button with the number "0800 112 3441" and a "Log In" button with an icon of three people. Below the logo is a navigation menu with links: "Home", "How it works", "Join", "Calendar", "Our story" (highlighted), "News", and "Contact". Below the navigation menu is a secondary menu with links: "Our story" (highlighted), "Our team", "Our partners", and "In the press". The main content area features a photo of three elderly people holding protest signs that say "YES TO ANOTHER TIE!", "NOT ANOTHER TIE!", and "WE WANT SOUTHWARK CIRCLE". Below the photo is a green button with the text "Read about what the papers have been saying about us". To the right of the photo is the heading "Our story" followed by two paragraphs of text. The first paragraph states that the community believes people can be each other's solution and backs it up every day, week, and month by helping each other out with life's practical bits and pieces. It also mentions that Southwark Circle is about learning new things and enjoying hobbies and interests with others in the community. The second paragraph explains that it's an idea that people like you helped bring to life, that Southwark Circle was co-designed and tested with over 250 older people and their families, and developed by their partners at Participle Ltd. Since launched in May 2009, it has worked with hundreds of people to continue shaping how it works and what it does. It is a membership organization that requires the commitment and involvement of members and helpers. The third paragraph states that Southwark Circle is a social enterprise registered in the UK as a Community Interest Company (CIC), meaning it cares about maximizing its social impact over its bottom line, and any profits are re-invested in the community. It is proud to have received funding from Southwark Council to launch and develop a sustainable model. The fourth paragraph explains that Southwark Circle is a new way of doing things that aims to help you lead the life you want to lead, and it is counting on you to help improve the service and grow the community, so please get in touch and let them know how they are doing. At the bottom of the page is a footer with links: "Sitemap", "Report a problem with the website", and "Contact us".

Southwark Circle

Call us on 0800 112 3441 Log In

Home How it works Join Calendar **Our story** News Contact

Our story Our team Our partners In the press

Our story

The Southwark Circle community believes that people can be each others' solution, and backs it up every day, week and month by helping each other out with life's practical bits and pieces. Southwark Circle is also about [learning new things](#), and enjoying your hobbies and interests with others in the community. One number to call to help stay sorted, and a social network to help stay connected, that's the idea.

It's an idea that people like you helped bring to life. Southwark Circle was co-designed and tested with over 250 older people and their families, and developed by our partners at [Participle Ltd](#). Since we launched in May of 2009, we've worked with hundreds of people to continue shaping how it works and what we do. Southwark Circle is a membership organisation and without the commitment and involvement of [members](#) and [Helpers](#) none of this would be possible.

Southwark Circle is a social enterprise registered in the UK as a Community Interest Company (CIC). In other words, we care about maximizing our social impact, not our bottom line, and any profits we do make will be re-invested in the community. We're proud to have received funding from [Southwark Council](#) to launch and develop a sustainable model.

Southwark Circle is a new way of doing things that aims to help you lead the life you want to lead, and we're counting on you to help us improve the service and grow the community, so please [get in touch](#) and let us know how we're doing!

Sitemap | Report a problem with the website | Contact us

Orchestrating unused assets (2)

Southwark Circle, UK: the neighbourly way to sort the everyday (2)

- £2.4m LA savings being achieved over 5 years: a threefold return on investment
- People are core, but enabled by ICT, e.g.:
 - website for information and matching needs with solutions/volunteers
 - club and other events
 - earning/buying and spending tokens
 - access to other services
 - mobile/SMS alerts, ICT training, etc.
 - coordination and data exchange between LA, NGO and volunteers



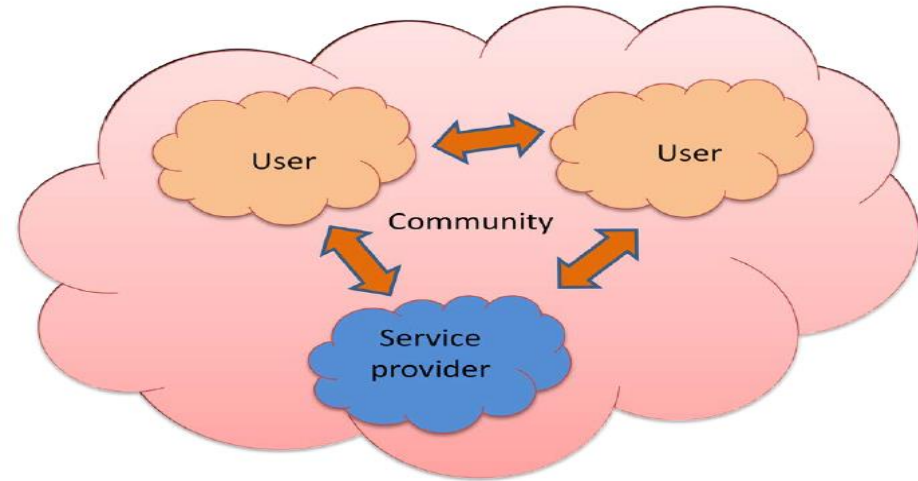
The screenshot displays the Southwark Circle website interface. At the top, the logo for Southwark Circle is on the left, and contact information (Call us on 0800 112 3441) and a Log In button are on the right. The main navigation menu includes Home, How it works (highlighted), Join, Calendar, Our story, News, and Contact. Below the navigation, there are two buttons: 'Being a member' and 'Being a helper'. The 'Being a member' section is active, showing a sidebar with links like 'In this section', 'Being a member', 'Member Calendar', 'Getting things done', 'Tokens', and 'What members think'. The main content area features a heading 'Being a member' followed by a paragraph describing the benefits of membership. Below this, a 'Membership Includes:' section lists four items, each with an icon: a unique membership pack, a subscription to the monthly Member Calendar and newsletter, access to a free phone number for recommendations, and opportunities to meet fellow members at get-togethers. The bottom of the page shows a photo of two men smiling and a button that says 'Interested in becoming a helper?'.

PPCP (private-public-civil-partnership)

Tackling the ageing challenge at community level

Mextal BV (Netherlands)

- Commercial company with €7m turnover pa, 25 employees
- Partnership with LAs, community groups, other companies and dealers (like Philips, Samsung, Ericsson)



Just easy Life and comfort



Prepared for tomorrow



At home with care

- Viedome Total Community Platform for older persons
- Using ICT to embed services and activities in everyday life and community
- Toolbox for personalising home care by user choice of technology and services across **8 pillars of support**:
care, comfort, security, information, advice, communication, entertainment, commerce