

# Introduction to digital government

Digital transformation training programme  
Module #1



ASIA AND THE PACIFIC

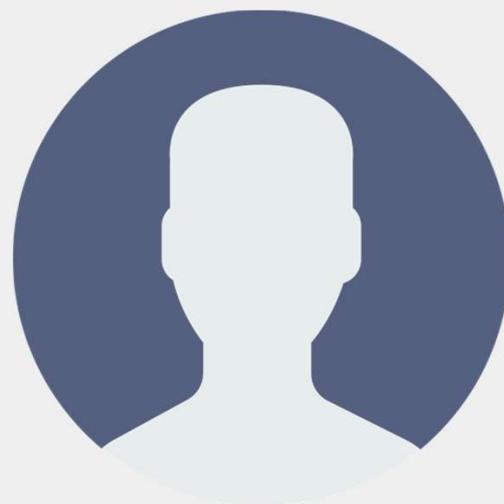
**Regional  
Innovation Centre**

# Meet your hosts!



XX

XX



XX

XX



10-min group discussion

Can you introduce yourself,  
and tell us what made you  
want to participate in this  
learning programme?

# A few zoom we start

## house rules before

- Make sure your name is displayed
- Keep your video on unless you have connectivity issues
- Mute if you're not speaking
- Don't hesitate to ask questions by raising your hand or using the chat

## Learning objectives of the programme

- ✓ Explain the concept of digital government
- ✓ Appreciate how digital government can create value
- ✓ Understand the enablers and barriers to digital government

# Learning objectives of the programme

- ✘ Become digital experts or practitioners
- ✘ Learn how to use digital tools

# Presentation of the learning modules

**1. Introduction to digital government**

2. Human-centred design for digital services

3. Agile and open ways of working

4. Building trust in digital government

5. Data: uses, opportunities and risks

6. Managing digital technology risks

7. Navigating barriers to digital government

1. Definition of digital government
2. Purpose of digital government
3. Enablers of digital government

# **1. Definition of digital government**

2. Purpose of digital government

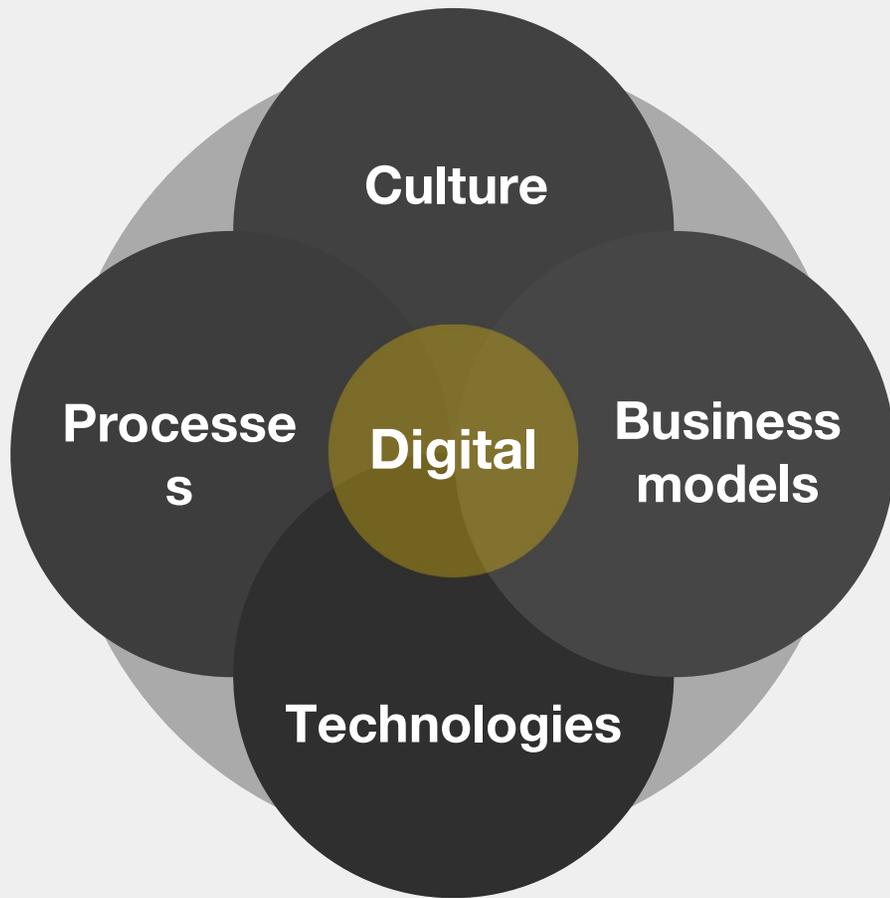
3. Enablers of digital government

Before we define digital  
government, let's define **digital**.

**Digital** is not the same as **IT**.



**Doing IT** (Information Technology) means using computers to store, retrieve, and exchange all forms of electronic data.



## **Being digital:**

applying the culture, processes, business models and technologies of the internet era to respond to people's raised expectations.

Digital transformation  
means **changing how  
an organisation runs  
itself.**





**Heather Conway**  
@MyLittleFires

...

Love seeing government embrace online service delivery! Makes my life so much easier. Less long queues, accessibility issues & limited service hours! It also helps to embrace idea of service support staff being able to live anywhere! [@GovNL](#)

12:20 PM · Jul 17, 2021 · Twitter for iPhone



**R^2**  
@RightLeftReboja

...

Man, it would be nice if the government had online solutions for problems that just result in having to call in. I really love calling both service lines only to be told they're not accepting any calls at the moment.

6:03 PM · Apr 21, 2020 · Twitter for Android



**NoelCuddy** 🍀 🏏 📷 🐒 🌱  
@noelcuddy

...

Amazing service from [@PassportIRL](#) Completed online renewal applications Sunday night, new passports arrive in post Tuesday morning. Great to see a government body setting a high standard. 🙌 [@dfatirl](#)

12:54 PM · Aug 18, 2020 from Fingal, Ireland · Twitter for iPhone



**Thea Riofrancos**  
@triofrancos

...

I just ordered four at-home rapid covid tests online, for free, from a government website that will be shipped to my door by the postal service.

It's not amazing or impressive that this can be done now; it's a travesty, with fatal results, this wasn't done months or years ago.

7:03 PM · Jan 18, 2022 · Twitter Web App



10-min group discussion

How would you define **digital  
government**?

Digital government is about

- better **responding to the needs of everyone**,  
either through service delivery or policy making

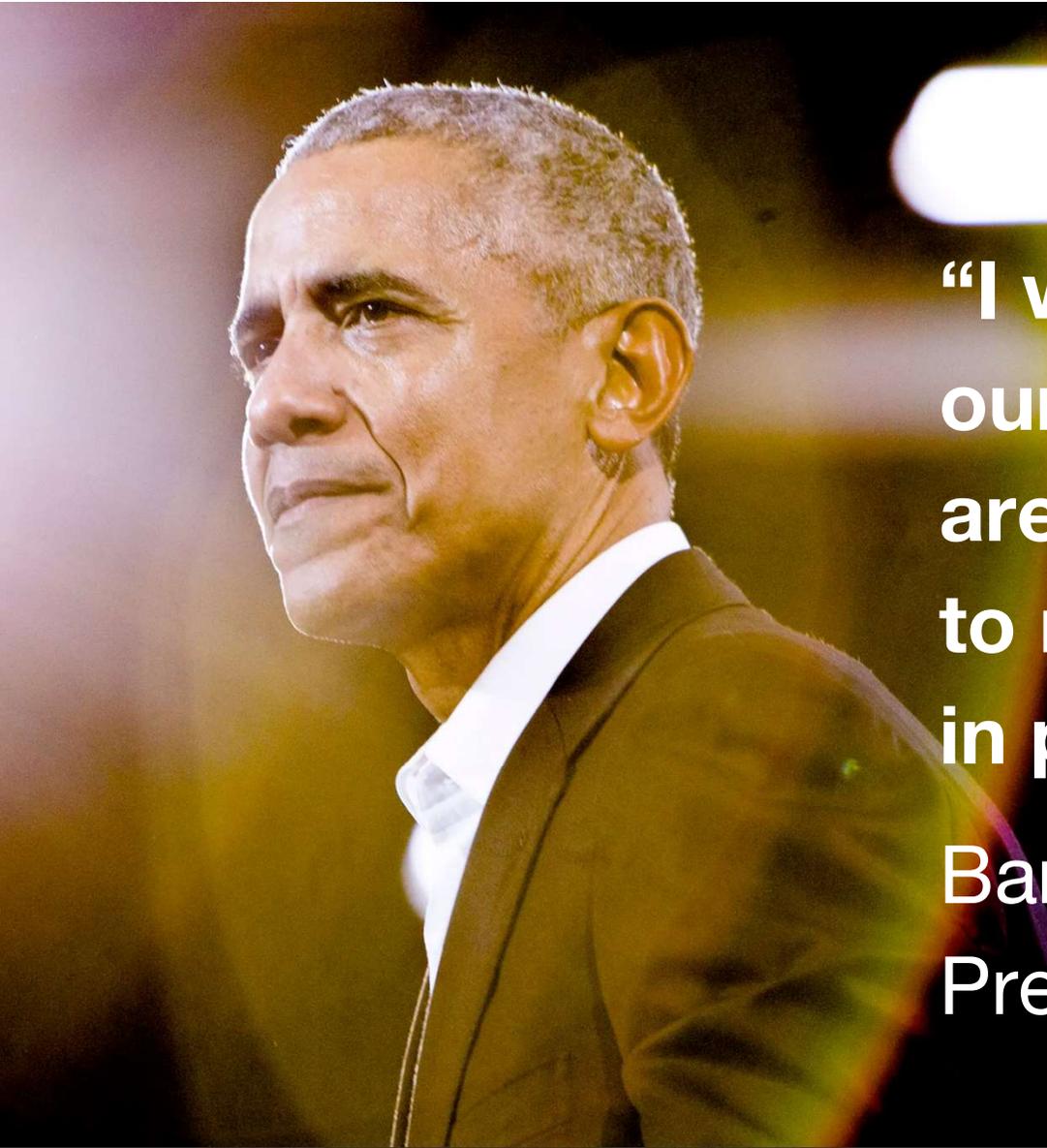
By **everyone** we mean anyone who uses public services or can be impacted by public policies (eg people, businesses, students, associations, residents, tourists).

## Digital government is about

- better **responding to the needs of public services users**
- **by making the most of the digital era**, be it in terms of technologies, culture, processes or business models.

Digital government is not about

- using technology for the purpose of using technology



**“I want us to ask ourselves every day, how are we using technology to make a real difference in people’s lives”**

**Barack Obama, former USA President**



**US elections 2020**

**The  
Guardian**

## Iowa app chaos: what is the software that crashed the vote?

**Democrats in the state used a product called IowaReporterApp to report data for the first time instead of phoning in results**



**zeynep tufekci** ✓

@zeynep



There was no need whatsoever for an app. It's a bad method for this purpose; it's insecure; it's not easy to get these things right. Plus it has no advantage to existing methods. I don't know if it's better to think this was grift or incompetence. (Yes, yes why not both 😞).

4:08 AM · Feb 4, 2020 · Twitter for iPhone



**KEEP  
CALM  
AND  
DON'T BUILD  
AN APP**

# Digital government is about

- using technology for the purpose of ~~using~~  
~~technology~~ improving people's lives



Can you think of a digital solution (an app or something else) that does not answer actual needs, like the Iowa caucus app?

## Digital government is not about

- using technology for the sole purpose of using technology,
- adding layers of complexity to public services

“Do the hard work to make things simple  
Making something simple to use is hard -  
especially when the underlying systems are  
complex - but that’s what we should be doing.  
Don’t take “It’s always been that way” for an  
answer.”



design principle #4

## Digital government is about

- using technology for the purpose of ~~using~~ ~~technology~~ improving people's lives
- Taking off ~~adding~~ layers of complexity from public services

## Digital government is not about

- using technology for the sole purpose of using technology,
- adding layers of complexity to public services or
- putting everything online.

**99**

active mobile-  
broadband  
subscriptions per  
100 inhabitants,  
2020

**79%**

male/female  
internet users as a  
% of total male/  
female population

**21%**

households with  
internet access at  
home, 2017

**91%**

population covered  
by at least a 4G  
mobile network,  
2020

Source: International Telecommunication Union



individuals  
using the  
internet, 2020



households with  
internet access at  
home, 2020



households with  
a computer at  
home, 2020

Source: International Telecommunication Union

Not everyone with the internet is able to use it easily on a regular basis:



Skills



Affordability



Trust



Ability

## Digital government is about

- using technology for the purpose of ~~using~~ ~~technology~~ improving people's lives
- talking off ~~adding~~ layers of complexity from public services
- ~~putting~~ serving everyone ~~thing online~~.

1. Definition of digital government

**2. Purpose of digital government**

3. Enablers of digital government



10-min group discussion

What do you expect from digital transformation in government?

## Digital government can help

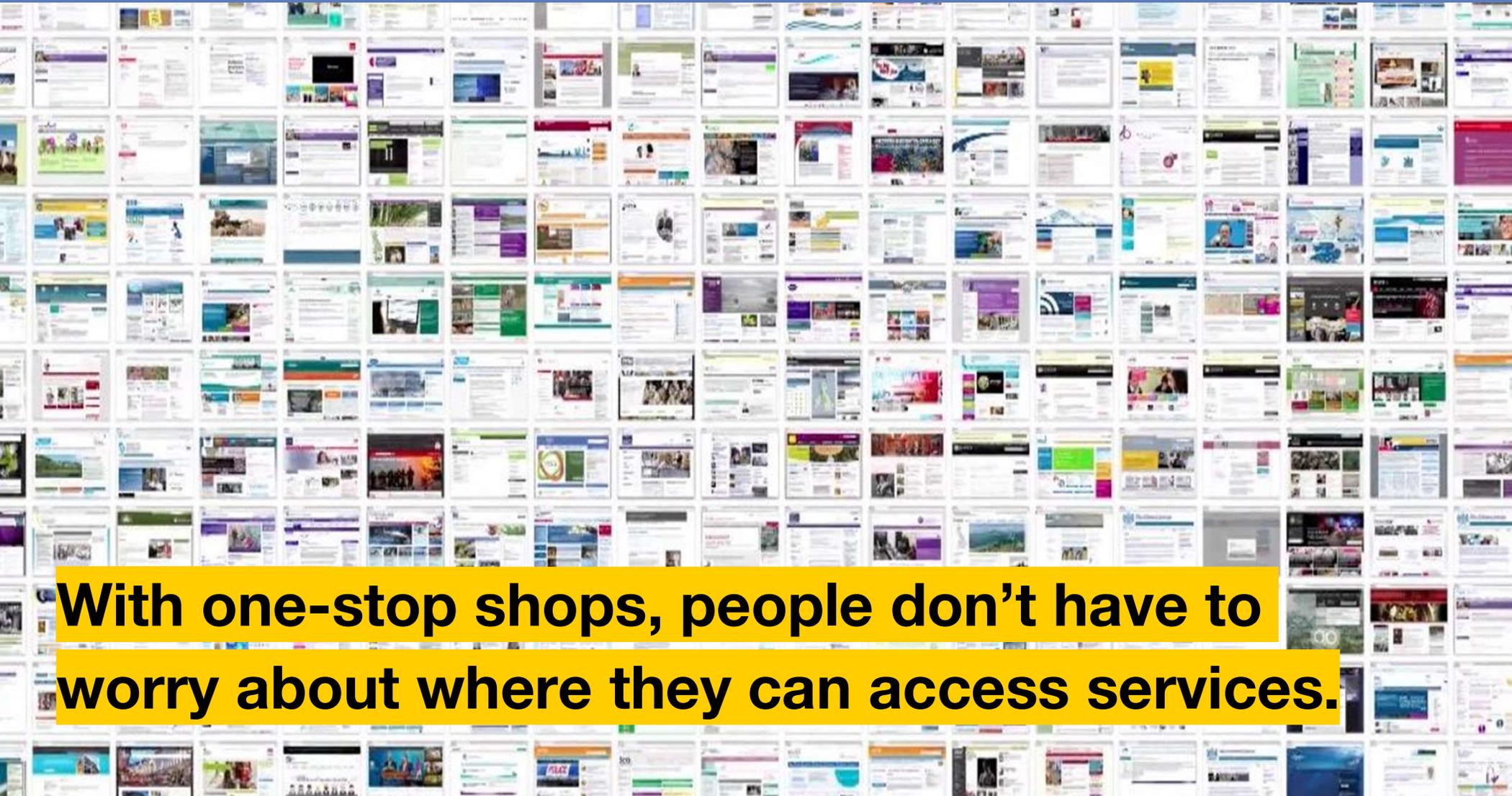
- deliver better and more accessible services

## Example



**People don't have to travel nor queue anymore to access digital public services, which can save them time and money**

## Example



**With one-stop shops, people don't have to worry about where they can access services.**

## Digital can help governments

- deliver better and more accessible services
- inform and evaluate decision making

In the digital era, it's both easier and cheaper to collect, store and analyse large amounts of data.

Example



**Data can help governments identify populations in need and target their support in the event of adverse shocks**

Example



**Data can support decision making and evaluate the impact of government policies and measures**



10-min group discussion

Does your organisation currently use data for decision making?

What challenges does it face in doing so?

## Digital can help governments

- deliver better and more accessible services
- inform and evaluate decision making
- increase transparency and accountability

Digital allows governments to make public service information readily available in the public domain, and thus improve **transparency.**

## Digital can help governments

- deliver better and more accessible services
- inform and evaluate decision making
- increase transparency and accountability
- make civic participation easier

Digital gives governments the opportunity to engage with everyone **at scale**.

They can get feedback on services, policies, budgets, etc.

Example

서울특별시

2021 Seoul Human Rights Forum 'Corona 19 Era, How To...

Seoul News | Response station | Disclosure | Information by field

서울특별시 참여예산

Budget Waste Report Center EN

Participation budget system | Deliberation budget | Participation Budget | Participation Budget Committee | Yesan School

reference Room

# Creating a better Seoul together

Participation budget is  
a system to enhance transparency in financial management and fairness in distribution of financial resources by direct participation of citizens in the budgeting process .



# People's Online Aspiration and Complaint Service

Submit your report directly to the authorized government agency



The diagram features the LAPOR! logo at the top center. Below it, the text "Dapat diakses dengan mudah melalui" is centered. A horizontal line with five circular nodes connects the following services: SMS ke nomor 1708 (with a speech bubble icon), Website LAPOR! www.lapor.go.id (with a globe icon), Aplikasi LAPOR! (with a smartphone icon), Twitter @LAPOR1708 (with a Twitter bird icon), and Unit Pengaduan (with a person at a desk icon).



Has your organisation ever used digital tools to communicate with people?

What were the benefits? Did it face any challenges?

But digital government transformation is not human-centre by default.

Digital government can:

- accentuate inequalities



# Problems with education around the world during Covid-19



Years Don't Wait for Them.

Increased Inequalities in the Right to Education Due to the Covid-19 Pandemic



Some teachers paid for the internet and other things to make sure children could still learn.

And many children tried really hard to keep learning.



But many children could not take part and were left out.

This includes children that already found it hard to go to school.



For example:

- Many children who are poor
- Many children with disabilities
- Many girls
- Many children who live away from towns and cities

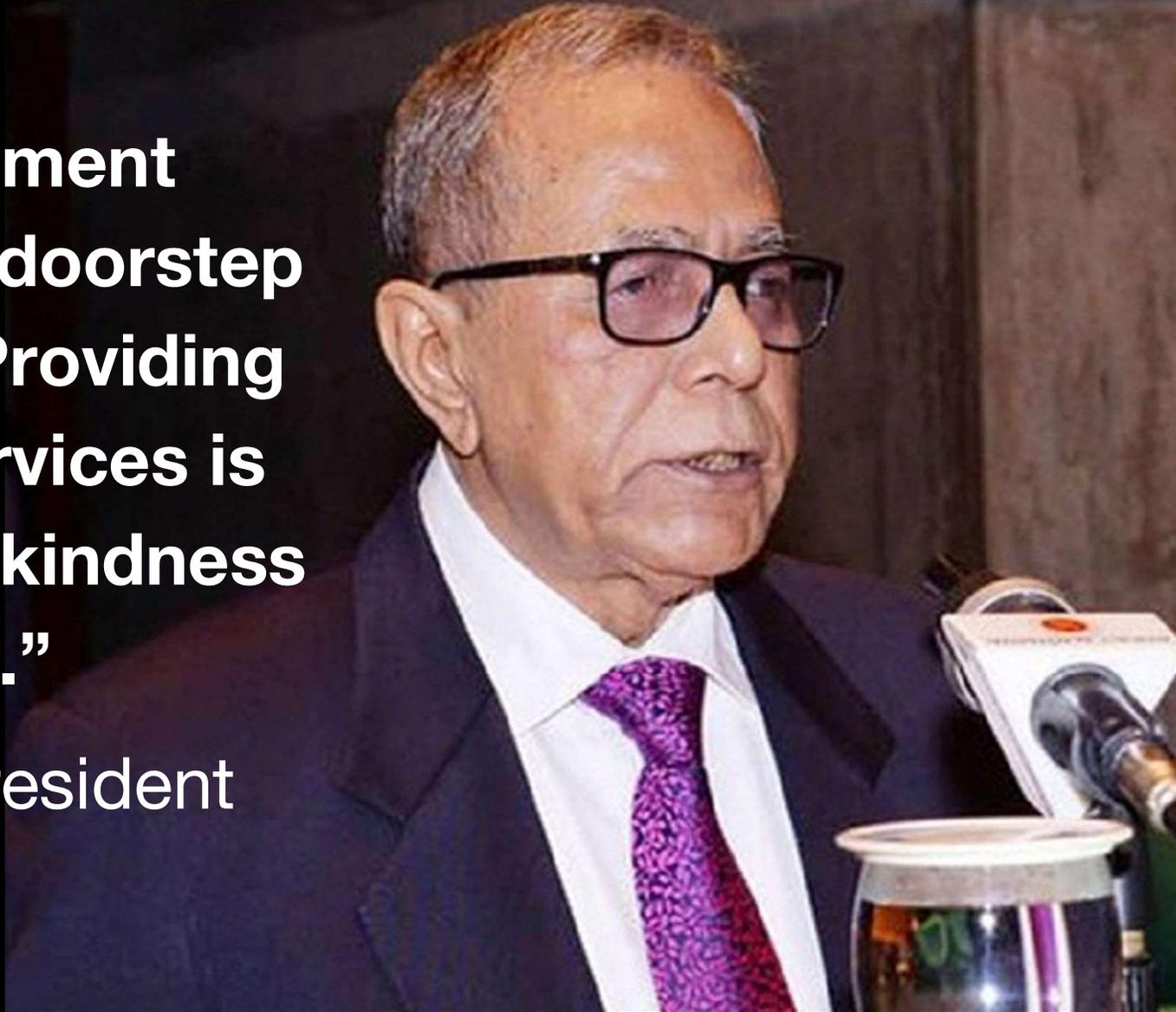
Example



**People in Bangladesh can access public services online from the 8,280 digital centres set up across the country**

**“Deliver government services to the doorstep of the people. Providing government services is not a matter of kindness or benevolence.”**

**Abdul Hamid, President of Bangladesh**



Digital government can:

- accentuate inequalities
- lead to disproportionate surveillance

# How a fitness app revealed military secrets — and the new reality of data collection

Strava's global heat map shows that anyone with a Fitbit can inadvertently become a pawn in an uncharted world of collective data.

By Aja Romano | @ajaromano | Feb 1, 2018, 11:30am EST

f t ↗ SHARE



A US special forces operator, nicknamed "Cowboy," in Afghanistan. (Scott Nelson/Getty Images)

## Vox Technology

How new technology is transforming cities and societies, from the latest apps to advances in renewable energy, computing, transportation, and more.

Most of the 22 million people who **reportedly use Fitbits** or other fitness trackers probably aren't thinking about what their daily jog or morning walk to work might mean for international security. But a recent, startling revelation about what people's



10-min group discussion

Do you have any worries about the digital transformation of your organisation, and government?

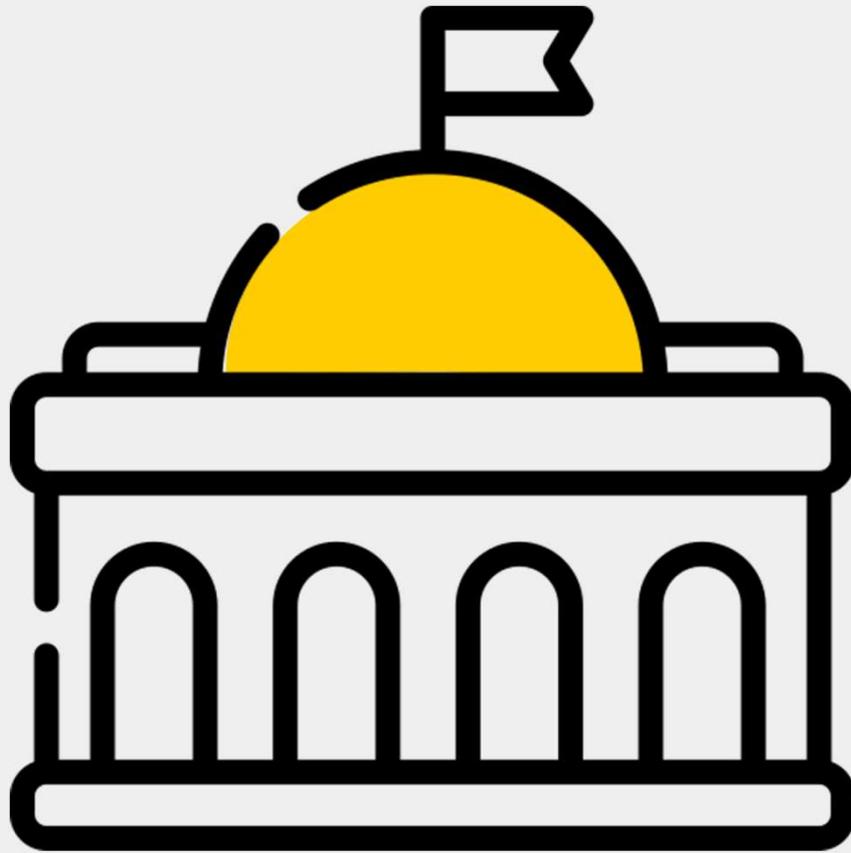
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2. Purpose of digital government

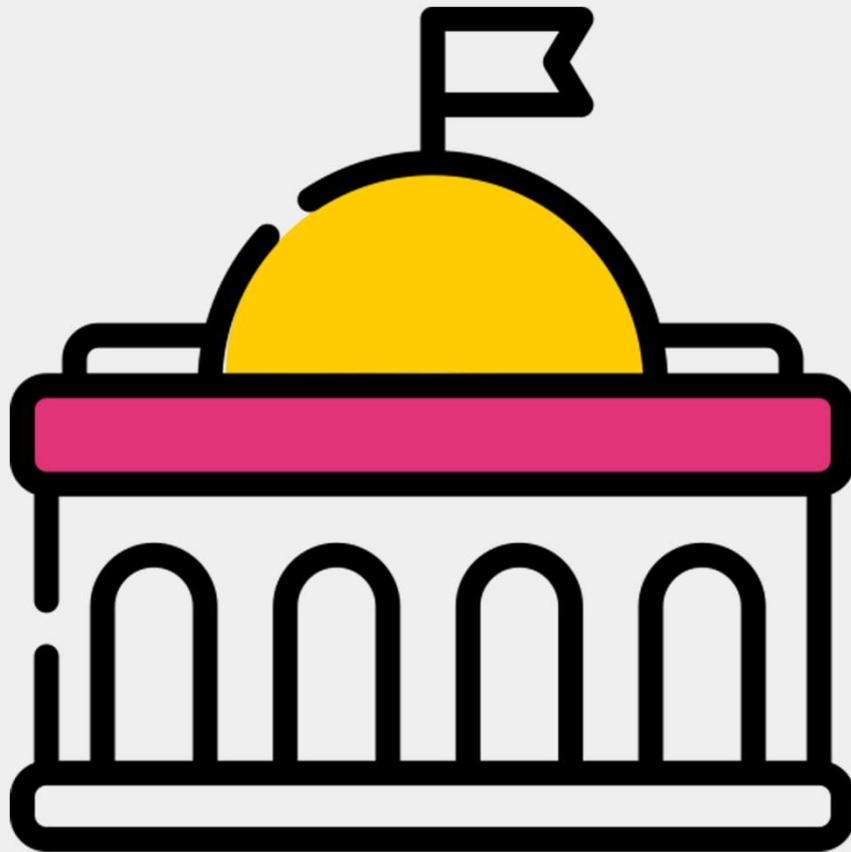
**3. Enablers of digital government**

Digital transformation is not just the work of digital teams.

It requires **everyone** to be involved.



**Supportive  
leadership**



**Supportive  
leadership**

**Whole-of-  
government approach**

**Whole-of-government** approach:  
moving away from silos to formal and  
informal cooperation across the  
portfolio boundaries of government  
organisations to achieve an integrated  
response to particular issues

# Example

User Manual | About Us

Bahasa Melayu | Register | Login

Theme Color: □ □ □ □ □ □ Font Size: -A +A Font Type: Arial

F.A.Q | Contact Us | Complaints & Feedback | Sitemap

 Home Topic MyInfo MyInitiative Digital Services

Home / e-Participation / Malaysia Government Call Centre (MyGCC) / Malaysia Government Call Centre (MyGCC)

## e-Participation

- e-Information
- e-Consultation
- e-Decision Making
- Malaysia Government Call Centre (MyGCC)**
- e-Participation Policy
- Agency eParticipation

## Malaysia Government Call Centre (MyGCC)

### Introduction

In order to realise the government's intention in accordance with the concept of Popularising the Public Service, Malaysia Government Call Centre (MyGCC) was conceived as a communications gateway to connect the people with government agencies. MyGCC was created based on the concept of high impact, low cost and rapid execution under the National Blue Ocean Strategy (NBOS). Since it was launched by the Prime Minister on 12 November 2012, MyGCC has been operating 24 hours a day, 7 days a week offering customers 7 communication channels (SMS, phone, e-mail, Facebook, Twitter, Instagram, and chatbot).

### Background

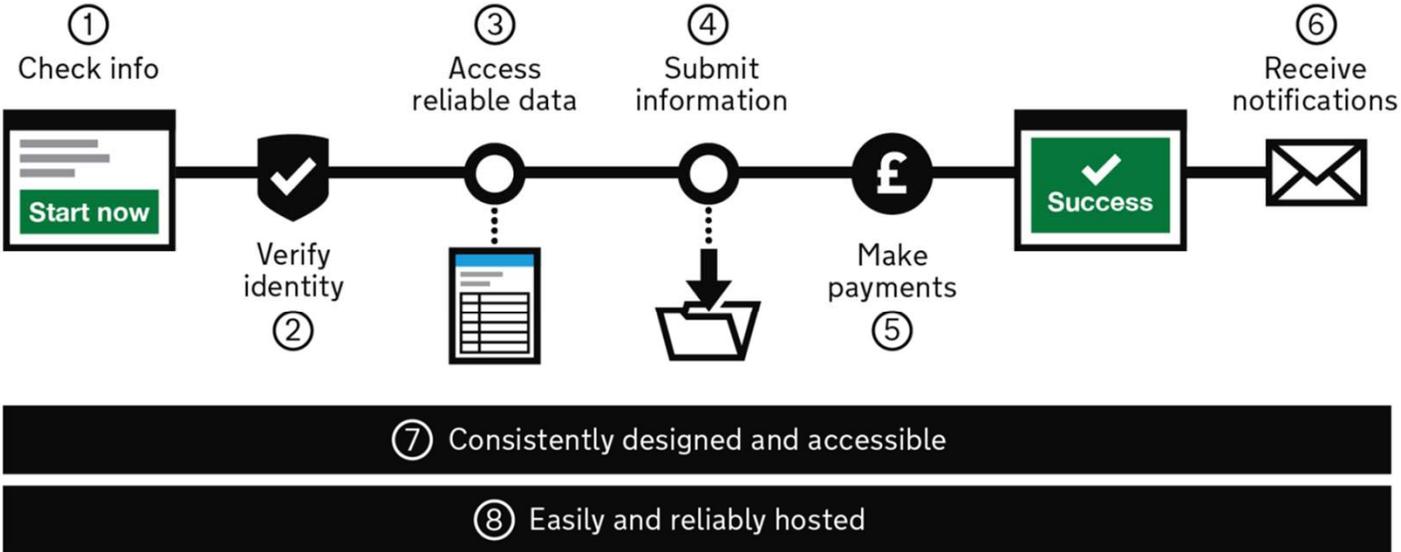
Like other call-centre services around the world such as New York 311, Service NSW in Australia and 1823 in Hong Kong, MyGCC is a one-stop call-centre with just a single number – 03 8000 8000 – for all service agencies, in line with the government's No Wrong Door Policy. Generally, people can make requests, complaints, suggestions/feedback, perform online transfer services and receive appreciation from all government agencies through seven (7) channels of communication with a single number without having to visit the government agencies or ministries concerned.

In line with combining the customer service of different agencies/ministries, this exercise can reduce agency/ministry costs. Strategic collaboration between MyGCC and Ministries/Agencies via information-sharing enables the unanswered call rate (UCR) of the Ministries/Agencies to be reduced.

A stack of cardboard boxes is centered in a dark, minimalist room. The boxes are arranged in a grid-like pattern, with some boxes on top of others. The lighting is dramatic, with a strong light source from the left, creating a bright shadow on the floor and highlighting the edges of the boxes. The background is a plain, light-colored wall. The text "Government as a Platform" is overlaid in a large, white, sans-serif font, centered over the stack of boxes.

# Government as a Platform

Example

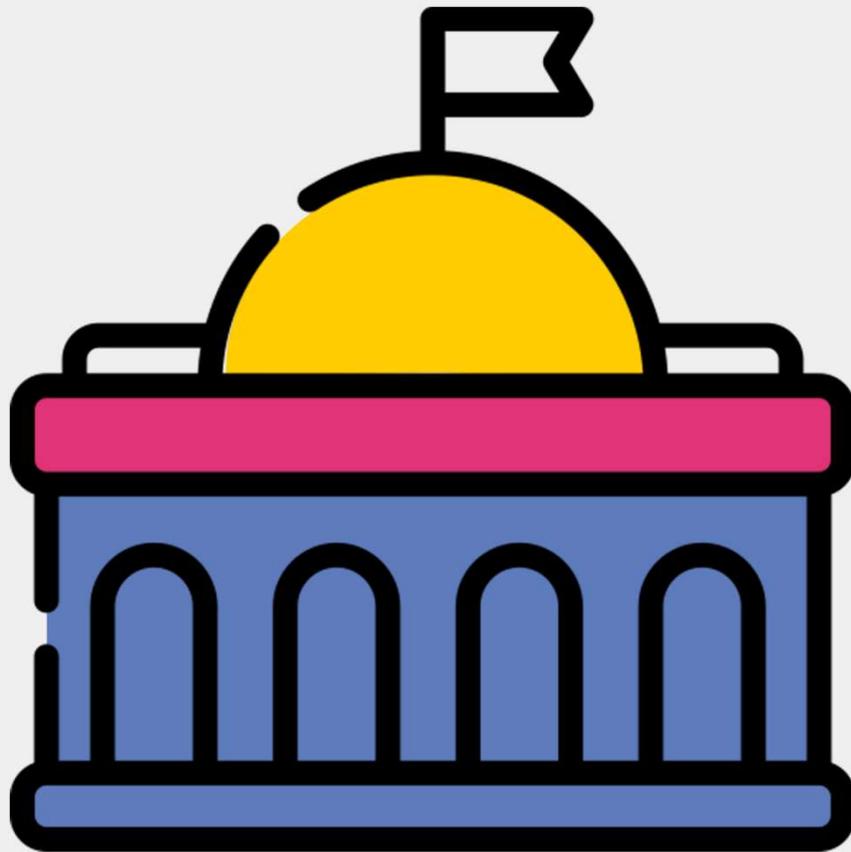


**Government platforms**

- ① GOV.UK
- ② GOV.UK Verify
- ③ GOV.UK Registers
- ④ GOV.UK Submit
- ⑤ GOV.UK Pay
- ⑥ GOV.UK Notify
- ⑦ GOV.UK Design System
- ⑧ GOV.UK PaaS

Commonalities across user journeys when interacting with government and the common platforms that could be built to make service creation better, quicker and cheaper

**Government as a Platform** (GaaP) means  
‘reorganising the work of government around a  
network of shared components so that civil  
servants, businesses and others can deliver  
radically better services to the public, more safely,  
efficiently and accountably.’



**Supportive  
leadership**

**Whole-of-  
government approach**

**Agile and open  
culture**

**People's  
trust**



**Supportive  
leadership**

**Whole-of-  
government approach**

**Agile and open  
culture**

Digital transformation does  
not happen overnight.

It's not always easy to

- hire digital talent
- secure budget
- procure digital services
- manage legacy systems
- navigate legal and regulatory requirements

# Singapore's digital journey

Digital inclusion

Government services

People and skills

1980s

1990s

2000s

2010s

2020s

# Digital inclusion

## From improving internet access to supporting digital adoption

Liberalisation of the  
Internet Service  
Providers' market

Incentives to catalyse  
private-sector investment in  
new broadband  
infrastructure

New SG Digital  
Office to  
accelerate  
digital adoption,  
focusing on  
seniors and  
stallholders

1980s

1990s

2000s

2010s

2020s

# Government services

## From online services to human-centred services

National Computerisation Programme focused on automating internal processes

Sporadic, agency-led development of online public services

New central coordinating entity with strategic national projects like digital identity

Focus on human-centred services

1980s

1990s

2000s

2010s

2020s

# People and skills

## Attracting and developing talent from the start

Significant investments in education and R&D

Schemes to attract foreign talents

Lifelong learning opportunities

Creation of GovTech Singapore Digital Academy

1980s

1990s

2000s

2010s

2020s



10-min group discussion

What are your key **takeaways**  
from today's session?

- Digital is not the same as IT. It includes other aspects than technology, like cultural aspects.
- Digital government is about improving people's lives, not about using technology for the sake of it.
- Digital can help governments deliver better and more accessible services, inform and evaluate decision making, increase transparency and accountability, and make civic participation

- But digital government transformation is not human-centre by default. This requires will and effort.
- To enable digital transformation, governments need supportive leadership, a cross-department governance system, an agile and open culture, as well as people's trust.

Next module:

# Human-centred design for digital services



ASIA AND THE PACIFIC

**Regional  
Innovation Centre**

**public  
digital**

This presentation has been designed using resources from [Flaticon.com](https://flaticon.com) and [Unsplash.com](https://unsplash.com).