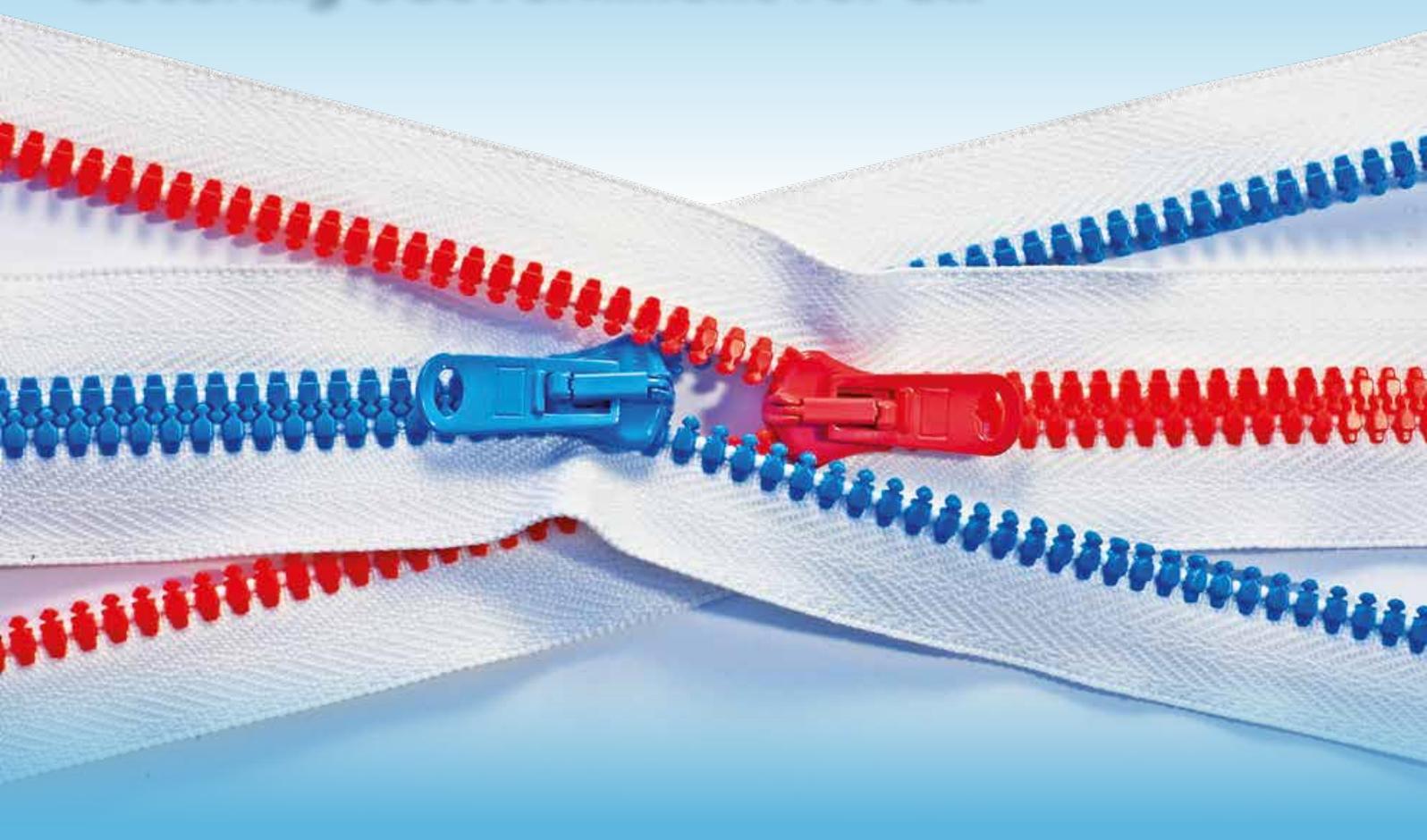




European
Commission

eGovernment Benchmark 2018

Securing eGovernment for all



EXECUTIVE SUMMARY FOR INSIGHT REPORT

A study prepared for the European Commission
DG Communications Networks, Content & Technology by:



Digital
Single
Market

This study was carried out for the European Commission by
Capgemini, IDC, Sogeti, and Politecnico di Milano



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Executive Summary

In times of rapid digitalisation and societal change, governments across Europe transform their public services. Both enhanced and innovative solutions support the realisation of a European Digital Single Market. Further integration of technologies optimises and unifies public services both within and across countries. The 2018 eGovernment Benchmark sheds light on the state-of-play of the digital transformation of European public administrations. Moreover, its in-depth analysis offers key reflections on the realisation of the principles set forth in the EU eGovernment Action Plan 2016-2020¹ and the Tallinn Declaration on eGovernment², such as digital-by-default, trustworthiness and security, as well as openness and transparency. Building upon these foundational policies, the eGovernment Benchmark pinpoints improvements and potential opportunities for putting into practice public services that ensure citizens and business come first.

The *Insight Report* at hand, presents the main highlights of the assessment of eGovernment services in 34 countries: the 28 European Union Member States, as well as Iceland, Norway, Montenegro, the Republic of Serbia, Switzerland, and Turkey (referred to as the EU28+). The assessment of these services covers the priority areas of the EU eGovernment Action Plan 2016-2020, which also provides insights in the current status of the principles set forth in the Tallinn declaration of eGovernment. Each priority area is measured by one or more indicators, included in the so-called **top-level benchmarks**:

- **User centricity**: indicates the extent to which a service is provided online, its mobile friendliness and its usability (in terms of available online support and feedback mechanisms).
- **Transparency**: indicates the extent to which governments are transparent about the process of service delivery, the responsibilities and performance of public organisations and the personal data processed in public services.
- **Cross-border mobility**: indicates the extent to which users of public services from another European country can use the online services.
- **Key enablers**: indicates the extent to which technical and organisational pre-conditions for eGovernment service provision are in place, such as electronic identification and authentic sources.

Mystery Shoppers play the role of a normal citizen in each of the observed countries. They were trained and briefed to observe, experience, and measure public service processes, covering the four top-level benchmarks. After the Mystery Shopping exercise, results were **validated by the participating EU28+ countries**.

1 EU eGovernment Action Plan 2016-2020, available online: http://ec.europa.eu/newsroom/dae/document.cfm?doc_id=15268
2 Tallinn Declaration on eGovernment, available online: http://ec.europa.eu/newsroom/document.cfm?doc_id=47559

Overall eGovernment performance in Europe

The digital efforts of European countries are visibly paying off in their eGovernment performance. The assessment covers eight different life events. The life events capture users' journeys through relevant online public services tied to events in citizens' and entrepreneurs' lives. Eight life events are included in the overall eGovernment performance score. Four of these life events were measured in 2017 and the other four were measured in 2016. The life events measured in 2017 were Regular business operations, Moving, Owning and driving a car and Starting a small claims procedure. The life events measured in 2016 are Business start-up, Losing and finding a job, Family life and Studying.

The overview of the overall eGovernment performance in Figure 1.1 shows that eleven countries deliver high-quality digital services across evaluated public sector domains. On the opposite end, eight countries have an overall eGovernment maturity score under 50%. All evaluated countries score highest on User centricity, but the leaders score on average 23 percentage points (p.p.) higher. Particularly interesting is that the leaders score 56 p.p. higher on Key enablers (81% vs. 24%), which has likely enabled them to perform better on the other indicators as well.

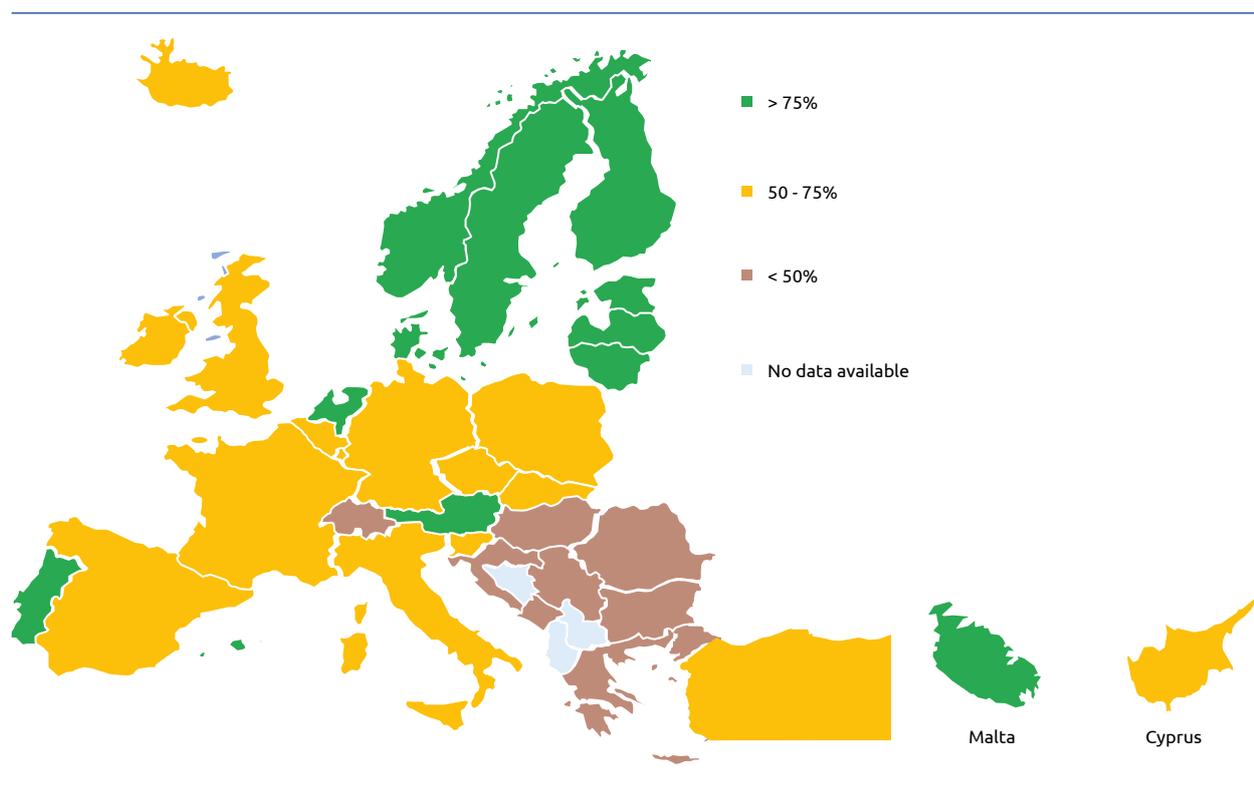


Figure 1.1: Overall eGovernment performance in Europe on the top-level benchmarks (biennial 2016+2017 averages)

³ Figure 1.1 presents biennial scores. This means the scores obtained for the eight life events measured in the past two years: 2016 and 2017. Each life event is evaluated once every two years to allow countries to implement improvements. For this figure, the unweighted average is calculated of the four top-level benchmarks: User centricity, Transparency, Cross-border mobility and Key enablers.

In general, the most developed benchmark is User centricity which has a biennial 2016+2017 average of 82%⁴. The other three top-level benchmarks leave more room for improvement. The biennial scores for Transparency, Cross-border mobility and Key enablers are 59%, 54% and 54% correspondingly.

User centricity: a constant improvement

The top-level benchmark User centricity stands at 82% and includes three key elements of online service provision:

- The average online **availability maturity** score stands at 83%. It is based on four ways illustrating how services in a life event are made available: the service is automated (4% of all evaluated services), it is available online (62%, either through a portal or directly), information on the service is available (32%, either through a portal or online), (information about) the service is not online available (2%; 'offline').
- The maturity score for user **support** stands at 88%, which is evaluated based on the availability of support channels, such as online chats.
- Six out of ten public services are mobile **friendly** (62%).

Transparency: embedding transparency in government routines

The top-level benchmark Transparency stands at 59%, urging public entities to further embrace transparency as key driver for trust in digital government:

- Public organisations can still upgrade their **transparency of service delivery**. Approximately half of services (52%) provide essential user information on timing of delivery, service progress and service performance.
- **Transparency of public organisations** is the highest scoring indicator of this benchmark, at 71%. Organisations are particularly clear on their mission and responsibilities, organisational structure, relevant legislation, and how users can request additional information.
- More **transparency on the processing of personal data** is crucial for offering trusted services. Currently, the transparency of personal data holds at 54%. Only the Czech Republic has reached the highest level, by providing information on whether, when, by whom and why personal data is consulted, in no less than four life events.

Cross-border mobility: easier for businesses than for citizens

The top-level benchmark Cross-border mobility reaches 54% and reveals that the Digital Single Market needs focussed attention to open digital borders for both citizens and businesses:

- Cross-border public services are more often **available online** for businesses than for citizens (72% versus 59%).
- Citizens can only use proper **electronic identification** for 6% of the services encountered abroad, while businesses can use electronic identification for 18% of services. These low scores have an obvious explanation, as the data collection was completed ahead of the deadline for eIDAS implementation (29 September 2018). For twice as many services, citizens and businesses can use **eDocuments** to complete a service request (13% and 35% correspondingly).

4 From here mentioned scores refer to the biennial 2016+2017 score for the EU28+ – unless explicitly mentioned otherwise.

Key enablers: the foundation for user-centric eGovernment services

The top-level benchmark Key enablers scores 54%, showing European nations have ample room to implement key enablers in their service processes:

- **eDocuments** is the most mature Key enabler as it is implemented in 63% of the services.
- The **eID** indicator stands at 51%. More specifically, a national eID is implemented in 34% of evaluated websites. Additionally, in 18% of cases another service can also be accessed without reauthentication.
- **Digital post** options are available from 52% of institutions, being relatively similar in all life events (44% is the lowest within the Studying life event and highest for Regular business operations at 62%).
- Governments use known data to (partly) pre-fill data in 53% of the eForms, expressed in the **Authentic sources** score of 53%.

Drivers for eGovernment performance: a benchlearning perspective

To stimulate progress, countries with similar characteristics are compared on their eGovernment performance through selected complementary indicators from external sources focusing on the level of adoption and of investment in digital technologies. Such a benchlearning exercise helps to understand which contextual factors promote or hamper innovation. eGovernment performances are measured by two proxies: Penetration and Digitisation.

- **Penetration** captures the adoption of eGovernment services online. The overall European level of Penetration is 53%, with countries showing a wide range of scores. The best performing country for Penetration is Sweden, meaning use of Swedish online channels is widespread among users of government services.
- **Digitisation** proxies the digitisation level of the back and front offices of public administrations. It encompasses the four eGovernment Benchmark's top-level benchmarks. Europe's Digitisation level marks at 63%, with countries obtaining more similar scores than for Penetration. The best performing country for Digitisation is Malta, which accomplished high levels of User centricity, Transparency, Cross-border mobility and Key enablers.

To provide further insights, the possible correlation between the characteristics of a country and its scores on Penetration and Digitisation was tested. The strongest correlation was found between User characteristics (both Digital skills and ICT usage) and the Penetration index. Countries with skilful citizens and more frequent daily internet use are also the countries with a widespread usage of eGovernment services. This might hint at the value of awareness-raising and educational activities to potentially increase usage of online public services. Furthermore, there is a positive correlation between Penetration and quality of government. It seems that whenever citizens perceive public administration service delivery to be of high quality, they are more inclined to use online tools and public services.

On the Digitisation side, a strong correlation was found with the indicator Connectivity. This indicates that countries with high a level of deployment and quality of broadband infrastructures are also the countries with a high quality of online public services. Hence, it seems that ensuring fast broadband-enabled services allows public administrations to

share service related data more rapidly and process service requests with more speed, resulting in higher levels of Digitisation. Moreover, Digitisation is positively correlated with quality of government, indicating that whenever a country has high levels of Digitisation, citizens perceive the eGovernment performances to be of high quality. By comparing countries with similar characteristics, it becomes clear which countries perform below, in line, or above the expectations stemming from their country specific context. Countries with lower levels of Penetration and Digitisation might learn from countries that were able to reach higher levels of eGovernment performances under similar contextual variables.



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