Mobile Governance in the Arab Region – From Policy to Impact

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AIM AND OUTLINE

AIM

To explain concepts of Mobile Governance, to present the Mobile Governance Toolkit and its application in Vanuatu, and to discuss how the Toolkit could be applied in the Arab Region to support innovation.

OUTLINE

1 MOBILE GOVERNANCE
2 MOBILE GOVERNANCE PROJECT
3 MOBILE GOVERNANCE TOOLKIT AND VANUATU
4 MOBILE GOVERNANCE TOOLKIT AND INNOVATION IN THE ARAB REGION
5 CONCLUSIONS
Transforming the working of government organizations and their interactions with citizens, businesses and other arms of government through strategic use of mobile technologies to achieve more efficient, effective, transparent and accountable public governance.
MGOV ROLES

1. Supplement – using mobile tools to add a new channel to existing EGOV services
2. Expand – using mobile tools to reach previously unserved or underserved constituents
3. Innovate – using mobile tools to develop new forms of service delivery and governance

[World Bank, 2012]
### PROJECT

**GOALS**
- Prescribe series of steps to develop dedicated national MGOV policy instruments
- Build and populate MGOV Strategy Knowledge Base relying on countries with similar or optimal conditions for MGOV development
- Validate the toolkit by developing the MGOV policy for Vanuatu

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>GOALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing MGOV Strategy for Vanuatu and the Commonwealth MGOV Toolkit</td>
<td></td>
</tr>
<tr>
<td>ACTORS</td>
<td></td>
</tr>
<tr>
<td>Produced and co-funded by</td>
<td>Co-funded by</td>
</tr>
<tr>
<td>[UNU-EGOV Logo]</td>
<td>[The Commonwealth Logo]</td>
</tr>
<tr>
<td>In cooperation with</td>
<td>Coordinated by</td>
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<td>[OGCIO Logo]</td>
<td>[CTO Logo]</td>
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</table>
### METHODOLOGY

#### MGOV4D TOOLKIT

1. MGOV Research Review
2. MGOV Conceptual Framework
3. MGOV4D Policy Review
4. MGOV4D Strategy Knowledge Base
5. MGOV4D Strategy Selection

#### MGOV4D STRATEGY FOR VANUATU

1. Vanuatu MGOV4D Context
2. Localized MGOV4D Strategy Knowledge Base
3. Vanuatu MGOV4D Strategy and Implementation
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MGOV4D TOOLKIT

MGOV Research Review → MGOV Conceptual Framework → MGOV4D Policy Review

MGOV4D Strategy Knowledge Base

MGOV4D Strategy Selection

MGOV4D STRATEGY FOR VANUATU

Vanuatu MGOV4D Context → Localized MGOV4D Strategy Knowledge Base → Vanuatu MGOV4D Strategy and Implementation
EXAMPLE: CONCEPTUAL FRAMEWORK

INSTITUTIONS
- Strategy
- Policy
- Framework
- Human Capacity
- Leadership

INNOVATION SYSTEM
- External Stakeholders
- Absorptive Capacity and Adoption

INFRASTRUCTURE
- ICT Infrastructure
- Mobile Infrastructure
- Interoperability
- Security Safeguards

SERVICES & APPS
- Design and Development
- Delivery Mechanisms

MGOV DEVELOPMENT IMPACT
METHODOLOGY

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EXAMPLE: POLICY REVIEW

Five national ICT/MGOV policy instruments analyzed:
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<table>
<thead>
<tr>
<th>MGOV4D TOOLKIT</th>
<th>MGOV4D STRATEGY FOR VANUATU</th>
</tr>
</thead>
</table>
## EXAMPLE: MGOV4D STRATEGY KNOWLEDGE BASE

<table>
<thead>
<tr>
<th>DIMENSION</th>
<th>SERVICES AND APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELEMENT</td>
<td>DESIGN AND DEVELOPMENT</td>
</tr>
</tbody>
</table>

### STRATEGIES

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>DD2</td>
<td>Develop specific MGOV services in education, health, public safety, environmental protection and other sectors, and lessen the cost of providing such services to remote and rural communities</td>
</tr>
<tr>
<td>DD2.1</td>
<td>Develop MGOV services for institutional development; Utilise mobile ICT to increase public access to government information to promote transparency, accountability, participation and rule of law</td>
</tr>
<tr>
<td>DD2.1a</td>
<td>Develop mobile applications to access public digital libraries and archives</td>
</tr>
<tr>
<td>DD2.1b</td>
<td>Develop a mobile government information portal and mobile public service applications portal</td>
</tr>
<tr>
<td>DD2.1c</td>
<td>Utilise mobile ICT for reporting of corruption and office abuses</td>
</tr>
<tr>
<td>DD2.1d</td>
<td>Utilise mobile ICT to improve grassroots and community based decision-making; promote mobile e-participation initiatives such as online consultation and crowdsourcing to obtain comments on policy drafts and receive implementation feedback through interactive MGOV channels</td>
</tr>
<tr>
<td>DD2.1e</td>
<td>Support relation-building and regular interaction between voters and politicians, including campaigning, through mobile technologies</td>
</tr>
</tbody>
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EXAMPLE: VANUATU COUNTRY CONTEXT

- Small Island Developing State
- Located in South Pacific
- Comprises 82 islands, 65 inhabited
- Population 261,565, 58% below 25 years
- 2/3 lives from subsistence agriculture
- 43% illiteracy, 70% of them are woman
- 60% woman face violence
- No woman representative in Parliament
EXAMPLE: VANUATU MGOV POLICY CONTEXT

VANUATU ACTION AGENDA

- National ICT Policy
- Cyber Security Strategy
- Universal Access Strategy
- EGOV Strategy
- MGOV Strategy
- Private Sector Development and Employment Creation
- Macroeconomic Stability and Equitable Growth
- Good Governance and Public Sector Reform
- Education and Human Resource Development
EXAMPLE: VANUATU IMPLEMENTATION CONTEXT

Interviews with various stakeholders from Vanuatu to understand the needs and conditions for MGOV development in the country.

<table>
<thead>
<tr>
<th>NO</th>
<th>STAKEHOLDER</th>
<th>TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ministry of Agriculture</td>
<td>Government</td>
</tr>
<tr>
<td>2</td>
<td>Ministry of Internal Affairs</td>
<td>Government</td>
</tr>
<tr>
<td>3</td>
<td>Department of Strategic Planning and Aid Coordination</td>
<td>Government</td>
</tr>
<tr>
<td>4</td>
<td>Ministry of Land Administration</td>
<td>Government</td>
</tr>
<tr>
<td>5</td>
<td>Office of the Government Chief Information Officer</td>
<td>Government</td>
</tr>
<tr>
<td>6</td>
<td>Telecommunications and Radio Communication Regulator</td>
<td>Government</td>
</tr>
<tr>
<td>7</td>
<td>Vanuatu National Provident Fund</td>
<td>NGO</td>
</tr>
<tr>
<td>8</td>
<td>Council of Women</td>
<td>NGO</td>
</tr>
<tr>
<td>9</td>
<td>Pacific Institute for Public Policy</td>
<td>NGO</td>
</tr>
<tr>
<td>10</td>
<td>National Bank of Vanuatu</td>
<td>Private</td>
</tr>
<tr>
<td>11</td>
<td>Digicel Telecom Company</td>
<td>Private</td>
</tr>
<tr>
<td>12</td>
<td>Interchange Ltd.</td>
<td>Private</td>
</tr>
<tr>
<td>13</td>
<td>Etc.</td>
<td></td>
</tr>
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## EXAMPLE: LOCALIZED STRATEGY KNOWLEDGE BASE

<table>
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<th>DIMENSION</th>
<th>INNOVATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>ELEMENT</td>
<td>ABSORPTIVE CAPACITY</td>
</tr>
</tbody>
</table>

### STRATEGIES

**AC1**
Develop marketing and awareness strategies for MGOV services especially for people in underserved areas

**AC1.1**
Conduct an intensive continuous marketing campaign promoting MGOV usage and take-up; Develop marketing and awareness strategies for m-services targeting businesses; Support widespread m-banking take-up by linking m-banking services with MGOV

**AC1.2**
Develop and broadcast MGOV awareness programmes; Establish the "First Steps" MGOV call centre

**AC1.3**
Work in collaboration with existing community groups such as, women groups, seniors, schools and libraries to provide outreach to their constituents in raising the awareness of MGOV benefits

**AC1.4**
Address perceived risks of MGOV services e.g. regarding reliability, privacy and security

**AC1.5**
Pilot MGOV initiatives through selected villages in order to showcase benefits
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EXAMPLE: MGOV4D STRATEGY SELECTION

MGOV strategy ranking and selection tool:
- instantiated for Vanuatu
- with emphasis on innovation system
METHODOLOGY

MGOV4D TOOLKIT


MGOV4D STRATEGY FOR VANUATU

Vanuatu MGOV4D Context → Localized MGOV4D Strategy Knowledge Base → Vanuatu MGOV4D Strategy and Implementation
# Mobile Governance in the Arab Region: From Policy to Impact

## Example: Vanuatu MGOV4D Implementation

<table>
<thead>
<tr>
<th>Year</th>
<th>Readiness and Quick Wins</th>
<th>Usage</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>80-90% voice coverage</td>
<td>90-93% voice coverage</td>
<td>98-99% voice and high speed data coverage</td>
</tr>
<tr>
<td></td>
<td>20% population by 3G</td>
<td>25-30% covered by 3G</td>
<td>85-90% has smart phones</td>
</tr>
<tr>
<td></td>
<td>7% has smart phones</td>
<td>12-20% has smart phones</td>
<td>smart phones price $25-90 USD</td>
</tr>
<tr>
<td></td>
<td>smart phone price 300-500USD</td>
<td>smart phone price $200-300 USD</td>
<td></td>
</tr>
</tbody>
</table>

### Actions and Strategies

- **Develop implementation plan**
- **Develop investment plan**
- **Create governance structures**
- **Create MGOV leaders**
- **Provide MGOV training**
- **Facilitate access to mobile devices (One device per child)**
- **Establish legal framework (ICT policies for equal and equitable access to mobile technologies)**
- **Establish legal framework (ICT policies for green mobile technologies)**
- **Define guidelines and good practices (Guidelines for green mobile technologies)**
- **Develop capabilities of ICT industry (Promotion of private sector integration on MGOV strategies)**

**SMS-based MGOV applications:**
- Civil Registry (birth, marriage, etc. registration)
- Civil Defense (weather forecasts, emergency warning alerts, etc.)
- Health (vaccination alerts, public health prevention, etc.)

**MGOV mobile applications:**
- Health (collection of health-related data)
- Education (courseware for mobile learning)
- Civil Defense (protecting women’s safety)

**Implementation Strategies:**
- MGOV Strategy for Health Sector
- MGOV Strategy for Education Sector
- MGOV Strategy for Tourism Sector
- MGOV Strategy for Transport Sector
- MGOV Strategy for X Sector
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5. CONCLUSIONS
Possible MGOV strategies to support innovations in the Arab region include:

- Use the MGOV framework to engage trusted third parties, including local councils, NGOs, professionals, employers, retailers, contractors and public-private partnerships, to deliver agent-driven MGOV
- Promote private sector integration into MGOV: develop public-private strategies for the use of MGOV to enhance the productivity of local business, the marketability of local goods and services, and the overall efficiency of economic development
- Sustain vertical strategic alliances for MGOV education, and technical support to SMEs in MGOV
- Develop capabilities within the mobile ICT industry to support innovation in the public sector
- Develop marketing and awareness strategies for MGOV services, especially for people in the underserved areas
- Pilot MGOV initiatives through selected cities in order to showcase benefits
- Empower younger generations to carry out MGOV-focused community capacity building
CONCLUSIONS

The presented MGOV Toolkit is:

- Systematic – it prescribes a series of steps to be carried out under precise specifications
- Comprehensive – it describes analysis of local conditions, and the development of the MGOV policy instrument based on such analysis
- Replicable – the steps are well-documented and can be repeated under different parameters to produce different outcomes
- Generic – the knowledge base could be rebuilt for different groups of countries, resulting in the instrument that matches different national conditions.

Innovation Systems in one of the main four dimensions of the MGOV Toolkit.

The Toolkit can be customized to adapt to the local needs, and more importantly, the Toolkit introduces innovation strategies to MGOV policies by design.

Through the MGOV strategy and its effective implementation, the envisioned impact on innovation can be achieved.
SOME FOOD FOR THOUGHTS

1  SMART CITIES
2  OPEN GOVERNMENT – OPEN DATA
SOME FACTS

In 2007, more than 50% of global population was living in cities and towns. Of every 10 urban residents, more than 7 are found in developing countries. 187,066 new city dwellers will be added every day to the urban population in 2012-2015, 91.5% born in developing countries. An estimated 80% of global GDP is generated in cities. Cities contribute to up to 70% of total greenhouse gas emissions.

There is a need to focus and change urbanization trends...

SDG11. Make cities and human settlements inclusive, safe, resilient and sustainable

SMART CITY - DEFINITION

The use of smart technologies to build and integrate critical infrastructures and services of a city.
CASE STUDIES - 1

CYBERJAYA - MALAYSIA

Intelligent city it is part of the Multimedia Super Corridor (MSC) plan, a techno-pole project launched by the Malaysian Government in 1996 with the intent of advancing the country’s innovation and knowledge-based economy.

Cyberjaya goal is to become a global technological hub by attracting world-class ICT companies, high-qualified professionals and students.

GUADALAJARA - MEXICO

Ciudad Creative Digital (CCD) project aims to create an environment capable of generate knowledge, enhance quality of life, foster talent and innovative ideas through the intensive use of new technologies, in the Guadalajara city.

The innovation resides on the focus of creating an urban environment that attracts the world’s brightest talents in advertising, gaming, filming, TV, and other areas related with digital-media innovation.
MASDAR - UAE

“Masdar is on a mission to advance the clean energy industry in Abu Dhabi and around the world, and it is a catalyst for the economic diversification of the emirate”

A company owned by the Abu Dhabi Government, established Masdar guided by The Abu Dhabi Economic Vision 2030, a programme that drives new sources of income for the emirate and strengthens its knowledge-based economic sectors.
OPEN GOVERNMENT – OPEN DATA

OPEN GOVERNMENT – HOW?

- making information about how government works accessible to the public
- seeking citizens’ participation in government decision-making processes
- increasing opportunities for public engagement
- making government spending more transparent
- using technology in innovative ways so to improve citizens’ lives

PRINCIPLES

| Transparency, Participation, Collaboration |


Open data is data that can be freely used, re-used and redistributed by anyone - subject only, at most, to the requirement to attribute and sharealike.
OPEN DATA AND INNOVATION

EXAMPLE

BROWSE TOPICS

- Agriculture
- Business
- Climate
- Consumer
- Ecosystems
- Education
- Energy
- Finance
- Health
- Local Government
- Manufacturing
- Ocean
- Public Safety
- Science & Research

HIGHLIGHTS

A multi-university initiative makes global climate information more accessible to farmers

Useful to Usable (u2u) offers a suite of online tools created to help farmers and agricultural advisers manage increasingly variable weather and climate conditions across the Corn Belt. They provide historical climate data that help inform purchasing, marketing and activity planning throughout the growing cycle. Data in all tools are updated regularly, even daily in some cases.

U2U is composed of 50 faculty, staff and students from nine universities who specialize in applied climatology, crop modeling, agronomy, cyber technology, agricultural economics and other social sciences. It is funded by the U.S. Department of Agriculture’s National Institute of Food and Agriculture.

www.data.gov

CONCEPTS:

- Government role – enabler, regulator
- Ecosystem platforms
- Prosumers – providers and consumers
- PPPP – Public-Private-People-Partnerships
- Hackatons
ICEGOV2015 IN TUNISIA

9TH INTERNATIONAL CONFERENCE ON THEORY AND PRACTICE OF ELECTRONIC GOVERNANCE
3 - 5 NOVEMBER 2015
WWW.ICEGOV.ORG

ICEGOV2011 – Conference participants

MOBILE GOVERNANCE IN THE ARAB REGION – FROM POLICY TO IMPACT

UN ESCWA EXPERT GROUP MEETING, AMMAN, 3-4 JUNE 2015, 33
Thank you for listening.

Any questions?

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