

Speeding Every European Digital [SEED] Case Study

From Public Sector Information to Public Service Advertising

Why use SEED digital services?

SEED¹ is a cloud-based platform between the administration and its citizens, providing access to all public sector information (PSI) through a network of information points such a digital displays. It can be accessed through any type of digital node anywhere with an internet connection. SEED gathers any content at your interest in the simplest way: e-Gov, employment, health, tourism, social services...

SEED can bring intangible benefits the Public Administration that can refer to:

- Better acquisition of information about cultural events and in turn higher profits for local artists performing these events;
- Better and more information about the grants and subventions offered by the Region to the citizens and companies in the region;
- Up-to-date information about activities of the personnel, improving transparency;
- Empowerment of all citizens (including those digitally excluded) by providing them with information on how to have their voices heard in decreasing the effect of the “digital divide”
- Raising public awareness of activities and events public administration organizes in all areas –social affairs, healthcare, culture, tourism, education etc.
- Improving and simplifying the services delivered and customization;
- Integration and wide inclusion of services;
- Enhanced accessibility and accuracy of services and contents;
- Greater engagement as well as a proactive and bidirectional communication;
- Activity streaming, by displaying the most important events and action undertaken by the local staff
- Integration of services, by promoting through the carrousel of a large variety of services that are regional, national or European (otherwise probably not accessed yet by the targeted audience)
- Greater engagement, of the project participants to educational, social, cultural and community activities

SEED: an innovative inclusive public e-service

Increase citizens' awareness and improve digital inclusion

Citizens' awareness and digital inclusion:

- ❖ Citizens don't know about the **existence** of online public services.
- ❖ Citizens do not know how **to use** digital systems.
- ❖ The public authority has to **work in promotion** of e-Gov services.

SEED offers:

- ❖ “Eye catching” advertisement available at **public places**.
- ❖ **More friendly interface** than the traditional e-Gov platforms.
- ❖ **Access to information** for all citizens regardless their age, education, etc.

Improvement:

- ❖ Citizens have better **knowledge** on available e-Gov services.
- ❖ Citizens can now **find** information more **quickly**.
- ❖ Access to e-Gov services that don't require **specific digital skills**.

¹ www.seed-project.eu

Background

The **SEED** service has been piloted by public authorities and citizens through seven (7) pilots located at six different (6) countries; Latvia, Cyprus, Croatia, Bulgaria, Czech Republic, Romania. This phase lasted 18 months.

In the context of the pilot implementation process, we have carried out activities for the pilot preparation, installation, running and evaluation of the **SEED** service. During the above process, we have been monitoring the activities in order to assess that **SEED** will be fully evaluated across a range of specific criteria, including the:

- Efficacy of the technology solution
- Effective supporting processes
- Ability of the **SEED** solution to be competitive in the market

SEED: a success story of “towards a cloud of public services”

Scalability and affordability served from “the cloud”

Local infrastructures:

- ❖ Advance **technologically** and reduce **costs** offering services through the cloud.

SEED offers:

- ❖ Flexible cloud hosting.
- ❖ **Adaptability** to any customer situation.
- ❖ Up to date information.

Scalability and affordability:

- ❖ e-Gov services available to various stakeholders, independently of their **geographical location**.
- ❖ Benefits to local **economies**.
- ❖ Accessibility from different **self-service** terminals.

After the evaluation process, main **Conclusions** are described below:

Public authorities have to get **advanced technologically** in order to address the new challenges posed by the evolution of society. The current trend of **open government** sets open data and open services which should be supported by cloud based **collaborative forms of service design and delivery**.

Besides, authorities have to meet the expectations of burden reduction and efficiency of public services and in the same time they have to face **financial constraints**.

SEED technology offers the advantage to public authorities **to sustain** their services because **SEED** has the ability to re-use services over the cloud. Moreover, **SEED** is considered **scalable solution** due to the fact that it can adapt any kind of e-services. It can be also characterized as **affordable** because its prices are flexible and can adapt to any customer situation.

SEED: an affordable and scalable European validated solution

Saves costs of public authorities offering e-Government services

Public administration have to invest money:

- ❖ e-Gov services **interface design** should be in line with the citizen centric perspectives.
- ❖ e-Gov services should be **accessible** from different means.
- ❖ The public authority has to invest in **promotion** of e-Gov services

SEED offers:

- ❖ **Advertisement** of available e-Gov services.
- ❖ **Re-use** European, National and regional local stocks of (PSI).

Costs saving:

- ❖ Public authorities **grow technologically** through a low cost implementation.
- ❖ Cost-savings **on personnel costs** due to more efficient services (less effort).

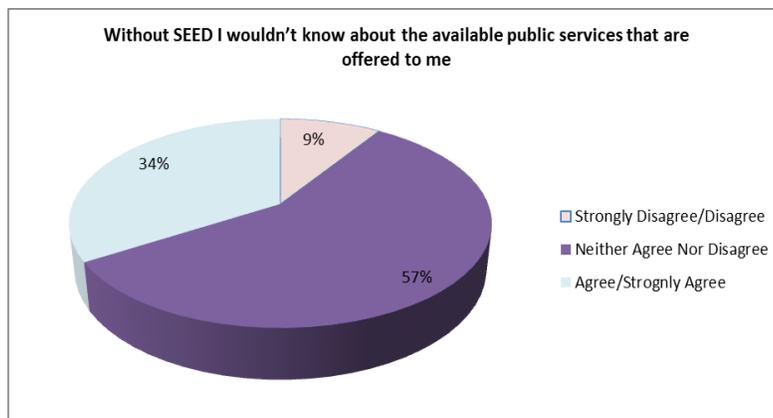
Customer Experience

SEED Services deployed in real scenarios



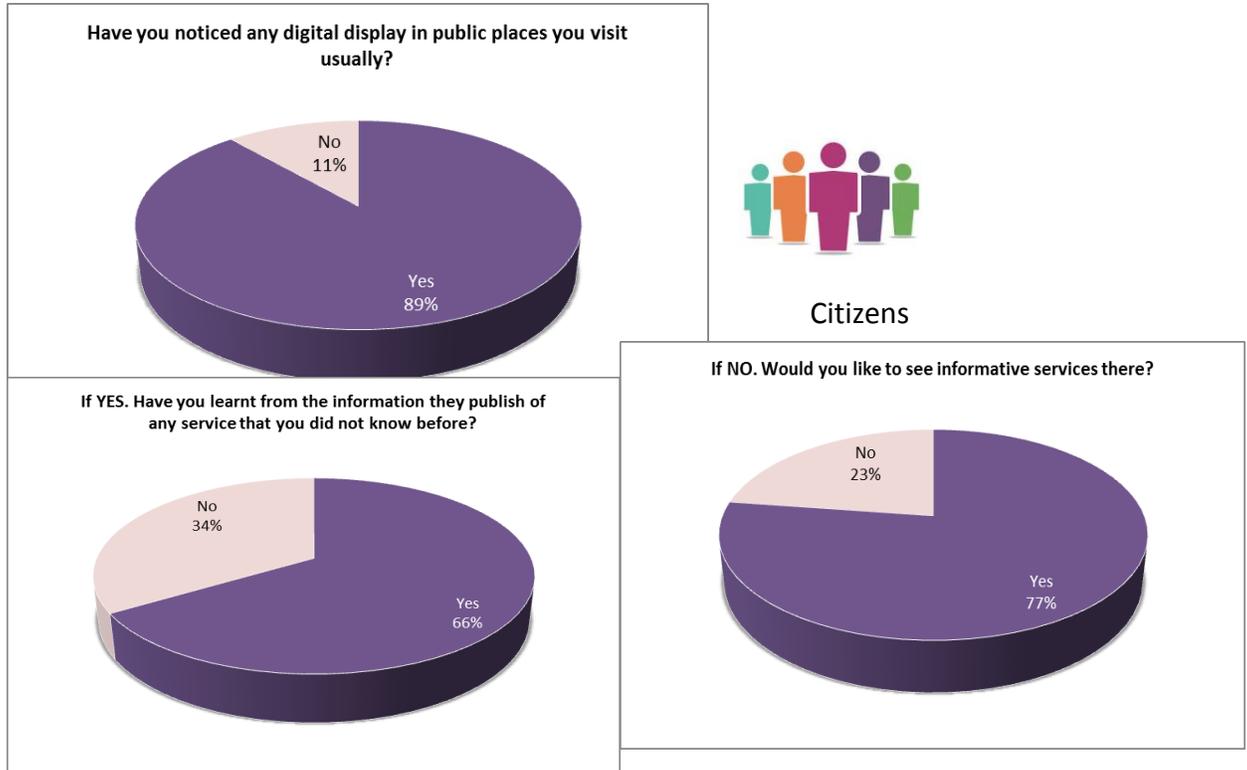
Main Findings:

- **57% of the citizens** who starred at **SEED** carousels feel positively that they helped **to become aware of the available public services** offered to them. In the same time just 9% of the surveyed people disagreed.



Citizens

- **89% of the surveyed citizens** have noticed the digital displays at the public places and 66% of them became aware of available services that they didn't know before. On the other hand, 11% of the surveyed citizens didn't notice the digital displays but 77% of them were interested in seeing informative services. According to the specific answers it was clear that the **SEED service is attractive to most people and its content is of very high interest.**



Which is our business deployment model? CANVAS Model

	Customer Segments	Central Governments, Regional Administrations and Communities, Municipalities and Cities, Municipalities Unions, Hardware providers, Universities, Foundations, Media and Advertising companies...
	Value Propositions	General Information: <ul style="list-style-type: none"> ▪ e-Government ▪ Health, Tourism, News Employment Information ▪ Municipal Agenda ▪ Multichannel
	Channels	Communication channels <ul style="list-style-type: none"> ▪ Press releases and Newsletters ▪ The Administration's website; events like workshops and seminars. ▪ Distributing and using brochures, leaflets, print media advertising, online advertising of the service , mail-out, giveaway, media release, ▪ Questionnaires External Awareness <ul style="list-style-type: none"> ▪ Press Releases on Local, Regional, National newspapers ▪ TV reports on Regional channels and digital newspapers; Participation on Conferences on ICT, Local Development, Participation in exhibitions, participation in technical working groups of sector Associations, submitting awards to public projects, Participation in international exhibitions (e-Practice, European Digital Agenda, e-Inclusion Days...) ▪ Through bilateral meetings with other municipalities and potential collaborators, sponsors, customers and even

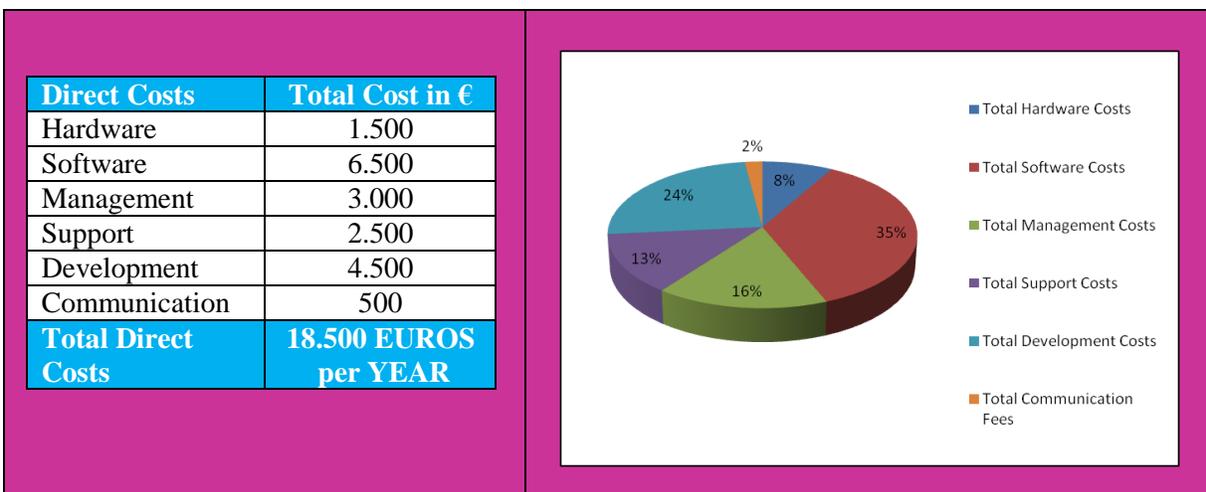
		competitors
	Customer Relationships	Support and Assistance Central Government, Public Administrations and Communities, Twinned cities, Municipalities unions, Hardware providers, Media and Advertising companies
	Revenue Streams	Advertising Sponsoring Savings “SaaS Subscription based model” Business alliances
	Key Resources	Human Resources: IT AREA; Communication Area; Political Representatives Equipment
	Key Activities	Management Activities: Maintenance, widely advertise the SEED Service Offer training, support, Closing pre-commercial agreements, expand delivery options through PPPs, identify key business partners
	Key Partnerships	Public Private Partnerships with other Public Administrations, Union of Communities and Municipalities and private companies
	Cost Structure	Localization; Training; Communication; Other Costs (e.g. Equipment etc); SEED Fees

Public Value. SEED, a sustainable project.

Deploying SEED in a “standard” local or regional authority that is placed in an EU Member State serving 50.000 citizens and executing 10 (on average) dissemination campaigns per year.

The major costs associated with the project are human personnel ones. **SEED** approach is totally new for most of the people involved. Therefore, it is necessary to deploy staff to lead and support the project. Networking and experience exchange is a very important part of the project –**SEED** cannot succeed without it. The main IT-related cost is the investment into display devices. Overall the municipality assigned 35% on software costs (maintenance, engineers) , 24% on Development costs (implementation, web design) ,16% on management costs (network, storage),13% on support costs(support staff, training) ,8% on hardware costs (technicians, maintenance, equipment) and 2% on communication costs.

The overall costs in numbers are:



Moreover **SEED can bring also measurable productivity gains** (indirect socio-economic benefits): The **SEED** system allows an elimination of routine tasks with a consequent improvement of internal working efficiency and a time saving approach (automatic way of operating):

- Firstly by **reusing public resources** (infrastructures, content and information) the administration succeeds reduction of costs (per citizen).
- Secondly, **it minimizes personnel costs** as **SEED** can complement many of the services of the municipality and act as administrative, informative, promotional tool thus reducing total yearly costs for providing these services in terms of manpower and operating costs.

For example **SEED** enables administrations to reduce crowdedness of their offices and as a result fewer personnel needed per task Also using the **SEED** service the municipality is moving towards “**green**” **solutions** (digital instead of paper) thus avoids these kind of costs.

Also **SEED** reduces **average printing and conventional advertising expenditures** as its main marketing and information channel by an average of € **12.500 per year(1.250 euros per campaign) taking into account that the municipality executes 10 campaigns per year:**

This goes as follows:

- The municipality estimates that including 10 annual campaigns in **SEED**, at special spaces and substituting the council traditional posters, brochures and campaigns roll-ups, can save:

Special Venues for posters	<ul style="list-style-type: none"> ▪ Printing Costs 500€ ▪ Placement Cost 50€ ➤ Savings: 550euros per campaign
Brochures Generation	<ul style="list-style-type: none"> ▪ Initial printing costs ▪ Printing Costs 300€ ▪ 30% Savings on design costs 200€ ➤ Savings: 500euros per campaign
Roll-Ups	<ul style="list-style-type: none"> ▪ 2 Roll-Ups per season (100 each) ➤ Savings 200 euros per campaign
TOTAL	Total Savings 1.250 Euros per campaign

Besides that, it is expected that i-PSA can reach at least 30% of the citizens of the region. From that impacted group, it is estimated that 10% will spare time (and possibly even money) of both themselves and an administration officer because of better, more precise or more actual information. In average, each of these citizens **can save approximately an hour a year.** That can be estimated as 5€/savings per spared hour. Decrease in time spent both on applying for the desired services and in the frustration associated with this process

	BENEFIT
Total size of citizens of the administration	50.000
Size of the impacted group (No. of citizens)	15.000 (30%)
Number of sparing citizens (10% from the impacted group)	1.500
Indirect Revenue	7.500 Euros

Finally, local authority estimated that the **internal efficiency benefits account** for over **50 hours monthly per person that handles dissemination**.

Using an Average Hourly Rate of €10 for the every staff member (average salary is about 1.600euros) that handle the dissemination and promotion issues, **these savings are 6.000 € per year per member**.

Also the crowdedness in the Municipality’s office is estimated to have decreased 20 % meaning that two to ten citizens stop coming to our offices for asking a question and use **SEED** to get informed.

Thus using again an hourly rate of 10€ for every staff member that works on citizens service (front office) and handles citizen complaints we can estimate savings of 32 hours per month

INTERNAL EFFICIENCY FOR DISSEMINATION	50 HOURS PER PERSON -> 6.000 EUROS PER PERSON ANNUALLY
INTERNAL EFFICIENCY FOR MANAGING CITIZEN COMPLAINTS	32 HOURS PER PERSON -> 3.840 EUROS PER YEAR
TOTAL INTERNAL EFFICIENCY	9.840 EUROS ANNUALLY

Public Value. SEED, a sustainable project.

At the end, the total indirect benefits for an administration of 50.000 citizens that rolls out 10 dissemination campaigns per year and has 2 staff members that handle dissemination and promotion issues and 1 staff member that handles complaints are

BENEFITS	SAVINGS in Euros
Internal efficiency benefits (savings in staff members)	(2) x 6.000 + 3.840 = 12.000 + 3.840 =15.840 Euros
Savings in time for the citizens	7.500 Euros
Savings for 10 dissemination campaigns	(10)x 1.250€ = 12.500Euros
BENEFIT	35.840 Euros per Year

Thus Net Benefit (TAKING INTO ACCOUNT COSTS) =

Benefits – Costs = 35.840 – 18.500 = 17.340Euros annually

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Links

- www.seed-project.eu
- <https://www.youtube.com/watch?v=45WQekzLMhU>