



**European e-Government Exchange.
Making Customer Relationship Management A Reality in
The Public Sector
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**Thorsten Schilling,
The Federal Agency for Civic Education, Germany**

- Mid90s:
 - boom, experimental projects, e-Gov plans for e-Dem and e-Admin
- End90s:
 - economic decline of the new economy, less customers, less experiments
- Beginning millennium:
 - problems caused by mass-requests
 - pessimism in NGO
 - focus on e-Administration and technics

- Goals of e-Administration protagonists
 - create new business models
 - modernize administrative procedures
 - rationalize administrative procedures
 - take a lead in e-Security, e-Signature, G2B-relations

- **Goals of e-Democracy protagonists**
 - create new forms of public engagement
 - modernize society as a whole
 - secure the basis of democratic life by learning and developing ideas

- **e-Administration:** „Transaction of user-oriented services offered by public institutions that are based on information and communication technologies”
- **e-Democracy:** „Digitally conveyed information and the political influence (participation) exerted by citizens and business on the opinion-forming processes of public – state and non-state – institutions”



Definition: e-Democracy, e-Administration





e-Democracy, e-Administration, e-Business

e-Democracy

Information

Communication

Participation

e-Administration

Information

Interaction

Transaction

e-Business

Presentation

Transaction

- 200 million users in Europe by 2006
- Declining legitimation of governments
- Longterm endangering of legitimation of economic model
- OPC are already decision makers

- „e-Democracy in the form of specific possibilities for participation must be anchored as a central element in all e-government strategies from the very start. If the modernization of the public sector initially concentrates exclusively on the implementation of electronic services, it will make the subsequent introduction of participatory elements more difficult.”



What we need

Defining e-Democracy

fence off the different goals
of e-Administration

Including e-Democracy

Masterplans, national and
international programs

Public internet system

Secure high quality standards
of independent content

Defining e-Participation

No fake offers
of participation

Keep-it-simple, small solutions

Analyse trends and
stimulate public needs