C7 eGovernment for Sustainable Development Subgroup

- Annual Report -

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C7 e-Government for Sustainable Development - Activity overview

- Research : *Citizen Engagement in Last Year's Parliamentary election in Eastern European Countries – with a focus on social media impact in promoting sustainable development principles*

- Research results from 2012 (presented also at WSIS 2012) have been included in the *book "e-Government for Sustainable Development"* – co-author Andreea Iulia Stoiciu, coordinator of C7 Subgroup (Banciu, D. and A., Stoiciu, *e-Government for Sustainable Development*, Bucharest: Ed. Bibliotheca, ISBN 978-973-712-729-7)

C7 e-Government for Sustainable Development - Activity overview

- Evaluation with 5 scaling indicators for measuring the impact of social media in promoting sustainable development and e-Government implementation

- *The Digital Library* - online library proving access to materials about e-Government for Sustainable Development (available on www.imdd.ro)

- The 3rd event Education at grassroots dedicated to young people – Debate about *New media and the Internet impact upon society and youth development*

Report *Citizen Engagement in Last Year's Parliamentary election in Eastern European Countries – with a focus on social media impact in promoting sustainable development principles*

Main purpose: How are politicians and governments using social networking sites in order to engage citizen and to promote an open dialogue about sustainable development

This year report is focusing on the following countries from Central and East Europe (CEE):

•Romania

•Ukraine

•Armenia

•Lithuania

All four countries have conducted Parliament election during 2012 and used social media to promote their local leaders.

5 scaling indicators for measuring the impact of social media in promoting sustainable development and e-Government implementation

Scale used – Very weak, Weak, Neutral, Good, Very Good

- Availability of an online presence of a regional government top representative on social networks
- Availability of online tools for collaboration with citizens in the course of policy development and decision making as future government representatives
- Availability of online tools for citizen's involvement in monitoring and evaluation of government activities
- The impact of social media instruments in promoting the candidates political platform
- The impact of social media instruments in promoting sustainable development

Social media and sustainable development – indicators about strategic approach of each country

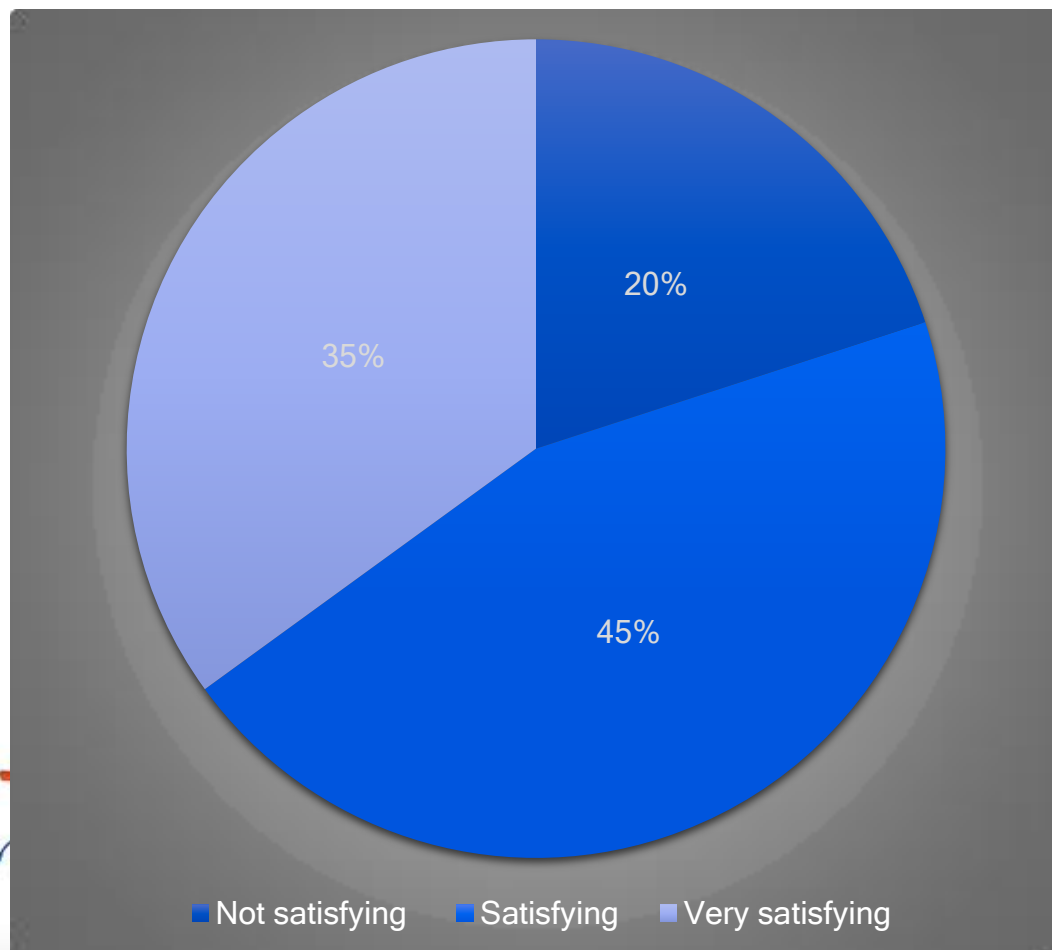*Scale – Not satisfying , Satisfying , Neutral, Satisfying, Very satisfying*

• Availability of an e-Government strategy

• Availability of a sustainable development strategy, with an e-Government branch

• Availability of a national e-Government strategy in line with the EU strategies

• Citizens access to electronic services

• The development level of the 20 basic electronic services

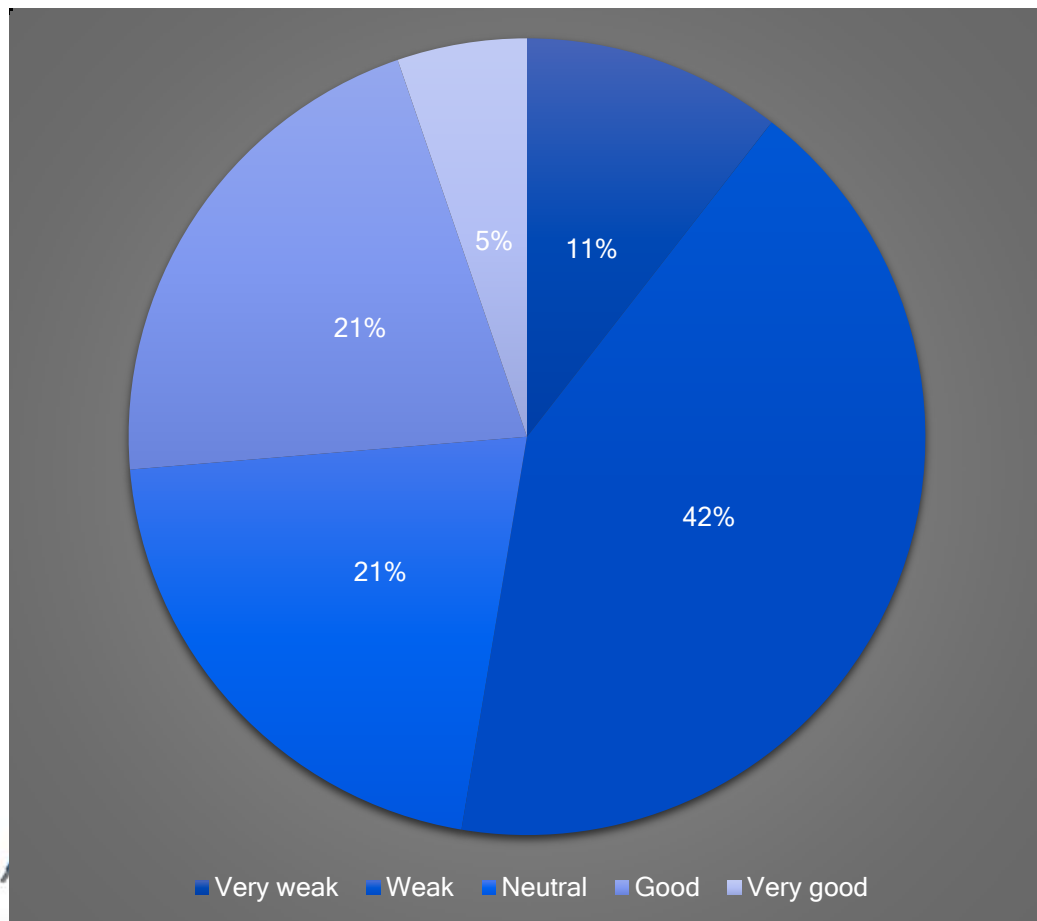**General statitistics about social media and Internet usage in each country**

Country	Population	Penetration of Internet	Facebook users	Penetration of population	Twitter users	Google Plus users	Youtube users	Blog users	Use of other SN
Romania	19.043 mil.	61 % (urban) 33 % (rural)	5.994.560	27.93 %	50.152 (16.162 active users)	51,362	N/A	66.920	44 %
Ukraine	45.415 mil.	33,7%	34,2%	5,13%	N/A	60.952	N/A	N/A	N/A
Armenia	2.968 mil.	47,1%	7%	9,45%	N/A	5019	N/A	N/A	18%
Lithuania	2.970 mil.	61%	36,5%	26,73%	N/A	13.655	N/A	N/A	44%

The graphic representation of the first 5 indicators - *Social media and sustainable development - strategic approach of each country*

- *broad recognition that government information is open to the people and technology is enabling a new wave of sharing it*

- *social media becomes a method of "sustainable transparency" through a constant flow of information*

- *None of the four analyzed countries received the Neutral scale*

The graphic representation of the *5 indicators for measuring the impact of social media in promoting sustainable development and e-Government implementation*

- *Online tools did prove viable as a new medium for registering and reacting to reported electoral violations and other problems.*

- *Social media as empowered at least some of those in-between the polarized government and opposition camps*

- *A bigger number of citizens request a real-time response from the official and government and social media is an easy tool to use for real-time communication*

Romania

Social media and sustainable development – indicators about strategic approach

Availability of an eGovernemnt strategy	Availability of a sustainable development strategy, with an eGovernment branch	Availability of a national eGovernment strategy in line with the EU strategies	Citizens access to electronic services	The development level of the 20 basic electronic services
Satisfying	Satisfying	Satisfying	Not satisfying	Satisfying

Romania

Social media and sustainable development – indicators about citizen engagement and use of social networks during national elections

Availability of an online presence of a regional government top representative in social networks	Availability of online tools for collaboration with citizens in the course of policy development and decision making as future government representatives	Availability of online tools for citizen's involvement in monitoring and evaluation of government activities	The impact of social media instruments in promoting the candidates political platform	The impact of social media instruments in promoting sustainable development
Good	Weak	Weak	Good	Good

Ukraine

Social media and sustainable development – indicators about strategic approach

Availability of an eGovernemnt strategy	Availability of a sustainable development strategy, with an eGovernment branch	Availability of a national eGovernemnt strategy in line with the EU strategies	Citizens access to electronic services	The development level of the 20 basic electronic services
Satisfying	Not satisfying	Not satisfying	Satisfying	Not satisfying

Ukraine

Social media and sustainable development – indicators about citizen engagement and use of social networks during national elections

Availability of an online presence of a regional government top representative in social networks	Availability of online tools for collaboration with citizens in the course of policy development and decision making as future government representatives	Availability of online tools for citizen's involvement in monitoring and evaluation of government activities	The impact of social media instruments in promoting the candidates political platform	The impact of social media instruments in promoting sustainable development
Weak	Very weak	Very weak	Weak	Weak

Armenia

Social media and sustainable development – indicators about strategic approach

Availability of an eGovernemnt strategy	Availability of a sustainable development strategy, with an eGovernment branch	Availability of a national eGovernment strategy in line with the EU strategies	Citizens access to electronic services	The development level of the 20 basic electronic services
Very satisfying	Very satisfiyng	Very satisfying	Satisfying	Satisfying

Armenia

Social media and sustainable development – indicators about citizen engagement and use of social networks during national elections

Availability of an online presence of a regional government top representative in social networks	Availability of online tools for collaboration with citizens in the course of policy development and decision making as future government representatives	Availability of online tools for citizen's involvement in monitoring and evaluation of government activities	The impact of social media instruments in promoting the candidates political platform	The impact of social media instruments in promoting sustainable development
Neutral	Weak	Weak	Neutral	Good

Lithuania

Social media and sustainable development – indicators about strategic approach

Availability of an eGovernemnt strategy	Availability of a sustainable development strategy, with an eGovernment branch	Availability of a national eGovernment strategy in line with the EU strategies	Citizens access to electronic services	The development level of the 20 basic electronic services
Very satisfying	Satisfying	Very satisfying	Very satisfying	Very satisfying

Lithuania

Social media and sustainable development – indicators about citizen engagement and use of social networks during national elections

Availability of an online presence of a regional government top representative in social networks	Availability of online tools for collaboration with citizens in the course of policy development and decision making as future government representatives	Availability of online tools for citizen's involvement in monitoring and evaluation of government activities	The impact of social media instruments in promoting the candidates political platform	The impact of social media instruments in promoting sustainable development
Very good	Weak	Good	Neutral	Neutral

"Digital E-government and Sustainable Development Library"

•Providing online resources about e-Government, sustainable development, Internet Society, Information Technology and Communication

•In the past year we have developed and optimized the on-line project "Digital Library", an unique initiative of the Institute for Management and Sustainable Development in 2012

•It contains: academic articles, official statistics, journals, strategies, surveys, reports, online books, best practices

•It is available on www.imdd.ro, free access

•Both in Romanian and English languages

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Conclusion and further steps

The use of social media is becoming a feature of political and civic engagement. As further trends in adopting and using social media and social networks instruments, we can make the following remarks the use of social media in politics:

•helps increasing the transparency of governance

•is an incentive that motivates citizens to move from idea to action

•builds legitimacy and strengthens the leaderhsip

Conclusion and further steps

• it is a key element in addressing the governance challenges

• it improves the decision-making and implementation of sustainable development and governance principles

• it reshapes the relationship between citizens, politicians and other stakeholders

• it helps spread the principles of democracy and social engagement

• it bridges the political decision with citizens needs

• it may work as a pressure factor in decision-making process and legislative matters

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Q & A
Thank you!