

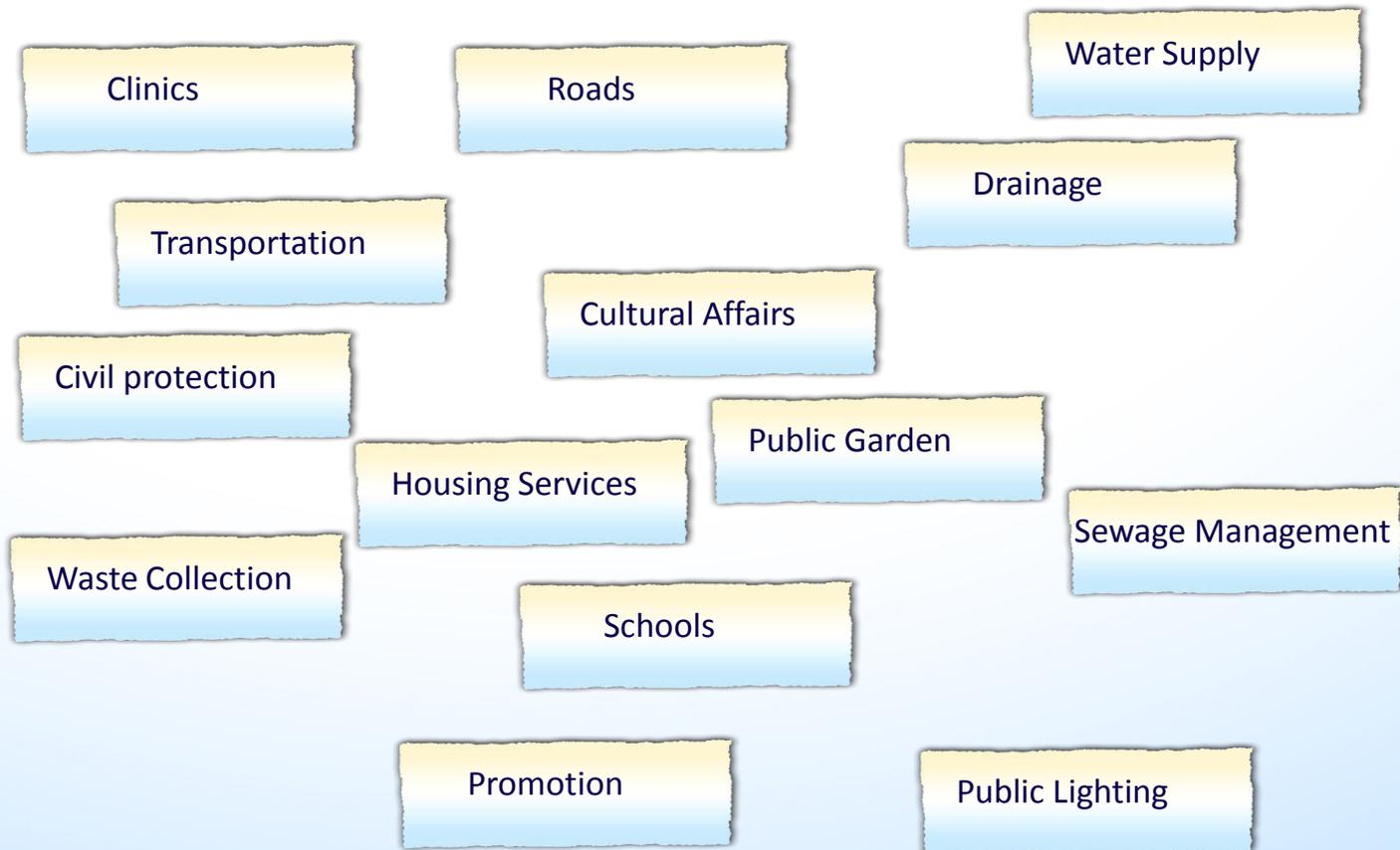


DIGITAL STRATEGIES FOR  
DEVELOPMENT SUMMIT **2015**  
*Accelerating Inclusive Development through ICT Innovation*  
A Knowledge Exchange Forum for Asia-Pacific Region and Beyond

# Measuring the Impact of Development Initiatives: **The ISO Way**

Dondi Mapa  
Microsoft Philippines

# What LGUs provide



# What is ISO 18091?

Global Quality  
Standard

Easy-to-Use

Balanced



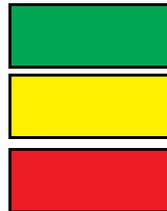
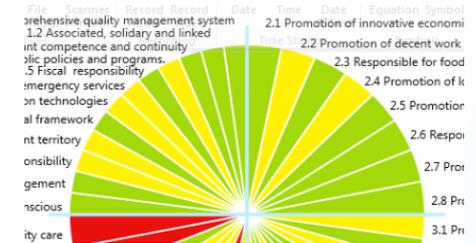
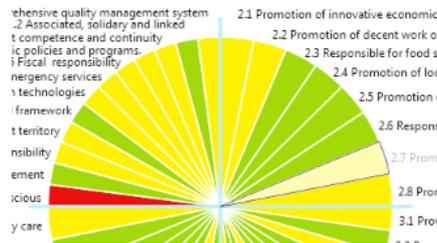
“ISO 18091:2014 is a general standard that aims to help local government organizations relate the concepts of quality management as described in the ISO 9000 family of standards with the practice and terminology commonly employed in the local government context”

# What is ISO 18091?

Global Quality Standard

Easy-to-Use

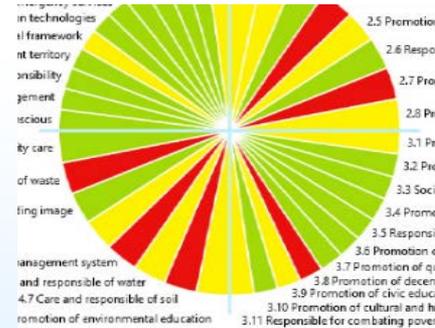
Balanced



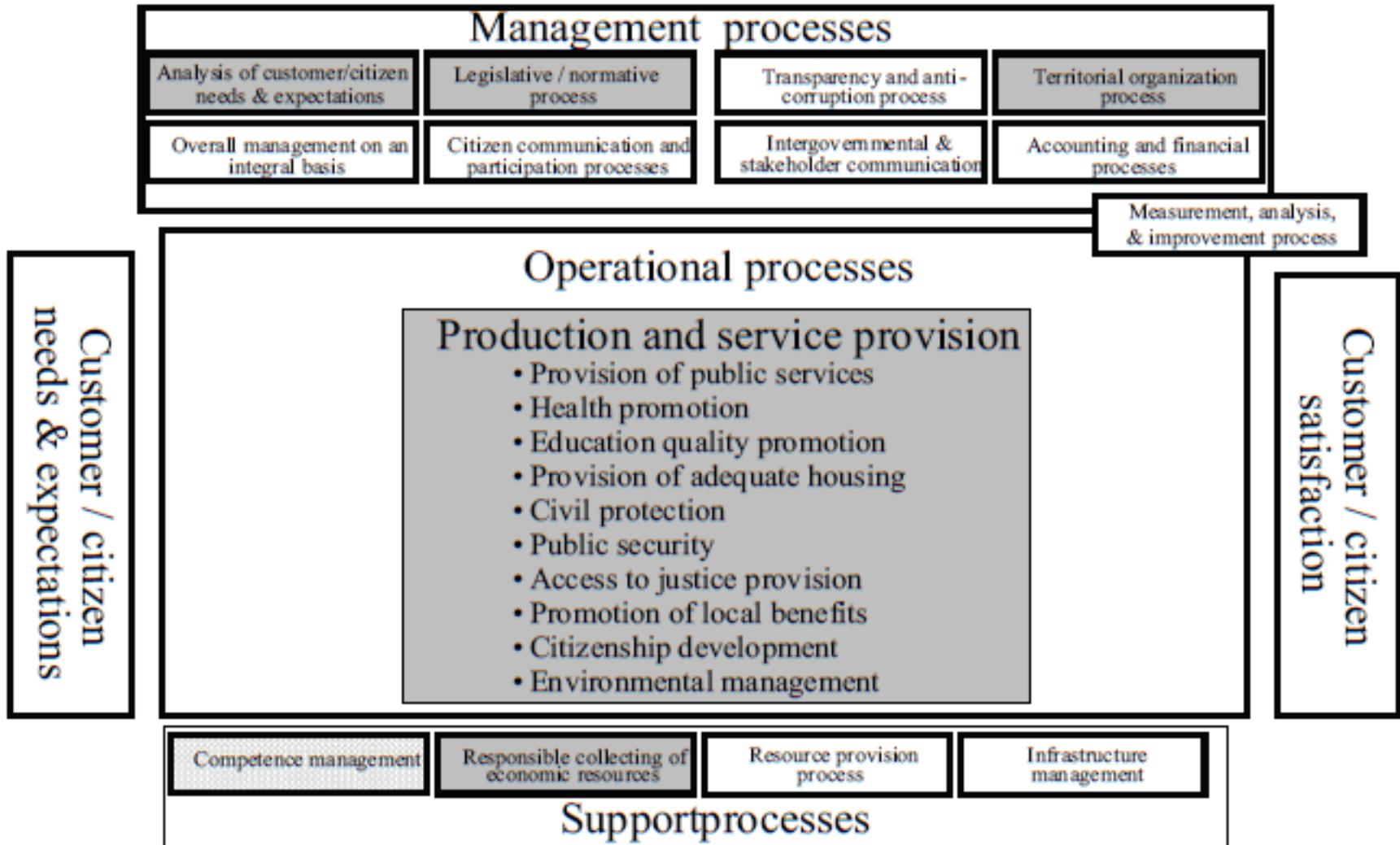
«GREEN» = Minimum acceptable practices level

«YELLOW» = Below the acceptable practices level

«RED» = Unacceptable practices level



# Processes that make an LGU “reliable”



# What is ISO 18091?

Global Quality Standard

Easy-to-Use

Balanced

Governance Culture

Economic Growth

Process Indicators NOT Performance Measures

Environmental Sustainability

Social Inclusion



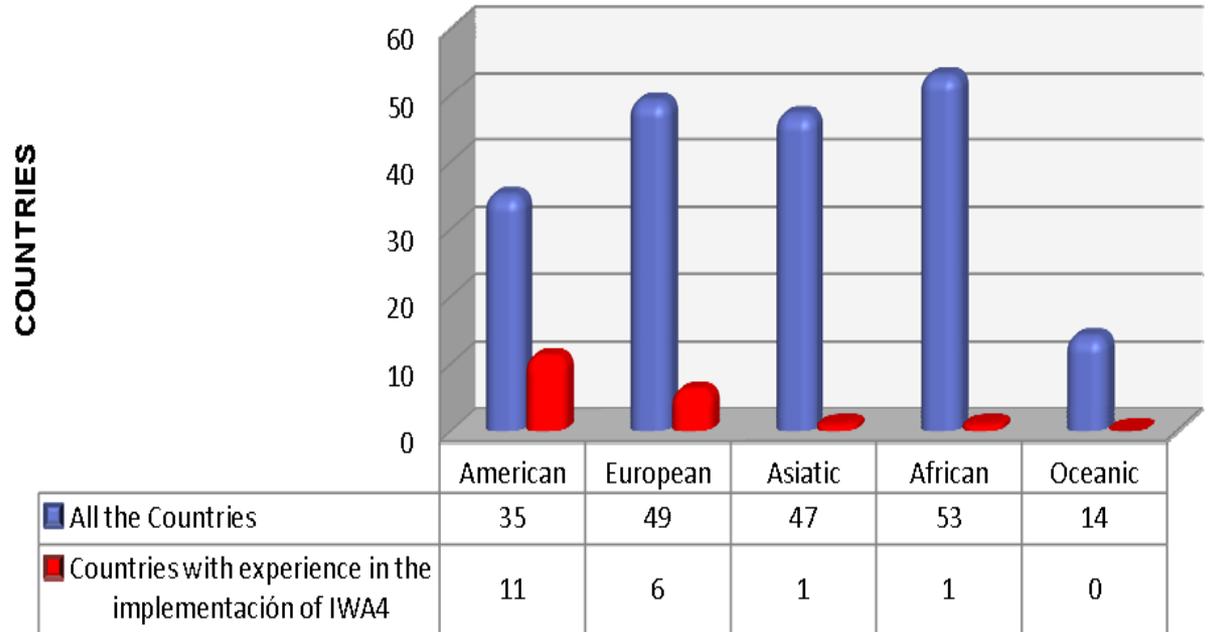
# Why use ISO 18091?

Tried and Tested

Citizen Centric

Foundational

Countries with Experience in the Implementation of IWA4



# Who are using ISO-18091 as of Nov 2014

American	European	Asian	African	Oceanic
Argentina	Slovenia	Russia	Egypt	Australia
Bolivia	Scotland	Indonesia	Botswana	New Zealand
Brazil	Spain	Pakistan		
Chile	Italy	India		
Colombia	Netherlands	Philippines		
Costa Rica	Sweden	Vietnam		
Ecuador	Ukraine			
El Salvador				
Guatemala				
Mexico				
Panama				
Venezuela				

National Standard in 11 countries

Translated in 9 languages: Arabian, Chinese Mandarin, Slovenian, Spanish, French, English, Italian, Portuguese & Russian

Documented cases in some cities like:

Mexico

León, Guanajuato with a 1.5m population with a Citizen Observatory in place  
Aguascalientes, 0.5m pop.  
Rural communities in Puebla, each w/20k pop

Italy

Pisa in Tuscany w/90k pop  
Cornated'adda w/10k pop  
Bellusco w/8k pop

Spain

City Council of Sant Fost de Campsentelles, province of Barcelona; 8k pop (2010).  
City Council of Getxo, province of Biscay; 80k pop (2010).  
City Council of Malaga, province of Malaga; 568k pop (2010).  
City Council of Logroño, in the province of La Rioja; population 152,650 inhabitants.(2010).

Colombia

Bogota, Federal District is using it to observe and review the government from their citizen audit governmental organization, 8m citizens

Africa

Kweneng District Council in Botswana  
Kena District in Egypt

Chile

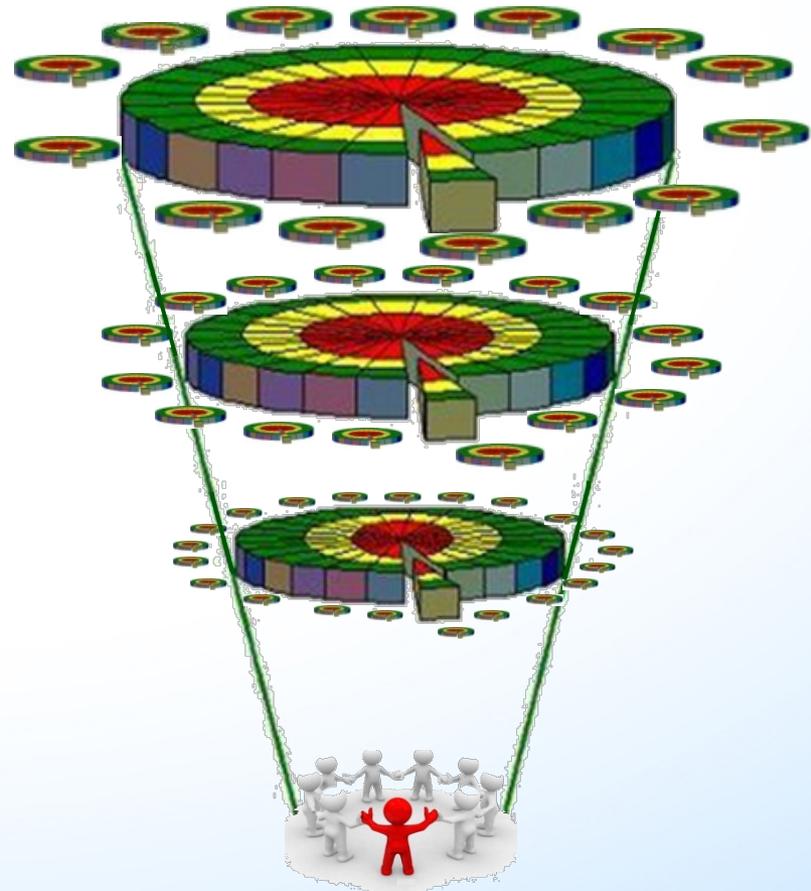
Providencia the main economic municipality in Santiago

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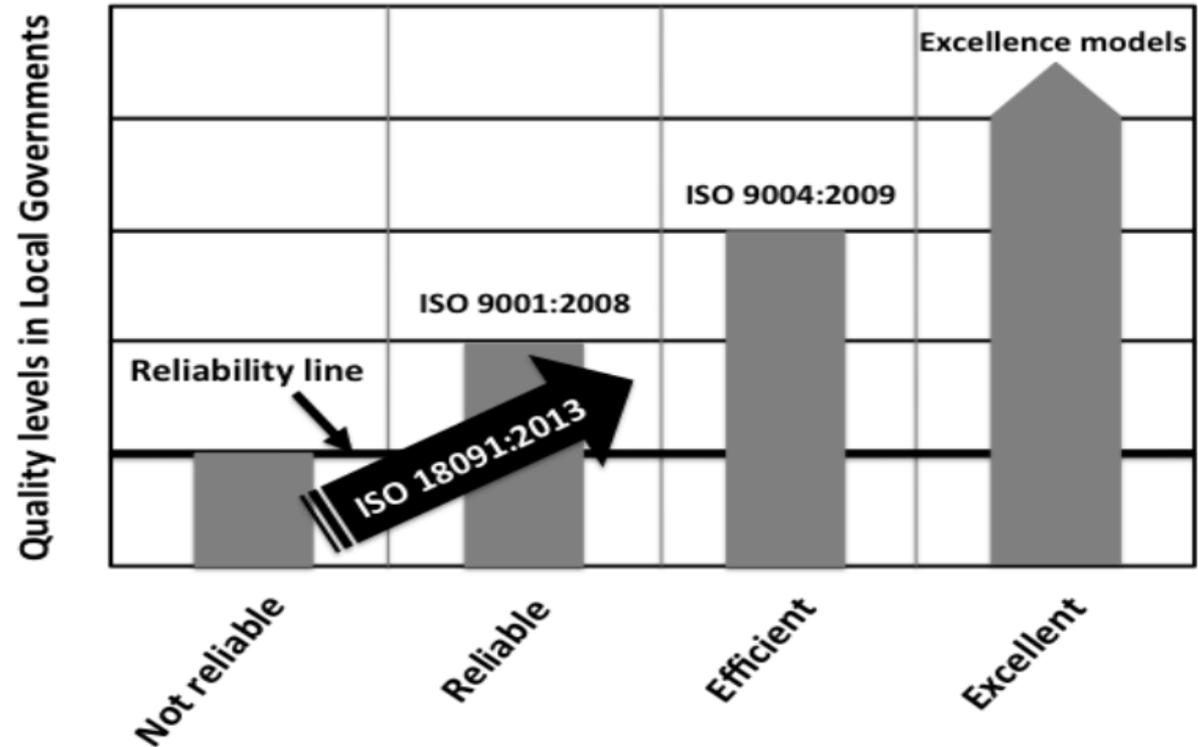


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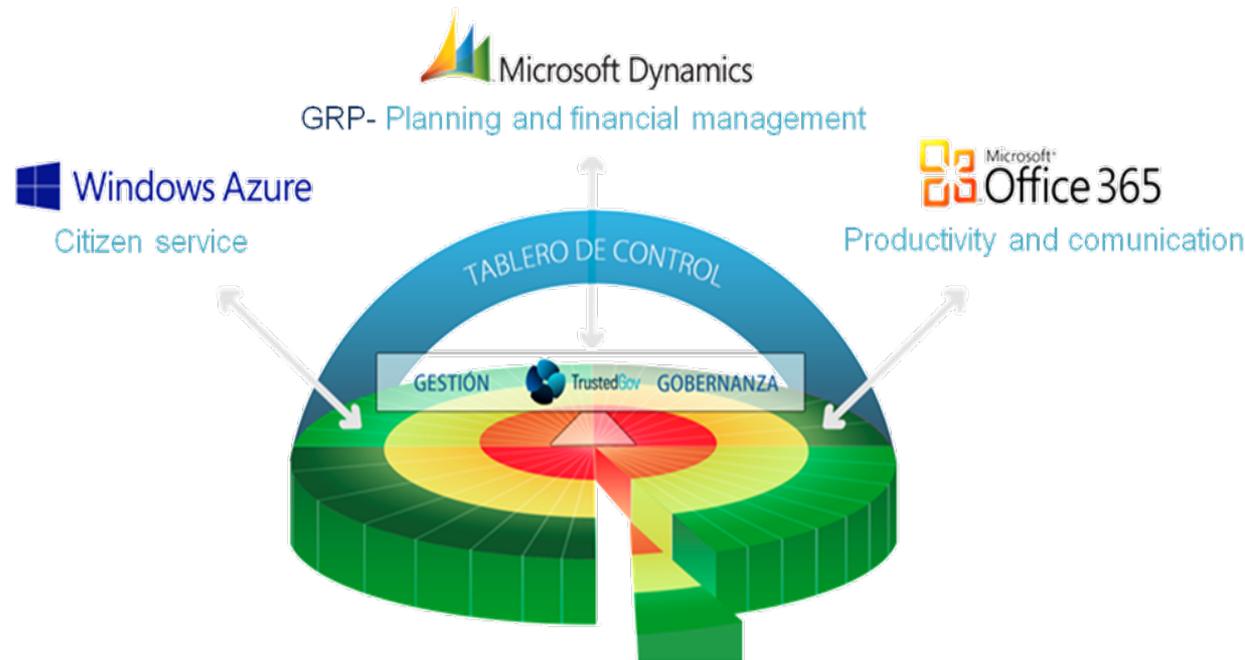


# How use ISO 18091?

Citizen  
Observatory

Tiered  
Analysis

CityNext



## Microsoft CityNext

# Summary

## What

Global Quality  
Standard

Easy-to-Use

Balanced

## Why

Tried and  
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Citizen  
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Foundational

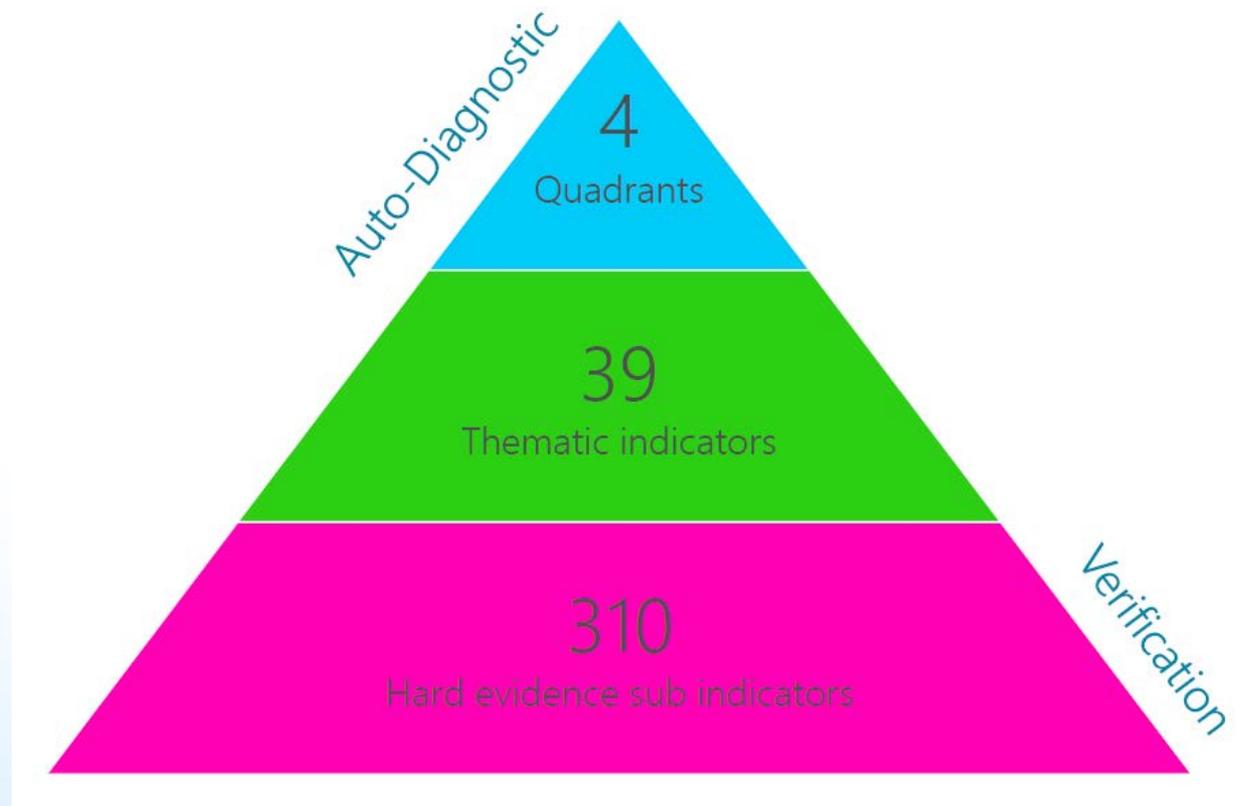
## How

Citizen  
Observatory

Tiered  
Analysis

CityNext

# Assess, then verify



# Next Steps

- Try it yourself: [www.trustedgov.com/citynext](http://www.trustedgov.com/citynext)
- Attend a free one-day workshop
  - Manila, October 20, Tuesday
  - Cebu, October 21, Wednesday
  - ???, October 23, Friday
- **Dondi Mapa**
  - [dmapa@microsoft.com](mailto:dmapa@microsoft.com)