

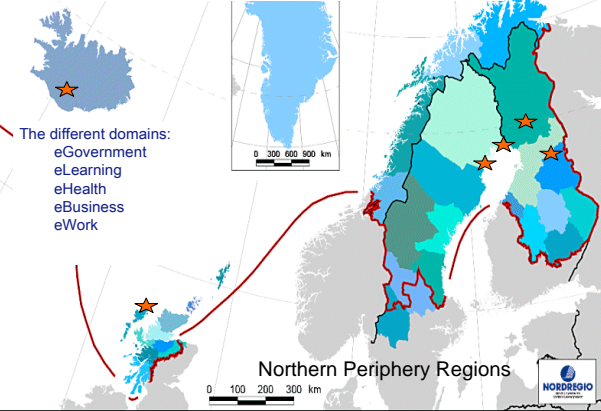


The BIRRA e-ladder model

Final conference – Iceland 15th -16th of June 2006
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"Develop a measurement tool and compare broadband services and applications in the NPP area"



The different domains:
eGovernment
eLearning
eHealth
eBusiness
eWork

Northern Periphery Regions






What we achieved

- The objectives: develop a measurement tool and compare broadband services and applications in the NPP area:
 - Establish suitable eLadder model +++
 - Establish indicators +++
 - Create ranking mechanism +
 - Identify key actions for progression +++
 - Develop monitoring system ++



How we did it



Design & development

List e-services Pilot

Dissemination & implementation

- Design started 8 months ago in the Western Isles
- Developed through discussions and meetings in WI, Sweden (Härnösand), Iceland, Finland (Lapland)
- Tested in workshops in:
 - Finland (Kemi-Tornio University, eLearning readiness; Kajaani, evaluate Kainuu region on eLearning, eBusiness and eGovernment; Rovaniemi evaluate Lapland region eLearning, eBusiness and eGovernment)
 - Western Islands, workshop on eLearning, eGovernment and eBusiness
 - Iceland (2 workshops: Skagafjörður +)
 - Sweden

The results of the test are presented separately



The eLadder is...

- ... a self-assessment & bench-learning development tool for regional e-programmes / projects'
- It can be used on the level of one regional/local programme or for peer-to-peer exchanges and explorations among comparable programmes / projects
- The focus is on understanding & learning:
 - 'why what' (strategy, objectives)
 - 'what is needed to make it happen' (foundations, settings and enablers)
 - 'what are the results' (service evaluation)
 - what should change to advance to the top level? (transformation plan)

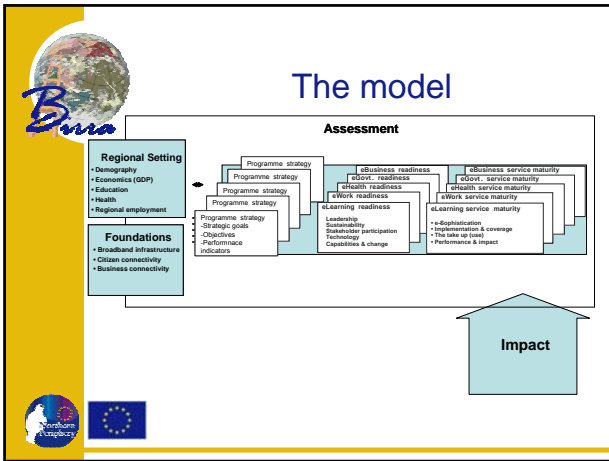





Key success factors for implementation

- The implementation requires intense work and in-depth study
 - Self-evaluation capabilities are important ...
 - ...but for the success of bench-learning exercises the support of third party facilitators is crucial;
- It will run more smoothly if it builds on existing collaboration and networks among public administrations
- Ownership is important: only people and programmes with self interest in the learning process should participate
- There must be a clear mandate and leadership buy-in for participation in bench-learning



The flexibility of the model

- This is the complete trajectory of the model, the exercise starting from the check of the vision until writing of the road map to go up the ladder...
- ... but the different layers can be used separately
 - Regional e-learning stakeholders can assess the readiness of their programme and the sophistication of some e-learning services
 - Or a project manager planning to implement a new service can use the readiness model as a check list (ex-ante evaluation)

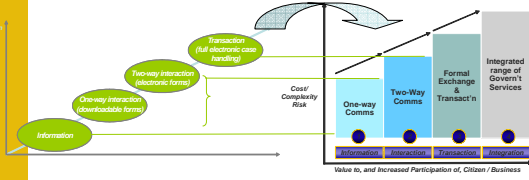
The settings layer

Demography	Geographical dimension	Employment rate
Population Population growth (per year) [0 to 10%] Birth rate (per 1000) [0 to 20] Death rate (per 1000) [0 to 20] Net migration rate (per 1000) [0 to 10] Life expectancy at birth [0 to 100] Population density (per km²) [0 to 100]	Geographical dimension Area [0 to 10000 km²] Perimeter [0 to 1000 km] Coastline [0 to 1000 km] Elevation [0 to 1000 m] Population density [0 to 1000 per km²]	Employment rate Employment status Employee [0 to 100%] Self-employed (incl. family members) [0 to 100%] Unemployed (unemployment rate) [0 to 100%] Other [0 to 100%] Number of enterprises Micro (0-9 employees) [0 to 10000] Small (10-49 employees) [0 to 10000] Medium (50-249 employees) [0 to 10000] Large (250+ employees) [0 to 10000]
Gender (Male/Female) Male [0 to 100%] Female [0 to 100%]	Age structure (Please specify) 0-14 [0 to 100%] 15-64 [0 to 100%] 65-74 [0 to 100%] 75-84 [0 to 100%] 85-94 [0 to 100%] 95-100 [0 to 100%]	Political structure Centralized / Decentralized Compulsory national participation Tradition of strong public sector Strong role for local democracy Integration of national structures Integration of regional structures Trend to agglomeration integration
Healthcare Hospital inpatient services [0 to 100%] Outpatient services [0 to 100%] Ambulance (Emergency, Modern, PMS) [0 to 100%] Other [0 to 100%]	Socio-economic trends Trend towards aging society Trend towards a welfare and leisure society Trend towards a multicultural environment Trend towards ecological environment Trend towards higher educational requirements	Economy Employment rate [0 to 100%] GDP growth rate [0 to 10%] GDP per capita [0 to 100000] GDP - consumption by sector [0 to 100%] Inflation [0 to 10%] Interest rate [0 to 10%]



The e-sophistication is based on the EU online supply model

Costs/Complexity/Risk



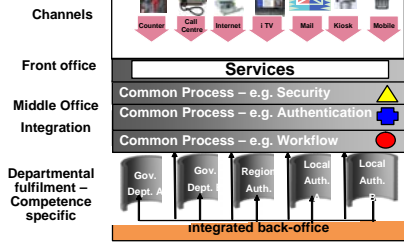
An 'Integration' level has been introduced





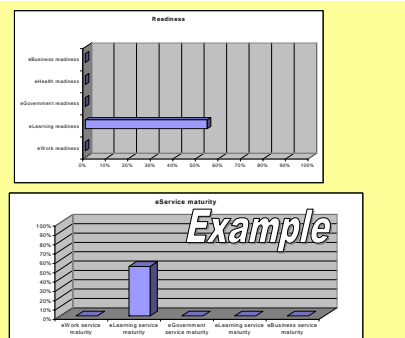
E-Service maturity layer

What is 'integrated'?





The scorecard





Design an action plan

Domain	Score	Actions	Responsible	Due date
Work readiness	0%			
Learning readiness	0%			
Government readiness	0%			
Health readiness	0%			
Business readiness	0%			
Work service maturity	0%			
Learning service maturity	0%			
Government service maturity	0%			
Learning service maturity	0%			
Business service maturity	0%			






Results from the different trials

- Overall the reactions of the participants in the different trials where very positive
- Effort and in depth work is needed when complete model is used
- Real expertise is needed for evaluation of the services
- Self-evaluation expertise / assistance is needed






Usefulness

- The implementation of the model facilitates:
 - Ex-ante evaluation of e-programmes
 - Ongoing monitoring / evaluation of e-programmes
 - Regional policy monitoring and influencing
 - Stakeholder engagement
 - Bench-learning between regions
 - Collaborative development of regions and municipalities






Next steps

- Finalize the model
- Fill in & compare the 'foundations' in the regions
- Implement the model in different regions / authorities
- Benchmark regions: decide on 2 common programmes/services per domain
- Link to eGep & Understand / EC / ERISA
- Make it more user-friendly web-tool
- Translate in national languages

– High level conference "The Impact of eGovernment in Europe", Helsinki, 13 september






Your idea's?

- ...

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