Government in Line

An approach to the Colombian State Policy and some insights

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Introduction

Colombian Policy to have an open government with a Bottom Up Model

Incremental Approach to get further results

Policy Analysis over the implications, results and insights
General Objective

- The Online Government Strategy contributes to build a more efficient, transparent and inclusive government; Better services and mainly, boost competitiveness to improve quality of life.
Government Online “Ecosystem”

**Content Creation and Adaptation**
- Public Officers Training
- Users invitation through the program "Vive Digital"
- Adapt communication channels

**Technological support**
- Connectivity on Public Institutions
- Operating platform
- Multi-channel

**Demand**
- Public Demand
  - Legal and administrative procedures
  - E-participation; E-democracy
  - State procurement and public budget control

**Supply**
- Organizes the supply of data and services
  - Information Management
  - Public Policies

**Infrastructure**

**Processes**

**People**

**Applications**
Table 1.4. Top 20 countries in the Americas

<table>
<thead>
<tr>
<th>Country</th>
<th>Level of Income</th>
<th>EGDI</th>
<th>2014 Rank</th>
<th>2012 Rank</th>
<th>Change in Rank</th>
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<tbody>
<tr>
<td>United States of America</td>
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<td>0.8748</td>
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<td>Canada</td>
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<tr>
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The Explaining Key factors
1. Ensuring a regional model

The elected City Mayors or Departament Governors (elected by democratic vote) must involve on their Governance Plans, budget and specific goals related to e-governance.

Joint efforts from all the State Institutions, where all agencies of public administration across the country are responsible for the implementation.

All Territorial Departments (32) and municipalities (1110) must have a web page offering the services, with domain `-gov.co-`
2. Constant Advice to Public Entities

100% of the Local Municipalities already have their own web page since 2006; first Latin American country to reach this goal
3. Communicative Strategy for Citizen Appropriation

**Inspire**
Objective: Generate a positive perception to the non-users

*Key Message: Working for an easier relationship with the State*

**Experience**
Objective: Generate satisfying experiences in general procedures

*Key Message: Online Government works, check it!*

**Habit**
Objective: Secure the bases for a citizen habit.

*Key Message: Find something new every time at Government Online.*
4. Integrated access point.

Linking almost 9,800 State Webs and information of 4,520 procedures and services

2014: registered more than 3 million visits.

www.gobiernoenlinea.gov.co
5. A Clear and periodic strategy

- Information: Public Info
- Interaction: Two way communication
- Transaction: obtaining online products and services
- Transformation: Organized services from the public needs
- Democracy: Collective building of policies and decision making.
Challenges!

Missing link between the two “last stages” (Transformation and Democracy)
Specific Ones in the Colombian Case

Key Sectors without a proper strategy

Health

Justice

Agriculture

Balance between online security and simplicity (Main concern is that sometimes is difficult for a citizen to understand the process)
Challenges in Open Government as a concept
A broad concept for Political Sciences

1. Open Government: Is still a broad concept
   a. Checklist?
   b. Concept by itself?
   c. Framework?
   d. Practices?
   e. We treat technology as a sort of independent variable able to transform societies
A way to prove this (Ha Joon Chang)

Which new invention has changed the world most: The washing machine or the Internet

Recent progress in telecommunications technologies is not as revolutionary as what happened in the late nineteenth century – wired telegraphy – in relative terms.

In terms of the consequent economic and social changes, internet has not been as important as the washing machine and other household appliances, which vastly reduced the amount of work and allowed women to enter the labour market.
2. Chicken or Hen Dilemma

What comes first?

Open Government: Is it a consequence?

Levels of Institutional Maturity (How to apply them in the Latin American Context and especially in Colombia?)

Pre- Requisites per citizen participation and control?

More people talking about politics in Social Networks and using applications, does not mean more democracy (Quantity vs Quality)
3. Open Government and Democracy

Implementing “open government” practices means more democracy?

Indeed is very important, but not enough!!

Bottom Up models to build public policies

Are democracies interested in doing this? How can this work on the Latin American Government? (Schumpeterian critique to “direct” democracy or plebiscitary model)
4. Checks and balances

Worries that the process get captured by well organized groups (Lobbies)

How to extend the use of IT Communications to deepen on democracy?

    Not just the mere citizenship control

Confusion between **electronic government** and an **open government**
CONCLUSIONS

The Colombian case: exemplified real challenges in a missing link between the assumptions of open government, democracy and even public policies.

Change the focus: How politics transform and adequate them to its need

Rather than how new technologies transform politics

Open Government as a lighthouse or political ideal is perfectly fine

But as an analytical concept, mainly on Political Sciences, needs more clarity and definition (a task to do so)
Thank You

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