ENHANCING PUBLIC-PRIVATE SECTOR DIALOGUE THROUGH ICT-ENABLED CITIZEN ENGAGEMENT

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Public-Private Dialogue International Workshop
Frankfurt-Germany

March 3-6, 2014
What is our most important national priority?

- To reduce poverty
- Do something else.

I can't decide

1941 votes on 265 ideas

Make your voice heard
Add your own idea
WHAT DO WE MEAN BY CITIZEN ENGAGEMENT?
<table>
<thead>
<tr>
<th><strong>GOAL</strong></th>
<th><strong>INFORM</strong></th>
<th><strong>CONSULT</strong></th>
<th><strong>ENGAGE</strong></th>
<th><strong>COLLABORATE</strong></th>
<th><strong>EMPOWER</strong></th>
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<td></td>
<td>Provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</td>
<td>Obtain public feedback on analysis, alternatives, and/or decisions</td>
<td>Work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</td>
<td>Partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</td>
<td>Place final decision-making authority in the hands of citizens.</td>
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Source: IBM Center for The Business of Government www.businessofgovernment.org
WHY DO CITIZEN ENGAGEMENT?

CITIZEN PARTICIPATION IN POLICY FORMULATION, DECISION MAKING, AND MONITORING

- Can reduce conflict
- Can lead to better, longer lasting and wiser policy choices
- Builds citizen competence
- Cultivates mutual understanding;
- Builds bonds of trust among citizens, decision makers, and governing institutions; and can effect changes in political attitudes and behavior.
THE USE OF TECHNOLOGY IN CITIZEN ENGAGEMENT
USE OF TECHNOLOGY
THE THREE "PILLARS OF ENGAGEMENT" OF ODTA

**PARTICIPATORY DECISION MAKING**
- Participatory Budgeting
- Policy Consultation

**CITIZEN FEEDBACK**
- Report Cards
- Open 311
- Community Mapping

**MONITORING**
- Monitoring in Bank projects
- Monitoring in external projects

Tested Tools:
- All our Ideas
- OnTrack, Eyano, ComCare HQ
RESULTS

DRC PARTICIPATORY BUDGETING
CITIZEN ENGAGEMENT IN A PROJECT CYCLE
RESULTS

BRAZIL | THE GOVERNOR ASKS
IF THE PB VOTING SYSTEM WASN’T AVAILABLE THROUGH THE INTERNET, WOULD YOU STILL HAVE VOTED?

63%
55%  45%
USE OF ICT IN CRISSES

Ushahidi

The Ushahidi Platform
You can use the Ushahidi Platform for information collection, visualization and interactive mapping.

Key Features
- Free & Open Source
- Interactive Mapping
- Dynamic Timeline
- Multiple Data Streams

The Ushahidi Platform has been used worldwide by activists, news organizations and every-day citizens.
POST-ELECTION MAPPING IN KENYA
POST-EARTHQUAKE MAPPING IN HAITI
Add a Phone Number

To get started you need to add a phone number to your account. You can choose to use an Android phone and your own cell phone plan or we can connect you with a service provider in your country directly.

- **Android Phone**
  - Works in any country and uses the cell phone plan you already have. You just need an Android phone to get started.

- **Twilio Number**
  - Instantly add a dedicated phone number in the area code of your choice from your connected Twilio Account.

- **Connected Account**
  - A great way to connect if you are outside the United States or UK. Connect a new account and get a dedicated number in a few minutes.

- **Infobip Number**
  - Easily add a two-way number you have configured with Infobip using their APIs.

- **External API**
  - Use our pluggable API to connect an external service you already have.
ADVENTAGES OF ICT BASED CITIZEN ENGAGEMENT

- COST EFFICIENCY
- REAL TIME RESPONSE
- CONVENIENT
- HIGHER LEVEL OF PARTICIPATION
- INCLUSIVENESS
CAVEATS

- Survey has to be concise
- Questions have to be relevant and well-articulated and mostly closed
- Purpose of the questions has to be clear
- Use of multiple channels has to be explored
- All aspects of the project has to be communicated well
- Sustainability issues (costs, technical know-how, timely responses) have to be considered
FOR SMS SURVEYS / FEEDBACK

- AN AGENCY WHO WILL BEAR THE COST
- AGREEMENT WITH THE NETWORK PROVIDER
- GETTING A SHORT CODE
- BULK SMS
- VAS PROVIDERS
- SEQUENCING, NUMBER, AND TIME OF SMS SENT
 ARE YOU READY FOR ICT-ENHANCED CITIZEN ENGAGEMENT?

- DO YOU HAVE BUY-IN FROM THE CITIZEN/STAKEHOLDERS/TARGET GROUP?
- DO YOU HAVE BUY-IN FROM THE POLICY MAKERS?
- HAVE YOU IDENTIFIED A RESPONSIBLE AND CAPABLE AGENCY TO OVERSEE THE PROCESS?
- IS THE AGENCY READY TO ACT ON THE RESPONSES RECEIVED?
- ARE YOU CLEAR ON YOUR GOALS (WHAT YOU WANT FROM THE PROCESS)?
- HAVE YOU COMMUNICATED WITH THE CITIZENS/STAKEHOLDERS/TARGET GROUPS?
- HAVE YOU IDENTIFIED THE PROPER TOOLS AND APPROACHES?
- IS THERE GOING TO BE SUSTAINED ENGAGEMENT?
THANK YOU

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