

Speaker Presentation Profile

1. PRESENTER'S INFORMATION

FULL NAME	Michael Blakemore		
DESIGNATION	Professor		
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2. PRESENTER'S BACKGROUND

Michael Blakemore is Emeritus Professor of Geography at the University of Durham, a Technical Director of Ecotec Research and Consulting Ltd, and is Director (with Roger Longhorn) of IDRA Ltd, an information strategy consultancy.

He has international research and presenting reputation in the development and implementation of eGovernance strategies, and in access to government information, particularly pricing and dissemination policies, and its use in surveillance societies. Recent projects include organisational change for citizen-centric eGovernment, multi-channel public service delivery for socially excluded people, the cost benefit of e-Democracy projects, reviews of European education projects and institutions, rural information society developments in Jordan, and the development of entrepreneur exchange activities.

He has participated extensively for the European Commission in Information Society themes of eGovernment, eInclusion, eContent, and eTen (Trans-European Networks) as evaluator, reviewer, and also as conference rapporteur for European ministerial conferences on eGovernment and eInclusion.

3. TITLE/TOPIC OF PRESENTATION

From citizen-centric to inclusive eGovernment
- Sustainable business models for multi-channel eService delivery

4. PRESENTATION SYNOPSIS/ABSTRACT

Brief summary of content and focus of the presentation:

This presentation presents the key outcomes of a recent study commissioned by the European Commission Directorate for the Information Society and Media on Multi-channel Delivery Strategies and Sustainable Business Models for Public Services addressing Socially Disadvantaged Groups (www.mcegov.eu), which also partly builds on a previous study on citizen centric eGovernment services (www.ccegov.eu). A particular challenge for the study was to identify how service portfolios could be constructed sustainably for socially excluded people, particularly when their service needs are complex and require services from across most conventional silos. Furthermore, the study considered the extent to which technical design could in itself make services more accessible, and then focused on the role of technology with human agency (intermediaries) in really making services accessible.

The study examined in depth a series of case-studies of project across Europe, including socially excluded ethnic groups (Roma) in Hungary, services for immigrants in the Netherlands, service strategies for elderly people in Slovakia, advanced technologies in Spain, social participation and cooperative strategies in Trento (Italy), and a national to local partnership strategy in Scotland (UK).

This session will examine how eGovernment services can be effectively focused on the needs of all citizens, including those who are socially or technologically excluded and how multiple channels can be used coherently to deliver integrated and targeted services for the complex needs of citizens.

Key points for discussion include:

1. The importance of combining eGovernment channels with the maximum number of other channels that are of relevance to service beneficiaries.
2. The value of focusing service delivery on the local levels in partnership with local knowledge (intermediaries).
3. The important of ensuring that local intermediaries are not just responsible for service delivery, but are also centrally involved in service design on behalf of, and with, beneficiaries.
4. The fundamental importance of focusing in sustainable exits from social exclusion, rather than focusing on particular service interventions.