

CIDRE

Citizen-friendly Trans-European mGovernment Services



Field Trials in Estonia

26th November, 2008

Berlin

**DEPLOYING TRANS-EUROPEAN
e-SERVICES FOR ALL**



Field Trials in Estonia



Specific Details



- Nation of 1.3 million people
- Municipal vs. National institutions
- No one-stop shop - instead highly specialized agencies and civil servants
- Good coverage of mobile internet
- Electronic ID card since 2002, widely used
- Many e-services on both national and municipal level

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Field Trials in Estonia



ID Card in Estonia



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Field Trials in Estonia



ID Card in Estonia

- **Law on Digital Signature**
 - **Authenticate citizens in the internet**
 - **Give valid digital signatures to documents**
- **Such ID Card is a major enabler for mobile services**
 - **Secure and widely accepted**
 - **Easy to adopt in services**

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Field Trials in Estonia



Rakvere and Tartu



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Field Trials in Estonia



Trials

The eTEN logo is positioned in the upper left area of the slide. It consists of the word 'eTEN' in a bold, yellow, sans-serif font. The 'e' is lowercase and has a small star above it. The 'TEN' is uppercase. The logo is set against a light blue background that has a subtle arrow shape pointing to the right.

- **2 cities – Tartu (pop. 100 000), Rakvere (pop. 17 000)**
- **3 trial periods**
 - **1st and 2nd in both cities**
 - **3rd in Tartu, different concept**

A horizontal row of silhouettes is located at the bottom of the slide, within a large, light blue arrow shape that points to the right. The silhouettes depict various people interacting with technology: a woman with a laptop, a person with a tablet, a person with a laptop, and two people talking. The background of the slide features a large, light blue map of Estonia with yellow highlights on the Tartu and Rakvere regions.

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Rakvere, 1st and 2nd trial

- **Test periods: Jan 11-17, April 22-26**
- **Durations: 5+5 days, 5 hours per day (6 hours 2nd time)**
- **Place: supermarket 'Vaala' in city outskirts**
- **Terminal: laptop, mobile printer, smartcard reader**
- **Networks: 3,5G HSDPA**
- **No. of civil servants: 9+9**
- **No. of served citizens: 40+30**

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Rakvere, 1st and 2nd trial



Field Trials in Estonia



Rakvere – table of offered services (2nd trial)

Nr.	Department	22.04.2008, 12-18.00	23.04.2008, 12-18.00	24.04.2008, 12-18.00	25.04.2008, 12-18.00	26.04.2008, 10-16.00
		Civil servant	Civil servant	Civil servant	Civil servant	Civil servant
1	Social services	Lea Kivipõld				
2		Jaanus Nurmoja				
3	Social services, City environment		Eha Tõkke			
4			Ellen Kuusik			
5	City environment, planning			Anu Kivi		
6				Erkki Leek		
7	City environment				Jüri E ljas	
8	Social services, financial department					Õilme E evald Rannar Vassiljev

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Tartu, 1st and 2nd trial

- **Test periods: Jan 15-19, April 01-05**
- **5 days, 5 hours per day**
- **Place: supermarket 'Eeden' in large residential area**
- **Terminal: laptop, mobile printer, payment terminal, smartcard reader**
- **Networks: WLAN/WiFi**
- **Civil servants: 3 + 9**
- **Citizens served: 50 + 80**

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Tartu



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Tartu – table of offered services (2nd trial)

	Waste management	Environment (traffic, roads, parking, parks, etc)	Fences, restauarations	Registry	Other
1.04	2	4	2	1	
2.04	9	12	4	4	
3.04	3	5	4	1	
4.04	4	5	4		2
5.04	7	10	6	3	

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Cooperation with 'Look at World'

- Estonian ID Card promotional agency
- Joint stands with them – to get a better visibility
- 2 “salesmen” from their part
- Worked very well – people came to try out ID Card and also approached CIDRE stands

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Citizen feedback

- Liked fast and competent service
- Strongly preferred mobile services over Internet services
- Were interested in getting a good use to ID Card
- At first didn't understand the idea of service
- Not too many citizens served
- Too few questionnaires were filled out

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Civil servant feedback #1

- Accepted without resistance (and even with mild excitement)
- Mixed feelings – some say it's really necessary, some say it's pointless
- Needs a lot more advertisement
- Not so much interest from the citizens, many asked just questions but didn't need service
- Had problems with citizens with very specific questions

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Civil servant feedback #2

- **Operating times – activity started at 16:00**
- **Technically generally OK**
- **Supermarket lobby was not convenient place**
- **Should not limit the services offered**
- **Can be good for different campaigns**

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Field Trials in Estonia



Conclusions from the first 2 trials

- **Operating times need careful selection - tried 12:00-17:00 and 14:00-19:00**
- **Advertising is essential, Citizens need more information about the trial**
- **No technical obstacles with mobile internet**
- **Need a good mix of services to attract citizens (approach the one-stop shop concept)**
- **Civil servants needed minimal training**
- **IT departments in both cities needed minimal effort to allow access to city services**

Field Trials in Estonia



3rd field trial

- Tartu City government – a focused single-service trial
- Efficient municipal service provision – inspection officers (construction inspection, bus traffic inspection, etc.)
- Faster processing of fines and related paperwork
- Lessen the overhead work for civil servants

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3rd field trial

- **Get access to relevant databases on the field**
- **Authenticate citizens without valid ID**
- **On-line forms and applications – print out and sign**
- **Payment terminal for settlement of fines**

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Field Trials in Estonia



3rd field trial

- Currently the trial is in progress
- Will get civil servant feedback in December 2008
- Tartu wants to continue after the end of the project
- No more a field trial, but real field work

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Thank you for your attention!

More info:

www.cidremobile.eu

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