

COMPENDIUM OF PRACTICES



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INTRODUCTION

CEEP, European Centre of Employers and Enterprises providing Public Services and SGIs, launched its Digitalisation working group in December 2015. During one year, CEEP members exchanged views, practices and ideas on the digitalisation process, and how providers of public services can best contribute to its success.

The Digitalisation working group resulted in tangible outcomes: a CEEP Opinion “Harnessing the Digital Transformation of Public Services” (available on the CEEP website), a series of meetings and workshops to exchange with representatives of the EU institutions on the issues at stake and a high-level conference with the participation of European Commission Vice President for the Digital Single Market, Andrus Ansip.

This booklet is the last concrete outcome of the work of the Digitalisation working group. Gathering ideas and concrete examples, it illustrates the central role played by providers of public services in the digital transformation. It covers a broad range of topics, touching upon the development of digital skills, the proper and responsible use of data, the fight against digital exclusion or the provision of better services.

Providers of public services play a central role in the EU socio-economic model. Aware of the effects of the digital transformation, CEEP members are committed to playing a positive role in the process.

FIGHT DIGITAL EXCLUSION

MEDIA LITERACY BY PUBLIC SERVICES MEDIA IN EUROPE

ZDF (GERMANY)

Tivi is a dedicated online portal for children created by ZDF, German public-service television broadcaster. The platform offers videos, news, information and games, which aim to enable children to use TV and Internet in a competent and responsible way. It includes a chat forum which is moderated according to children's specific needs as well as a specific area for parents. Tivi received a seal of quality by the Erfurter Netcode, an institute specialized in studying and improving children's media.

SR (SWEDEN)

P4 Plus is a digital-only platform offered by Swedish Radio. It aims to help older generations improve their digital know-how, with famous presenters offering advice to help elders adjust to digital behaviour and use the Internet and apps to get the most out of their favourite radio programmes. It enables audiences to develop their own interface for a fully personalized experience.

RAI (ITALY)

RaiPlay is a newly launched free service available online and on apps and soon to be launched on connected TV. It offers users access to the vast RAI content library, anywhere, anytime, on any device, with an intuitive design and easy-to-access functionalities. It was launched with an extensive cross-platform communication campaign aimed at reaching a universal target audience, with focus on encouraging the elder and 'digital sceptics' to discover the digital world and use the service to find content, news, concerts, documentaries, movies and series of their interest from the most varied genres and eras.

A BETTER INCLUSION OF DIGITALLY EXCLUDED POPULATION

IT GUIDE (SWEDEN)

IT-Guide is a project which has been running for three years, with the support of the municipality of Orebrö. The project helps to build bridges by training young newly-arrived immigrants (arrived in Sweden for 1-3 years) to help digitally-excluded citizens, especially the seniors. As of December 2016, the project is working with around 70 trainers, helping hundreds of seniors to use computers and web-based services.

The programme is a chance for both: immigrants get a chance to receive training, language classes and valuable professional experiences, while digitally-excluded learn about computers, smartphones and discover a broad range of new digital services.

FUNDACION ONCE (SPAIN)

In cooperation with Google and Fundación Vodafone España, Fundación ONCE developed Lazzus, a mobility GPS assistant for blind. The app accompanies blind and visually impaired people as they move around, creating an auditory field of vision. Lazzus points out useful things, such as pedestrian crossings, street intersections, stairs and businesses, helping blind people to get around safely and explore their surroundings more intuitively.

DEVELOP DIGITAL SKILLS

ENERCITY (GERMANY)

Enercity (Energy utility of Hannover, Germany) created Technical Skills Scouts (Technische Kompetenzscouts) for apprenticeships. The mission of those Technical Skills Scouts is to monitor changing technical requirements and to inform the management on a timely manner.

Apprenticeship courses are adapted accordingly, and are proposed in cooperation with other enterprises which will take part in the courses offered by Enercity, creating synergies and connecting enterprises facing similar challenges.

ELECTRICITÉ DE FRANCE (FRANCE)

Electricité De France (EDF) set up e-learning programmes on general and basic IT knowledge for all its employees. The company also set up specific training for the management of employees who are less IT-literate.

VDV (GERMANY)

The Association of German Transport Companies (VDV) is focusing on new learning methods. It organized its annual conference in 2015 on the main topic of the future of apprenticeships.

As a result of this conference, the association and its members established exchange circles on the topic of “e-learning”. The aim is to create a common platform of exchange for e-learning programmes, share best practices and good examples and inspire each other.

PROVIDE QUALITY DIGITAL SERVICES

GRUPPO CAP (ITALY)

In order to more efficiently manage networks, Gruppo CAP (water provider in Northern Italy) has put in place a technology platform 'Datawarehouse'. The preparatory phase lasted for two years, with 45 persons employed in a task force to develop the tool, and requiring the installation of hundreds of kilometres of optical fibre, as well as the development of programmes and applications to manage and communicate the data.

The Datawarehouse is a unique database which integrates the data from all networks in one cycle. In this way, it enables to extract information helping the management of the network, such as when it has been cleaned, changed, when it needs to be restructured. This database will soon be extended to the commercial part, which will enable to give a better access to the paths of the consumers. It also enabled to increase the transparency towards users: online services enable for instance to see where renovations are taking place and for how long. Consumers also have the possibility to create an online account where they can have access to their data.

BDEW (GERMANY)

In order to show the way towards a successful digital transformation of the energy industry, BDEW (German Association of Energy and Water Industries) has designed and developed a report together with representatives of member companies. It analyses the impact of digitalization on the energy industry and provides the keys to managing the digitalisation of the sector. BDEW promotes, amongst others, a customer-centred approach in a sector where users are now active market players, and invites to improve the quality of the relationship with the users, using Internet-based platforms.

PUT THE USERS AT THE CENTRE

KRAFTRINGEN (SWEDEN)

In Lomma, Kraftringen supported the development of the digital transformation of the city. Since 2014, Lomma made its municipal services accessible 24/7, via a new social contract “My municipal engagement”. This portal contains approximately 30 e-services available for everybody at all time, ranging from water consumption to child care and building permits.

It leads to increased awareness and desire for a reliable and fast broadband connection – initially for telephone, tv and internet (work and play), with an outlook for future e-services (see above). Another effect of a fast broadband connection is an increased attractiveness for companies and people interested in buying property in Lomma.

DIGITAL HOSPITAL PROGRAMME (FRANCE)

For more than fifteen years, Orange has been supporting the digital transformation of healthcare centres throughout the world. The digital hospital responds, in the short term, to the need for efficiency in healthcare and control of healthcare costs, by accelerating the reorganisation of healthcare systems, here as elsewhere. In the medium term, the digital tools used to provide mobile services will revolutionise access to healthcare and medical practices.

By becoming involved with developments upstream, healthcare professionals can determine the best possible conditions for daily practice. The patient, placed at the heart of the system, will be the major beneficiary of these changes in terms of treatment, follow-up and quality of life.

NMBS/SNCB (BELGIUM)

NMBS/SNCB (national railway company of Belgium) is present in the most important train stations, where staff explain the applications developed for smartphones and tablets. Customers discover new tools to have better access to information on the services, but also give feedback, helping the enterprise to grow in a cooperative way.

CONNECT THE ACTORS

VERBAND KOMMUNALER UNTERNEHMEN E.V. (GERMANY)

VKU (German Association of Local Utilities of municipally determined infrastructure undertakings and economic enterprises) started in 2016 its programme VKU Innovation. Its aim is to connect local public enterprises with start-ups from the digital sector to find common solutions and answers to the digital transformation, inspire each other and mutually benefit each other. On the one hand, the focus is on the support to VKU members, who will be provided with a concrete tool to deal with future challenges in the area of digitization with the innovation platform. On the other hand, digital thinkers can have access to partners and build up cooperation opportunities in the local economy through the platform.

Workshops and brainstorm sessions are organised in different major German cities (Cologne, Munich, Hamburg and Frankfurt), bringing together municipal companies and start-ups. On January 19 2017, VKU holds a final conference in Berlin, bringing together the actors involved in the process to design the way forward.

ORANGE (FRANCE)

Orange is supporting start-ups to move up a gear. The Orange Fab programme offers selected start-ups mentoring and support for three months, provided through coaching by experts, privileged access to the Orange Fab international network, and the provision of co-working spaces.

The Orange Fab network was launched in March 2013 in Silicon Valley, before being expanded to cover four continents, spread around 12 different structures. It supports start-ups with innovative projects and existing products or services.

For the teams selected, being part of the programme for three months offers them opportunities to significantly accelerate their business and access the potential markets represented by Orange and its partners.

EXPLOIT THE FULL POTENTIAL OF DATA

TRANSPORT FOR LONDON (UK)

Transport for London digitalised its network and infrastructures, integrating technologies in its business operation. This decision lead Transport for London to move towards intelligent transport systems, relying on the benefits of exploiting open data while providing better services for consumers.

By collecting information on passengers' trips, TfL can more precisely analyse the flow and volume of passengers. It leads to a better management and an increased awareness on the development of the network, and provides new business opportunities. Consumers receive better services, with an integrating ticketing system, as the Oyster card provides inter-modal connection.

SEMAEST (FRANCE)

Launched in 2015 by Semaest, CoSto merges innovation and local economy so that independent businesses make internet a strength and not a threat. CoSto favours the digital revolution of proximity, through several actions:

The CoSto network puts in contact independent storekeepers concerned about the advent of the digital economy. Semaest provides them with information and training, as well as opportunities to get familiarised with digital shopping solutions in their shop.

CoSto is also an information network on the new practices of shops, a place of exchanges between storekeepers and a laboratory of experiment to test the digital tools for the business of tomorrow.

Calls for projects on the “development of customer loyalty by the digital technology” and “increased visibility thanks to the digital technology visibility” were launched to bring to the foreground the innovative solutions around this theme.

SUPPORT THE EMERGENCE OF SMART CITIES

STADWERKE KÖLN (GERMANY)

Building up on the digital transformation, Stadtwerke Köln Group WK started to develop an innovative approach from the perspective of both the customer and the competitor. The goal is now to be able to offer as many services as possible from a single source, and provide citizens of the city of Cologne, or even beyond, with the desired and aggregated services quickly and flexibly. This vision sees municipalities as the main contact for all services required (“One App for all options”). The customer must have the opportunity to receive “one-click” satisfaction and immediate replies to his request.

NANTES MÉTROPOLE (FRANCE)

With the support of Orange, Nantes Métropole developed an app, “Nantes dans ma Poche”, which makes the life of citizens, enterprises, organisations and institutions easier and completes already existing tools (e-government services, open data,...). Developed in cooperation with citizens, actors of digital economy and public authorities, the app helps citizens to easily find information regarding public services, such as bus schedule, the menu of school canteens, the availability of parking places in town or the opening hours of various services.

“Nantes dans ma Poche” is characterized by:

- Tailor-made services, as the users can customise the app as they wish;
- Information available on a wide range of services;
- The added-value of the information, as the app is providing users in real time.



CEEP

Rue des Deux-Eglises 26 bte 5
BE-1000 Brussels
Belgium

T: +32 (0) 2 229 27 98
F: +32 (0) 2 229 12 13
ceep@ceep.eu