

Raising awareness and engaging citizens in re-using PSI

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1. Context

Although PSI is a large market in Europe it is estimated that less than 50% of citizens at average are impacted by [1]. Loads of pre-existing investments in e-Government back-offices, in platforms and services are available across Europe and they are deploying a wide set of services, but in most cases efforts are duplicated, there's little to no reuse of e-Government data, and obsolete technologies are still put in place.

2. Rationale

Governments have been investing in publishing considerable amount of data and in modernisation of administration through e-Government services for, in some cases, more than 5 years. A legitimate question is "What is the impact on citizens, or more generally speaking, in reusing available electronic data and service?" There are different actions, initiatives, platforms that can be used to raise citizens (reusers) awareness on existing PSI and engage them in usage.

For example, open data hackathons are a widely spread tool to raise awareness on data published in data.gov.* portals. Semantically enriched platforms, such as ENGAGE [2], enables not only reuse but feedback collection as well. What other alternative for raising awareness on open data repositories have you been using in your case? What are preferred feedback channels (e.g. social media) in your case?

Public Sector Advertising is also frequently used to raise awareness and engage citizens in re-using PSI. For example, local networks of (interactive) devices (public displays, Smart TVs, Info kiosks etc.) have been deployed by local/regional governments to cover 'hot points' at city/region level. Information on these networks is either managed by means of *on-premises* (locally installed) software packages or they can be operated by Cloud based, Web-enabled platforms, such as SEED [3].

We are planning to start our discussion by sharing our experiences and outcomes emerged out of two EC-funded projects (ENGAGE and SEED) and we'll be happy to hear from you what initiatives did you put in place and how these levelled your expectations.

3. Questions to be addressed (taken from Call for Participation)

The session will address the following questions from the Timisoara Call for Participation

1. How can public bodies engage the potential reusers of their data and/or services? Methodologies, channels, technical platforms have been used?
2. What methods are available to reusers of your data to send feedback about published data?
3. How do you handle feedback received so as to improve your data?

4. Should data producers track use of, and demand for, data? If so, how?

[1] European Commission (2010) *Inside the five-year eGovernment Action Plan (2011-2015)*, Brussels

[2] ENGAGE project, www.engagedata.eu

[3] SEED project, www.seed-project.eu