**Marketing Department
"V4C" Lab Bocconi University**

Bocconi

Local Government strategies for Citizen Empowerment

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Objectives

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- Understand and measure citizen web empowerment in Local Governments' Portals

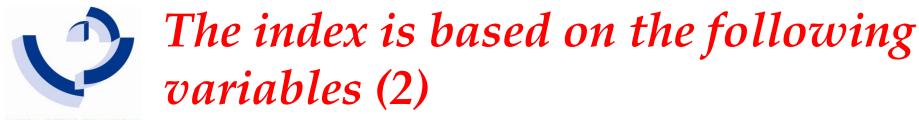- Develop a first index for benchmarking -Citizen Web Empowerment Index (CWEI)

The index is based on the following variables

➢ **E-information**

» List of city politicians,

» City Government structure displayed online

» Policies and procedures (any) available online

» Contact details (of any municipality official) available online

» The budget is online

» Legislation is online (availability of legislation online)

➢ **Tools 2.0**

» Blogs on municipality website

» Web forums / on-line bulletin boards on municipality website

» Online newsletter on municipality website

» Social networking: Facebook on municipality website

» Social networking: Flickr/You Tube on municipality website

» Social networking: Twitter on municipality website

» One-stop shop portal for citizens to interact with the municipality

» Mobile services

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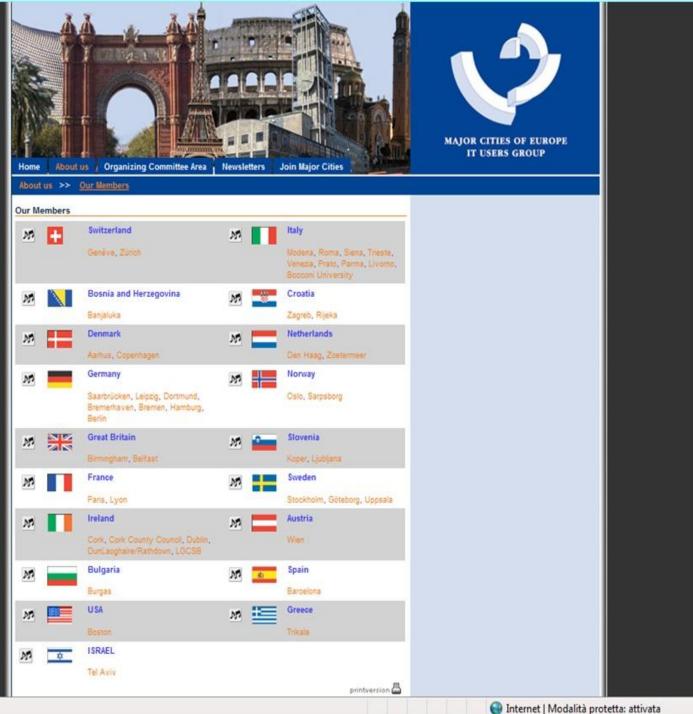# *The index is based on the following variables (2)*

➢ **E-consultation**

  » Internet petitions

  » Reputation systems

  » The Mayor has his own website

  » The Mayor website has a contact e-mail address or feedback form

  » The Mayor website responds to user requests

  » Elected officials have their own website

  » Elected officials (aside from the Mayor) have a contact e-mail address on his website

  » Elected officials (aside from the Mayor) website respond to user requests.

➢ **E-Decision Making Process**

  » Evidence to show that the municipality considers the opinions of citizens in decision making processes (eg: e-voting system, online polls)

  » Evidence to show that the municipality informs its citizens on what decisions it has arrived based on consultations (eg: publication of online polls/e-survey results and subsequent action taken)

- 42 web portals of MCE members

- Research period: march-may 2010

- Analysis and rating of sites was based on two fundamental criteria:
  - » Immediacy in traceability;
  - » Systematic (as opposed to sporadic) presence of the information.

The results

➢ **Average CWEI in considered websites: 37,8/100**

   » Average CWEI e-information: 74/100

   » Average CWEI tools 2.0: 23,21/100

   » Average CWEI e-consultation: 32,4/100

   » Average CWEI e-decision making process: 8,3/100

➢ **"TOP FIVE"**

   » Trikala

   » Hamburg

   » Wien

   » Venice

   » Tel Aviv

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Main conclusions of the survey

- **Substantial immaturity of web strategies**
  - ➤ Still focused on organizational responsibilities
  - ➤ Not focused on the demand of citizens' empowerment;

- **Need to assume a role of active partner for citizens'**

- **Low penetration of 2.0** tools and strategies
  - ➤ very limited diffusion of mobile applications

- **Correlation of CWEI and public and free wi-fi availability** in the "top five" cities

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For more information

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