



MAJOR CITIES OF EUROPE  
IT USERS GROUP

[www.majorcities.eu](http://www.majorcities.eu)

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)

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# *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)

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- 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.

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<p><b>Denmark</b> Aarhus, Copenhagen</p>	<p><b>Netherlands</b> Den Haag, Zoetermeer</p>
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<p><b>ISRAEL</b> Tel Aviv</p>	

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# *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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