

# Digital citizen service

## – experiences from Danish municipalities

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# Why...?



## "0-growth " and pressure for priorities:

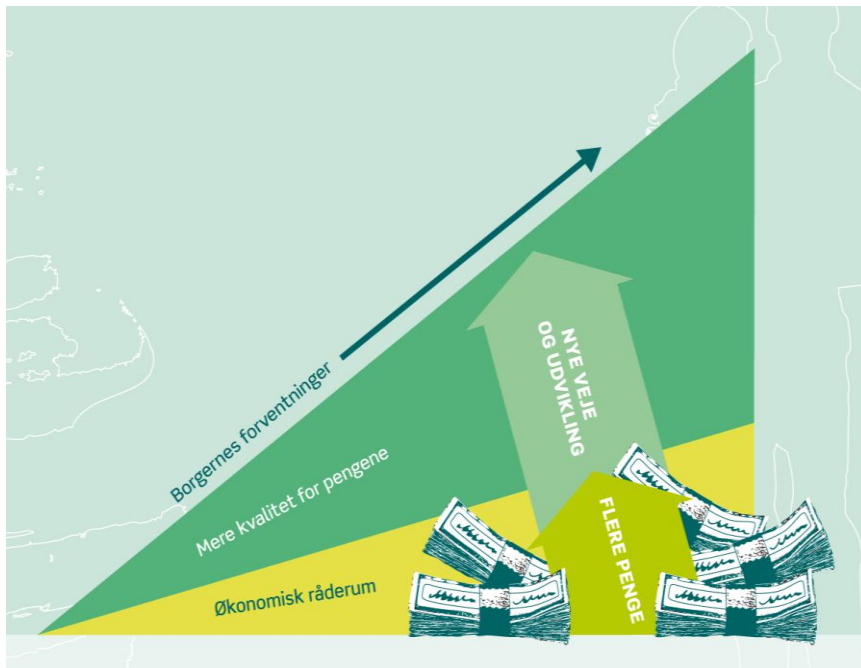
- Finance, service, demographic trends
- 1 billion. million each year toward 2013 (reciprocity agreement)
- Slippage of tasks to other public authorities - who is the entry for the citizen?

## In addition, changing market conditions on the IT market

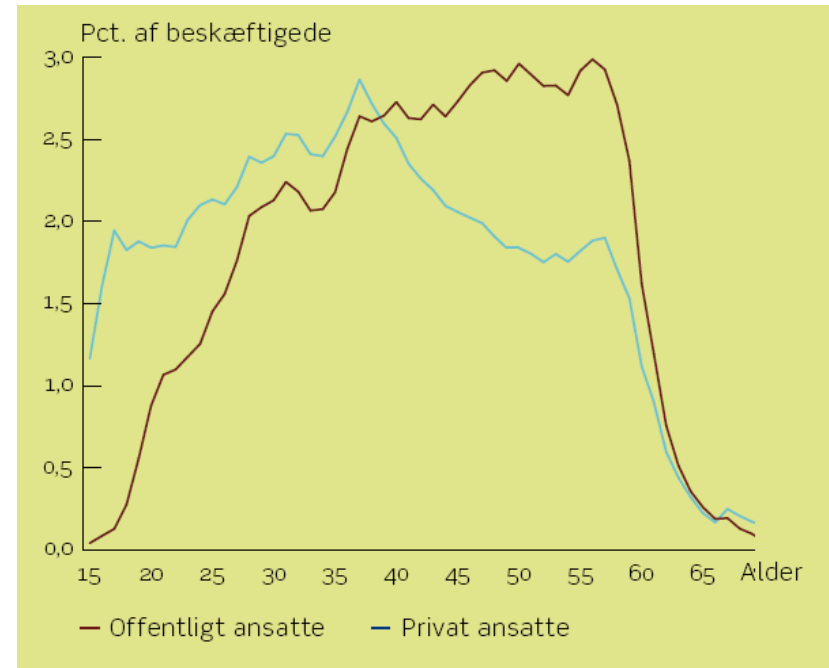
- A large proportion of municipal influence on the local IT development has historically gone through ownership of the greatest IT-vendor in the municipalities, KMD. Following the sale of KMD, municipalities, however, only use their influence as purchasers on a (partially) changed IT market
- Establishing KOMBIT (regnecentralen..)

# Framework conditions - long term

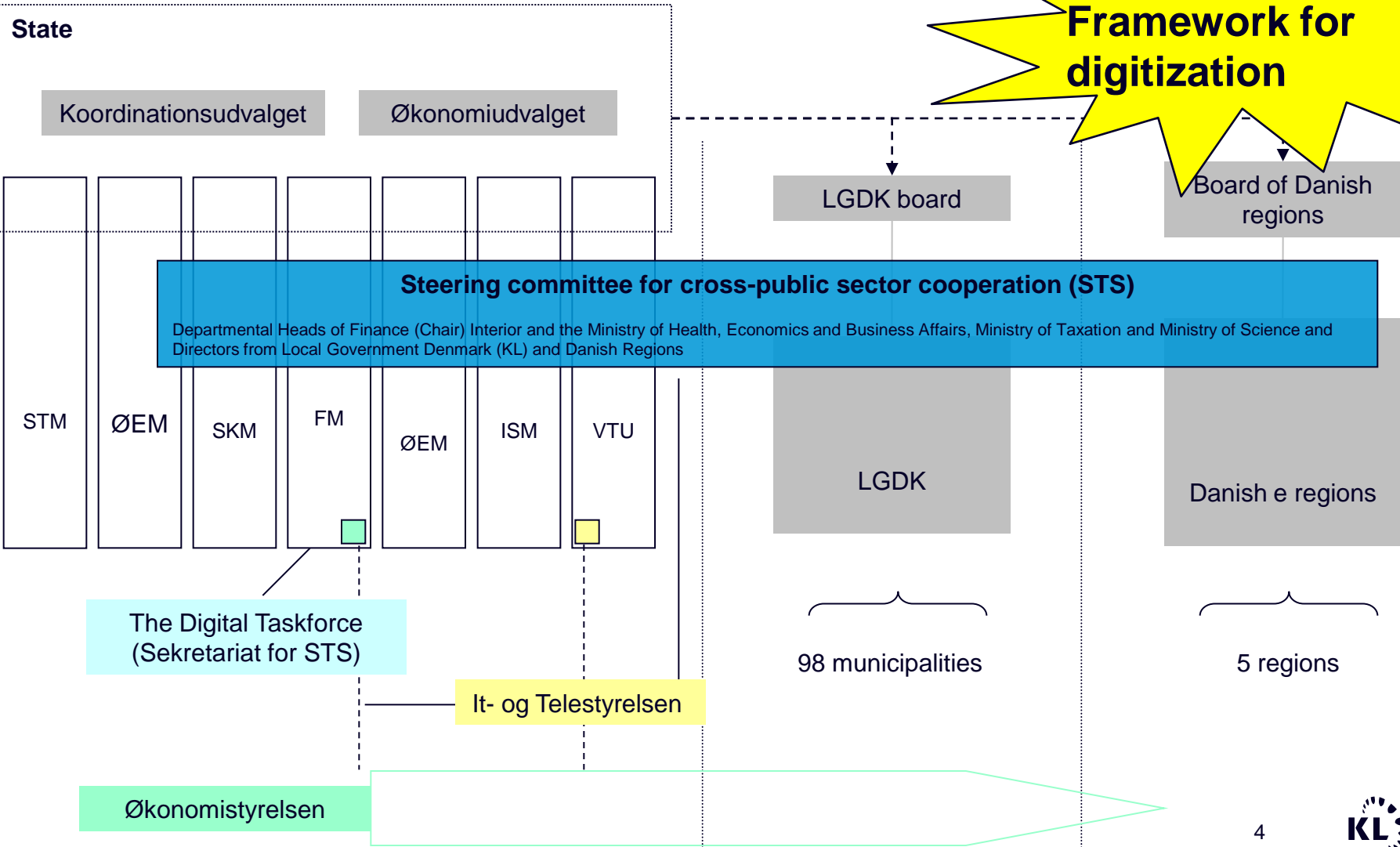
• **Challenge I: Citizens rising expectations**



• **Challenge II: Recruitment of public servants**



# Organizing the joint public digitization



The state (19 ministerier)



# The joint public collaboration for digitization

- Binding cooperation between municipalities, regions and state
- Anchored at top management level
- The Digital Task Force as joint secretariat - anchored in the department of finance, but is the secretariat of municipalities, regions and state

# e2012 objective

By 2012, all relevant written communication between businesses, citizens and public sectors could be done digitally



**e2012**  
GØR DET DIGITALT

edag | 3

# Major initiatives in the recent joint government strategy

- Borger.dk - one entry to information and digital service, e.g. notification of change of address
- Common Components (NemSMS and digital post)
- Digital signature - emphasis on usability and security
- Mandatory Standards - B103 - generalities, but two document standards
- Domain Boards - coordination of the lateral digital (FORM FOCUS, BC)

# eDays

- outlines what must be possible / mandatory, respectively. citizens and authorities across the public sector



## **eDay1 - September 1.st 2003**

- right to send letters and documents per. mail to other authorities
- right to require other authorities to send digitally to them.

## **eDay2 - February 1.st. 2005**

- right to send letters and documents with sensitive and confidential information
- citizens and businesses the right to send secure e-mail to the public.

## **eDay3 – November 1.st 2010**

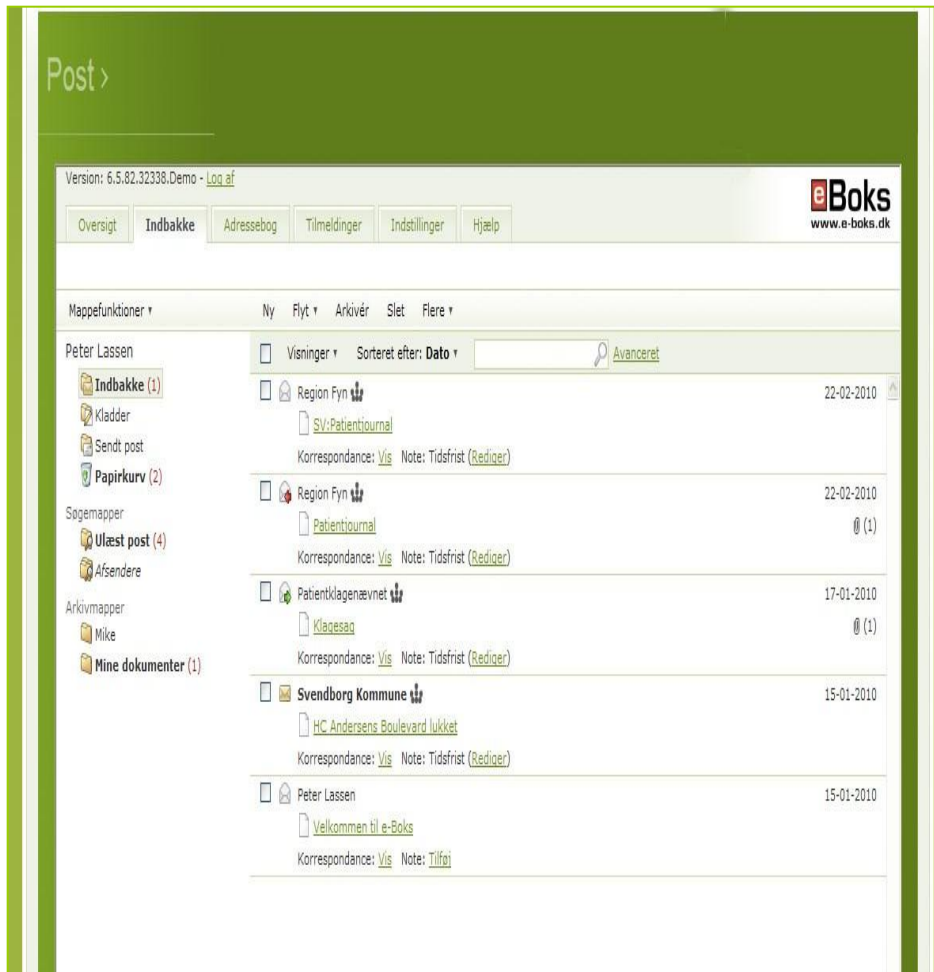
- All national popular solutions visually integrated on borger.dk
- NemID and Easy-login to all digital solutions
- Digital document box for communication between citizens and authorities

# NemID - electronic signature to both the public and private sector

- **NemID is the same login everywhere**
  - In banks
  - The municipality's online self-service
  - The Tax Authority, e.g. citizens are to report anticipated revenues for next year
  - When to open the Dokumentbox

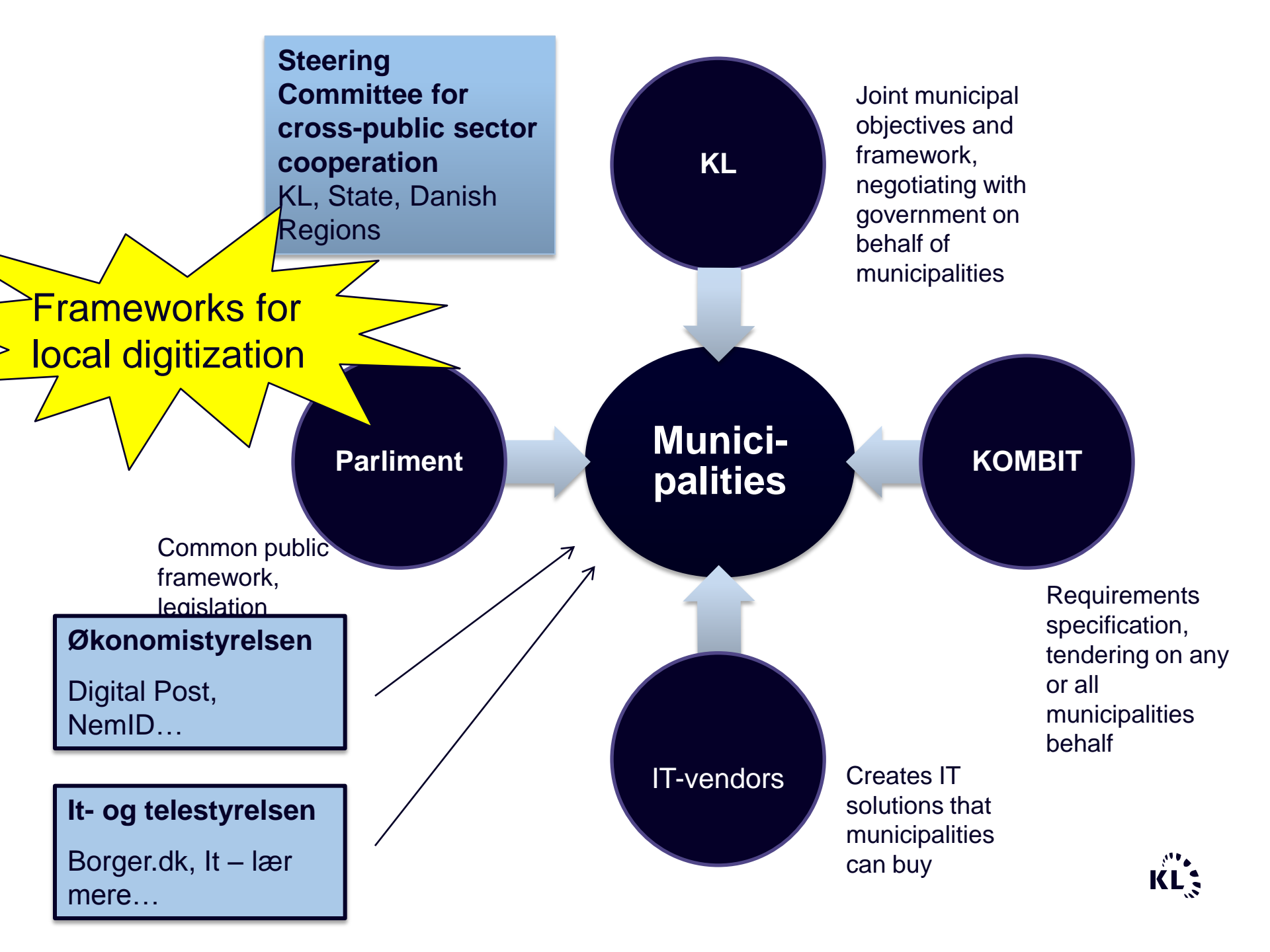


# Digital Post: Document Box



- All authorities can be contacted and respond via Document box
- All authorities must send all relevant mass mailings via the document box for individuals and businesses





**Steering Committee for cross-public sector cooperation**  
 KL, State, Danish Regions

**Frameworks for local digitization**

**Parliament**

**Økonomistyrelsen**  
 Digital Post, NemID...

**It- og telestyrelsen**  
 Borger.dk, It – lær mere...

**KL**

Joint municipal objectives and framework, negotiating with government on behalf of municipalities

**Municipalities**

**KOMBIT**

Requirements specification, tendering on any or all municipalities behalf

**IT-vendors**

Creates IT solutions that municipalities can buy



# The goal of digital citizen service

***“All who can serve themselves digitally,  
are to serve them self.”***

***In 2012 30% of citizens inquiries are to be  
digitalized - and 50% in 2015***



# It's good citizen service do it yourself digital ....

"The Danes expect an online service from the municipalities that matched what they are accustomed to when they turn to shops on the net '(Dwarf 2010:11)

"It is simply a better customer experience even to transfer money or pay bills without any delay on the network. " (Dwarf 2010:10)

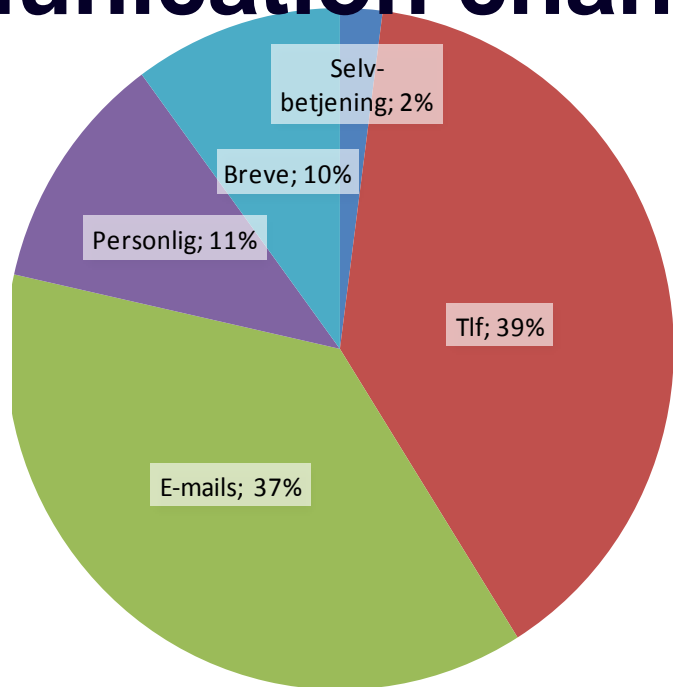
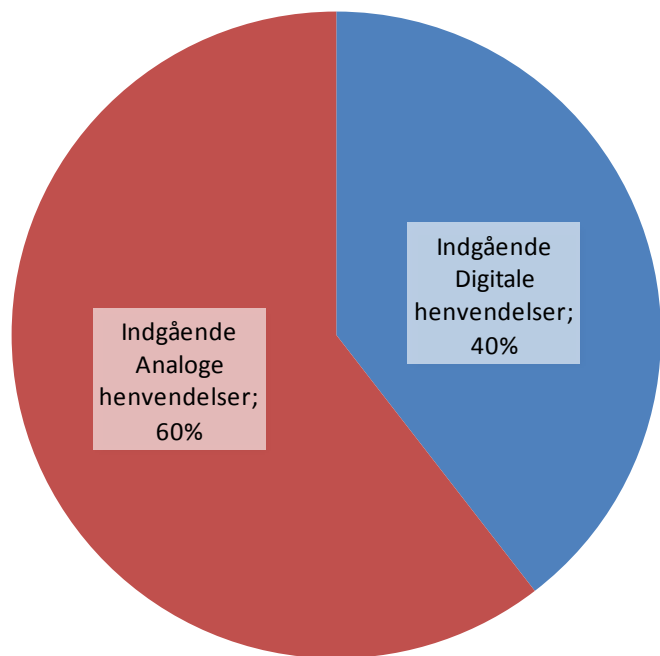
# The municipalities have started...

- Municipalities supports the joint public initiatives (e-Days, e2012, borger.dk, NemID)
- 3000 + digital ambassadors (competency)
- Municipal it-architecture council
- KOMBIT (gathers the purchasing power and negotiate solutions and prices on behalf of municipalities) has started with 25 + joint municipal projects, e.g. development of self-service solutions with 70 + municipalities
- Procurement plan for the enforcement of monopoly systems in municipalities
- Documentation - 83 municipalities participating in the common documentation of inquiries from citizens

# However, there is a long way to go ...

- Hard to assemble the municipalities on a joint effort
- Projects executed too slowly
- The effects are absent or not visualized
- Rule simplifications to be made by the state postponed or watered down
- Lack of common ground across disciplines in each municipality
- Missing impact of strategies

# Distribution of requests from citizens on the different communication channels



- We need to have self-service level up.
- But far from all communication can be replaced by self service.



# Digital service on Borger.dk

The screenshot shows the borger.dk website interface. At the top left is the logo 'borger.dk' with the tagline 'din indgang til det offentlige'. To the right, there is a login link 'Log ind via digital signatur', a dropdown menu for 'Københavns Kommune', and a help icon. Below this is a green navigation bar with buttons for 'Forside', 'Min Side', and 'Post', and a search bar with a 'Søg' button. The main content area has a breadcrumb trail: 'Borger.dk > Familie og børn > Graviditet og fødsel > Fødselsregistrering'. The title 'Fødselsregistrering' is displayed, with 'Print' and 'Permanent link' options to the right. The main text states: 'Skrevet af Kirkeministeriet' and 'Når jeres barn er født, skal myndighederne have besked om fødslen inden 14 dage. Så får barnet et CPR-nummer og en fødselsattest.' Below this is a section 'Læs på denne side om:' with a list of links: 'Når barnet fødes på hospitalet', 'Når barnet fødes hjemme', 'Hvis du bor i udlandet og føder i Danmark', and 'Hvis du bor i Danmark og føder i udlandet'. Another section 'Når barnet fødes på hospitalet' explains the reporting process to the person register and church. A final paragraph notes that parents are registered together. On the right side, there are two sidebars: 'Selvbetjening' with links for 'Fødselsanmeldelse', 'Udfyld omsorgs- og ansvarserklæring', and 'Bestil oplysninger om dit fødselstidspunkt'; and 'Kontakter' with 'Besøgsadresse' (Københavns Borgerservicecentre, Tlf: 33663366, E-Post: borgerservice@kk.dk), 'Åbningstider' (ma-fr 10-18), 'Telefontid' (ma-fr 8-18), and links for 'Se flere oplysninger om Københavns Borgerservicecentre' and 'Vis på kort (nyt vindue)'.

borger.dk  
din indgang til det offentlige

Log ind via digital signatur  
Københavns Kommune

Forside > Min Side > Post > Søg >

Borger.dk > Familie og børn > Graviditet og fødsel > **Fødselsregistrering**

## Fødselsregistrering

[Print](#) [Permanent link](#)

Skrevet af Kirkeministeriet

**Når jeres barn er født, skal myndighederne have besked om fødslen inden 14 dage. Så får barnet et CPR-nummer og en fødselsattest.**

**Læs på denne side om:**

- > Når barnet fødes på hospitalet
- > Når barnet fødes hjemme
- > Hvis du bor i udlandet og føder i Danmark
- > Hvis du bor i Danmark og føder i udlandet

**Når barnet fødes på hospitalet**

Jordemoderen indberetter fødslen til personregisterføreren. Det vil sige sognepræsten eller kirkekontoret i det sogn, hvor moren bor. Hvis I bor i Sønderjylland, indberetter jordemoderen i stedet fødslen til kommunen.

Når I som forældre er gift med hinanden, bliver barnets slægtskab dermed registreret.

### Selvbetjening

- > Fødselsanmeldelse
- > Udfyld omsorgs- og ansvarserklæring
- > Bestil oplysninger om dit fødselstidspunkt

### Kontakter

**Besøgsadresse:**  
Københavns Borgerservicecentre  
Tlf: 33663366  
E-Post:  
> borgerservice@kk.dk

**Åbningstider:**  
ma-fr 10-18

**Telefontid:**  
ma-fr 8-18

- > Se flere oplysninger om Københavns Borgerservicecentre
- > Vis på kort (nyt vindue)

# PÅ BORGER.DK ER DET LET AT FLYTTE FOLKeregisteradresse



- Slut med flyttemapper og dokumenter
- Gør det når det passer dig
- Det tager under 2 minutter
- Hav dit NemID nøglekort parat

[Klik her - så er du i gang >](#)

borger.dk

Én indgang til alt  
det offentlige

Altid åben

Aldrig kø

Nemt med NemID



DÅB SKOLE MUSIK POST BOLIG VIELSE SKAT **FLYTNING** ATP





Forside >

Min Side

Post >

kk.dk >

Søg >

Borger.dk > Min Side

Oplysningerne på Min Side hentes på basis af [dit samtykke](#) og vises kun for dig.

## Min Side >

## Barnets bog

[Om Min Side](#) [Print](#)

### Introduktion

> [Hjælp](#)

### Anne Jensen

> [Personoplysninger](#)

> [Bolig og flytning](#)

> [Hans Hansensvej 7](#)

> [Økonomi, skat og pension](#)

> [Kultur og fritid](#)

> [Sundhed og sygdom](#)

> [Post](#)

### Søren Jensen

> [Personoplysninger](#)

### Emma Jensen

> [Barnets bog](#)

> [Skole og pasning](#)

### Værktøjer

> [Indstillinger](#)

> [Kontakter](#)

[Rediger indholdet på denne side](#)



### Barnets bog

Leveres af [MyClinic](#)

**Emma**  
0 år, 7 måneder

Denne side kan ses af  
Anne Jensen  
Søren Jensen

#### HUSK:

Næste aftale med sundhedsplejersken er d. 02. juni 2010

#### Datoer du skal huske

02.06.2010: Besøg af sundhedsplejersken  
10.06.2010: Sidste frist for [opskrivning til dagtilbud](#)  
20.07.2010: Bestil tid hos lægen til [5 mdrs vaccination](#)

#### 10-06-2010 DMO Rutine børneundersøgelse

Fortsæt den gode amning.  
Arp i hovedbunden - babyens pleje

#### 17-05-2010 DMO Rutine børneundersøgelse

Body Mass Index 18.67  
Pt—Legeme; højde 150.0 cm  
Pt—Legeme; masse 42.0 kg

	17-05-2010	09-09-2006	21-01-2003	
Højde (cm) cm	150.0	135.0	112.0	Vægt/alders kurve Højde/alders kurve Højde/vægt kurve BMI
Vægt (kg) kg	42.0	30.0	19.5	

#### Din Sundhedsplejerske

Dorthe Marie Olsen (DMO)  
Sundhedsplejen Amager  
Tlf. 3366 3366

#### Nyttig viden

[Undgå ulykker i hjemmet](#)  
[Mad til spædbørn og småbørn](#)  
[www.kk.dk/sundhedsplejen](http://www.kk.dk/sundhedsplejen)

### Forældrenes bog

Leveres af [MyClinic](#)

#### Sådan gik fødslen

#### Første Emma sad op

#### Emma's første skridt

#### Første gang Emma selv gik på potte

#### Første gang Emma greb en bold

[Rediger](#)

# Recommendation from LGDK to municipalities:

Visual integrate all self-service solutions for borger.dk to ensure maximum use of the solutions

- Use borger.dk statistics system on the use of self-service solutions for internal management information.
- Engage in joint purchasing of interfaces to provide content for My Page via KOMBIT.
- Develop integration from your own website to borger.dk so the citizen can directly log in to Borger.dk My page whether individuals select municipal website or borger.dk as their entrance

# Why a “My page” on Borger.dk?

- My page is that the central entrance to the whole public sector – citizens are indifferent to the authority which has responsibility for different tasks
- Provides citizens with a better view of relations with the public, and ensure that citizens are increasingly made aware of and use self-service.
- Solely to have presented data from the public sector and various factors such as future payments or place on the waiting list for daycare, should reduce citizens' requests to municipalities

# Main elements of the new joint government strategy

- elements which we hope will speed up the digitalization

## **1. Mandatory use of digital self service:**

It is becoming increasingly mandatory for citizens to use digital self service when it should apply or report something to the public sector.

First such review of moving (easy) and then heavier areas, such as applying for cash assistance and planning permission. In 2015, all applications and reviews the scope of the requirement for self-service → government should make it into law, while municipalities must develop user-friendly and efficient solutions

## **2. Mandatory to receive all mail in the Documentbox**

From 2014, the citizens automatically a digital mailbox (paper box). And from 2014, the government send all materials to the public document box. It saves postage and educates citizens to digital behavior



# Recommendations to the individual municipality's efforts

- **Better solutions**, such as more user friendly solutions for the citizens which also provides savings for municipalities e.g. through integration of user interface to the underlying technical systems
- **Greater political focus** - that politicians in the municipalities actively choose digital service at the expense of other communication channels even if it entails reduction in opening hours in the one stop shop
- **Increasing use of digital solutions**, e.g. through marketing of digital service and focus on a new skills profile of employees

→ it's about transformation of the traditional servicing and understanding among citizens and municipal employees



# Not only the administrative citizen service

- Daycare
- Primary school
- Elderly Care
- Employment
- Environment

Here's managerial challenges even greater!

17-06-2011



# The managerial dilemma of LGDK

- **On the one hand**, a common strategy provides direction for a sector and gives each municipality the objectives and framework for managing the digitization locally!

**Giveaway:** strategic, economic and "political goals" resources and competencies (KOMBIT)

**On the one hand**, joint decisions, solutions, loss of autonomy and how committed we saw each other ..?

**Price:** Bracket on investments and disposal of decision-making