



User
Centri
Cities

UserCentriCities

Why user-centric digital
government matters and
what we can learn from
cities and regions



This project has received funding from
the European Union's Horizon 2020
research and innovation programme
under Grant Agreement n. 101004603

Partners



- A 23-city, two-think tank, one-association consortium co-financed by the European Union
- Led by **the Lisbon Council**, **Eurocities** and **VTT Technical Research Centre of Finland**
- Goal: build a platform for local authorities to help them **assess and compare their performance** with their peers, **sharing lessons learnt** about how to implement user-centricity
- How: reinforcing local EU collaboration, online benchmarking dashboard, a support toolkit, best practice repository and annual awards

Lisbon, Tallinn, Berlin declarations

Lisbon 2007

“Deliver eGovernment services that are easier to use and of benefit to all citizens by increasing **user centrality**, improving accessibility, convenience and user experience”



Tallinn 2017

“**User-centricity** principles for design and delivery of digital public services”



Berlin 2020

“To promote a **human-centred**, responsible and common-good oriented development and use of AI and other novel technologies in the public sector”





Why user-centricity matters?



- Better uptake of services from citizens
- Better way to spend public money
- Better public face for government
- Closing the growing democratic gap
- Increase trust in official institutions
- Better social and economic outcomes



Policy Brief

Help Where It's Most Needed

How Leading Administrations are Using 'Proactive Public-Service Delivery' to Aid Citizens



the Lisbon Council
think tank for the 21st century

User-Centricity

What It Means, How It Works, Why It's Needed

Interactive policy brief Issue 28/2021

How Relentless Focus on End-Users Raises Adoption and Delivers Better Services to Citizens

By Chrysoula Mitta, Charlotte van Ooijen and David Osimo

Chrysoula Mitta is associate director operations and community management at The Lisbon Council. Charlotte van Ooijen is senior research fellow and David Osimo is director of research.

The message was clear enough.¹ On 19 September 2007, 31 ministers from European Union and European Free Trade Association countries committed to "deliver eGovernment services that are easier to use and of benefit to all citizens by increasing user-centricity" at a summit in Lisbon, Portugal.² Subsequent generations of ministers and officials met, deliberated and signed similar declarations – often accompanied by action plans and detailed annexes – culminating in *The 2020 Berlin Declaration on Digital Society and Value-Based Digital Government*, the sixth declaration of this type and the most recent iteration of this peculiar brand of literature.³

Yet the lip service paid to focusing on citizens has not always resulted in improvements in the actual services provided. That can be seen in the limited use and relatively slow adoption of digital government services by citizens themselves (see Chart 1 on page 3 for a comparison of public- and private-sector adoption rates).⁴ The COVID-19 pandemic and lockdown showed that digital public services can quickly adapt when necessary and that effective digital services are a fundamental part of any resilient society. Now, in the aftermath of that crisis as the European Commission embarks on the 2030 digital compass; the European way for the digital decade programme, and as European Union member states prepare to invest €144 billion in digital transition initiatives as part of the recovery and resilience programme, the time for allowing "user-centricity" to languish as an empty slogan is over. It is time to deliver on what has been promised and pledged for nearly two decades.⁵

¹ This policy brief builds on the early research co-created for the UserCentriCities project, a 16-partner consortium co-financed by the European Union. The consortium includes the Lisbon Council, VTT Technical Research Centre (Finland), Eurocities and 13 leading cities and regions (the founding partners – Espoo, Milan, Murcia, Rotterdam, Tallinn and Emilia Romagna – and seven participating cities: Barcelona, Glasgow, Gothenburg, Helsinki, Lisbon, Lubiana and Porto). The three-year project will provide metrics, support tools and policy debates for driving digital government at the local level. For more information, visit <https://www.usercentricities.eu/>. The authors would like to thank Maura Altunbas, Mike Bracken, Mart Brauer, Kai-Filip Coeneegrachts, Jochem Cooman, Sjoen Dirkse, Stefano Gatti, Manon Gholian, Paul Hofheinz, Kasper Van Hout, Alice Iordache, Maaja Kibae, Tom Loosemore, Paola Rusillo, Paolo Francesca Sabatini, Corrado Salerni, Barbara Santi, Dimitri Tartari, Francesca Taverna, Veera Vihula and Václav Wroblew. Any errors of fact or judgment are the authors' sole responsibility.

² Council of the European Union, *Ministerial Declaration Approved Unanimously in Lisbon, Portugal, 19 September 2007*.

³ The opinions expressed in this interactive policy brief are those of the authors alone and do not necessarily reflect the views of the Lisbon Council, the European Commission, the partner cities and think tanks in the UserCentriCities consortium or any of their associates.

⁴ The interactive policy brief works to make knowledge more accessible through online distribution, interactive features such as hotlinks to key articles cited in footnotes and a web-friendly format.

The 2022 Best User-Centric Service Award

Helsinki's Proactive Pre-Primary Education Allocation Service via SMS

- Response rate : 93%
- Acceptance rate 9/10
- 5,591 families reached



[Home](#) > [Repository](#)

Pre-Primary Education Allocation (Proactive) - Helsinki

City / Region

Helsinki (Finland)

In a nutshell

Since 2021, Helsinki has offered pre-primary education allocation to parents proactively through text messages. Parents of kids of suitable age receive text message offering allocation in a nearby pre-school, and can accept the proposal by responding to the message. No application or filling out complex forms is needed.



How can we make user-centricity a reality?

User-centricity can only be deployed at scale with careful monitoring and a measurement framework that reaches the local level.



UserCentriCities Dashboard

PILLAR AVERAGE
1. Enablers 72%

PILLAR AVERAGE
2. User-Centricity Performance 57%

PILLAR AVERAGE
3. Outcome 40%

<https://www.usercentricities.eu/ucdashboard>

- Based on a list of curated indicators, the **Benchmarking Dashboard** ranks the performance of European cities and regions in designing and delivering digital services that focus on their citizens and their needs.

Measuring 3 Pillars

- Enablers** (Skills, Strategies, Ecosystem)
- Performance** (Co-Creation, Supply of online Services, Usability, Security and Privacy. Redress and Feedback)
- Outcome** (Adoption, Reduction of Burden, Satisfaction, Environmental Impact)

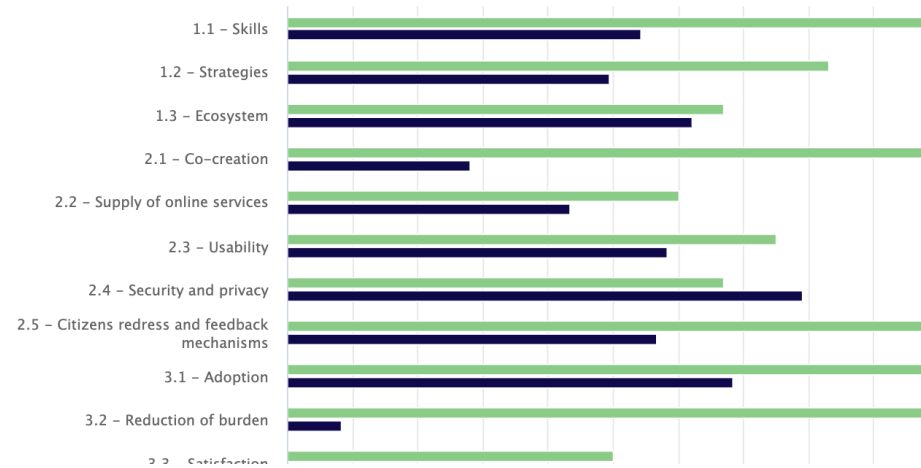
	1.1 - Skills	1.2 - Strategies	1.3 - Ecosystem	2.1 - Co-creation	2.2 - Supply of online services	2.3 - Usability	2.4 - Security and privacy	2.5 - Citizens redress and feedback mechanisms	3.1 - Adoption	3.2 - Reduction of burden	3.3 - Satisfaction	3.4 - Environmental Impact
Barcelona city	2/4	4/6	3/3	0/5	3/5	3/4	3/3	2/2	0/2	0/2	0/2	0/1
Catalonia Region	4/4	4/6	3/3	1/5	4/5	3/4	3/3	2/2	1/2	0/2	2/2	0/1
Emilia-Romagna Region	3/4	3/6	2/3	0/5	2/5	2/4	2/3	0/2	2/2	0/2	0/2	0/1
Espoo city	3/4	3/6	3/3	1/5	3/5	2/4	3/3	2/2	1/2	0/2	1/2	0/1
Gothenburg city	4/4	4/6	3/3	4/5	0/5	3/4	2/3	2/2	1/2	1/2	1/2	0/1
Helsinki city	4/4	4/6	3/3	4/5	1/5	3/4	2/3	2/2	1/2	0/2	1/2	0/1
Kronoberg Region Reality Lab (Healthcare)	2/4	3/6	1/3	0/5	1/5	2/4	2/3	1/2	0/2	0/2	2/2	0/1
Kyiv city	3/4	5/6	3/3	2/5	1/5	3/4	2/3	2/2	0/2	1/2	1/2	0/1
Madrid city	2/4	4/6	3/3	2/5	3/5	3/4	3/3	2/2	2/2	1/2	2/2	1/1
Milan city	4/4	5/6	2/3	5/5	3/5	3/4	2/3	2/2	2/2	2/2	1/2	1/1
Murcia city	2/4	1/6	2/3	0/5	3/5	3/4	1/3	2/2	1/2	0/2	0/2	0/1
Rotterdam city	3/4	5/6	2/3	3/5	2/5	2/4	2/3	1/2	2/2	0/2	1/2	0/1
Tallinn city	3/4	5/6	3/3	2/5	3/5	3/4	3/3	2/2	2/2	0/2	2/2	0/1

Rank: 0 %

Benchmarking Dashboard BETA

Home / Benchmarking Dashboard

MILAN CITY



Edit your record

You can update your data

EDIT

Enablers

1.1 - Skills

Does the local authority have internally any position such as service designers OR user researchers OR user experience experts?

No

Has the local authority provided training on service design or user research to its employees in the last three years?

No

Has the local authority provided training on ICT to its employees in the last three years?

Yes

↳ **Evidence:** ICT training is being provided to ICT specialists in a regular basis. ICT training is also offered to the rest of the organisation employees but it is not mandatory.

Has the local authority provided training on ICT to citizens in the last three years?

Yes

↳ **Evidence:** Several ICT training programmes are in place and they cover a wide range of skills (from beginners until experts). These courses are being taught through Barcelona Activa, the Council's economic development agency under the umbrella of the Cibernàrium programme. Along these 20 years, Cibernàrium has scheduled more than 52,000 training sessions attended by 140,000 different people. The impact these sessions have had on users (cibers) is so positive that they value them with an average score of 8.3. See for instance: <https://cibernarium.barcelonactiva.cat/en/fem-20-anys?sessionId=4FBB-D6D4441189B675824501A8B2F4F0> See for instance <https://www.barcelonactiva.cat/en/itacademy> See the report for the Cibernarium's 20th anniversary: https://cibernarium.barcelonactiva.cat/documents/10180/0/20years_Cibernarium_ENG_tcm103-51578.pdf/e993a7a2-4ee0-4238-abfd-c5250d23db07

- New enhanced version launches on 01 February 2023

- Open to all cities/regions to assess their performance and compare it with others

- It is an easy to fill in survey that asks answers to the 39 indicators and

<https://www.usercentricities.eu/ucdashboard>

NEW RESEARCH

The State of UserCentriCities

How cities and regions are creating better digital services by putting citizens' needs at the center

DOWNLOAD THE REPORT



Get In Touch



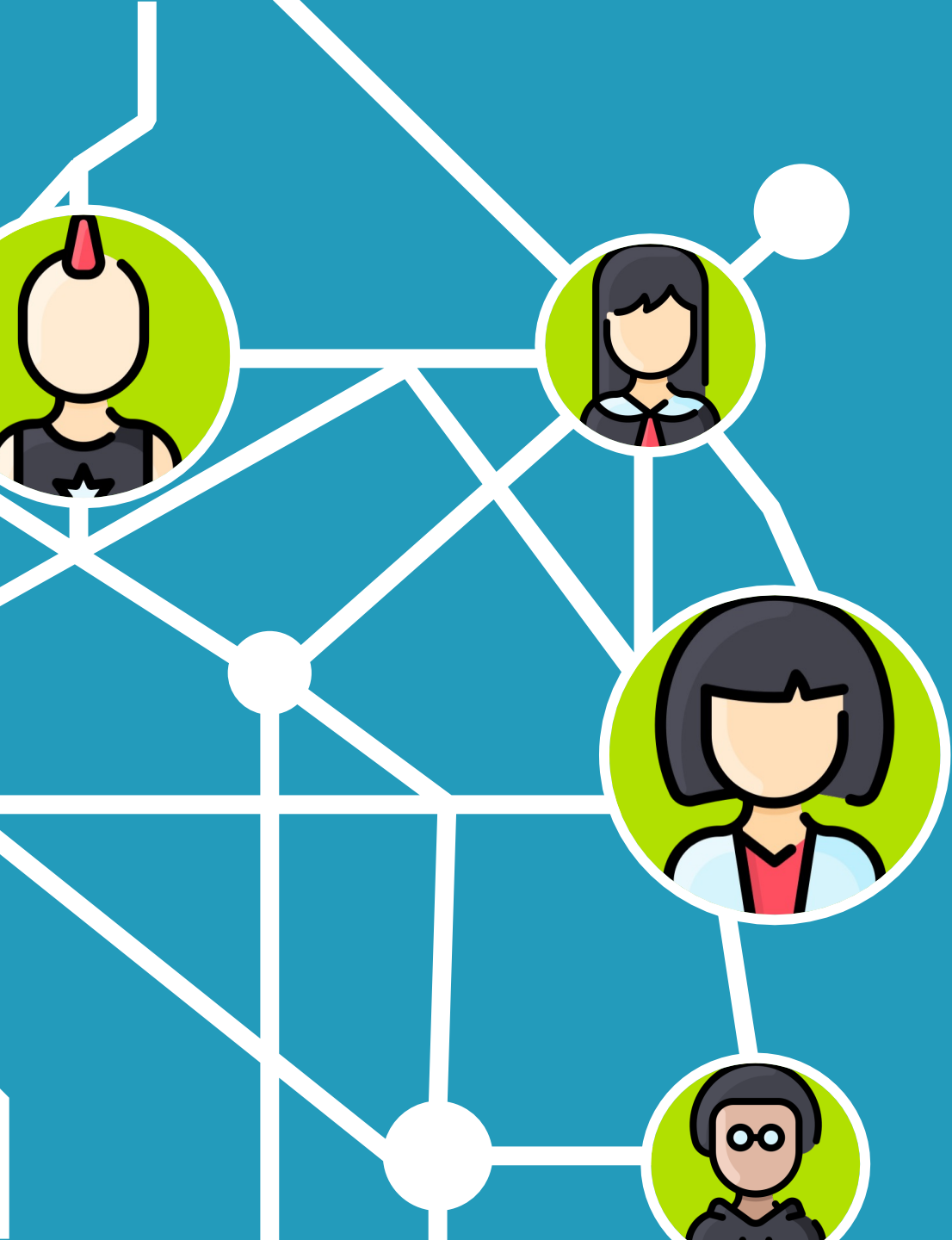
Chrysoula Mitta, director, the Lisbon Council

[Email: chrysoula.mitta@lisboncouncil.net](mailto:chrysoula.mitta@lisboncouncil.net)



UserCentriCities LinkedIn Group

<https://www.linkedin.com/groups/9028823/>



Thank you!

www.usercentricities.eu