

Non Discriminatory Service Innovation

*How to realize
equal interaction capabilities to all?*

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Non Discriminatory Service

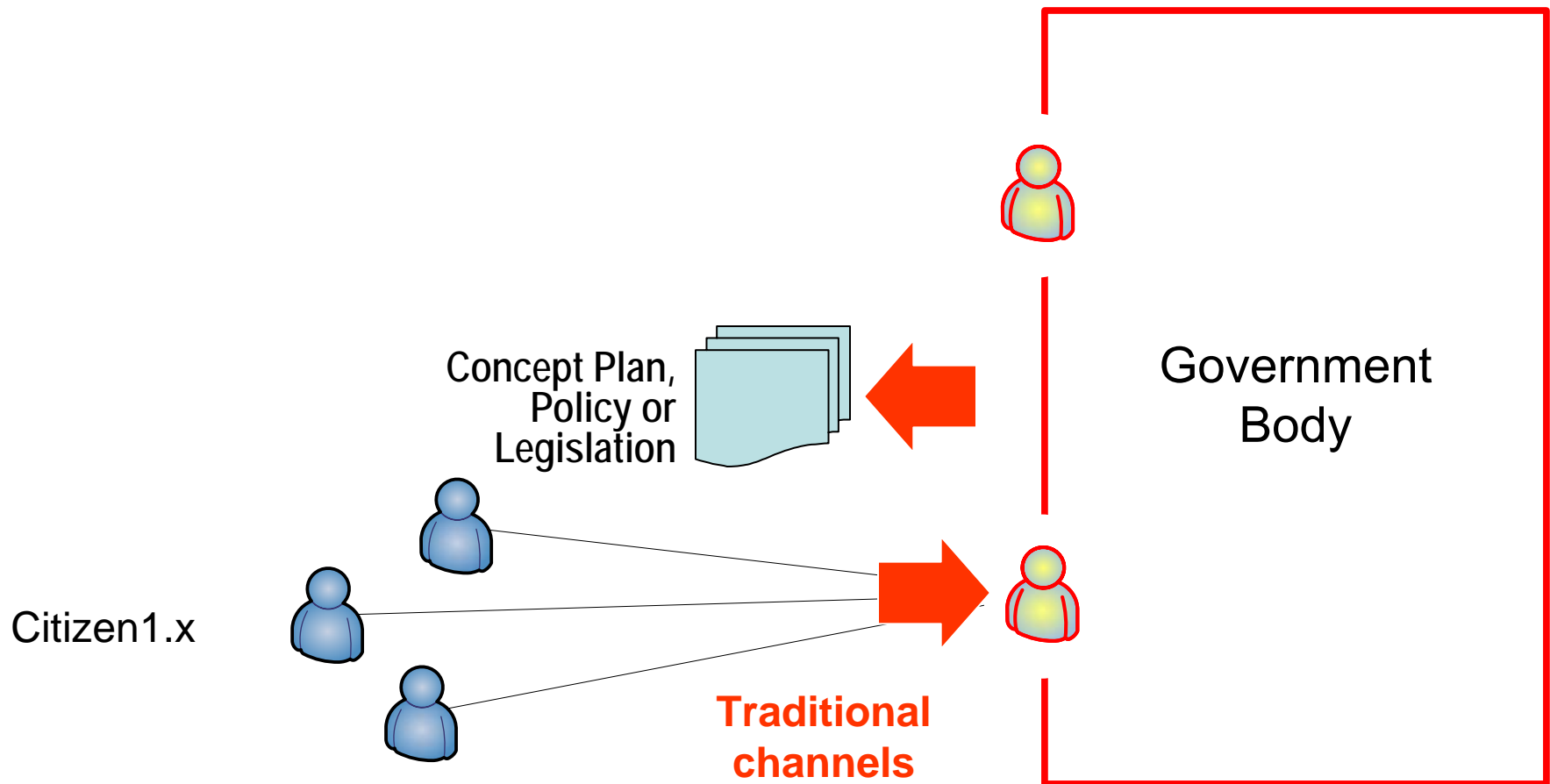
- When a government body offers a service or an interaction capability
- Capability to interact in a way open to all
- Keeping the good stuff from Web2.0 but...
- No exclusion of non Web2.0 adepts
- Allowing others to interact as well
- Creating one community.....?



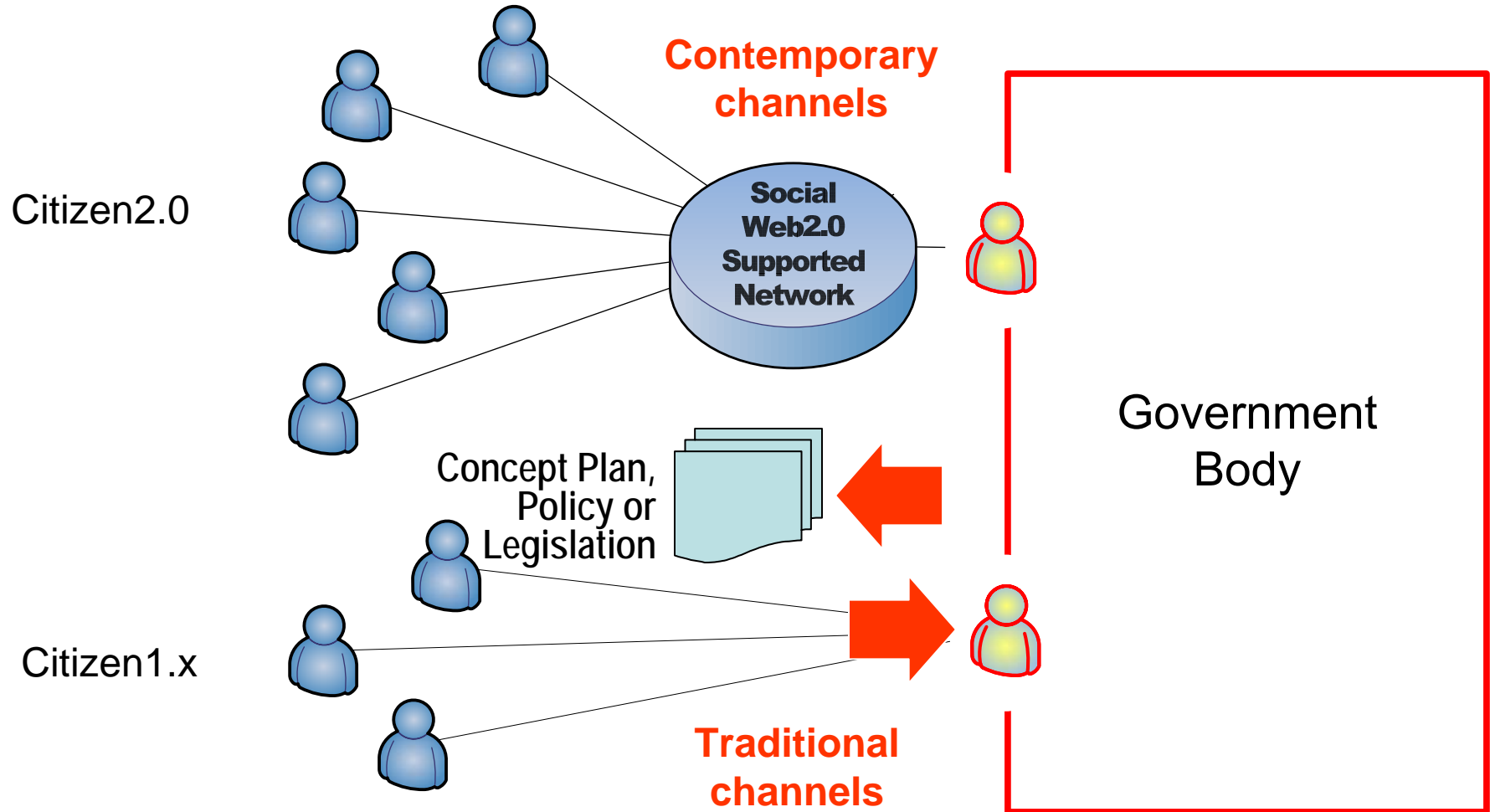
Government 2.0

- Can act as an observer in social web interaction
Merriam-Webster: “a representative sent to observe but not participate officially in an activity (as a meeting or war)”
 - Privacy law applies
 - Internet rules of engagement
- Can act as a participant in social web interaction
 - Privacy law applies
 - Internet rules of engagement as well as...
 - Legal and political rules of engagement
- Can act as host/ facilitator in social web interaction
 - Privacy law applies
 - Governmental rules of engagement
- ‘Virtual’ identities (nicknames/ anonymous/ pseudonymous) for citizens (Internet Rules of Engagement) Do different rules apply for public servants?

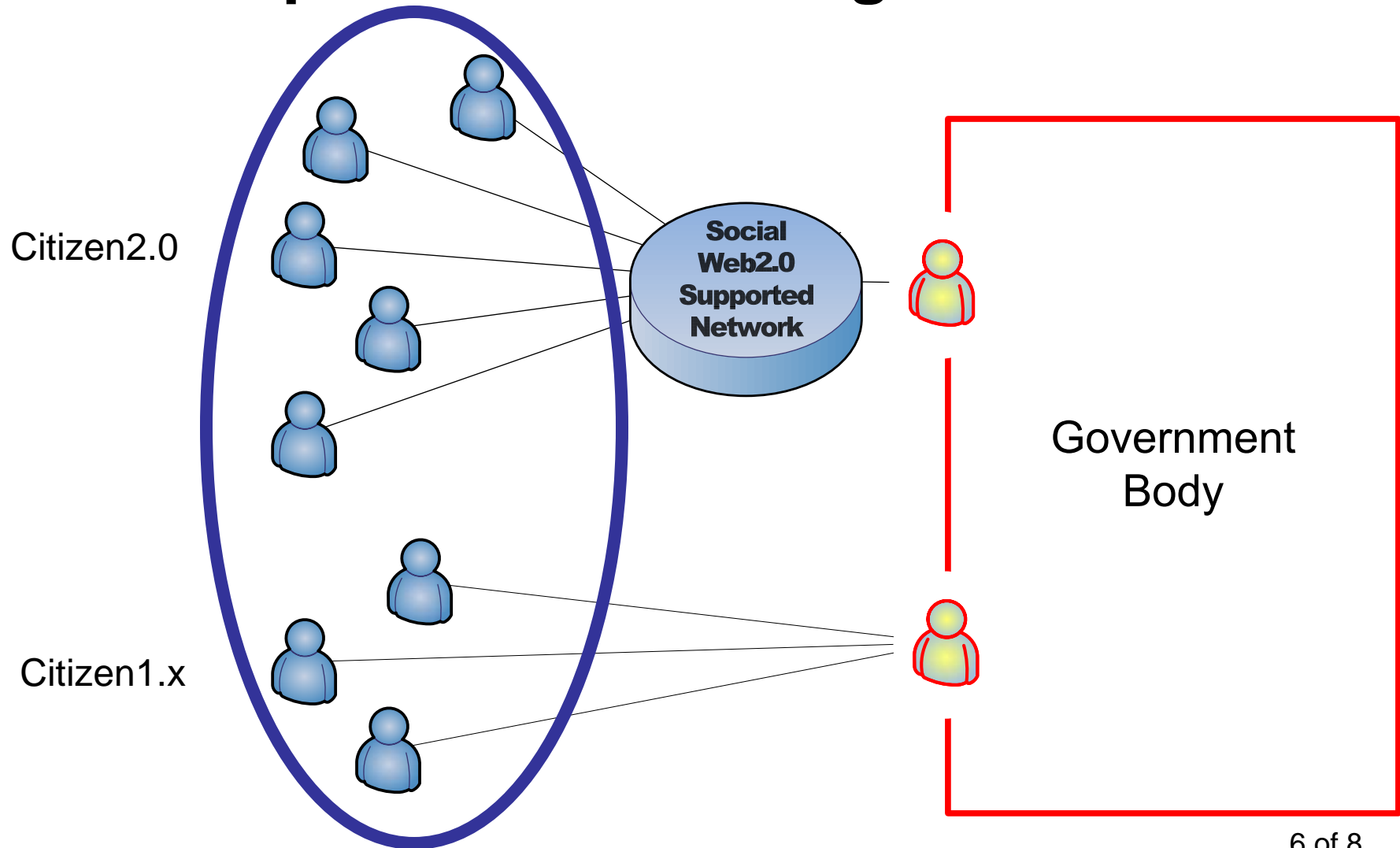
Example: Public consultation



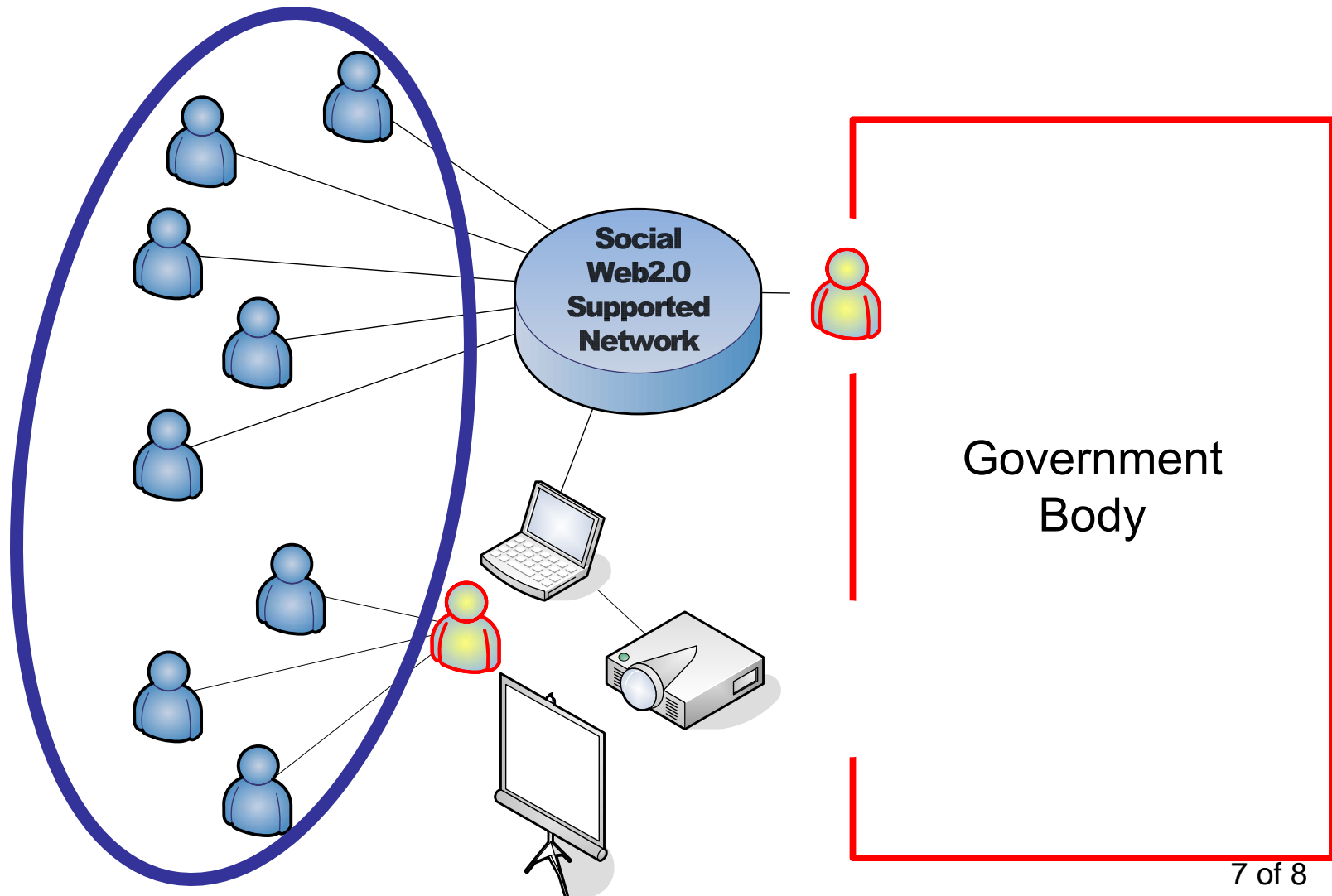
Public consultation across channels



How to create a hybrid public consultation and keep Web2.0 advantage?



Hybrid public consultation and keep Web2.0 advantage through Proxy?



Your views please...?

