



green government

ENERGIZING E-GOVERNMENT

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Green as a new paradigm for public sector innovation



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Welcome!



Dreams and nightmares

- adding clear value; that responds effectively to societal challenges and initiates societal changes
- turning every innovation into an Echternach Procession
- being first and foremost occupied with ourselves
- frozen by fear of failure, and dwelling on learned helplessness
- believing that IT doesn't matter

Key issues

To make sense

- The need for an igniting purpose

To make a difference

- The need for excellence in our ability to execute

To realise sustainable change

- The need for collaboration

Objectives for today

- To discuss **green** as an igniting purpose to speed up public sector innovation
- To discuss the role of **IT** in this context
- To discuss the shift of **greening IT** as it stands to **greening government for a green society**
- To discuss **actions** that can be taken individually and collectively

Idealism versus realism



General observations

- There is a lot of sensationalism, but we definitely have a challenge
- IT is a bigger silent spender than most people think
- Most attention is drawn to the 2%; the real struggle is to go beyond the 2%
- IT forms part of solutions that go beyond 2%
- Companies are way ahead of the government

Green public policies in Holland to date

- Interdepartmental programme on sustainable procurement
- Energy transition programmes (7 areas)
- A long-term agreement between the Ministry of Economic Affairs and the IT sector to reduce energy consumption
 - Within the 2%
 - What others must do versus what we can do ourselves



Three green angles

1. Attitude and behaviour

- A better world starts with yourself

2. (Interoperable) business processes

- More results with less energy

3. Business administration

- Sustainable procurement

Rethinking what we do and how we do it

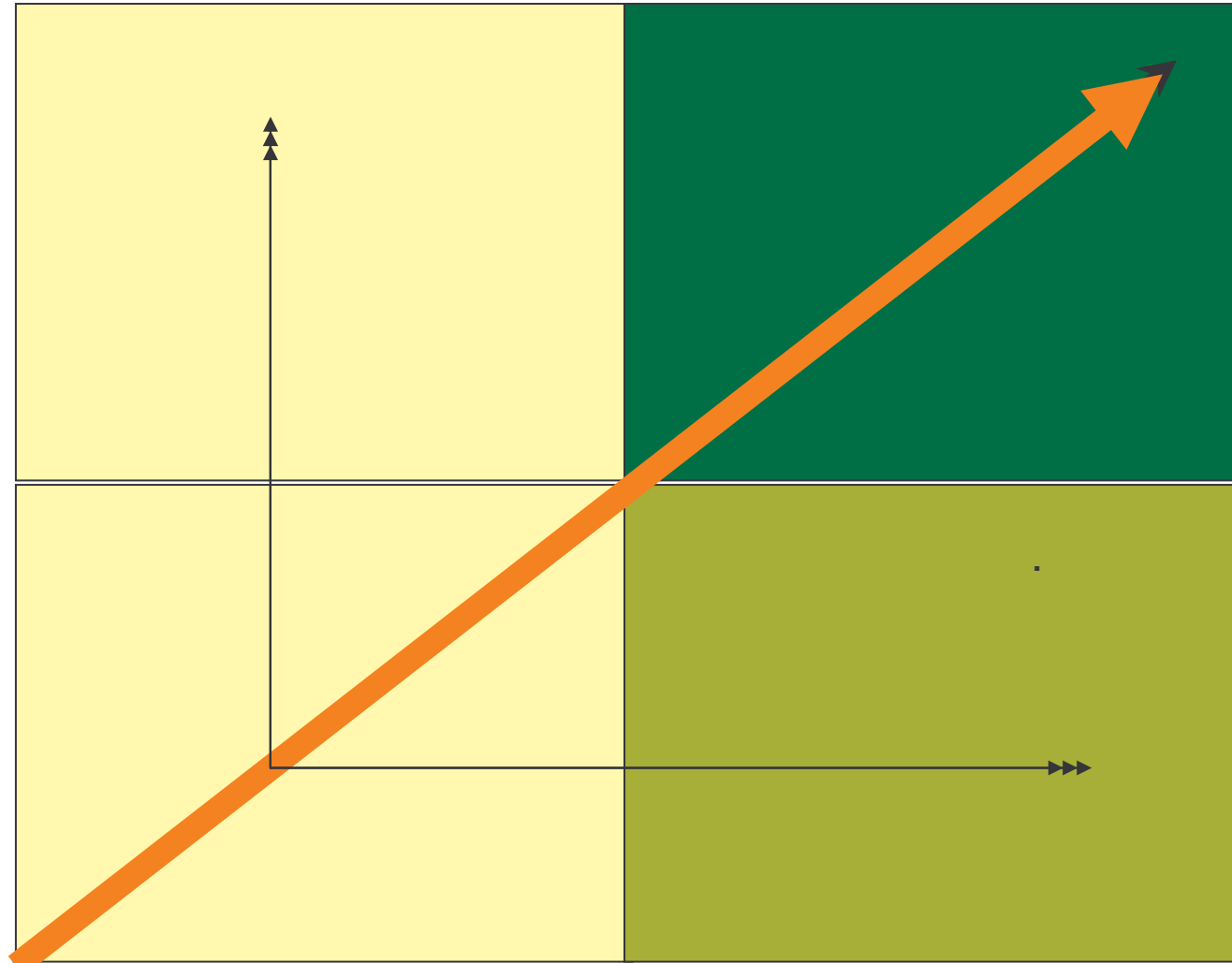
- **Within the 2%, beyond the 2%**
- **The need for lots of deep dives into the blue ocean**
 - Collect quick wins
 - Use green to place old ideas in a new perspective
 - Make things smart
 - Make things personal
 - Work in public private partnerships
 - Face green by giving green a face
 - Choose a target: WCIT2010?



Choosing ambitions

innovation

optimisation



quick fixes

sustainable change

Balancing our change agenda

- Lots of little ideas or a blueprint of the ideal situation?
- A holistic approach or muddling through?
- Postponing hot items or confronting everybody with the real issues?
- A coalition of the willing or forcing everybody on board?
- Going for gold or going for what is acceptable now?

A framework for actions

	Measure and report	Track and manage	Hunt and realise ideas
Individual actions			
Group initiatives			
Organisational actions			
Government interventions			

50 ways to resist change

- Great idea, but not just now
- Let's reexamine the facts first
- We need more smart objectives
- We need more investigations into the way others do it
- This is all going too quickly
- The last innovation has not yet been evaluated
- On whose authority has this been proposed?



Don't forget!

- Einstein's college exams
- Mullah Nashrudin's light
- The shoemaker's reflection
- The perspective of Dommelsch Beer
- The wisdom of the crowd



The capsizing of the Herald of Free Enterprise

Summary and key points

- A smart government is a **green government**: greening makes real business sense
- IT is part of the problem, but also part of the solution
- Greening government by using IT is not simply about doing other things; it is first of all about doing the same things for different reasons
- Greening government could easily start by stealing with pride ideas already implemented by international colleagues and private companies
- Greening government using IT gives e-government the emotional dimension it badly needs

A new paradigm for e-government

Creating a government that understands the game of the survival of the fitting

- that is not asking what it already knows
- that is a champion in service delivery
- that you can't fool
- that knows what it is talking about
- that you can trust
- that costs no more than necessary
- that fuels sustainable societal development

Thank you!

- **Let's have inspiring discussions**
- **Let's talk action**
- **Be surprised and amazed**
- **Be part of the solution**

