

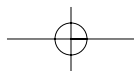
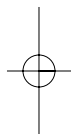
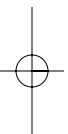
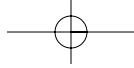


# Mobile Communications in the Public Sector – How Does Ireland Rank in the EU

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## Foreword

Welcome to O2's second study into mobile communications in the public sector in Ireland, in association with iReach. The dedicated staff of the public sector have played a key role in Ireland's economic success story. However standards of living should be measured by more than just growth in GNP. Health, education, social welfare and other services delivered by public servants are all critical in ensuring the well being of the citizen.

The role of mobile technology in helping to boost eGovernment and productivity is a relatively new phenomenon in Ireland, but well established in other parts of Europe and the world. This study examines how mGovernment, as an extension of eGovernment, can boost services to the citizen. It highlights that with PC penetration in Ireland of 55% and mobile penetration in excess of 100%, mobile has the capacity to reach all citizens.



The study looks at the implementation of online and mobile services across Europe. For the first time, the best and the worst performing countries are analysed within the EU 15 across education, healthcare, social welfare and revenue. It highlights best practice across these areas and makes a range of key recommendations for how Ireland's public sector can aspire to become more citizen-centric in its delivery of services.

The study shows that the public sector is already embracing the benefits of online and mobile services, with much innovative work going on to boost services to the citizen while simultaneously reducing the cost of their delivery.

This timely report demonstrates our progress to date but also provides an interesting comparison of Ireland with other EU countries, and shows how we can aspire to be best in Europe. I would like to thank iReach for its work in researching this study. They have played a valuable role in highlighting how new mobile technology can and is providing services to the citizen on an 'anytime, anywhere' basis and across all socio-economic groups.

**Jude Lynch,**  
**Sales Director, O<sub>2</sub> Ireland**

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## Executive Summary

The high mobile penetration rate in Ireland, giving instantaneous citizen access to time-specific information via mobile phones, presents a major case for extensive mGovernment in Ireland today. Low broadband penetration coupled with high mobile usage means that mobile-based services are far more likely to be successfully adopted by Irish citizens and businesses over traditional web-based eGovernment offerings.

Much of the discussion about eGovernment in Europe has been focused on the internet. The call by the European Commission for all member states to provide basic government services online has focused the attention of public administrators on promoting online interaction between constituents and government. Despite the fact that citizens have the ability to connect to the internet via means other than the PC, such as digital TV and third generation (3G) mobile systems, eGovernment is still viewed largely as “online government” across the EU.

However, in reality, eGovernment entails much more than moving government services online. eGovernment is ultimately about transformation – a transformation in which governments fundamentally reorient themselves to the needs of their constituents and apply their full range of information and communications technology (including, but not limited to, the internet), to enhance the accessibility, quality and cost effectiveness of public service. In essence, eGovernment means constituent-centric government, whereby constituents can interact with their government anytime, anyplace, in any language, and through any communication channel – including by mobile phone, by post, face to face, internet, fax, or email – and receive personalised, uninterrupted service every step of the way.

This report provides a detailed examination of the use of mobile technology as a means of enhancing communications and reducing bureaucracy across the EU 15. A number of systems including tax, healthcare, social welfare and education are compared using a unique ranking system. The best and worst performing countries under each public service are analysed and then compared to the Irish situation.

The report concludes with a closer examination of mobile and broadband penetration rates throughout the EU 15 and reflects upon the requirement for developments of Irish public services and the areas that are most in need of planning and integration. With Ireland ranked 7th out of the EU 15 it is essential that the Government move towards mobile technologies in order to grow closer to it's citizens while simultaneously reducing the cost of delivering such services.

# 1.0 Background

The standardisation of EU development is attracting huge attention from European governments. Although variations may exist throughout the social, political and economic systems across the EU, the 'Lisbon Agenda' has been set up to harmonise public service standards and increase online and mobile communications. The goal of the Lisbon Agenda is to make the EU, "the most competitive and dynamic knowledge driven economy by 2010".

The public sector plays a major role in Ireland's social and economic development, providing legislative basis and services for citizen's welfare, socio-economic cohesion and a competitive market environment. However, the impact of new technology is having a profound effect on their ability to rise to the many challenges that they face.

# 2.0 Introduction

## eGovernment

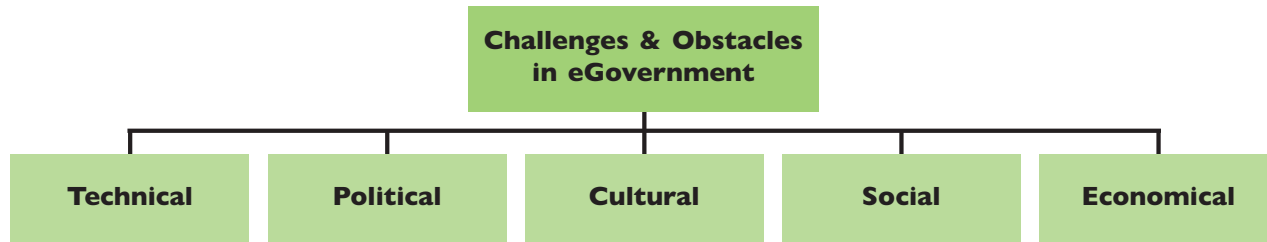
eGovernment is the use of information and communication technologies (ICTs) to improve the activities of public sector organisations. eGovernment projects are transforming the accessibility, quality, and cost-effectiveness of public services and helping to revitalise the relationship between citizens and the public bodies that work on their behalf.

## Advantages of eGovernment

- **Increased participation in the information society**
- **World-class public service**
- **More efficient administration**
- **Greater business productivity**
- **Enhanced national security and public safety**

As previously highlighted, eGovernment represents a major opportunity to bring services to all citizens; however, some challenging issues arise when dealing with eGovernment. These are detailed in Figure 2.1 below.

**Fig 2.1 Challenges and Obstacles in eGovernment**

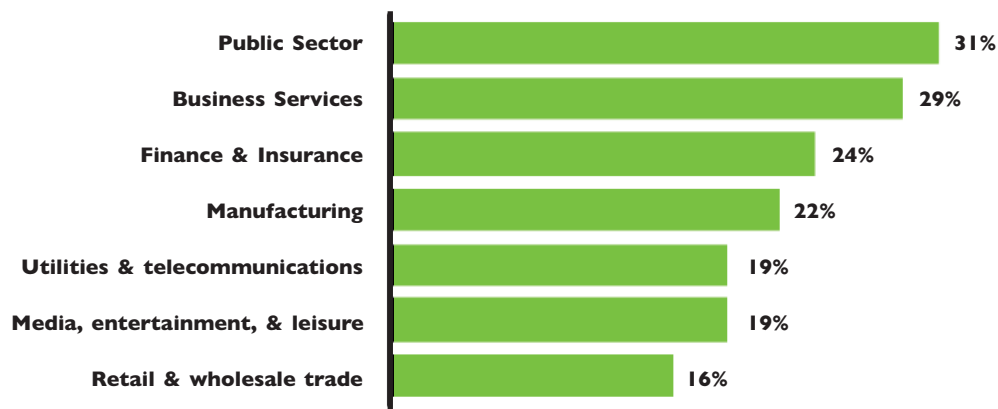


## mGovernment

mGovernment focuses on those ICTs that are limited to mobile and/or wireless technologies like mobile phones, Personal Digital Assistants (PDA's), and wireless-enabled laptops. mGovernment can help make public information and government services available 'anytime, anywhere' to citizens and government officials.

The public sector has been one of the earliest adopters of technology and a recent European survey has shown that it has the highest level of spending when it comes to investment in mobile technologies in the workplace (See figure 2.2 below).

**Fig 2.2: Investment in Mobile Technologies by sector**



mGovernment is not only about efficiency and cost-savings but it also allows for citizen activism through improved accessibility. mGovernment is particularly suited to Ireland where PC penetration rate is relatively low (55%) but where mobile phone penetration is high (106% according to latest figures from Comreg).

### Reasons for low PC penetration

- **High cost of PC's**
- **High cost of internet access**
- **Lack of prepaid billing options**
- **Data only medium (VoIP is not yet a widespread technology for citizens)**
- **Lack of speed and interaction**

This should help bring the Government closer to their citizens while simultaneously reducing the cost of delivering such services.

One of the chief issues behind the move towards mobile technologies in a government setting is accessibility and inclusiveness, with citizens more likely to use them if they save time and give them a greater degree of control. These characteristics, unique to the mobile channel and mobile-based services, make them far more likely to be successfully adopted by Irish citizens and businesses over traditional web-based eGovernment offerings.

Overall, given the high mobile penetration rate in Ireland, instantaneous citizen access to time-specific information via mobile phones presents a major case for extensive mGovernment in Ireland today.

## 3.0 Objectives

1. To compare and contrast the different public service systems throughout the EU, with a particular focus on mobile phone accessibility.
2. Ascertain where Ireland is placed in comparison to best and worst in class.

## 4.0 Methodology

To achieve the above objectives it was decided that comparisons would be made across the 'EU 15'\* . This gives greater scope to reflect a more accurate ranking of where Ireland stands in relation to other EU countries.

Four public service systems were chosen based on their customer focus and interaction levels, as well as their potential for mobile accessibility. These include: Tax system; Social welfare system; Health system; and Education system.

In order to analyse these public services a unique ranking system was developed by iReach. The overall rank of each system is based on three different, consecutive, development areas that are tailored to each public service. The points for each area are divided into three sections – Access (2 points); Interaction (3 points); Engagement (5 points); with the depth of government relationship assessed against citizen objectives. This is detailed below. (For example, complete personalisation across all three areas would merit full marks with a score of 10).

**Fig. 4.1: Ranking criteria for each public section**

Points Awarded		0 - 2 Points		3 - 5 Points		6 - 10 Points	
Points Awarded		Access		Interaction		Engagement	
	Citizen's objective	Conduct Research	Complete transactions		Receive personalised customer service		
	Depth of relationship	Information shared via the Internet	Point of service automated	Multi-channel relationship	Personalised user experience	Intelligent interactions	
	Technology	Web		Web Simple SMS		Interactive mobile services	

\* EU 15 consists of the UK, Netherlands, Spain, Germany, Finland, Belgium, Italy, France, Sweden, Austria, Denmark, Ireland, Luxembourg, Portugal, Greece.

The data for this research came from two distinct sources: primary research and secondary research. The secondary sources of information consisted of reports from various global research organisations and governments. This provided greater insight into industry trends in a European context.

A 'multi method' approach was taken to the primary data, combining semi-structured interviews and questionnaires. Representatives were selected from appropriate agencies and bodies in the member countries and questionnaires sent to them. To verify the quantitative data this achieved, interviews were then carried out providing detail on the behaviour, attitudes and motivations behind key public service issues and technology solutions in the EU 15.

This methodology ensured that iReach gained the in-depth knowledge necessary to frame a unique perspective on the strategic trends in the public sector.

## 5.0 Results and analysis

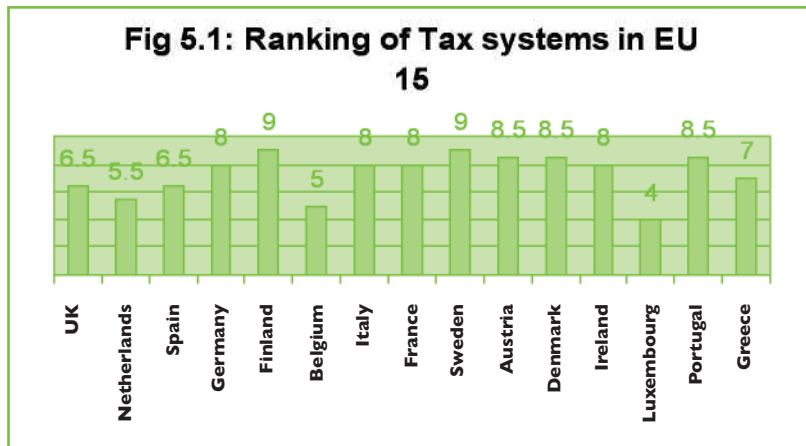
### 5.1 Tax System

The ranking criterion comparing the online tax systems across the EU 15 was broken down as follows:

<b>Access:</b>	Provision of a website; list of services available; online help options; online map.
<b>Interaction:</b>	Online tax claims; tax returns; payments.
<b>Engagement:</b>	Online PAYE calculation; pension services/schemes access; eID†; SMS alerts; access to online tax services via mobile phones; text alerts.

The average ranking for online revenue systems throughout the EU 15 is 7.3. The best systems are in Finland and Sweden who both boast fully integrated online and mobile revenue services. The lowest ranked system is Luxembourg which is still largely paper based, while Ireland scores above the EU average with 8. The scores for all countries are detailed in Fig 5.1 opposite.

† Accommodates secure personalisation of online forms via a password and electronic signature



### Sweden

In Sweden innovative e-service developments have allowed more and more Swedish citizens to use the electronic services offered by the national tax board, (<http://www.skatteverket.se/>), in order to file their yearly income tax returns. Swedish taxpayers receive a pre-filled and pre-calculated version of their tax return, which they can file online using a 'soft

electronic ID' (PIN and password provided by the tax board), or simply confirm using the tax board's telephone or SMS service. Furthermore, there is an initiative which involves secure electronic identification by means of mobile devices. These systems, mostly issued by Swedish banks, use the SIM card of a mobile phone and the mobile eID to allow citizens to make online revenue payments.

### Best Practice

- Pre-filled & pre-calculated tax return available online
- SMS communication to claim tax credits & forms

### Finland

The tax system in Finland is integrated via a population information system (local register office) and all information can be updated and automatically passed onto other private and public bodies. Finnish citizens are able to modify their tax identification details and will soon be able to fully complete their tax declaration forms via the internet. A new service platform has also resulted in many services going online, whereas previously they required correspondence via a phone call, letter or visit to a tax office. The first service to go online (spring 2006) was the ability of employees to change their withholding allowance certificates, known as tax cards. Citizens now receive reminders and updates to their mobile phones in relation to their tax claims and returns.

### Luxembourg

Luxembourg has the lowest rated tax system with an overall score of 4 points. It offers minimal online facilities to its citizens and still functions largely as a paper based revenue system.

## Ireland

Ireland scores 8 points which is above the EU average. A detailed portal for Irish citizens is available offering an array of online informational and transactional services, as well as personalised contact such as SMS alerts. It utilises a pin number to access the website and complete transactions online. In addition to this, an SMS enquiry also allows citizens to claim tax credits and request a number of tax forms and information leaflets via SMS. Citizens send a message to a dedicated number (51829) including their personal identification (i.e. 'Personal and Public Service Number') and a relevant service code. The Office of the Revenue Commissioners (<http://www.revenue.ie/>), Ireland's tax collection agency, now receives as many enquiries by SMS as by telephone.

In order for Ireland's tax system to become best in class, it needs to become much more transparent and personalised. It should offer its citizens streamlined integrated services such as pre completed tax forms, therefore promoting online usage amongst citizens. The Irish online revenue system needs to integrate more with public bodies such as financial institutions, in order to develop a sim-card security system similar to that used in Finland and Sweden. This would enable and promote online revenue payments and transactions via mobile phones.

Currently in Ireland, mobile penetration rates are over 100% so the provision of such services would be highly accessible to the majority of the population. Although the security of mobile transactions may cause concern, Finland and Sweden have proven that there are safe ways to do this.

### KEY RECOMMENDATION

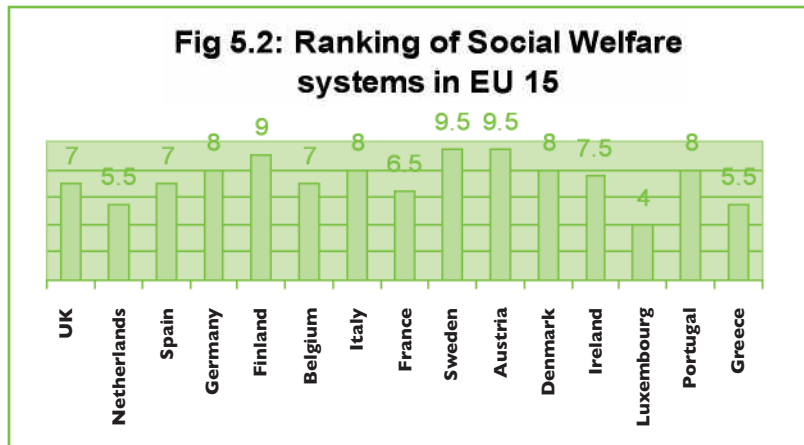
Ireland needs to offer its citizen's more streamlined interactive services such as pre completed tax forms thereby promoting further online usage amongst citizens. It needs to integrate with other public bodies such as financial institutions in order to develop a sim-card security system similar to that in Finland and Sweden. This will enable and promote online revenue payments and transactions via mobile phones.

## 5.2 Social Welfare System

The ranking criterion comparing the social welfare systems across the EU 15 was broken down as follows:

<b>Access:</b>	Provision of a website; list of services available; online help options; online map; e-services available for unemployment, benefits, etc.
<b>Interaction:</b>	Online login and payments.
<b>Engagement:</b>	Online tailored pension schemes; car registrations; social security documents; calculating employee social contribution/unemployment benefit.

The average ranking of social welfare systems across the EU 15 is 7.3. Austria and Sweden score the highest ranking of 9.5 for their social welfare systems while Luxembourg scores the lowest as it offers no online social welfare options. Ireland ranks just above the EU average with 7.5 points. The scores for all countries are detailed in Fig 5.2 below.



### Austria

The Austrian Government provides a citizen card (Bürgerkarte), which is a smart card embedded with an electronic signature and a digital certificate. This allows citizens to securely access electronic public services and complete administrative procedures electronically. The originality of the Austrian e-ID concept is that there is not just one single type of Citizen Card. In principle, any card which makes it possible to sign electronically in a secure form and to store personal data is suitable for use as a citizen card. In addition, a 'light' citizen card service can also be used with mobile phones, enabling Austrians to digitally sign documents and securely transact with government via mobile phone. This is a fully integrated online public service that incorporates the appropriate use of mobile phones.

#### Best Practice

- **Electronic access to public services & complete administrative procedures**
- **Mobile phone access to public services via digital signatures & unique IDs**

## Sweden

The Swedish welfare system is one of the most advanced and integrated throughout the EU 15. Citizens can use their mobile phones to access public services via digital signatures and unique ID's. All government levels, agencies and public authorities run their own, independent web sites, offering different levels of information and personalised services. As previously stated there is an initiative in place in collaboration with the largest Swedish bank that facilitates online transactions and payments via mobile phones through a unique secure sim card. This enables the integration of social welfare services as citizens can access a range of services from their mobile phones via the Swedish online social welfare portal using eID's and digital signatures. (The WAP-enabled employment service of the national Swedish labour market board receives on average 10,000 hits per month).

Additionally, a mobile channel to find temporary day care workers has been set up. It is critical to quickly find temporary workers when the regular workers are absent. Each morning SMS's are sent to a pool of registered temps and the first to respond gets the job. A similar application is currently being implemented in Stockholm schools. Parents get SMS notifications when their children fail to turn up to school, much to the dislike of the students.

## Luxembourg

Luxembourg ranks the lowest in the EU 15 as it has no available online social welfare options. It has a number of bilateral agreements with countries such as the UK and US but its social welfare lags significantly behind the rest of the EU 15.

## Ireland

Ireland's social welfare system gets a ranking of 7.5 which is just above the average EU 15 ranking. The Irish Government provides an interface between beneficiary and public service (in person, over the phone or through a self-service electronic channel). An enhanced version of the Irish eGovernment portal services went live in May 2005, completing the first phase of the Public Services Broker (PSB) system. There is a requirement for the Irish Government to introduce a single card that bundles all public services in order to align with desired EU ideals. The Public Service Card (PSC), used in conjunction with the PPSN, will bundle the functions of several cards, like the medical card, social services card, and so on. Once this card is rolled out, Irish social welfare services will be much more advanced and integrated.

In order to reach the standard of the Swedish and Austrian social welfare systems, the Irish Government will have to introduce a pilot scheme that will enable secure payments and transactions via mobile phones. The best way to do this would be to establish an initiative with a financial institution.

## KEY RECOMMENDATION

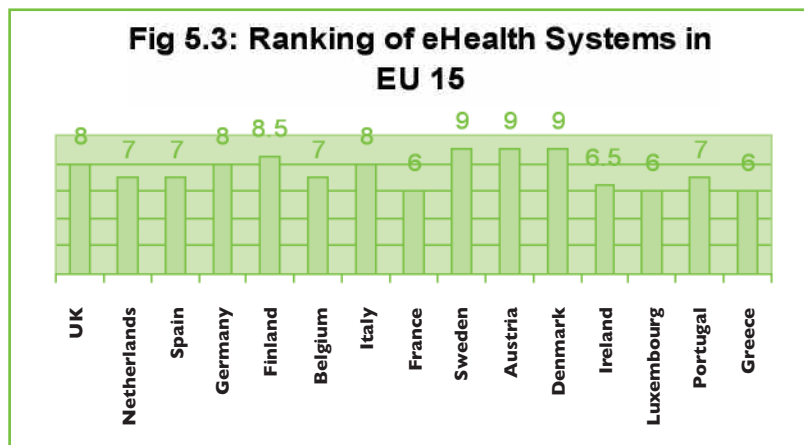
There is a requirement for the Irish Government to roll out the introduction of a single card that bundles all public services in order to align with desired EU ideals. The Irish Government will have to introduce a pilot scheme that will enable secure payments and transactions via mobile phones.

## 5.3 Healthcare System

The ranking criterion comparing healthcare systems across the EU 15 was broken down as follows:

- Access:** Provision of a website; online information; online map; list of services available; information on eHealth initiatives;
- Interaction:** Ability to view records, update records and make appointments online.
- Engagement:** Consultants receiving x-ray results via SMS; remote healthcare; smart cards; mobile speech recognition; e-prescriptions and e-bed booking.

The average ranking for the EU 15 in terms of public health services is 7.26. Denmark, Austria and Sweden lead the pack while Luxembourg, France and Greece are bottom with a score of 6. Ireland scores 6.5 which is ahead of Greece, Portugal and Luxembourg. The scores for all countries are detailed in Fig 5.3 below.



### Denmark

Denmark's national Public Health Portal is the main access point to the primary Health Portal of the Danish health authorities. The Health Portal facilitates communication and services between health professionals and citizens. Citizens can use a recognised digital signature (OCES) to review their own health data (i.e. their complete electronic medical file) and communicate with their doctor online to book appointments, conduct e-mail consultations, and renew their prescriptions.

Equally, healthcare professionals can search for information on their patients using the Health Portal. In addition to this, there is an 'exchange of information' pilot scheme between patient hospital registrations and local councils. This has a particular focus on the elderly and promotes electronic communication between public service bodies. The patient registration system informs the local council when a patient is admitted to hospital and the council provides all of the necessary information on that patient from their updated records. The council can then postpone home visits until the patient is released from hospital. Mobile phones are used to remind patients of the type and dosage of medication to take and at what time during the day to take it. Further use of mobile phones includes informing and updating patients, for example, district nurses order medicine for citizens via a mobile phone and a laptop computer.

#### **Best Practice**

- **Citizen review of their own health data via digital signature**
- **Submission of patient data e.g. glucose readings & feedback from doctors via SMS**

#### **Austria**

The Austrian Government is very advanced and utilises technology to maximise communications between stakeholders. They have initiated numerous pilot schemes using mobile phones, most notably the Austrian VIEDIAB. This service allows diabetic patients to submit glucose readings by SMS and to receive physician feedback via the same route. This level of engagement means that Austria deservedly receives a score of 9.

#### **Sweden**

There is a very strong, integrated healthcare system in Sweden which is reflected by their overall score of 9. ePrescribing is very prominent here and is a joint effort between each county council in Sweden and Poteket, Sweden's national pharmacy. Currently 42% of all prescriptions in Sweden are transferred from the doctor to the pharmacy electronically via a health extranet, Sunset, or by using web based prescribing. The Swedish Government has commissioned many pilot schemes using mobile phones to enhance health communications with citizens. SMS's enable patients to read their medical records. The concept is called "the personal health and medical records account" and is said to be the equivalent of Internet banking. When registering for such an account, a User name and PIN code are established as well as the account holder's mobile phone number. Having logged into one's personal health and medical records account, the system verifies the user by sending an SMS with a second (one-time) password to be entered. After the user is authenticated, it is possible for them to view their personal records. The cost for authorizing the records is billed to the County Council.

### **Greece**

The Greek system does have some innovative schemes in place such as the home-based integrated service (rehabilitation, follow up, home hospitalisation). This is provided to elderly patients typically having more than one chronic disease, frequent exacerbations, poor quality of life or repeated hospital admissions. The service is offered by a multidisciplinary team of medical and paramedic experts, through virtual and/or real visits. The service was introduced in 2002, and has resulted in significant improvements in patients' quality of life and a very high reduction in their hospital re-admissions rate (>50%). However, there is no evidence of the use of mobile phones to improve healthcare communications and therefore Greece receives an overall ranking of 6.

### **Ireland**

Ireland hosts numerous pilot schemes that utilise mobile phones to communicate with citizens, for example, St Luke's hospital uses SMS to remind patients about doctor/consultant appointments. The blood transfusion board also uses SMS to communicate with specific donors when there is a shortage of certain blood types. This is a very positive move by the Irish health system which could be extended to include booking beds online, seeking medical advice online and so on, therefore leading to a fully integrated health IT system that streamlines stakeholder communications.

In order for the Irish healthcare system to become best in class, there needs to be a greater drive towards online electronic communications and integration between stakeholders (patients, doctors, consultants, nurses) and public bodies. This integration is largely the reason why Scandinavian countries have such advanced healthcare systems as there is wide scale integration between public services bodies such as local councils, hospitals, pharmacies and so on.

### **KEY RECOMMENDATION**

This is the main area where Ireland trails behind the leading EU 15 for public services. The Irish healthcare sector requires further integration of healthcare records and patient data. This will enable progression in the Irish healthcare environment and offers the potential for personalised mobile communications through streamlined, integrated patient records.

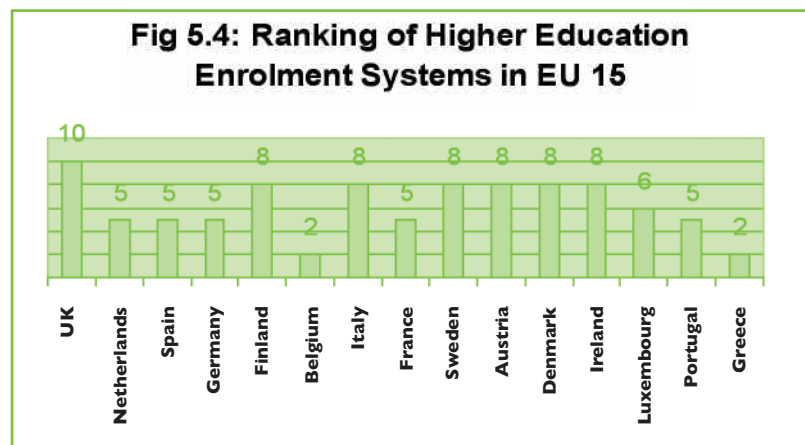
## 5.4 Education System

The ranking criterion comparing higher education enrolment systems across the EU 15 was broken down as follows:

- Access:** Provision of a website; adequate online information; online map.  
**Interaction:** Electronic forms available; online submittals.  
**Engagement:** Electronic acceptance of courses; mobile phone service initiatives.

It must be noted that the criteria for this ranking is more specific than the previous public service evaluations. The higher education enrolment services are more directly comparable and therefore marks are directly deducted through the lack of available online services such as online form submittals and electronic course acceptance.

The average score for higher education enrolment across the EU 15 is 5.8. The UK receives full marks for their system while Belgium and Greece come last with a score of 2. Ireland sits well above the EU average with a score of 8.



## UK

The UK is the only country within the EU 15 that offers mobile phone services to students. It is the only public service that has received a score of 10 due to the straight forward nature of the application of mobile phones in enrolling for higher education. Universities and College Admissions Services (UCAS) is the central organisation that processes applications for full-time undergraduate courses at UK universities (Irish equivalent of CAO). They host 'UCAS Apply' which is a secure web-based system that allows applications to be processed online rather than in traditional paper form. From an application perspective, the UK is the furthest ahead with full online capabilities. In addition to this they also utilise an SMS messaging service which sends alerts to candidates reminding them of application deadlines and so on.

### Best Practice

- Fully integrative online system for higher education enrolment
- SMS alerts to students with vital information, e.g. application deadlines

## Belgium

Belgium received a ranking of 2 as their education system only provides information on their website in relation to enrolment and does not facilitate online transactions. This enrolment function is currently the responsibility of three regional ministries in Belgium; Community Government: Ministry of the Flemish Community, Government of the French Community, and Government of the German-speaking Community. The systems in each are much less sophisticated than their EU neighbours.

## Ireland

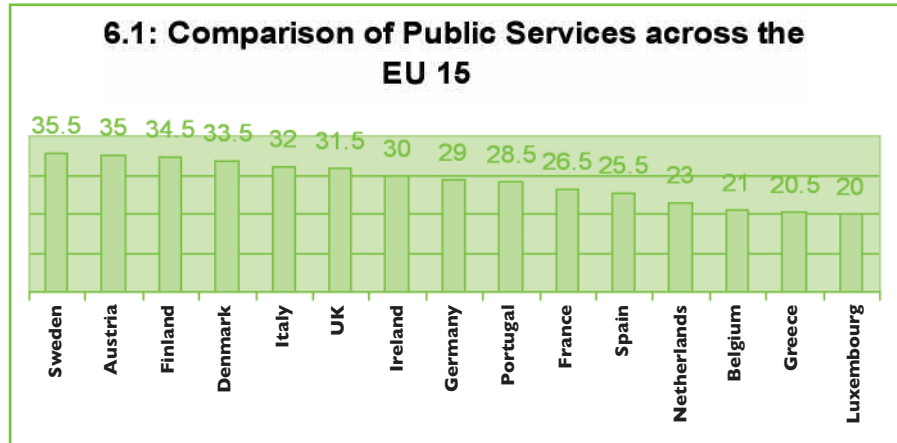
Ireland scores 8 out of 10 for its higher education enrolment system. This highlights that the CAO does offer substantial online services and transactions as well as personal electronic acceptance. However, it does not have any facilities in place for mobile phone communications within higher education enrolment. In order to become best in class, on par with the UK, the CAO needs to implement mobile services such as student enrolment via mobile phones. It could also facilitate the sending and receiving of SMS's for information, for example closing dates of applications, receipt of submission, exam results and so on.

### KEY RECOMMENDATION

There are currently no mobile phone communications in higher education enrolment in Ireland. The CAO needs to implement mobile services such as student enrolment via mobile phones. It should also facilitate the sending and receiving of higher education exam results via text message.

## 6.0 Conclusion

The top performers across the four different public services are Sweden and Austria while Greece and Luxembourg are ranked the lowest. The overall positions of the EU 15 are shown in Figure 6.1 below.



EU broadband penetration levels increased from 58.8 to 64.3 million lines from Q4 2005 to Q1 2006. Denmark leads the way followed by the Netherlands, Finland, and Sweden. However, penetration rates remained lowest in Greece, Ireland, Portugal, Italy and Spain. These poorly performing countries have slow broadband uptake, and there is concern that penetration rates are not growing quickly enough to catch up with the rest of the EU.

Mobile penetration rates are over 100% in all but three of the EU 15 countries (Germany, France and Belgium). These high mobile penetration rates provide the ideal platform for the adoption of mGovernment services. In particular, countries such as Luxembourg, Greece and Ireland, where broadband penetration levels are very low but mobile penetration levels are very high, should exploit mGovernment initiatives.

Advanced countries such as Sweden or Denmark, that have high mobile and broadband penetration levels, provide the ideal infrastructure for roll out of complete eGovernment services. The gap between high mobile and broadband penetration levels prevents the roll out of eGovernment initiatives, which is a requirement of the Lisbon Agenda.

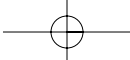
The two worst performing countries (Greece and Luxembourg) fail to implement the availability of online personal services for their citizens across online revenue, social welfare and education. Thus, there is a need to quickly develop their integrative online public service initiatives.

The best performing countries of Denmark, Austria, Finland and Sweden all boast integrative social security policies that provide a range of services for citizens through a more intense taxation regime. These countries all have mobile penetration levels of over 100% and boast some of the highest broadband penetration rates in the EU 15.

In comparison, Ireland provides many innovative services to its citizen's but development is greatly impeded by a low broadband penetration rate. This could potentially be remedied with local loop unbundling which has proven successful in some of the leading EU countries.

It is evident that Ireland's public services lack the integration that glorifies the Nordic social welfare systems. In order for Ireland to reach best in class standards, there needs to be collaboration between public service bodies, and reform of their communication structures in order to maximise the potential efficiencies inherent in electronic and mobile communications. Ideally, the growth in broadband penetration levels needs to be matched with a focus on online and mobile citizen service initiatives, which will ultimately not only streamline citizen communications but significantly cut costs in public services.

Overall, mGovernment needs to be established as a priority for government in Ireland. It should not be seen as a replacement for eGovernment but rather a subset of it, as it generally requires the eGovernment platform or environment on which to operate. mGovernment has the potential to decrease costs and increase productivity. With such a high mobile penetration rate in Ireland it is an avenue which should be exploited to its full potential.



# Notes

