

Wie viel Marketing braucht E-Government ?

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Evolving role of ICT in eGovernment

Governance

- User as citizen & voter
- Dilemma: how to balance openness & transparency & interests of different stakeholders

Effectiveness

- User as consumer
- Dilemma: governments cannot choose their 'customers'

Efficiency

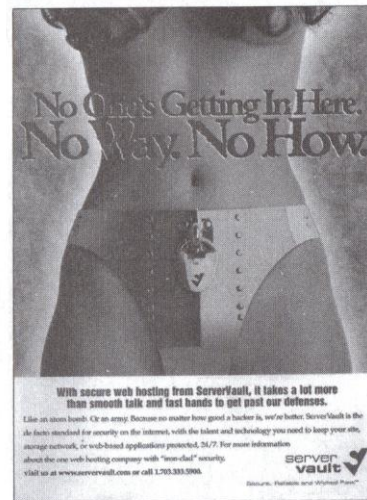
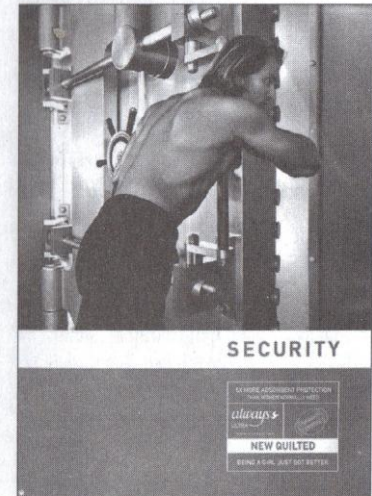
- User as tax-payer
- Dilemma: how to provide 'more for less'

E-Government ist ein Produkt, aber ... not sexy !

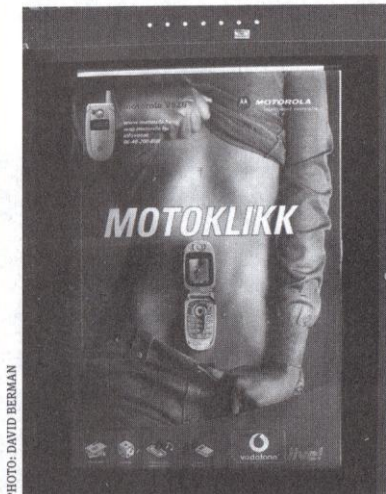


Sex sells computer magazines in Slovenia, as well as the United States

Is security really what is being sold here?



Ads like this sometimes make me truly embarrassed to be a designer



Bus shelter, Budapest: So many phone features, so why focus on human features?

Quelle: David B. Berman

E-Government ist ein Produkt, aber ...

not funny ?



Quelle: YouTube



E-Government ist ein Produkt, aber ... efficiency!



Quelle: YouTube

Der Nutzen steht im Vordergrund ...

"ICT in the public sector is like a large vessel – it needs clear decisions quite ahead before real movement can be planned."

Cartoosh's View



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... eine starke Marke „Digitales Österreich“

eGovernment it's a journey not a destination !

Vielen Dank

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ÖSTERREICH



VERNETZT