



## PICTURE Newsletter

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## RUNNING OF THE PICTURE PROJECT

PICTURE project successfully started

PICTURE is a **European Commission funded Specific Targeted Research Project (STREP)** aimed at exploiting the large potential for modernizing European Public Administrations (PAs) that lies in process reorganization with Information and Communication Technology (ICT). Municipal administrations often find it difficult to exploit this innovation potential because decision makers hesitate to invest in process reorganisation projects and ICT infrastructure. This is largely due to the fact that the potential impact is usually unclear and hence large investments cannot be justified to the political leadership and the public. The result is that PAs focus on the optimisation of single processes without a coherent and long term ICT strategy. Without such a strategy most of the innovation and reorganisation potential remains unexploited.

**PICTURE's vision** is to enable high quality service delivery for European citizens and businesses by strengthening the ICT diffusion in European Public Administrations. PICTURE will develop a web based instrument to support ICT investment strategy development in Public Administrations.

The PICTURE tool consists of two core modules:

- The *Process Landscaping Module* will be used by process owners and executors to capture the administrative processes of a Public Administration;
- The *ICT Impact Measurement Module* will identify and measure the ICT impact on administrative processes of

a Public Administration in a qualitative, quantitative and monetary dimension.

The PICTURE project has been kicked off on February 7, 2006 in Münster (Germany). It will run for three years until January 2009. The PICTURE Consortium comprises seven research and technology **partners** (SAP, FileNet, Planet, CSI-Piemonte, ERCIS/University of Münster, IWI/University of St. Gallen, University of Lodz) and five user partners (City of Amarooussion, City of Lodz, City of Münster, City of Turin, City of Winterthur).

In the first six months of the project the Consortium focused on the definition of key parts of the methodological foundation of the PICTURE tool: Process Building blocks and ICT Functionality groups. Process Building blocks are used in the Process Landscaping Module to capture the processes of a PA. ICT Functionality groups will be the basis for the Impact Measurement Module. In the next step the current definitions will be evaluated with the user partners in the project.

Also several dissemination activities took place in the first six months of the project: PICTURE has been presented at the CEBIT in March 2006 in Hanover (Germany) and at the MEMO2006 in Münster (Germany). PICTURE partners have contributed to the e-gov Project Fair organized by the European Commission in Brussels in June 2006. Furthermore, several papers on PICTURE were presented on scientific conferences.



## SIGNIFICANT STEPS AND RESEARCH PERSPECTIVES

### Online surveys concerning the use of process modelling and ICT in PAs

Within the framework of the PICTURE project, the ERCIS developed and conducted two differently focused **online surveys**. In German-speaking countries, a return of more than 4% could be reached; unfortunately, the returns from Greece and Italy were too little to offer significant evaluations.

The **first survey** referred to the distribution and the use of process modelling activities in public administrations. Merely one quarter of all cities stated that they already conducted process modelling projects or plan projects like that. A comparison of the sizes of the cities, which answered, shows that the more inhabitants a city has, the more modelling projects were planned or conducted. Reasons for the few modelling projects are lack of money and the feeling that adequate software support is missing. That becomes evident because word processing programmes (Word) were mentioned as instrument for process modelling most frequently. If modelling projects were conducted, they were mostly conducted by external consultants or especially trained employees. Thus the tendency to start projects like that is visible. Therefore a simple, graphical, adaptable modelling language, which is supported by a tool, is favoured.

The **second survey** referred to the use and structure of ICT in Public Administrations. The expectation was that for many special tasks, specialised procedures are used and barely infrastructure software like workflow management systems. This expectation was confirmed. More than 75% of all cities do not have such a system. Similarly high values were confirmed for other basic

technologies like document management systems (DMS), virtual post offices or e-registration systems. Questions concerning IT architecture also back this thesis. Predominantly n-m integrations between the individual specialised procedure systems can be found. The question concerning planned software acquisition in the future shows that i.e. many communes want to establish DMS; however, nearly 50% do not plan anything like that. This is also significant for other infrastructure solutions.

For the distribution of ICT in public administrations different concepts like SAGA and DOMEA in Germany, ELAK in Austria or Gever in Switzerland are offered. The **results** show that those documents are known to less than 50 % of all respondents. However, also those respondents, who know that kind of documents, do often not know the utility of the documents. Thus, here is a demand for additional explanation and support. According to the survey only 50 % of all cities have an IT strategy. The other cities do not see a need or reclaim missing resources for the development or use of such a strategy. The same applies for IT investments. Mostly, those are controlled and initiated through budget restrictions or legislation amendments and not on the basis of a long-term development strategy. It becomes evident that the cities have a need for support. Hence, the use of a good IT strategy has to be pointed out and this strategy has to be easy to develop and to maintain. In this context, the PICTURE method can contribute to a purposeful information acquisition.



## PICTURE NEWS AND EVENTS

### Dissemination activities within the PICTURE project

As dissemination activities play a central role in the project, all members of the PICTURE Consortium contribute to the **promotion of the activities** and the achieved results. Thus, during the first phases of the project, the PICTURE partners attended various conferences, fairs and international meetings such as:

#### - **CeBIT**

SAP and ERCIS together presented the PICTURE-idea at CEBIT, the biggest IT-fair in Germany. CEBIT took place from March 9<sup>th</sup> to March 15<sup>th</sup> at the exhibition center in Hannover. Members from ERCIS and SAP together presented PICTURE at the SAP partner forum.

As the PICTURE project initially started in February, the presentation based on the ideas conducted in the proposal and the description of work.

#### - **FP6 e-gov Project Fair**

On June 20<sup>th</sup> in Brussels, was held the first "FP6 e-gov Project Fair"; the meeting was promoted by the European Commission, to present a selection of projects funded within the 6<sup>th</sup> Research Framework Program, and boost comparison and experiences exchange on common research topics.

Main aim of the workshop was to outline some potential guidelines with relation to the upcoming 7<sup>th</sup> Research Framework Program 2007-2013, on e-government and Information Society domain.

The PICTURE project was invited for a presentation inside the fair and some representatives of the PICTURE partners (CSI-Piemonte, FileNet, University of Lodz) participated in the workshop.

About 25 project on the whole participated in the workshop, some of them just started up in 2006, widely representing all EU countries, included new member states.

#### - **Baltic Dynamics 2006**

Baltic Dynamics 2006 took place on 24<sup>th</sup>-26<sup>th</sup> May 2006 in Vilnius. This international annual meeting of

researchers governmental and business environments, organised by Baltic countries (Estonia, Latvia, Lithuania) since 1995, aims at promoting the international co-operation and experience exchange in the fields of innovation and technology transfer.

PICTURE was invited to take part in one of the BD'06 workshop concerning the issue of "eGovernment for Innovative Business". The principal goals of PICTURE was presented along with other 6th Framework projects running in eGovernment area, including:

- eGovernment Roadmap 2020 – Vision and conception of European Citizens – presented by R. Petrauskas;
- EFFORT – Governance, Policy and Legal Conditions for Access to Market through Extended and Dynamic Clustering of SMEs - represented by G. Cardoni Centro Innovation Umbria;
- eGOVERNMENT- European eGovernment Research Network – represented by B. Leonaviciene LS;
- BALTICTIME - Reinforcing eGovernment services in Baltic States through legal and accountable Digital Time Stamp - International Knowledge Economy and management center - represented by R. Gatautis;
- eParticipation - A Virtual Desktop to Support the Mobile Elected Representative - represented by B. Leonaviciene LS.

PICTURE which aims to improve IT investment in back office of PAs in general was found as a very interesting intention which can support both political and technological transformation influencing ICT of local governmental authorities. The participants expresses the high interest in PICTURE's results and the declaration for future collaboration along presented projects was expressed and the possible contact details was exchanged. The Baltic Dynamics 2006 showed an enormous enlargement of innovation and entrepreneurship activities in this region of Europe what should be taken into account in further PICTURE dissemination activities and planned project's workshop.



## WORK IN PROGRESS: FOCUS ON WP7

### Communicating over the PICTURE project

The whole PICTURE Consortium considers dissemination activities as a really significant and relevant step. CSI-Piemonte, as lead partner for dissemination and exploitation activities, is responsible for the effective communication and dissemination of the activities and the results of the project in collaboration with SAP (Project Leader) and all the other partners that compose the PICTURE Consortium.

The main aim of these activities is the promotion of knowledge sharing, greater public awareness, transparency and training. Dissemination activities play a central role in the context of the project, and require the contribution, even if diversified, of all the partners so as to reach the common objective with clear, effective and prompt communications, during the various project phases.

The goals of the PICTURE dissemination activities are:

- to ensure the dissemination of the project results to a wide-reaching audience to make the community aware of the results of this project;
- to influence decision-making bodies and improve the development of the market sector through the adoption of the results of the PICTURE prototype;
- to inform and promote activities with the public at large.

A great number of dissemination activities takes place during the first 6 months of the project, even if significant dissemination tasks are carried out during the 30 following months of the project as technical results become progressively available.

The **PICTURE Website** is the first communication tool created and hosted by CSI-Piemonte. It was launched in the project very early stage after only one month of activities. It is an important and versatile dissemination

tool, informing the community about the project, its findings and the resources it created, and about what has been learned. As a dissemination vehicle, it will include any coverage dedicated to the project, as well as any newspaper articles or interviews.

The official domain, that is the domain promoted by all Consortium partners, is [www.picture-eu.org](http://www.picture-eu.org). This domain is simple and recognisable, and it refers both to the project and to the EU dimension of the project. Its initial structure includes several pages: homepage (short description of the project), the work plan (general project scheme, description of all Work packages in details), partners (presentation of their general activities and role in the project), press review (multi-language area presenting media coverage), contact and interactive areas in order to better catch the attention of readers (meetings, newsletter, members area).

PICTURE Website is now participating in the "2006 Best IST Project Website Award". If you want to support us, please rate our Website!

The **PICTURE brochure and poster** are being developed to disseminate the concept and achievements of the project. They will be available in all related events or conferences and workshops to which PICTURE will participate.

The aim of the brochure is to promote goals and publicize the available services to final users, the approach (format, language, mood) is user-centred. The brochure and the poster are addressed both to experts and non-experts, while summarizing PICTURE goals. In addition, the graphic layout is similar to all other dissemination materials and shall attract audience attention. According to the principles of multiculturalism and considering that Consortium Members come from six different countries, CSI-Piemonte is also preparing an electronic version in German, Greek, Italian and Polish to better spread information also at regional level.



The PICTURE Consortium plans to pay particular attention to **media contacts**. Media must be considered crucial as "go-between" with mass audience and users. Their role is very important not only to explain the services benefits to common people, but also to stir up the interest of potential end users. Press releases offer one of the most efficient and effective ways to disseminate information, particularly to the media and other organizations. CSI-Piemonte is entrusted with the coordination of all the press office activities at international level.

As mentioned before, the Consortium considers taking part to **events**, such as exhibitions, events, fairs, trade shows, conferences, relevant workshops and seminars pivotal in the dissemination strategy. These occasions

will provide partners the chance of presenting papers or lectures, slide shows or, simply, printed materials, press releases, and the like.

Finally, the **newsletter**. Accessible from the Website, it is used as a means to promote a wider participation to the project activities. It is a quarterly newsletter that intends to explain the phases of the project development, in addition to its final and temporary results and its running activities. The PICTURE newsletter has been sent to all the registered users asking for it. CSI-Piemonte deals with the coordination of all the activities connected to the production of the newsletter.

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**PICTURE – An Instrument to Provide Successful ICT Investment Strategies for European Public Administrations.**

PICTURE project started on the 1st February 2006, it will end on 31st January 2009 and has been co-financed by 6th Framework Programme of European Commission

The PICTURE Newsletter is a free quarterly issue, published by the PICTURE Consortium to promote PICTURE methodology and instruments, and disseminating information on achieved goals and results.

More information about the project, and a digital version of this newsletter, can be found on the official Website: [www.picture-eu.org](http://www.picture-eu.org)

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