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**From City Information  
to Government Services**

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## Short History

### First concepts in 1996

- Presentation of the city as a whole
- Cooperation with a private technical and content provider
- Low or no public spending
- Strong initial content with fast development of services

European wide invitation for tenders in 1997,

contract signed in 1998,

launch in Dec. 1998





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Stadtplan

Berliner Branchen

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Suchen & Finden



Politik & Verwaltung

Bürgerservice

Die Hauptstadt

Tourismus & Hotels

Kultur & Tickets

Wirtschaft

Themen

## Objectives and Target Groups

### Objectives of Public Administration:

- Broad offer of public information and services
- Presentation of all administrative Bodies
- Science, education and industry
- Availability around the clock

### Objectives of private partner and provider:

- eBusiness market place
- Financial services
- Tourist services (Hotels, Maps etc.)
- Events and ticketing
- profitable business operation

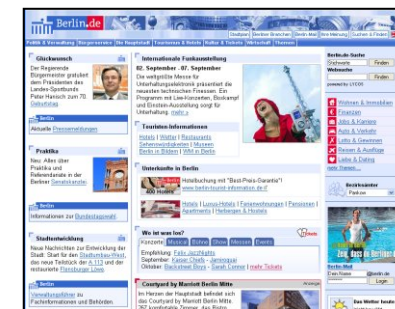
for: Citizen, companies, tourists, investors, interest groups and the public administration bodies



1999



2000



2005



## Services

### Examples for public services

- **number plate for cars:** selection for a desired letter- or number-combination on the number plate via Internet
- **Public Administration Guide:** Navigation through the Jungle of Offices
- **Active Citizen Portal:** the Participation Forum for Citizen and Interest Groups
- **eTender:** Database with running invitations for tenders in construction and architecture, electronic tendering with digital signature possible
- **Most used service : City Map**





## Broadband

All broadband strategies need content!

Broadband does not only depend on cables and networks. You have to address the customer's needs.

- Virtual city tours
- Web cams
- Weather report (with satellite films)
- Active 360° photo panoramas of sights
- Party photo service
- Press photo service



[www.berlin.de/family](http://www.berlin.de/family) und Du hast die tägliche Familienplanung im Griff.



## Lessons learned

### Public Private Partnership since 1998

#### Private Operator

- Much too optimistic business plans
- Burst of the Internet bubble (2000/1)
- Expensive inhouse development of software (CMS, trust center, kiosk system)
- Frequent changes of owners and CEOs
- Low profitability
- Interest in business site
- No public guarantee for the operation

#### Public Administration

- old infrastructure
- Many Departments with different interests
- Restrictive security policy (data protection)
- Lack of e-government strategy (masterplan drawn up in 2002)
- Low political support
- Interest in public services
- No protection in case of private insolvency



# Success Story?

Flexible contract

Well defined roles within the partnership

No public money spent on operation

High flexibility on the part of the private operator

Key success factors:

- Synergy of public and private services
- Attractive, full service Internet portal
- Thinking and acting in the spirit of the PPP-contract
- Clear regulations and transparency
- Profitability of business operations
- Integration of strategic partners





## Berlin.de – a successful service

### Quality and Awards

- Infratest Marketing attested highest service quality
- Several Awards confirm the pioneering PPP

### Very good Figures in Use of Service (07/05)

- 16.1m PIs (+33% in 12 month)
- 2.27 m Visits (+24% in 12 month)
- Berlin.de is Germany's largest, most visited city portal and is still growing

### High Internet Penetration in Berlin (Nonliner-Atlas 05/05)

- Germany: 56% Internet Penetration
- Berlin: 65 % Internet Penetration





## Outlook

### **Development from an information portal to a service and participation platform**

- Basic studies on users demands (most wanted government services? Case figures? Costs? Complexity of processes) were performed
- Optimized navigation through information, communication and transaction services

### **Qualified public administration guide for Business Users (10/2005)**

### **Business-to-government portal (03/2006)**

- Subportal for Berlin companies to support their daily needs
- Special virtual offices for user groups such as architects, lawyers or event organizers with a bundle of personal services and contacts

### **Refinancing of online services with a convenience fee (less than a stamp), standardized payment platform**



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Thank You for Your Interest

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