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> Iperbole Civic Network: ten years of e-rights and civic telematic in Bologna

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Bologna City Profile



- Seventh largest city in Italy for number of inhabitants (almost 400,000), 9 districts and 100.000 students at the oldest university of the world
- One of the main cities in Italy in economic importance
- The metropolitan area (more than 900,000 inhabitants) ranks second after Milan
- High level of economic development and extensive pre-school, educational, social, cultural and sport services



> Bologna Municipality ICT strategy

- Has a strong commitment in innovation, both managerial and technological
- Offers to citizens a broad range of e-services and communication and interaction opportunities
- Promotes open and free access to new technologies and media, widening mobile and wireless communication, new media, video communication and digital TV uses, the civic network and multimedia channels in general
- Participates in many IT European, national and regional projects in ICT fields





Iperbole Civic Network



- Started 9th January 1995
- Promoted and financed by Bologna Municipality
- A telematic “bridge” between the virtual community and the city
- A link between citizens and no profit system
- A kind of lab for “collective intelligence” at local level

> Iperbole civic network main goals



- Building a local **Digital Information and Knowledge Society**
- Widening the diffusion use of the ITC (in September 2005: **17.240 citizens** and **1.089 collective bodies** connected)
- Hosting e-resources produced by **non-profit bodies and third sector**: more than one third of the **31.497 web pages**
- Creating a **dialogue** between citizens and the Municipality
- Promoting **an open and connected community as a public sphere** to develop innovation, social capital, creativity and e-governance at local level
- Pursuing the improvement of social cohesion, local development and **equal opportunities to the ICT**





Iperbole: some figures

by September 2005



▪ Total hits	13.696.921
▪ Total hits Iperbole users (0,8% total)	111.205
▪ Total page views	3.965.926
▪ Total file views (pictures included)	9.756.772
▪ Avg. daily hits to the website	460.270
▪ Avg. daily visits to the website	15.134
▪ Hits Place of Origin - Italy	8.266.941
▪ Hits Place of Origin - Foreign	2.404.100
▪ Citizens connected	17.240
▪ Collective bodies connected	1.089
▪ Web pages	31.497
▪ E-mail sent*	1.382.620
▪ E-mail received*	1.484.423

▪* by pop/smtp.iperbole.bologna.it



> Empowering e-citizenship...



Local public administrations need to **build “awarded” consensus** around the **choices** planned and made

which should be based on

wider community/ies participation in the **ongoing decision-making processes.**

Services, structures and procedures dedicated to information and multichannel communication (traditional and advanced) have to be made available to citizens and civil society

in order to foster

a constant - and balanced in power - dialogue





ICT needs and e-citizenship



- The key is **to invest in eCitizenship** at all levels: services, information, interactive communication, participative processes in decision making.
- The return will be **an attentive and proactive citizen**, an user for e-gov services
- eCitizenship development should be at the core of information and communication processes
- A key success factor is inter-institutional, multi-level cooperation, in order to achieve resource effectiveness, generate synergies and standardise approaches and languages. In a few words, to develop **citizen-oriented communication methods** and formats based on community needs



>The municipality "action plan" for the e-citizens 1.

Actions to those people who are in risk to be excluded from the e-citizenship society by age, gender, financial, cultural and social condition:

- Design innovative projects in cooperation with the various network of associations at local level (**district laboratories**)
- Improvement of the web site in compliance to the **accessibility and usability rules and policies** (WC3-WAI and national/EU rules)
- Public and attended access points for **disabled people** in the Iperbole front office area
- Widening the local network of access and attended public (and free) **access points to internet**
- New communication and production models for ICT applications and processes "gender oriented" in collaboration with the **women associations**
- Policies and actions in favour of "telematic and e-citizenship inclusion" of the new citizens (**migrants**) and their communities



>The municipality "action plan" for the e-citizens 2.



- Creation of a **municipal/civic TV channel** that will promote and make easy citizens' information and participation to institutional, political and cultural life development
- Experimentation of an "**Open source lab**" involving local developer communities to design software for the civic network, portal and community
- Opening of a "**creative commons**" space in the Iperbole civic network as a public domain area for copyleft contents
- Installation of **WI-FI** access points in some areas of town
- Promotion of a **mobile** and ubiquitous communication to give citizens access to services and applications anytime/anywhere from the most suitable device for them





E-Rights: four key groups



- Rights to access
- Rights to education and training
- Information rights
- Rights to participation





1. Rights to access



- Ensure access to technological equipment
- Give equal opportunities to citizens living in the same area
- Identify the necessary precepts to the effective use and trust of citizens in technologies and public services based on technologies
- Ensure privacy and protection





Rights to access - Iperbole



E-Government through Iperbole

- **On-line** access to **administrative documents and acts**, also **simplified** in language and provided with abstracts and glossaries
- **On-line forms** and telematic administrative procedures
- **On-line payments** of local taxes
- **Digital signature** and electronic Certificates delivered for free in order to access the protected data bases and processes
www.comune.bologna.it/firma_digitale
www.comune.bologna.it/cie
- **“One-Stop-Shop”** for enterprises and building permits
sportelloediliziaimpresecomune.bologna.it
- **Electronic maps** of Bologna with “path find” functions “GIS”
- On line services **for schools and libraries**





Rights to access - Iperbole



E-Community through Iperbole

- **Free internet access, e-mail and newsgroups**
- Internet **public attended places (more than 250)**
- **Health & care** information and on line services
- **Portal for the Third System**
- New public access points for **disabled people** in the Iperbole front office area
- Services for **young** people
- Improvement of the **web site** in compliance to the accessibility and usability rules





Rights to access - Iperbole



E-Democracy through Iperbole

- Citizen Satisfaction Service - **message routing system** to the offices of the Municipality
- On-line discussion forum, guestbooks, newsletters
- Bridging the “digital gap” (gender, age, physical, social and financial disadvantages) also via free internet **attended /dedicated** access points
- Improvement of **e-democracy tools** (new media, mobile, dtt, sms, streaming, etc)
- Involvement of citizens and of **Third Sector** to set up on-line sub-communities
- Experimenting **Natural Language Processing and semantic tools** applied to the web resources



> 2. Rights to education and training



- Strengthen the fundamental right to Education in the Knowledge Society
- Allow people of all ages and sectors to take fully part and benefit of the development of ICT
- Provide each citizen with the content and knowledge he/she really needs



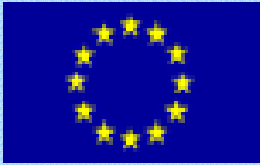
Rights to education and training - Iperbole



- Telematic **literacy** activities for different targets
- Direct (face to face) and “remote” **training** for the “absolute beginners” and netizens
- Support for the **information suppliers**
- Trained guides who accompany elderly people during the **e-government learning processes**

The underlying philosophy is that of spreading a “network culture” not only theoretical/technical but above all practical, in the whole civil community





EU PROJECTS



E-GOVERNMENT GUIDE FOR SENIOR CITIZENS

- The project aims to foster better quality of life for senior citizens through dedicated e-government offers created towards their needs, and trained e-government guides who accompany elderly people during the learning processes.
- The results of the project will be a manual with guidelines for the composition of relevant senior e-government applications and a curriculum for the purposes of training e-government guides.





3. Information rights



- Guarantee Internet accessibility to **user-friendly** and **highly understandable** public information
- Provide complete, high quality, diversified and up to date information
- Demonstrate **transparency** of Public administrations and governments
- Reinforce the fundamental right of citizens to **participate in the cultural life** of the community





Information rights - Iperbole



CONVERGENCE

between the new Information and Communication Technologies is bringing on



MULTICHANNEL COMMUNICATION

...That is the possibility **to communicate with citizens at any time and anywhere** in a complementary way, using different channels addressed to different targets, in different moments and contexts





Information rights - Iperbole



- The **multichannel approach** brings to the development of services and processes that **make easier and “natural” the dialogue** between citizens, Administration and politicians:
 - **Website**
 - **Newsletter**
 - **SMS**
 - **Digital Terrestrial Television**
 - **News on the Public Transport Network (WOB, Welcome On Board)**
 - **... and more**





4. Rights to participation



- Guarantee citizens the right to a transparent Public Administration in each phase of any decision making process
- Guarantee the complementary right to benefit from a Public Administration actively engaged in responding to citizen participation and strengthening Civil Society
- Inform citizens on the functioning of decision processes in a highly understandable way





Rights to participation - Iperbole



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iperbole
la rete civica di bologna

la partecipazione

il cittadino | COMUNichiamo | iperbole e gli iperboliani | servizi online | bologna per... | il comune | conoscere bologna | servizi

cerca nel sito: >>

? A A A imposta il carattere

dove mi trovo: [iperbole](#) -> [la partecipazione](#)

- » Programmazione partecipata: le antenne per la telefonia
- » Forum "L'urbanistica partecipata per scegliere il futuro"
- » Laboratorio di urbanistica partecipata al Quartiere Navile
- » Libere Forme Associative: il Comune avvia la riforma partecipata
- » Impianti sportivi di Quartiere: partecipazione alla riforma del regolamento

A cura della [Redazione Iperbole](#) - Settore Comunicazione - Area Comunicazione e Rapporto con la Cittadinanza - Comune di Bologna
Ultimo aggiornamento: 23 05 2005

Coherently with the **Mandate Program (2004/2009)** the Administration is now experimenting **new methodologies to actively involve citizens in the decision-making processes**, making participation (both "traditional" and electronic) a constant practice for City's government





Some running participative processes on Iperbole portal:

Consultation of citizens, districts, civil society bodies and associations was set up by the Municipality before the presentation to the City Council of the mandate programme for 2004-2009.

On line:

- all the related documents
- public meetings calendar for the citizens consultation
- the draft of the programme
- virtual space for opinions, contributions and suggestions

At the end of the process contributions have been integrated in the final document presented to the city council and approved by the assembly.



Consultations of citizens, districts, civil society bodies and associations about the plan of mobile and wireless aerials' stations location in the city area

www.comune.bologna.it/primopiano/telefonia/stazioni_telefonia.php

On line:

The “**plan for mobile telephony radio-base stations plants**” - sites where the mobile telcos propose to install their stations.

This process represents **a way to experiment an innovative method of participated and shared programming activity**, taking advantage from dialogue and exchanges of point of views and needs, between mobile phones companies, districts, citizens, associations and committees.



e-participation: trials and more



Consultation of citizens, districts, civil society, professionals, bodies and associations about the new master plan for the city

<http://urp.comune.bologna.it/PSC/PSC.nsf/web3?openview>

The city-planning participation methodology - physical and electronic one - seen as an **interactive and open process**.

From April 14, 2005 a public forum named **"Bologna, a City that changes. The participative urban planning for choose the future"** was started.

It is a kind of transparent and accessible path **to redesign the city development scenario and to share ideas on sustainable system of building, mobility and environment**.

The Iperbole civic network site is hosting on line studies, questionnaires, projects and **an online forum moderated by experts and politicians**.

Specific working groups have been setting up to better focus and make the main topics and themes of the participative process evolving.

This is a **new way of communication** and exchange contents, ideas and competences between the City Administration, citizens and economic and non profit associations





Consultation of citizens, civil society bodies and associations on the plan of review of **the municipal regulation** system for the support of civil society bodies (review of the rules for the public third sector support)

The Municipality of Bologna promoted a “traditional” and “virtual” process aimed at the reviewing, through:

- a moderate forum on line for sixty days in May-June 2005
- e-mail
- front office service
- all related documents



EU PROJECTS: USE-ME.GOV



www.usemegov.org



- **USE-ME.GOV project** focuses on a open platform for mobile e-government/governance services (as test bed: mobility, complaints, schools, marketing of the territory, tourism services)
- **USE-ME.GOV project** is supporting **usability, openness, interoperability, scalability**, thus facilitating info and service deployment and access, in favour of tech. and contents providers, public authority and citizens.





EU PROJECTS



- **HANDS (Helping Answers Decision Service)**: is about the development of Natural Language Processing (NLP) tools to make easier and more effective the communication between citizens and public administrations. It is the “sequel” of EDEN project.
- **BRISE (Boosting Regional Information Society Expertise)**: is about the implementation of ICT-based “models” of regional development supported by the exchange of best practices and web-based knowledge, also in order to develop a kind of “interregional framework/network” and a shared approach for the development of ICT clusters.
- **ACTOS (Active Citizenship Through Open Source)**, still in the “proposal” phase, regards the experimentation of an “open source lab” involving local developer communities to design software for the civic network, portal and community.





National projects in Bologna (and other partners)



- **PARTECIPA.NET** is an experimentation of various e-democracy and participative processes involving single citizens and social bodies, particularly related to the urban planning design at district level.

The project takes form in a project of **collaborative learning**, in which all the actors involved (Public Administrations partners of Bologna, other Administrations, non-profit associations and other collective bodies, citizens) contribute to the growth of **participation**, both in a cultural, social and political meaning.

- **DTT** - The Municipality of Bologna is experimenting information delivery and “interactive” services also through the Digital Terrestrial Television Channels, a new “converging” medium in order to reach also the “non web/internet users” (CASPER Project)





2003 Webby Awards



www.webbyawards.com/main/webby_awards/nominees.html#government_&_law



GOVERNMENT + LAW

NOMINEES

- ▶ NASA <http://www.nasa.gov>
- ▶ National Weather Service <http://www.weather.gov>
- ▶ Publius <http://www.publius.org>
- ▶ Rete Civica Iperbole - Comune di Bologna <http://www.comune.bologna.it>
- ▶ United Nations <http://www.un.org>

▲ BACK TO TOP

The Iperbole Civic Network received a nominee to the **2003 Webby Awards**: the most important prize for a web site all over the world.

The participating category was "Government+Law".

***NASA** won the competition.*





eCitizenship for All Awards 2004



eCitizenship for All is the lead paradigm of the European TeleCities Network designed to create an inclusive Information and Knowledge-based society driven by the following challenges: Re-engineering of Local Public Administration, eSecurity, eLearning and Inclusion and eDemocracy and Community Building

The Iperbole Civic Network is the winner project of the category "eDemocracy"

