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# FOREIGN EXPERIENCE OF DIGITAL INTERACTION BETWEEN PUBLIC AUTHORITIES AND CIVIL SOCIETY

*The peculiarities of internal affairs of the authorities with the public in the information society are investigated. The reports of international maturity rating technologies stored in their own work are analyzed (reports of the United Nations Department of Economic and Political Development). Generalized modern use of the productive world of the world has developed a technological electronic service like Australia, UK, Denmark, Republic of Korea. The advantages of digital technologies in the process of public administration are substantiated, the ways of improving the current state of use in Ukraine for the benefit of the necessary employees are proposed.*
***Key words****: foreign process; digital action; e-service; public administration.*

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# ЗАРУБІЖНИЙ ДОСВІД ЦИФРОВОЇ ВЗАЄМОДІЇ ОРГАНІВ ПУБЛІЧНОЇ ВЛАДИ ТА ГРОМАДЯНСЬКОГО СУСПІЛЬСТВА

*Актуальність теми обумовлена тим, що в умовах стрімкого розвитку інформаційних технологій, постійних трансформаційних перетворень в діяльності органів публічної влади саме електронне урядування є рушійною силою на шляху до розвитку держави, утвердженню в ній демократичних цінностей, встановленню діалогу між органами публічної влади та громадськістю, залучення об'єктів та суб'єктів управлінської діяльності до єдиного інформаційного простору. Перетворення України в цифрову державу, побудова ефективного електронного уряду є на сьогодні першочерговими завданнями перед керівництвом нашої країни. Тому актуальним є дослідження досвіду зарубіжних країн, які пройшли цей нелегкий шлях і змогли створити дійсно «цифрову державу».*

*Мета статті - проаналізувати та узагальнити зарубіжні практики взаємодії органів публічної влади з громадянським суспільством в контексті електронного уряду.*

*Висновки. Враховуючи значне відставання в напрямку розвитку електронного урядування, Україна все є має значний потенціал зайняти гідне місце серед світового співтовариства провідних країн. Для цього корисними будуть такі аспекти зарубіжного досвіду впровадження е-урядування: розроблення механізмів ідентифікації особистості, яка б відповідала сучасним світовим вимогам (за прикладом NemID); використання мережі Інтернет для встановлення ефективного зворотного зв'язку органів влади з громадянами (через впровадження відповідних е-сервісів та мобільних додатків); створення єдиного порталу для розміщення режимів доступу до усіх можливих урядових електронних ресурсів (за прикладом GOV.UK або «сервісного столу» Korea e-government); кадрове забезпечення впровадження та функціонування е-урядування шляхом використання спеціальних навчальних програм, проведення тренінгів та семінарів; постійний моніторинг та оцінювання результатів послуг, що надаються державою, сприяння інформуванню та мотивація громадян, посадовців органів влади до використання е-сервісів, переходу до електронного документообігу.*

***Ключові слова****: зарубіжний досвід; цифрова взаємодія; е-урядування; публічне управління.*

**Постановка проблеми**

In today's knowledge society, where information is the main resource, it is impossible to do without information and communication technology (ICT). They are the driving force on the way to the development of the state, the promotion of democratic values in it, the establishment of dialogue between public authorities and the society, the involvement of objects and entities of management in a single information space. It contributes to the fact that countries with advanced economies today are actively introducing digital technologies, gradually becoming a service-oriented state.

Ukraine has just embarked on the path of digital adoption. This means that at this stage it is necessary to clearly plan the strategy of action, plans of measures for its implementation and properly set up the state information policy. Therefore, it is relevant to study the experience of countries that have gone this difficult way and were able to create a truly «digital state».

**Аналіз останніх досліджень і публікацій**

The experience of foreign countries on the introduction of digital technologies in the activity of public authorities is devoted to the scientific works of scientists S. Basu, M. Vatkovskaya, G. Igorovych, D. Kettaki, S. Kvitka, M. Kulik, A. Luzgina, B. Moulin, S. Nawafleh, O. Orlova, V. Pisarenko, J. Rozov A. Semenchenko, L. Shugai, T. Schuppan, N. Wilhelmsson and others. The sphere of e-government in Australia, the United Kingdom, Denmark, the Republic of Korea has been studied by C.

Chung [9], B. Junyuk [1], T. Karippacheril [12], K. Kondakov [2], V. Konoval [3], A. Ott [14], A. Serenok [6], S. Chukut [4, 7, 8] and others. It should be noted separately the important role of United Nations` experts in determining the indices of development of e-government in the world.

**Виділення невирішених раніше частин загальної проблеми**

The theoretical and practical aspects of e-government in the field of public administration are quite widely represented in the writings of domestic and foreign scientists, but at the same time some of its components are studied, the experience and achievements of the e-government leaders are not enough taken into account.

**Мета**

The aim of the article is to analyze and summarize foreign practices of interaction of public authorities with civil society in the context of e-government.

**Виклад основного матеріалу**

The main material with full justification of scientific results. The results of a study by the United Nations Department of Economic and Social Development «UN E-Government Survey 2018» show that such indicator as the E-Government Development Index (EDGI, includes the following components: providing online services, telecommunication connection, human potential) Denmark is at the top of the 10 most advanced countries in the world. Among the leaders at EDGI rank also such countries as Australia, Great Britain, Republic of Korea, Sweden. Republic of Korea, Denmark, Finland and others have the highest levels of e-Participation Index (EPI) in 2018. The Democratic People's Republic of Korea and Somalia have the lowest e-government readiness [18, p. 228-232, 235, p. 245-249]. However, given the rapid pace of ICT development in the world, the situation may change sharply in 2 years, when the results of UN research in 2020 are released.

If we analyze the «UN E-Government Survey» [17] from 2008 to 2018 on the EDGI and EPI, we can see that the top ten countries have been continuously developing and improving their IT sphere, constantly increasing the potential in this field, trying not to lose their positions. Some countries, such as Denmark (16th place in 2014), the UK (10th place in 2008), Australia (12th place in 2012), have managed to achieve leapfrog development through the implementation of effective strategies for the digitalisation of the public administration sector. Unfortunately, Ukraine only worsened its performance over the period, due to the lack of sufficient attention by the government (from 41 in 2008 to 82 in 2018) (see Table 1).

We propose to consider the top four countries of the world leaders in terms of the level of development of e-government.

Australia has begun to develop elements of eGovernment and systems that support it since the 1980s. Attempts to combine various data (registration, evaluation, cadastre, etc.) have led to the creation of the Land Information System, which was Australia's first electronic system. It pushed government and non-governmental organizations to work towards e-governance. From this point on that Australian government organizations develop and implement their web representations.

Since the 90's XX century a single Australian Government e-services site (http://australia.gov.au/) had developed and implemented. Nowadays it is still being filled with government services and links to various related services. This site has become a «starting point» for the search for any state electronic service.

In 1996, one of the first nationwide job sites - The Australian JobSearch was created, and in early 1997 a powerful tax portal, E-taxation, was created to provide a full range of taxation services in Australia. In 2000, the Government Online Strategy was adopted. Since that time, the rapid development of public and non-state online services has begun.

E-government services in Australia are provided at three levels: the federal, state and local levels, but most of them permeate all these levels, allowing the citizen to obtain the necessary service no matter whereof level it was requested [4, p. 9 -10, 21].

The Digital Transformation Agency (DTA), created in 2016, has integrated the digital delivery of documents through the federal government, and has halted transparency in government ICTs and digital projects. The Agency-coordinated digital transformation agenda provides that agencies will implement a number of initiatives that benefit all users and improve their digital experience, including one-touch payroll; electronic medical card, medical payments, digital management trust, digital grant management; a simplified online business registration service.

An integrated approach to e-Government in Australia provides for:
- the only principle that requires that individuals and businesses do not re-submit the same information to government agencies (for example, when notifying a change of address);
- a decentralized approach that allows different databases and IT solutions in the three levels of government to safely transmit information to one another and solves the problem of integrating the

*Table 1*
***Countries' readiness for eGovernment (EGDI) by country and Ukraine (2008-2018)***

| Countries | 2008 | | 2010 | | 2012 | | 2014 | | 2016 | | 2018 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | EDGI | N | EDGI | N | EDGI | N | EDGI | N | EDGI | N | EDGI | N |
| Australia | 0,8108 | 8 | 0,7863 | 8 | 0,8390 | 12 | 0,9103 | 2 | 0,9143 | 2 | 0,9053 | 2 |
| Great Britain | 0,7872 | 10 | 0,8147 | 4 | 0,8960 | 3 | 0,8695 | 8 | 0,9193 | 1 | 0,8999 | 4 |
| Denmark | 0,9134 | 2 | 0,7872 | 7 | 0,8889 | 4 | 0,8162 | 16 | 0,8510 | 9 | 0,9150 | 1 |
| Republic of Korea | 0,8317 | 6 | 0,8785 | 1 | 0,9283 | 1 | 0,9462 | 1 | 0,8915 | 3 | 0,9010 | 3 |
| Ukraine | 0,5728 | 41 | 0,5181 | 54 | 0,5653 | 68 | 0,5032 | 87 | 0,6076 | 62 | 0,6165 | 82 |

*Note: N is the country ranked in the 193 Countries in the World with an E-Government Readiness Index (EGDI)*

many different government databases and systems that already exist;

• digital identity performs two main functions: authentication of virtual space and verification of virtual transactions (eg. GovPass);

• evaluation of the results of government funded services [14, pp. 7-9].

In November 2018, the DTA released the Government's Digital Transformation Strategy (DTS), «Vision 2025: We will deliver world-leading digital services for the benefit of all Australians». DTS has an ambitious goal for Australians to become one of the first three digital governments in the world by 2025. The DTS also outlines three strategic priorities: «Government that`s easy to deal with» - intuitive and convenient services, digital identity for easy and secure access; «Government that`s inform by you» - smart services that adapt to the data you choose to share, «Government that's fit for the digital age» - developing modern infrastructure, providing accountability, each of them should be achieved by 2025 [10, p. 13].

The United Kingdom of Great Britain and Northern Ireland (UK). The great achievement of the country was the development of the world-famous and award-winning portal GOV.UK - and the discovery of its code, which has been reused by governments around the world. Government Digital Service (GDS) has led the government's digital transformation and is a model that is replicated internationally.

The development of e-government infrastructure in the UK was started in 2000 with the adoption of the appropriate e-government Interoperability Framework (eGIF). Now it is successfully pursuing the Government Digital Strategies (GDS), which from 2010 to 2015 set out in particular how the government will become «digital by default». That is, public services should: be created already in digital form; be easy to understand and easy to use; to provide alternative ways of obtaining for those who cannot receive them through the Internet [6, p. 198]. To this end, there is a deliberate policy in the area of computer literacy, the creation of training centers and the improvement of conditions for upgrading the skills of IT staff.

By 2013, in the UK, as in Ukraine today, every authority had its own website. The design, layout and presentation of the information was very different. With the creation of the Government Digital Service in April 2011, which is responsible for developing eGovernment and shaping policy in this area, the idea has emerged to develop a single entry point for citizens, building a large statewide content management system (GOV.UK) [5].

GOV.UK provides general government information, bringing together information and consulting services from various sources. The portal integrates all pages of UK ministries and agencies that provide the bulk of online services. Today, the site has over 430 official web pages of public authorities available on the portal to receive more than 7700 services, the most common of which are sign in to your Universal Credit Account, register to vote, tax your vehicle, get information about a company, sign in to your childcare account, student finance login, book your driving test, etc. [15].

The UK central government portal also gives citizens of the country the opportunity to discuss various issues in one of their sections called «Citizen Space». This section informs people about the state's plans for the transformation of public life and enables them to express their point of view [2, p. 47].

The components of eGovernment platforms in the UK today are: GOV.UK Verify - a platform for verifying users (for e-services, such as managing their taxes, driving licenses, pensions, etc.); GOV.UK Notify - a platform for sending tax reminder, status notification for ordered service, etc; GOV.UK Payment is a separate component of the system that provides a single interface for payment of all administrative payments [5].

A feature of e-government in the UK is that the state is trying to avoid the concentration of personal data of individuals in one place, especially by public authorities. For this reason, there are no personal cabinets on GOV.UK.

Denmark. The development of e-government in this country began in the early 2000s. It went through the following stages: in 2001, a digital signature was created, the authorities began to communicate digitally internally, in 2003, a web portal of the electronic government of Denmark was launched, a year later «Easy Account» started operating, which allowed the public sector to require electronic invoices from its suppliers; for the period 2004-2007, the e-government infrastructure was formed. In 2011, Digital Mail and Internet self-service for citizens and businesses became mandatory [11, p. 12-19, 16].

The development of e-governance in Denmark requires target concert action by all central and local governments.

In Denmark, a service for discussing e-services projects and new laws was implemented to increase interaction between citizens and the government. Services of interaction of citizens with the government were displayed in a separate block «Citizens and the Government»: Internet conferences, electronic appeals of citizens to state bodies, recording of the reception to ministers, online blogs of the first leaders, etc. [7, p. 142]. In addition, a mobile application was created to provide the simplest services, such as address assistance, kindergarten and tax payment. In order to simplify the procedure for teaching the population to work with the portal, a multimedia training program was developed.

The basis of Denmark's digital strategy is the use of digital identifiers (NemID) that allow residents to access both public and private services. Thanks to digital IDs, Danes can access more than 2000 self-service options on the Borger.dk national citizen portal, jointly managed and sponsored by state, regional and local governments [13].

Interesting examples are the IT-formidler.dk website, which gives every teacher in the country the opportunity to share experiences, create educational materials, and maintain and provide training modules and a Virk.dk business portal, which is an e-services channel for business representatives that enables them fulfill their obligations - to report to the public sector, providing up-to-date information on public services [8].

Republic of Korea. The decision to develop an e-government infrastructure and base in the Republic of Korea was taken in 1987. Thanks to this system, residents of the country can carry out virtually all operations from the comfort of home: from shopping in stores to paying bills and paperwork. In public places there are special terminals in which it is easy to find the necessary information or print any certificate [3, p. 76].

Many e-government practices in the Republic of Korea have been recognized worldwide. The electronic customs service, «UNI-PASS», has taken the first place in the world in the implementation of 100% online export-import procedures. «KONEPS» (Korea Online E-Procurement System) has won the UN Public Service Award and Global IT Excellence Award at the World Congress of Information Technology (WCIT). The «e-People service», which was created to expand and develop the online participation of citizens of the Republic of Korea in the life of the state, was selected by the World e-Government Forum as one of the top 10 services in the world, etc. [9, p . 117-118].

The «Public Service 24» portal (Minwon 24) offers citizens access to 51% of public services on the Internet. By 2012, the number of portal users had grown to 7.2 million, accounting for about 14% of the population [12, p. 70].

Since February 2012, more than 20 of the most common public services and petitions have become available as smartphone applications, including building registration and official land price estimates.

For the last 20 years in Korea, the education system has been adjusting to the country's economic system. E-learning is implemented in all sectors of the economy. The country has a system for teaching elementary and high school students, called «Cyberdom». In higher education, e-learning is more widely used in national universities (64%). In 2001, the first Korean cyber university began operating. Corporate sector accounts for 21% of e-learning in Korea [4, p. 119-120].

There is a 100% electronic document management system in the public sector. The paper version has only the most important ministerial and higher level reports and briefs. The functioning of the e-government system, for example, has allowed, for the period from 2008 to 2010, to save more than $ 1 billion for the state budget and reduce the number of employees by almost nine thousand [1, p. 100].

Currently, Korea E-government web portal has been created in Korea to conveniently and quickly search for the necessary information or to receive certain electronic services, integrating all the necessary information for the citizen about different state authorities, which were previously placed on different websites of the respective institutions. In addition, the portal created single «service desk», within which you can get the necessary electronic public service. This portal is interactive and has three main sections that include services «For citizens», «For business», «For public servants» [4, p. 116].

Lessons learned from the Republic of Korea over the years of eGovernment implementation: sustained high-level leadership and long-standing support for digital governance across the political spectrum provides the basis for change; the willingness to repeatedly reorganize and use interdepartmental mechanisms of the presidential level helps to solve the problems of horizontal and vertical coordination; the components of the underlying technologies must be consistent and set common national technology standards; governance processes need to be reworked for citizens and integrated between subnational and peer agencies [12, 120-121]. Thus, the Republic of Korea is a prime example of how one can rise to the top of e-government readiness from scratch while developing its own world-renowned technologies.

**Висновки** The analysis of the state of development of e-government in the leading countries in this field shows that the achievement of such high results is possible only thanks to a clear, mutually agreed, purposeful policy of the government on the development of strategic programs, relevant regulatory framework, rather fast transition to electronic document flow the use of digital signatures, the creation of portals for the provision of electronic public services with their gradual integration into a single access point, as well as mobile additions for administrative services.

It should be emphasized that the best practices of e-government can be ineffective if they are simply copied without taking into account the national characteristics of the economic, social and cultural development of society and the state. Therefore, before introducing e-governance technologies, Ukraine needs to overcome such phenomena as corruption, bureaucracy, public distrust of government, negative attitude of both citizens and officials to digital technologies.

However, despite the significant lag in the development of e-governance, Ukraine has considerable potential in the near future to occupy a worthy place among the world community of the leading countries. To this end, the following aspects of foreign experience in implementing e-government will be useful: developing mechanisms for identifying a person to meet today's global requirements (eg NemID); using the Internet to establish effective feedback from public authorities (through the introduction of relevant e-services and mobile applications); creation of a single portal to accommodate modes of access to all possible government electronic resources (such as GOV. UK or Korea e-government service desk); staffing of the implementation and functioning of e-government through the use of special training programs and the conduct of special trainings and seminars; promoting information and motivation of citizens, officials of public authorities to use e-services, transition to electronic document flow.

The topic of foreign experience of digital interaction between public authorities and civil society is quite broad, so it requires further exploration of new mechanisms, methods and practices of implementing e-governance in the leading countries of the world in order to involve the public in making important political decisions, as well as systematization the experience of foreign countries that have been carefully studied before and those that have not been adequately addressed by scientists, such as Norway, the Netherlands, New Zealand, etc.

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