

Application

Preliminary Question

In which language are you submitting the application (check one)?

Please note that each country has the option of either submitting an application in English, or in their native language if they are unable to pay for translation into English. For applications submitted in the native language, OGP will pay for the translation into English before passing on to the judges.

English
 Native language (please mention)

If you are submitting in your native language and it is non-Latinate based language, you will have the option of uploading a PDF file at the end of this application. Please follow the questions and word limits mentioned in the application template.

A. THE TEAM

The following information is required to capture a basic understanding of those responsible for your initiative and any partnerships that have helped you to meet your goals.

INITIATIVE NAME (required)

Provide the name of the initiative that your team is submitting for consideration of the 2015 Open Government Awards. If the initiative is operating under one or more alternate name(s), provide the name that is most commonly recognized.

Football – "Pass to Get a Better Result!"

THE NOMINATION (required)

Begin by describing how this initiative was selected. For example, mention any nomination or consultation process held with civil society partners or others when selecting the initiative.

[100 words]

Campaign "Football – "Pass To Get A Better Result!" is part of the State Chancellery initiative "Let's share the burden" (meaning minimize administrative burden) that is an official long term and sustainable initiative in the level of the Cabinet of the Ministers. During campaign new digital tools to make participation easy were developed – a mobile application called „Football" and a user-friendly website to explain the whole idea behind „Let's share the burden!" Mobile application and the whole initiative is awarded in several contests – World Summit Award Mobile 2015, Baltic PR Awards 2014. That's why this initiative was selected.

Is this initiative included in your country's OGP National Action Plan?

(Applicants can choose initiatives from within OR outside their OGP National Action Plans)

Yes No

GOVERNMENT POINT OF CONTACT (required)

Provide the name, title, phone number(s), email address(es) and mailing address of a single point of contact for the purposes of communicating with your team. The person should be the senior most individual responsible for overseeing the application requirements.

Please also provide the name and professional title of the government official responsible for implementing the initiative, if different from above.

Signe Znotiņa – Znota, Press Secretary to the Cabinet of Ministers: signe.znotina@mk.gov.lv + 317 28803639 (mobile phone)
 Laine Kučinskā, Head of Communication Department of the State Chancellery, Deputy Director of the State Chancellery: laine.kucinska@mk.gov.lv + 317 29457329 (mobile phone)

TYPE OF APPLICATION (required)

We strongly encourage applicants to submit a joint application from a government agency and a civil society organization. Only submit a joint application if a civil society organization was involved in either designing, implementing or monitoring the initiative jointly with the government.

Is this a joint application?

Yes No

If yes, please fill out the "civil society point of contact" field below.

CIVIL SOCIETY POINT OF CONTACT

Please provide the name and title of a single point of contact at the organization. By providing these details you acknowledge that you are jointly applying with a civil society organization for the 2015 Open Government Awards.

This must be viewed as a direct democracy approach initiative where every citizen has an opportunity to participate – evaluate, report, suggest etc. Before developing mobile application "Football" and campaign "Pass to Get a Better Result!" we evaluated pilot project after "design thinking" principles. So in general we have been taking into account societies opinion and needs. From practical perspective the idea about mobile application "Football" and the campaign "Pass to Get a Better Result" was developed in a very close cooperation with the best experts from advertisement, creative and strategic communication fields. Their ideas and consultations were voluntary in the name of better public administration.

Contact point: Zigurds Zakis, Communication Strategist and Brand Planner: <https://www.linkedin.com/in/zigurdszakis>
 E-mail: zigurds.zakis@gmail.com and mobile phone number: + 371 29274447

OTHER PARTNERSHIPS (optional)

If you are partnering with one or more other government agencies, private sector entities, media etc., please list each partner. In 250 words or less, provide a brief narrative of the partnership and the role each partner plays in your initiative.

Private sector partner Digital Agency CUBE: one of the co-authors for the idea about "Football", author of the visual design and technological developer of the mobile application "Football" and website for the whole initiative "Let's Share the Burden!".
 Contact point: Mārtiņš Dambis, martins@cubemobile.lv and mobile phone number: + 371 29273508
 Society enthusiast and creative director Voldemārs Dūdums: one of the co-authors for the idea about "Football" and the main responsible for the campaign creative idea and wording (slogans) - "Pass to Get a Better Result!"
 Contact point: Voldemārs Dūdums, vdudums@gmail.com and mobile phone number: + 371 29541777

B. THE INITIATIVE

The Open Government Partnership (OGP) is prepared to celebrate a range of successful applicants for the Open Government Awards. This year's theme is Improving Public Services through Open Government. Please visit here for more clarification on the theme. To qualify for recognition, we need to understand the various elements of success of your initiative and its sustainability over time. Please answer the following questions:

PROBLEM DEFINITION (required)

In 200 words or less, please identify the specific problem your initiative intended to solve. Why was this problem important to solve at a particular time and what were the challenges posed by your national (or local) economic or political context?

At the moment public administration is facing several problems, f.ex., "One Stop Agency" principle doesn't work in real life yet; the client-oriented culture is not developed; employees are playing "bad football" with people: they are "passing" people to other institutions or experts even if all information could be provided at the same place. This cultivates bureaucracy and administrative burden. To change it the State Chancellery launched initiative "Let's Share the burden!" Society appreciated this a lot and hundreds of useful and constructive suggestions were received. To strengthen this initiative the campaign "Pass to get a better result!" was launched and modern, digital tool for participation was created - mobile application "Football". People can use this to "pass" – to evaluate the service and give immediate feedback about the quality of process, cooperation, and experience in general. The State Chancellery revise every feedback, considers it and regularly reports to the highest level – the Prime Minister, ministers and state secretaries in context about progress regarding development of efficient and professional public administration. Application also functions as database of public administration institutions (address, contact information, working hours, location in the map etc.) This is unique, digital participation tool created by government within EU.

INITIATIVE DESIGN (required)

In 250 words or less, describe your initiative's goals and objectives. How did it aim to improve public service delivery, who was it intended to benefit (specify the target population), and why was it important to use open government approaches to achieve this goal? If your initiative was designed to improve access or services for disadvantaged or marginalized groups, provide details on this here. Describe any innovations in the design of the initiative.

It is very important to engage society and cooperate with citizens to improve the efficiency and quality of public administration processes together. And not less important is to provide evidence that their intentions have been heard and considered, and that there is practical reason to engage and cooperate. The objective was to improve public administration services, to minimize administrative burden and absurd bureaucracy in a very strong cooperation with society - to achieve society trust in public administration, to involve society to participate and influence administrative processes more. And also to involve new target audiences - those who are more familiar with modern technologies (mobile devices, mob apps etc.) and could use them instead of traditional participation tools. One more important objective - to modernize whole public administration sector with help of attractive, useful and innovative modern tools, mainly from side of communication and participation. And it is very important to emphasize that this is long-term and sustainable initiative ("Let's share the Burden!") and this is definitely result oriented initiative. Latvia is still the only European Union country where a mobile app has been created to fight against bad bureaucracy. People can use this to "pass" – to evaluate the service and give immediate feedback about the quality of process, cooperation, and experience in general. Application also functions as database of public administration institutions (address, contact information, working hours, location in the map etc.) This is unique, digital participation tool created by government within EU. It's recognized as an official participation tool.

INITIATIVE OUTCOMES (required)

In 450 words or less, explain how your initiative was able to demonstrate one or more of the following results:

- Citizens have better access to information on the public services to which they are entitled, and/or information on the performance of public service providers
- Governments are better at asking for and responding to feedback or complaints by citizens on the quality of public services
- Citizens have ways to actively participate in the design and delivery of public services
- Citizens have mechanisms to monitor and oversee public works and services

Initiatives should also provide evidence if the initiative was able to expand access to public services to a larger population than before or if the quality and efficiency of public services has improved.

If there are any baseline indicators to measure the outcomes of the initiative, please describe them in detail. If the initiative was included in the OGP Action Plan, please describe how this did (or did not) contribute to the initiative's success.

On website www.mazaksslogs.gov.lv (official website for the initiative „Let's Share The Burden") we have received more than 300 constructive citizen proposals and suggestions how to improve public administration - reduce administrative burden and improve the quality of customer service. The most popular areas where people have suggested are related with tax administration, activity of municipalities, electronic circulation of documents and digitalization of processes; regarding unreasonable demands for documents and delivery from one institution to the other, real estate management, services provide by Register of Enterprises, notary services, commercial issues, social issues and benefits, construction issues etc. Many received suggestions are related to the construction field. It is important to emphasize that since 2014 the progress of minimizing administrative burden and reducing bureaucracy is not self-assessed by the ministries and their subordinate institutions, but also from point of view of the society – from the mobile application "Football" users as this is announced as an official society participation tool. It means that every half year when public administration reports to the Cabinet of Ministers about progress, now it is objective report also from point of view of the real users and public administration client – society. Since the launch of the mobile application "Football" on November 2013 users have left close to 700 reviews of public institutions service. And this is good result if we take in account the level of participation in Latvia in general and if we take into account the demographic situation here (half of society is pensioners). The initiative "Let's Share the Burden!" is oriented on qualitative results instead of quantitative results. And taking in account the development and trends of society habits it can be forecasted that digital and innovative participation tools will become more popular than traditional participation forms (phone calls, face to face meetings, written letters etc.). And it is also important to understand that users of mobile application to help improve public administration services are very high motivated and therefore very constructive even if not very active. So far mobile application has been downloaded close to 5000 times - on iOS and Android devices. The results of the campaign: (1) Better rules and less burden - some of the suggestions have already been implemented. (2) The idea of tackling absurd bureaucracy really took off, not just within public administration, but also within government and society at large. (3) People realised they could point out problems without being "blamed", as public participation is anonymous. Feedback from society is constantly growing, and trust in public administration has risen. (4) The quality of our working environment within public administration has risen too.

INITIATIVE SUSTAINABILITY (required)

In 200 words or less, please describe any plans for scaling up or sustaining the initiative. Base your description of the strategy on the information provided in the previous sections, such as how you intend to leverage your current success and increase your reach or capacity. Address any threats or operational challenges to your initiative and describe how you manage those risks on a regular basis.

"Let's Share the Burden!" is long-term and sustainable initiative. After campaign "Pass to Get A Better Result" and launch of two digital, innovative participation tools for society – mobile application "Football" and separate user friendly website - the next step within overall initiative is going to take place in the nearest time with the main intention to implement and cultivate client oriented culture within public administration sector in Latvia. A new function for mobile application "Football" will be provided. There will be an opportunity for users to evaluate not only service within particular public administration institution, but also to evaluate individuals (civil servants, public administration employees in general). This will be more individual and personal process and evaluation process than it was before. Very important to emphasize that mob app user will be able to evaluate civil servant's performance only in positive case if she/he's satisfied with received service and attitude. The same function will be integrated in the official website of the initiative. This will be more like positivism campaign within public administration sector - to highlight the best cases and workers, to inspire other employees to follow the best practice, and to say "Thank You!" for that.

VALIDATION OF CLAIMS (required)

While it is strongly encouraged that each initiative includes an implementing partner, such as a Civil Society Organization, private sector agency, media entity, etc., it is not a requirement. However, you are required to secure and upload documents from at least two credible non-governmental actors, who can attest to the veracity of the claims made in your application.

You are only allowed to upload one file. If you have multiple documents, please zip them into a single file first. The file types that are allowed to be uploaded have an extension of .ZIP, .PDF, .DOC, .DOCX, .XLS or .XLSX.

VALIDATION OF CLAIMS.zip

C. THE PITCH

The following information allows each applicant to make their strongest (and final) case for consideration.

BEST CASE (required)

In 250 words or less, please present the most compelling facts for why your initiative should be recognized. This is an opportunity to distinguish your initiative, based on any factors that you have not had the opportunity to describe in the previous sections. What is your best argument for why your initiative has achieved a meaningful outcome? What elements of the initiative make it different and better than others that have been tried and tested? Be creative and concise.

First, because this is first ever initiative within European Union when mobile application is created for society as a participation tool to help minimize administrative burden, fight absurd bureaucracy and improve client service culture within public administration sector. This is confirmed by research that was conducted.

Secondly, the initiative is also being supported at the highest level in government by the Prime Minister. Video: <https://www.youtube.com/watch?v=dGTZw0tURBo> Here it is important to emphasize that the initiator and the main holder is State Chancellery, but involved are all ministries and all of their subordinated institutions.

Thirdly, because the whole initiative "Let's Share the Burden!" and it's campaign "Pass to Get a Better Result!" with two new digital and innovative participation tools (1) mob app "Football" and (2) separate user-friendly website that provides an opportunity to report about failures and things/processes and suggest how it could be improved or implemented and receive feedback from State Chancellery and ministries) is recognized as very successful, smart and sustainable from colleagues in other countries and from respected organizations such as the OECD as well as from members and Secretary-General of the Club of Venice.

Fourthly, the campaign "Pass to Get a Better Result!" and mobile application "Football" have been awarded in several international contests. For example, "Football" is the winner of the World Summit Award 2015 (Mobile Content) in category „M-Government & Participation" <http://www.wsa-mobile.org/winners/m-government-and-g-participation%20>. And the 3rd place in the leading annual communication management forum in Northern Europe „The Baltic PR Awards" in the category „Public sector campaigns".

VIDEO SUBMISSION or ADDITIONAL DOCUMENTS (optional)

OGP does not offer a venue for applicants to meet our judges during the application process. In order to provide the opportunity for making a personal connection, you are encouraged to upload a short video to complement your application. You may also depict an individual participant in your initiative and describe his or her experience. We do not need to know actual names or personal details. Take this opportunity to tell a story, to connect with our panel of experts, so that they might better understand your attention to specific needs.

Video submissions should follow these guidelines:

Maximum length of 3-4 minutes.

Please focus on personal presentations; it's not necessary to develop a sophisticated or polished video.

Here are some logistical and technical suggestions:

Video cameras, digital cameras, and phones are easy ways to record a video. Laptop and desktop computers can typically record video through Skype or other software. If possible, set to a low resolution to reduce file size. This will enable an easier video uploading process. If you are having difficulty uploading the video file, try logging out of the application and logging back in using another Internet browser.

Here are general suggestions for delivering a high-quality video pitch:

Introduce yourself and your initiative. Focus on describing your intended benefits and/or services and how they have been effective. What is unique about your initiative, partners, or technical approach? Keep your description and language simple.

* NOTE

If the burden of developing a video presentation is either prohibitive or might not reflect the best characterization of your initiative, then you are not required to submit one, and the judges are instructed not to discount your application because it may not include a video. You may upload additional documents instead, such as proof of implementation and results if you wish. This could take the form of evaluation or audit reports, citizen surveys, media reports etc. that would provide additional validation for judges. We hope that this option offers a new and inventive way in which you can best express the results of your work.

You are only allowed to upload one file with a maximum of 3 pages. This file must be in English or in your native language. If you have multiple documents, please zip them into a single file first. The file types that are allowed to be uploaded have an extension of .ZIP, .PDF, .DOC, .DOCX, .XLS or .XLSX.

Full Submission Of non-Latinate Based Native Language

If your language is Latinate based, DO NOT use this upload field. Please use the application above.

You are only allowed to upload one file with an extension of .PDF