



# **INTERNATIONAL BEST PRACTICES: E- APPLICATIONS IDEATION TO MARKET ENTRY**

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# Outline

- Introduction
- **E-Application Best Practices: Case Study of E-Government in Estonia and Finland**
- Group Activity

# Introduction

- What are the factors that determine success of **non-commercial** E-Applications?

# E-Application Best Practices: Case Study of E-Government in Estonia

## ■ Case of Estonia

- Estonia has one of the most successful developed e-services in the world, X-Road
- X-Road is regarded as successful because its level of adoption among citizens
- X-Road is considered efficient among users
- <https://ega.ee/smart-governance/eid/>

# E-Application Best Practices: E-Government

## ■ Case of Estonia

- What best practices did Estonia apply?

### ■ Digital First Approach

- Digitalising all forms of citizen identification (ID, health card, driver's license, voter's card etc)

Vasil et al., 2016

# E-Application Best Practices: E-Government

## ■ Case of Estonia

- What best practices did Estonia apply?

- **Building Trust (Legal Frameworks)**

- Data protection
    - Privacy
    - Security

# E-Application Best Practices: E-Government

## ■ Case of Estonia

- What best practices did Estonia apply?

### ■ Bridging the Digital Divide

- Promoting the spread of the Internet among citizens
- Promoting digital literacy

# E-Application Best Practices: E-Government

## ■ Case of Estonia

– What best practices did Estonia apply?

### ■ **Connected Ecosystem**

- E-services on one platform - X-Road
- Institutions wishing to provide e-services have to register on X-Road
- Institutions include public and private institutions



# Reflection

## ■ Group Discussion

- Is it possible to adopt a Connected Ecosystem Approach as an **enabler** towards E-Government Applications in Africa?
- If so, how?

# **E-Application Best Practices: E-Government**

## **■ Case of Finland**

- Finland has a well-established E-Government platform like Estonia**
- Government services are accessible to citizens**
- Users consider the Finland E-Government system as successful**

# E-Application Best Practices: E-Government

## ■ Case of Finland

– What best practices did Finland apply?

■ **User-centric Government**

■ **Transparency**

– Openness in service delivery

■ **Bridging the Digital Divide**

■ **Digital First Approach**

# Group Activity

- **What activities/actions do you believe facilitated the high rate of E-Applications' success in developed contexts?**

# References

- Vassil, E. (2016). Estonia e-Government Ecosystem: Foundation, Applications, Outcomes. World Development Report: Background Paper
- European Commission (2019). Digital Government Factsheet 2019. Available at: <https://joinup.ec.europa.eu/>



THANK YOU