



SIGMA

Creating Change Together



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Royaume du Maroc
Chef du Gouvernement
**Ministère de la Réforme
de l'Administration
et de la Fonction Publique**

First SIGMA Regional Conference on Service Delivery
in the European Neighbourhood South Region

ADMINISTRATION FOR CITIZENS AND BUSINESSES

Programme

14, 15 November 2018

Marrakech, Morocco

Wednesday 14 November 2018

13.30 – 14.00	Welcome coffee / registration
14.00 – 14.40	<p>Opening speeches</p> <ul style="list-style-type: none"> • H. E. Mr. Mohamed Ben Abdelkader, Minister of Administration Reform and Civil Service of Morocco • H.E. Ms. Claudia Wiedey, Head of the Delegation of the European Union to Morocco • Ms. Karen Hill, Head of the SIGMA programme
14.40 – 15.00	<p>Keynote address</p> <p>Ms Milena Harito, Former Minister of Innovation and Public Administration in Albania</p> <p>Service modernisation from a user-oriented perspective; service delivery and economic development; service delivery and democratisation; international outlook, global and regional challenges.</p>
15.00 – 15.10	Group photo
15.10 – 15.30	Coffee / Tea break
15.30 – 17.30	<p>Panel I: Voice of the customer – citizen engagement in service modernisation</p> <p>Moderated by: Ms. Erika Bozzay, SIGMA</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Opening remarks: Mr. Marcel Guenoun 2. Jordan – Mr. Samer Mofleh 3. Palestinian Authority¹ – Mr. Imad Abu Khadejeh 4. Morocco - Mr. Yaacoub Hannad 5. Different perspective: Albania – Ms. Milena Harito <p><i>Before the launch of any large-scale and ambitious digitisation, or even only targeted simplification, it is always necessary to actively engage with citizens, and start by asking users about how they see the current situation, where and how they want to see changes and how it all fits into their life and their relationship with the state. Reform-minded officials can improve development results by using citizen engagement in a variety of ways: to elicit information and ideas, support public service improvements, defend the public interest from 'capture' and clientelism, strengthen the legitimacy of</i></p>

¹ Footnote by the European External Action Service and the European Commission: this designation shall not be construed as recognition of a State of Palestine and is without prejudice to the individual positions of the European Union Member States on this issue.

	<p><i>the state in the eyes of citizens and bolster accountability and governance in the public sector.</i></p> <p><i>The aim of this panel is to provide an international outlook and examples of good practice in the region regarding user participation (including gathering feedback and measuring satisfaction) and service modernisation, through a short introduction of practical cases where the key challenges that such initiatives face will also be highlighted.</i></p>
17.30 – 17.40	Conclusion of the first day
19.00	Dinner hosted by the Ministry of Administration Reform and Civil Service of Morocco

Thursday 15 November 2018

9.00 – 9.30	Welcoming coffee
9.30 – 10.00	Opening and summary of day 1
10.00 – 12.00	<p>Panel II: Simplification of administrative procedures – for the first step to good services</p> <p>Moderated by: Mr. Peter Vagi, SIGMA</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Opening remarks: OECD – Mr. Eric Thomson 2. Algeria – Mr. Belkacem Bouchemal 3. Egypt – Mr. Mohamed Eissa 4. Lebanon – Ms. Lina Abou Mrad 5. Morocco – Ms. Ikram Himmi 6. Different perspective: Serbia – Ms. Ana Šarenac <p><i>This panel is about (re)designing the way that states provide services to their citizens and businesses, including the simplification of procedures. How to select, what to simplify? How can often complex regulations, ever-changing templates and practices be successfully streamlined? How to introduce universal principles underlining administrative services horizontally? How can good solutions developed for one service be generalised for others? How to break the traditional institutional silos when services are modernised? Ultimately: how to shift from a self-centric administration to a client-centric one, by rearranging the administrative procedures? International and regional examples will help to provide some answers and identify overarching challenges.</i></p>
12.00 – 13.00	Lunch
13.00 – 14.50	<p>Panel III: Accountable administration through digitisation and openness – information and service platform or ultimate goal?</p> <p>Moderated by: Mr. Lech Marcinkowski, SIGMA</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1. Opening remarks: OECD – Mr. João Vasconcelos 2. Libya – Mr. Esam Garba 3. Morocco – Mr. Yaacoub Hannad 4. Tunisia – Ms. Rim Garnaoui 5. Different perspective: Estonia – Mr. Marek Helm <p><i>This last panel covers a specific aspect of digital government: how to develop good platforms for various users to obtain information about the services of the state and</i></p>

	<p><i>how to use digital solutions to enhance the transparency of the machinery of the government. This focus has been selected to address a general challenge in the region concerning a lack of focus on systematically-used digital solutions to build a more transparent and accountable administration. This results in unequal access to information, limited availability of digital resources and fragmented information sources, and is a consequence of limited co-operation between different state service providers. Ultimately, this is due to a misconception: digitisation is seen as an end, not as a means to an end. International and regional cases will help to provide some answers and identify overarching challenges.</i></p>
14.50 – 15.10	Coffee / Tea break
15.10 – 16.00	<p>Closing session: The way forward: regional progress on service modernisation to the benefit of citizens and businesses</p> <p>Moderator: Ms. Bianca Brétéché</p> <p><i>During this closing session, a moderated, open discussion among all participants will take place to discuss possibilities for the way forward in service delivery, to develop simplified procedures and client-oriented, modern and digital solutions based on regular user input and feedback. Building on the results of the conference panel discussions, the session will try to address some key questions, such as:</i></p> <ul style="list-style-type: none"> • <i>What are the common challenges from the perspective of the users?</i> • <i>What are the main challenges from the perspective of the state?</i> • <i>How can the administrative tradition be best taken into account for well-targeted and sustainable service delivery reforms?</i> • <i>How can the experience of international frontrunners and experts be best used in consideration of the socio-cultural context of the region?</i>
16.00 – 16.30	Conclusions of the Conference
16.30 – 17.30	Informal cocktail with networking opportunities

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