



## Digital Government Strategies: Good Practices

### Sweden: Verksamst.se

The OECD Council adopted on 15 July 2014 the Recommendation on Digital Government Strategies. The Recommendation provides a set of 12 principles structured around 3 pillars. The OECD Secretariat is developing a Digital Government Policy Toolkit to support OECD member countries and non-member adhering countries with the implementation of the Recommendation. This practice was submitted by the government of Austria to be considered as a good practice in the implementation of one or more of the principles contained in the Recommendation.

#### Description of the practice:

<b>Organisation:</b>	Ministry of Enterprise and Innovation
<b>Name of the practice:</b>	Verksamst.se
<b>Principles implemented:</b>	<p><u>Principle 3</u> – Create a data-driven culture in the public sector</p> <p><u>Principle 5</u> – Secure leadership and political commitment</p> <p><u>Principle 6</u> – Ensure coherence in the use of technology across policy areas and levels of government</p> <p><u>Principle 7</u> – Establish effective organisational and governance frameworks to co-ordinate the implementation of digital government strategies</p> <p><u>Principle 8</u> – Strengthen international co-operation with other governments</p> <p><u>Principle 9</u> – Develop clear business cases</p> <p><u>Principle 10</u> – Reinforce institutional capacities to manage and monitor projects</p> <p><u>Principle 12</u> – Ensure that general and sector specific legal frameworks allow digital opportunities to be seized.</p>
<b>Description:</b>	Verksamst.se is one-stop shop website for starting and running a company/business. Here you can register your company in the business register and register for taxes as well



## Digital government toolkit



as find available support. Verksamst.se is now being developed to include some services on municipal level. Focus will be on how to start a restaurant and apply for a range of permits necessary.

The website was developed by a special government inquiry in cooperation with the agencies included. It's a cooperation project between the Swedish Companies Registration Office, the Swedish Tax Agency and the Swedish Agency for Economic and Regional Growth

Project website: <https://www.verksamst.se/>

### Results

A one-stop shop for would-be entrepreneurs and businesses. A close collaboration between three agencies, but including in total 11 agencies. A development that includes both the national agencies, regional levels and local municipalities.

Verksamst.se in total is being evaluated yearly to find out what how the end-users experience the site from different angles. For example usability, in what degree verksamst.se makes it easier to start a business, how well the support of the web works.

### Development

#### **Design: 2008**

Started in 2008 in collaboration with agencies and municipalities. The process included building concept prototypes which were evaluated with end-users in several iterations.

#### **Testing: 2008-2009**

Several end-user iterations during 2008-2009 of the different parts of the site: editorial information, e-services, secure log-in etc.

#### **Implementation: 2009**

A first version of the site was launched in June 2009 with e-services available for sole traders. A second release was made in December 2009 with full support for the other most common business forms. In May 2016 we launched the new service that include services on municipal level when starting a restaurant.

The implementation included: Project planning, Agile methods, User-centered design, Scrum

Resources: The project has been centrally financed.



## **Diffusion and scaling: Since 2009**

The results and lessons learned from the project has been sharing on for example confereces and to guidance materials.

*End-users:* Keyword optimization, digital ads, twitter, newsletters, links and banners on other public agencies websites.

*Collaborating agencies:* Monthly reports on “Projectplace.se” to collaborating agencies. Reports to steering group.

The practice is being expanded to the municipalities, (there are 290 in total, the ongoing pilot includes 10 municipalities). The focus is on starting and running a restaurant business. Many of the permits needed are issued by the municipality. Challenges have been to have municipalities to join the service and the financing of it. It has been handled by reaching an agreement with SALAR: Swedish Association for local municipalities and regions.

**Partnerships:** Private and Public Sector Organisations

The project was developed in collaboration with other public entities. The website has partly been developed (after procurement) by the private sector.

## **Lessons learned**

- User centric/agile approach is important to change the perspective of service delivery
- There are difficulties and opportunities when collaborating with different agencies at national and local level

**Conditions required:** Conditions (financing, time..) to create a competent functional team commitment to create something better for the end-user together. A long-term strategic plan.

**Additional information:**