



Shared Prosperity Dignified Life



Open Government Case Study - Sample Case Submission Form

[Open Data, Participation, Collaboration, Citizen Engagement, and Public Sector Innovation]

Important Information

The Economic and Social Commission for Western Asia (ESCWA) and the Organisation for Economic Co-operation and Development (OECD) are conducting a joint study on the economic and social impact of open government for the Arab region. The study will reflect on literature review and previous studies and reports made by OECD and ESCWA and other organizations, and it will consider case studies and best practices from Arab and OECD countries. As such, and for the preparation of the study, this Sample Case Submission Form is intended to help the collection efforts for inspiring case studies and best practices from government entities and agencies in the Arab region. It should be noted that selected cases may be published within the ESCWA portal for the open government, which is under design and implementation, as well as the [OECD Open Government case platform](#)¹. Furthermore, the relevant experiences will be featured in the planned Joint OECD-ESCWA meeting of the MENA Working Group on Open and Innovative Government this year, in coordination and collaboration with authorities concerned by these experiences.

The attached form serves as a submission form for open government activities that have been or are currently being developed and implemented at any level of government, and specifically those authorities that are working on open government development in the country, including local levels. The Case Study might cover one of the following topics: Open Government, Open Data, Stakeholder Participation, Collaboration, Citizen Engagement, Transparency, Accountability or Innovation in the Public Sector.

In the context of the attached form, an “activity” refers to any processes and actions taken to work towards the achievement of open government at national, area or local levels. An activity can consist of one or more actions. Participants can submit as many activities they wish, and it is preferable to choose activities with an economic or social impact. ESCWA will make the analysis of the contributions and may contact participants with follow-up questions.

To share a case, please complete the MS Word form, either in English or in Arabic, as many times as you wish. We must receive all submissions no later than [15/05/2020]. Should you have any questions, do not hesitate to send an email to Ms. Nibal Idlebi, chief of Innovation at ESCWA (email: idlebi@un.org, & escwa-tdd@un.org) and to the OECD Open Government Unit (Opengov@oecd.org).

¹ https://oecd-opsi.org/case_type/open-government/

1. Organisation Details

1.1. Organisation Name

Telecommunications Regulatory Authority (TRA)

1.2. Organisation Type

[Government, NGO, International, Academia, Private Sector]

Federal government entity

1.3. Country

United Arab Emirates

1.4. Primary Sector

[Economic affairs, Education, Public administration, Health, Transport, etc.]

Telecommunications, ICT and digital transformation

2. Activity Case Study

Now, we are going to ask you several questions about your activity. We are very excited to find out what you did, how you did it and who benefited from it. The more comprehensive your answers are, the easier it will be for the reviewers and readers to appreciate the aims and achievements of your activity.

2.1. Title

[a title for your activity]

Crowdsourcing campaign to develop the UAE portal content

2.2. Website

[the website about your activity, if existed]

https://u.ae/

2.3. Year Your Activity was Put Into Practice

2018 and 2019

2.4. Which of the following best describes your activity?

[Please mark the main category]

	<i>Open Data</i>
	<i>Participation</i>
	<i>Collaboration</i>
✓	<i>Citizen Engagement</i>
	<i>Transparency</i>
	<i>Accountability</i>
	<i>Public Sector Innovation</i>

2.5. Summary (Short and Simple Explanation)

The summary should describe your activity and be short and simple (few sentences), and it should use clear language, compel the reader to continue reading, use simple, not sector-specific terminology (no idioms, slang, or domain-specific "buzz" words). The summary should answer the following questions:

- What the activity is?
- Why it was developed or the problem/opportunity being addressed?
- And who it benefitted?

Telecommunications Regulatory Authority (TRA) undertook a project and titled it, 'Crowdsourcing campaign to develop the UAE Portal content'. As the name suggests, TRA involved the public in developing the content of the official portal of the UAE Government (U.ae).

This was done to enrich the content on the portal with the participation of its actual users and to encourage the practice of eParticipation. People's input was addressed and it benefitted the larger section of the portal's visitors.

2.6. Case Study Overview

The Overview is an overview of the activity and outcomes. You will have the opportunity to elaborate on some of the details. Please tell us:

- What problem the activity solves or what opportunity was taken advantage of
- What the activity is
- Objectives
- Beneficiaries
- How is it envisioned for the future? For example, how will it be institutionalised in its current context? How will it scale even bigger?

U.ae is the official portal and the activity aimed to bolster its position as the first and only reliable source of information relating to the UAE Government's services.

The activity solved the problem of identifying possible insufficient, inaccurate, contradictory, outdated, erroneous or totally missing content on the portal with the help of actual portal users. Further, it also sought to enhance, rectify and update the content with appropriate information received from the public (when it was backed with legitimate evidence) or government entities concerned with the same.

People also provided feedback on the effectiveness of the search engine, user-friendliness for the people of determination, the trending technical features that could be added and their experience of participating in the Your Voice (Sharik) section.

The objective of this activity was to make the public a part of the process of developing the content of the UAE Government's official portal, U.ae. The activity aimed to take advantage of people's experience, eye for detail and intellect and needs and encourage the practice of eParticipation in the UAE.

This activity benefitted both, the users of the portal and the government; as the public helped the government in taking their information to a wider range of audience. Portal users had access to complete and correct information, while the government benefitted by reaching out to a larger population. More people got to know about their services and how to access them.

The activity ran successfully in 2018 and 2019. TRA is considering making it a continuous activity. In fact, the model could also be proposed to be adopted by other federal government entities.

2.7. What Makes Your Activity Different, Unique, or Innovative?

Several things make this activity unique. Firstly, it is one of the first attempts in the UAE (and probably the world) to build a government portal through crowdsourcing. Secondly, the sheer number of participation (close to 35,000) shows its large scale.

3. Development

3.1. Collaborations & Partnerships

Were there partners involved? Describe what each brought to the table and why it was important to the case. These may include: Citizens, Government officials, Civil society organisations, and Companies.

The main partners in this activity were the public, the common man who uses the portal to get first-hand information about the UAE Government's services. However, federal government entities and business houses also played a very helpful role. Entities reviewed content relating to the services they offer and shared their comments. Similarly, business houses also provided feedback to enhance the content.

The partners were the beneficiaries of this activity. No one else could have contributed more or better than they did.

3.2. Users, Stakeholders & Beneficiaries

Who are the users, beneficiaries, and stakeholders targeted? How each group are affected. These may also include: Citizens, Government officials, Civil society organisations, and Companies.

Since this activity was crowdsourcing, the users, the stakeholders and the beneficiaries were primarily the public. U.ae is the official portal of the UAE Government and it aims to cater to all segments of the public; whether student, professional, businessman, tourist, citizen or resident.

The various segments of society mentioned above are the primary users of the portal. They are the beneficiaries of any enhancements on the portal. They were also the stakeholders in this activity.

4. Reflections

4.1. Results, Outcomes & Impact

- What results and impacts have been observed from the activity so far?
- How have the results and impacts been measured (e.g., methodologies used)?
- What results and impacts do you expect in the future?
- To the extent possible, please indicate the tangible or numeric results.

The impact in terms of participation and enthusiasm was unprecedented. Almost 35,000 people participated between June 2018 and December 2019. Participants included citizens, expatriate residents, tourists and people living out of the UAE. The large number of participation vouches for the fact that people want to be a part of this activity. Through this activity, they felt wanted, included and valued.

Based on participant feedback, about 120 topics were added on the portal. The shortlisted suggestions in the areas of search engine, accessibility, technical features and eParticipation are being discussed internally to be converted into business requirements and then to be sent to the management for approval before being implemented.

For details, refer to:

- [campaign report for 2018](#)
- [campaign report for 2019](#)
- [a graph explaining the mechanism of the activity](#)
- [statistics on increase in the number of visitors to the portal](#)
- [statistics on increase in user satisfaction \(happiness index\).](#)

4.2. Challenges

- What challenges have been encountered?
- What failures have been encountered along the way (e.g., structural failures or significant setbacks)?
- And how, if at all, have those challenges and/or failures been responded to?

Sometimes, TRA faced challenges in the nature of feedback received from the participants. While the survey clearly focussed on missing or wrong information along with technical features, some participants responded with personal queries or asked for help at personal level.

Queries related to the status of their visa application or why their application for a visa was rejected. Similarly, they asked for help in financial matters and civil or criminal cases in the court. Such responses counted against valuable participation.

TRA responded to these challenges by reiterating at the beginning of the survey, the purpose and scope of this activity.

4.3. Conditions for Success

What conditions do you think are necessary for the success of your activity? Conditions for success may include:

- Supporting infrastructure and services
- Policy and rules
- Leadership and guidance
- Human and financial resources
- Personal values and motivation

A lot of factors were involved in the success of the activity. Since the public formed a large part of the stakeholder and beneficiary, their active participation formed a major pillar of success. TRA was also supported by the timely intervention of government entities that evaluated the content within their scope and pointed out gaps.

Other than that, TRA had the support of the technical team who had designed mSurvey, the unified survey platform for federal government entities. It is a free tool with convenient features to build custom-made survey forms.

Names of participants whose feedback was shortlisted were entered into a raffle draw. The online raffle system also was developed exclusively for governmental use. The system ensures a fair and easy draw.

That apart, what helped in the success of the activity was the enthusiasm of people and the drive within them to contribute to the success of the portal and be instrumental in developing it.

We also had support in our leadership's pioneering efforts in crowdsourcing activity. In December 2013, H. H. Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, called upon the public to join the largest national brainstorming session to promote fresh thinking and innovation in generating ideas for developing the health and education sectors.

Through his Twitter account, Sheikh Mohammed said, "We want every man, woman and child to join us in the biggest ever national brainstorming session to find new ideas for health and education. Embodying dynamic, energetic and successful leadership, please submit suggestions at <http://www.uaepm.ae>, email video comments to brainstorming@uaepm.ae, and tweet ideas to #uaebrainstorm."

He received 65,000 suggestions which were discussed with the Cabinet members.

4.4. Replication

Has the activity been replicated to address similar problems? If so, how? In your opinion, what is the potential for it to be further replicated in the future? You may wish to discuss how the activity has already been used by others, as well as how you believe it could be used by others in the future. These others may be in: Other organisations, within your organisation, larger or smaller agencies, organisations or governments.

The UAE Government is keen to keep the public informed and consult them on all issues that affect them. Hence, it holds regular consultations. The consultations page lists all past, present and future consultations from various UAE Government entities. Closed consultations share their outcome; how public feedback was used to shape a policy or a programme. The Government looks forward to hearing people's views to use them as input for effective decision-making which in turn would enhance people's satisfaction and happiness.

Federal Youth Authority is promoting the culture of crowdsourcing in the UAE through their initiative 'Done by Youth'. The UAE believes that among the youth are potential philosophers, artists, writers, entrepreneurs, craftsmen, strategists and many more and that youth are the nation's human capital. 'Done by Youth' is all about focusing on their potential contribution to the social and economic environment and crowdsourcing their skills and talent. Products and services that are 100 per cent designed, provided and created by youth, receive the 'Done by Youth' seal.

Mohammed bin Rashid Smart Majlis (MBR Majlis) also used crowdsourcing and found it to be a successful way to obtain collaborative ideas. In one year since its launch in 2015, the MBR Majlis received 35,000 ideas. A team of more than 460 employees working in 41 government and private entities studied the ideas. Three of them are featured on the MBR Majlis website. Ideas that were implemented include painting the walls of the city with a material that absorbs carbon dioxide and providing smart gloves to workers in the electric field. The smart gloves are equipped with smart sensors that will detect electrical currents and alert the workers of any danger.

4.5. Lessons Learned

What lessons from your experience would you like to share with others like you? Where there any pitfalls to avoid?

By and large conceiving, activating and implementing this was a smooth process due to the detailed planning. However, no activity could ever be without errors and omissions. In the case of this activity, TRA faced issue in terms of overload of additional responsibilities while the human resources remained the same.

This led to a slight delay in processing the feedback of the participants. However, this issue was unavoidable and temporary and had no impact on the outcome of the activity.

4.6. Anything Else

Is there any other information you would like to share about the activity?

[response of no more than 300 words]

5. Materials

5.1. Materials

Do you have online materials you would like to include with your submission? Please use the fields below to insert your links.

Link for images	https://drive.google.com/drive/folders/1ggGvCsYdjyUMwq4jcwHra2UcCNZJtqD6?usp=sharing
Link for supporting files	https://drive.google.com/drive/folders/1ggGvCsYdjyUMwq4jcwHra2UcCNZJtqD6?usp=sharing
Project-Related Video URL 1	<i>[https://...]</i>
Project-Related Video URL 2	<i>[https://...]</i>
Other related URL	<i>[https://...]</i>

5.2. Could you give us the permission to republish the data and information, or part of them, included in this form?

Yes

5.3. Please provide the correct reference for re-publishing purposes.

U.ae, Telecommunications Regulatory Authority