



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

Ministry of Transport and Communications

1.2. Organisation Type

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

Public Sector

1.3. Country

Qatar

1.4. Primary Sector

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

Information and Communications Technology / Social Media

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]

Media Analytics

2.2. Website

[the website about your activity, if existed]

<https://bit.ly/2MnZri0>

2.3. Year Your Activity was Put Into Practice

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?

Media Analytics Service – one of the shared services developed by the Ministry of Transport and Communications that provides government entities with analytical and comprehensive data coming from social media channels and other prevalent channels around the world in more than 150 million sources of information in order to capture and analyse the community opinions.

This helps decision makers to follow up and analyse all public conversations through social media platforms and traditional media channels, besides measuring performance, improving quality control and transparency, and serving the public.

This service benefits governments entities that deploy it and also all citizens and residents of Qatar.

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?

Listening to the demands and opinions of the nation's people has always been a main concern for the Qatari government in order to effectively satisfy its people's needs and enhance the overall quality of life of the diverse community that lives in Qatar. Nevertheless, The traditional methodology of surveying the community is very reactive, costly, and doesn't always lead to the intended objective. Therefore, and due to the high spread of social media users across the world, the Media Analytics Service was initiated.

Media Analytics Service – one of the shared services developed by the Ministry of Transport and Communications in Qatar that provides government entities with analytical and comprehensive data coming from different social media channels and other prevalent channels around the world in order to capture and analyse the community opinions. The service supports more than 50 languages, and reads from more than 150 million resources, including: all social media platforms, electronic newspapers, news agencies portals, blogs, etc.

This helps decision makers to follow up and analyse all public conversations through social media platforms and traditional media channels, besides measuring performance, improving quality control and transparency, and serving the public.

This service allows Qatar to provide world-class public services to its universal workforce and diverse community. This is done through analysing the captured data from different sources in a thorough and comprehensive manner, then taking actions to correct or enhance matters accordingly.

This project brings the following benefits:

- *Listening to real public opinion*
- *Early truth-unveiling and quick decision-making*
- *Finding out extent and resonance of public opinion*

This service benefits governments entities that deploy it and also all citizens and residents of Qatar.

Using this service, government entities in Qatar get the opportunity to capture accurate local and global opinions about its performance which will help them enhance their performance and correct any unintended mistakes. This will aid government entities in improving the quality of life of the citizen and residents in Qatar and further improve the nation's ranking in the global context.

Citizens and residents in Qatar will surely benefit from the improved quality of life they will receive when corrective actions are taken.

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

This project takes advantage of a contemporary technological trend, social media, and the fact that Qatar is a digitally social country in order to deliver high value with minimal costs and efforts. Moreover, Media Analytics depends on the latest analytical advancements of the current age of Technology.

In addition, this service warrants full flexibility to represent the data in multiple formats and from different dimensions, provisioning 360 degree visibility to the decision makers.

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.

It was developed in partnership with MEEZA.

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.

This service benefits government entities that deploy it.

Using this service, government entities in Qatar get the opportunity to capture accurate local and global opinions about its performance which will help them enhance their performance and correct any unintended mistakes. This will aid government entities in improving the quality of life of the citizen and residents in Qatar and further improve the nation's ranking in the global context.

Citizens and residents in Qatar will surely benefit from the improved life quality they will receive when corrective actions are taken.

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.

It was noticed that many of the departments started actively responding to the raised concerns on the digital media (especially the social network). Many reported cases showed active engagement from Government officials to complaints raised by citizens or residents. One of these examples, is the Ministry of Interior who established internally a Media Monitoring Centre to reach all segments of society. As per the MOI feedback, the ministry response to such queries increased to be couple of hours compared to a business day in the traditional approach.

The Ministry of Foreign Affairs (MOFA) started to utilize the service to monitor the international news and all mentions related to Qatar globally. This approach helped them to identify and compare the official political stand of other governments versus their nation's stand, especially in the countries performing the political blockade against Qatar since 2017. The service enabled the MOFA to filter the real mentions from the bot-generated ones, and to identify the influencers who are really affecting the public believes and opinions. The service also allowed MOFA to spot any manipulated and faked news (or misunderstood ones) to respond quickly with official clarifications.

Qatar Foundation Education City that hosts many international universities has many portals and social media accounts under each university. Therefore, it used this service as a central tool to monitor students' interactions over these websites and accounts to respond to their queries centrally and ensure delivering a consistent message to all students.

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?

[response of no more than 300 words]

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

According to the digital nature of this project, a resilient infrastructure and an uninterrupted network connection is necessary for its proper functioning. Moreover, security rules and policies must be implied to ensure the security and privacy of all captured data. Also, such initiative requires a fully dedicated team obtaining technical and analytics skills to make the best use of the tool and ensure achieving effective results.

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.

[response of no more than 300 words]

4.5. Lessons Learned

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

[response of no more than 300 words]

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	<i>[https://...]</i>
Link for supporting files	<i>[https://...]</i>
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.

<i>https://bit.ly/2MnZri0</i>
