Emerging ICT Trends: How ICTs can accelerate action on the sustainable development goals (SDGs) and targets

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Emerging Technologies in the Public Sector

- Big Data and Analytics
- Machine Intelligence
- Internet of Things
- Blockchain and Distributed Ledgers
- Open, Virtual and Cloud-based Architecture
- Social and Mobile Technologies
- Open Government Data
- Cyber and Risk Security
- Smart Platforms or Everything-as-a-Service
- Nanotechnology and Other Exponential Technologies
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Social Media Cycle

[Diagram showing the Social Media Strategy Framework with steps like Listen, Learn, Prioritize Objectives, Establish Governance, Define Activities, Develop Capabilities, Measure and Refine, and the cycle repeats.]

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Advanced Human Technologies helps organizations to establish and implement social media strategies

www.ahtgroup.com
Drafting a Social Media Strategy

### Social Media Strategy Template

<table>
<thead>
<tr>
<th>Core Business</th>
<th>People</th>
<th>Content</th>
<th>Method</th>
<th>Audience</th>
<th>Tool</th>
<th>Impact</th>
<th>Cost</th>
<th>Marketing</th>
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<tbody>
<tr>
<td>Economic</td>
<td>Content Managers</td>
<td>Information Sharing</td>
<td>Crowdsourcing</td>
<td>Targeted Group</td>
<td>Twitter</td>
<td>Identify data analytics tools to measure outcome</td>
<td>Budget</td>
<td>Hackathon</td>
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<td>Publishing</td>
<td>Crowdfunding</td>
<td>Communities</td>
<td>Facebook</td>
<td>Customer Satisfaction Surveys</td>
<td>Time Savings</td>
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<td>Organizations</td>
<td>Government Blogs</td>
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<td>Events</td>
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<td>Technical Staff</td>
<td>Accuracy</td>
<td>Push – Pull</td>
<td>All Residents</td>
<td>Social Influencers</td>
<td>Big Data Analytics</td>
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<td>Wikis</td>
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<td>Gender</td>
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<td>Vulnerable Groups</td>
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<td>Awareness Raising</td>
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</tr>
</tbody>
</table>
Drafting a Social Media Strategy

Core Business

- Organizational objectives and goals
- National Development Strategies
- Vision
- Social media activities in support of core business
- Placing the citizen in the center of development
- Sustainable Development Goals
Sustainable Development Goals and Open Government Data

The 2030 Agenda incorporates OGP principles of transparency, civic participation, accountable public institutions, and technological innovation in three ways: directly, through goals and targets that specifically focus on open government; indirectly, recognizing that these principles are crucial to achieving a much broader range of sustainable development goals and targets, by linking advances in transparency and open government more directly to progress in the lives of poor people; and in implementation, specifically in the design of the 2030 Agenda’s monitoring and review mechanisms.

First, open government principles are explicitly addressed in Goal 16, which aims to “build effective, accountable and inclusive institutions at all levels,” and in other targets across other goals. These targets provide some of the most specific language on what governments and their citizens need to do to advance open government specifically and good governance more broadly.
Sustainable Development Goals and Open Government Data

Increase the availability of information about governmental activities:

16.6 Develop effective, accountable and transparent institutions at all levels
16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements

Support civic participation

16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels
5.5 Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

11.3 By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries

* Open Government Partnership – “How can the Open Government Partnership Accelerate implementation of the 2030 Agenda
Implement the highest standards of professional integrity throughout our administrations

16.5 Substantially reduce corruption and bribery in all their forms

16.b Promote and enforce non-discriminatory laws and policies for sustainable development

12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities

* Open Government Partnership – "How can the Open Government Partnership Accelerate implementation of the 2030 Agenda"
Sustainable Development Goals and Open Government Data

Increase access to new technologies for openness and accountability:

5.b Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

9.c Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020

17.18 By 2020, enhance capacity-building support to developing countries... to increase significantly the availability of high-quality, timely and reliable data disaggregated by income, gender, age, race, ethnicity, migratory status, disability, geographic location and other characteristics relevant in national contexts

17.19 By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement gross domestic product, and support statistical capacity-building in developing countries

* Open Government Partnership – “How can the Open Government Partnership Accelerate implementation of the 2030 Agenda
Second, the principles of open government are embedded across numerous SDGs where transparency, public participation, and accountable public institutions are instrumental to achieving a particular target. For example, goals related to income poverty, water, education, energy, and cities all include targets for the provision of public services and universal access to these services.

Third, implementation of the 2030 Agenda rests on core OGP principles. The 2030 Agenda calls for follow-up and review processes that are “open, inclusive, participatory and transparent for all people and [that] will support the reporting by all relevant stakeholders.” At the national level, it calls on countries to conduct regular evaluations of progress against the goals and targets and incorporate input from all stakeholders.

*Open Government Partnership – “How can the Open Government Partnership Accelerate implementation of the 2030 Agenda*
“The blockchain is an incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value.”
Don & Alex Tapscott, authors Blockchain Revolution (2016)

“Online identity and reputation will be decentralized. We will own the data that belongs to us.”
William Mougayar, author The Business Blockchain: Promise, Practice, and Application of the Next Internet Technology (2016)
Blockchain

Centralized

Decentralized

Distributed Ledgers

The New Networks

Distributed ledgers can be public or private and vary in their structure and size.

Public blockchains

Require computer processing power to confirm transactions (‘mining’)

- Users (●) are anonymous
- Each user has a copy of the ledger and participates in confirming transactions independently

- Users (●) are not anonymous
- Permission is required for users to have a copy of the ledger and participate in confirming transactions

https://blockgeeks.com/guides/what-is-blockchain-technology/
Blockchain eliminates data challenges and enables ecosystem innovation by . . .

- Eliminating data silos creating a single version of the truth;
- Supporting data encryption and permission settings for members of the network;
- Allowing data to be stored in a common format, standard and structure;
- Providing trust in the sources and the provenance of who did what when
- Supporting process reinvention;
- Enforcing a consistent process – reducing risk and ensuring compliance;
- Enabling network partners to collaborate – reducing time and saving cost;
- Increasing trust through shared processes and recordkeeping
Blockchain ultimately unleashes and amplifies the power of Open Government

- Blockchain is open source software that enables access to data on the chain based on permissions
- Government can make information freely available to all in a common format using open APIs
- Blockchain makes existing government platforms visible to all network members

- Blockchain enables secure data sharing between Government and network members
- Blockchain enables Government to facilitate business innovation that co-creates better services for citizens
- Blockchain ensures a single version of the truth
- Blockchain data is irrefutable minimizing fraud and abuse
- Blockchain makes implemented policy visible to all
Data driven change in the public sector is leading to a redesign of public services

- More data
- More capacity to manage data
- Data science to analyse and interpret large amounts of data in order to retrieve valuable insight

Using blockchain for effective, transparent and inclusive development – Tech Aid examples

- UNDP Serbia: Remittance project, Starting June 2017
- UNDP Jordan: Refugees Work permit integration, September 2017
- St Vincent de Paul USA: Aid Disaster Response in North Carolina for end users to redeem products in a Walmart store, August 2017
- St Vincent de Paul Ireland: Food, clothes & services redemption for people on social welfare, October 2017

How do we measure this?
- Is this legally allowed?
- Are there specific projects implemented?
- In which domains?
Domains can be easily mapped to the SDGs
THANK YOU FOR YOUR ATTENTION!

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