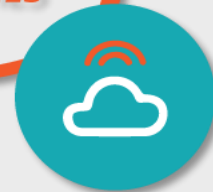


# URBAN AGENDA



WORKING TOGETHER  
FOR BETTER CITIES



## FOR THE EU

DIGITAL TRANSITION

# Digital Services for Europe

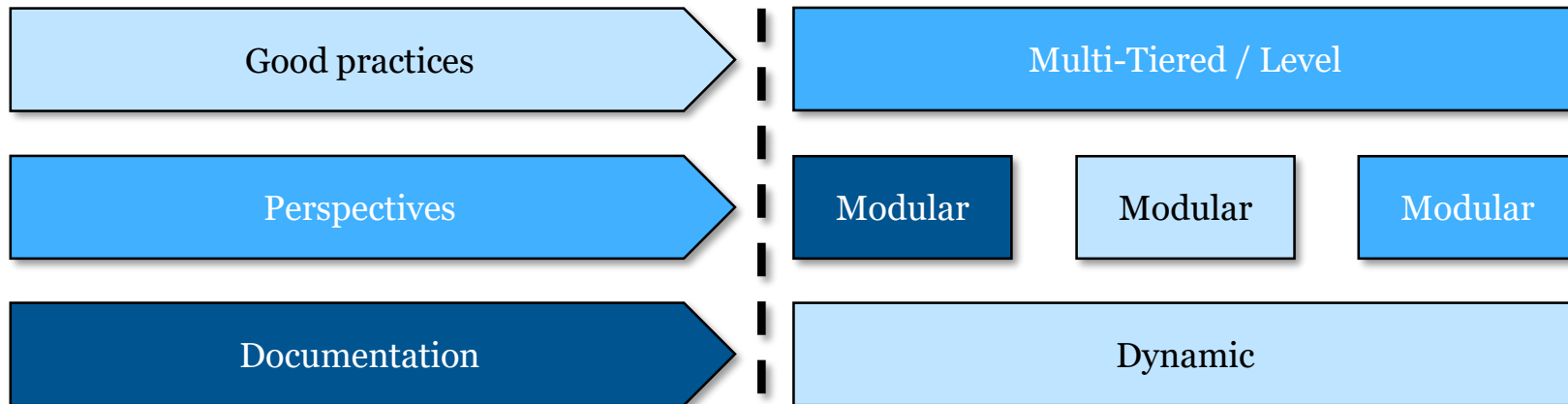
Practical strategy towards citizen-centered services

# Towards a modular strategy

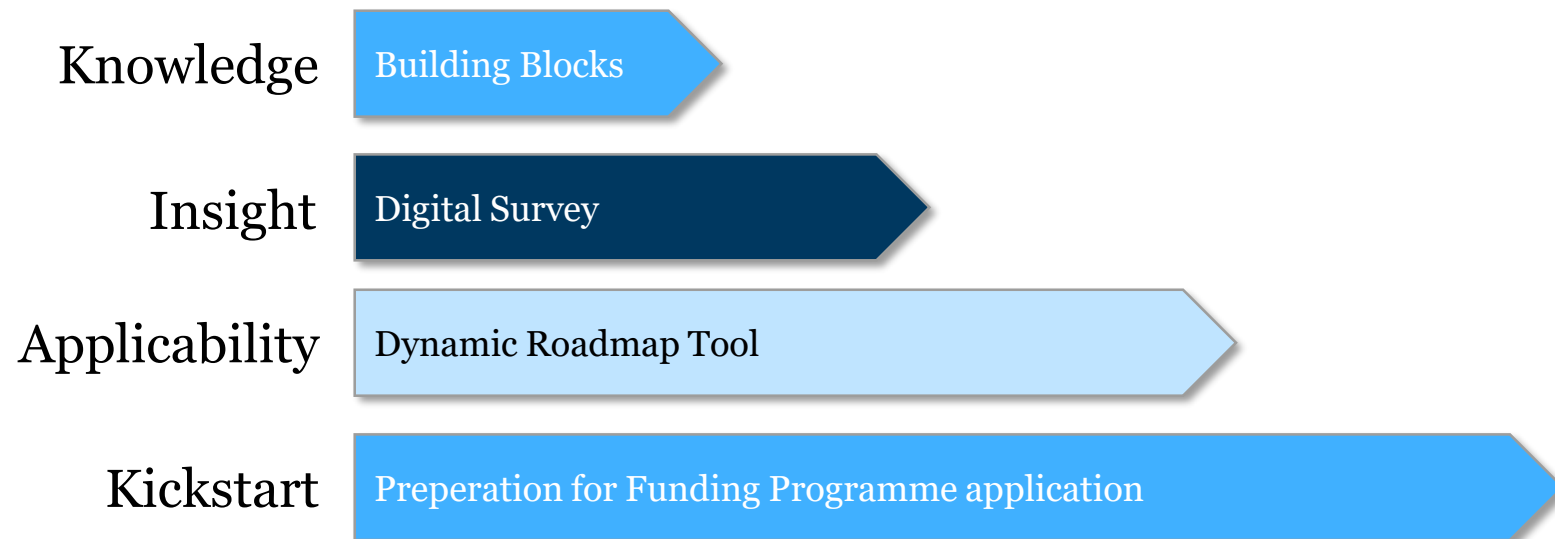
Diverse input



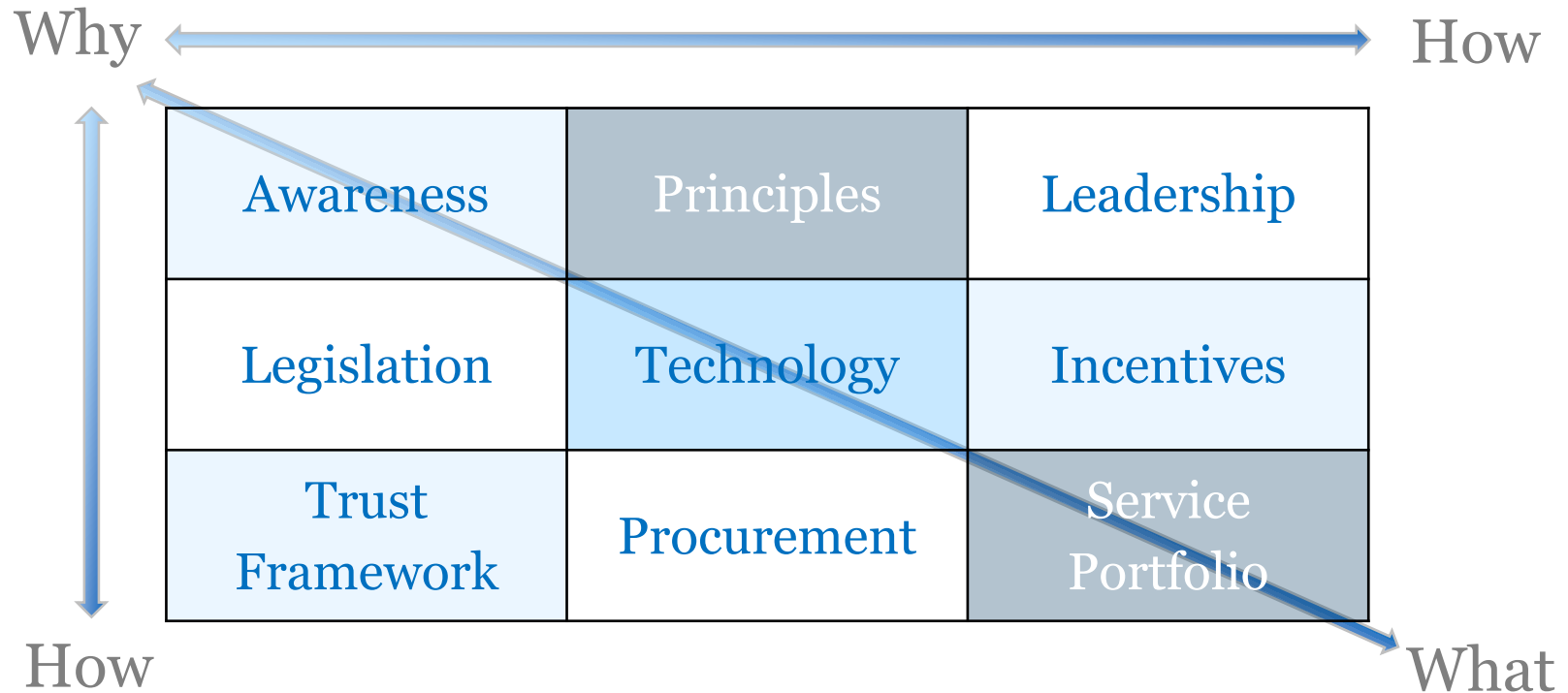
Structured strategy



# Digital Services for Europe Toolkit



# Building Blocks



# Elements & Multi-level Implementation Steps

Awareness	Level of application		
Elements	EU-level	National level	Municipal level
Invest in awareness		[Organize local-national collaboration alliances]	[Assign a trend-watcher] [Organize network events] [Collaborate with knowledge partners] [Analyze the (local) ecosystem of innovative startups]
Setting the agenda	[Install a digital leader on each level of government to align awareness and execution at all levels]		

# Digital Survey\*

To determine your starting point, this strategy includes a digital survey that helps identify strengths and challenges in the ecosystem of your particular municipality or country, by checking what is already in place or in progress.

For example, you might have topics already on your political agenda that have high priority, which can be used as an accelerator towards digital services for Europe? Which start-ups or existing enterprises in your environment can be used as a pillar in your strategy?

Challenges can be used as a driver for change, because priorities help to focus. Strengths on the other hand can be used for leverage, to create new opportunities and provide the confidence needed to make important decisions.

Filling out the survey is the best way to get started, because the results give an insight into your current situation. Furthermore, the process acts as a trigger to gather existing documentation and get a general overview as a country or municipality, and discuss any differences in perspective of the actual state of affairs in order to get aligned.

Please read the instructions below to start your survey

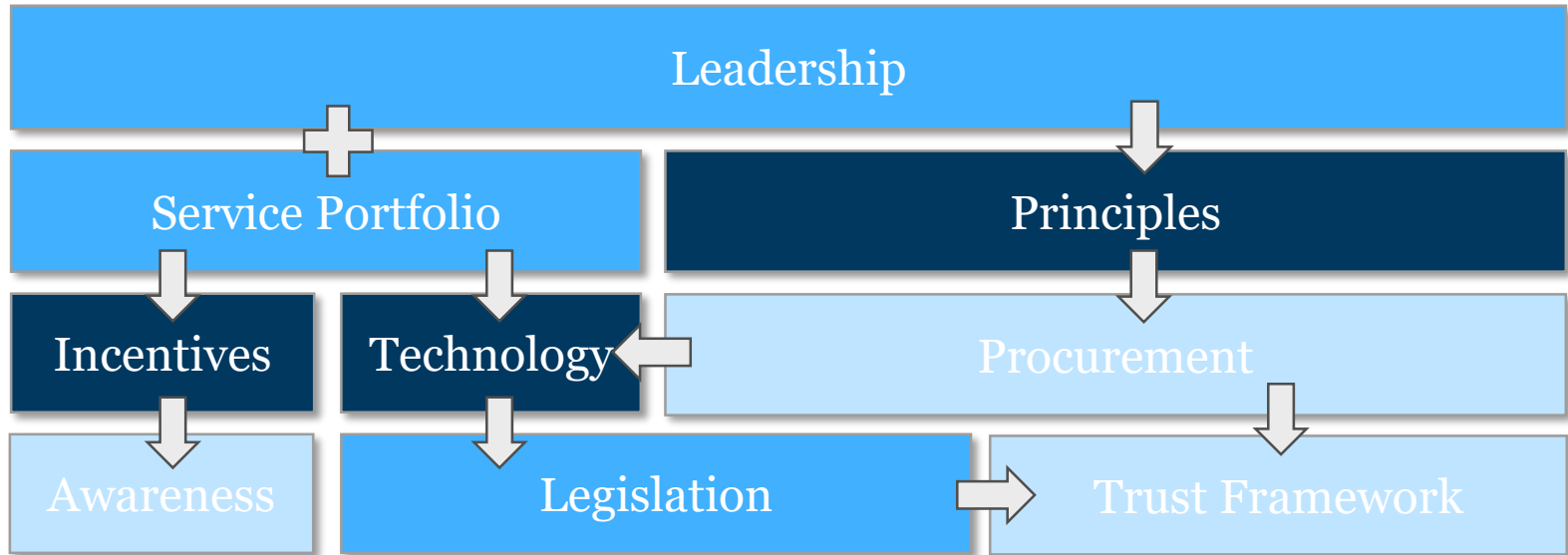
A user account is required use the digital survey and the dynamic roadmap tool. You can register your account on the [User Registration](#) page. After creating your account you, can log in below to start filling out the survey and generate your roadmap after completing the survey.

Context	Awareness	Leadership	Principles	Incentives	Summary
0% Complete					1 of 6
<b>EU Member State *</b>	<b>Municipality *</b>				
Netherlands	Enter name of municipality or use 'n/a' for national level				
<b>Role (or representative of) *</b>	<b>Email (user account)</b>				
Select...	Hillen.Oost@VNG.nl				
<input type="button" value="Next"/>	<input type="button" value="Save Draft"/>	<input type="button" value="(Delete)"/>			

Context	Awareness	Leadership	Principles	Incentives	Summary
17% Complete					2 of 6
<b>Awareness</b>					
The drive towards citizen-centered digital services requires awareness at all levels of government. Where commonly shared principles are our guidelines, awareness is our compass. It helps us develop services that are aligned to the needs of social, ecological and economical context in which they are delivered. We also require awareness to determine whether the choices that we make along the way are in line with our principles and reflect the needs of the people in our society. Awareness also helps us refine and retune our principles as we progress.					
Please mark the value that most closely approaches your current state of affairs for each of the elements:					
	No	Partially	Mostly	Yes	n/a
<b>Invest in Awareness</b>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Organize a continuous effort to stay up to date on political and technological developments</i>					
<b>Setting the agenda</b>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Organize the ability to address issues concerning the impact of the digital transition</i>					
<b>Strategic narrative</b>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Make the digital transition a center-stage topic on the political agenda</i>					
<b>Incorporate social value in the core of business models</b>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Emphasize on society-driven rather than only on profit driven-growth, and balance the benefits of few with the benefits for all.</i>					
<b>Sense of urgency</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Enforce the follow-up of desired change set in motion by the introduction of new legislation, principles, technology etc.</i>					
<b>Create means and</b>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

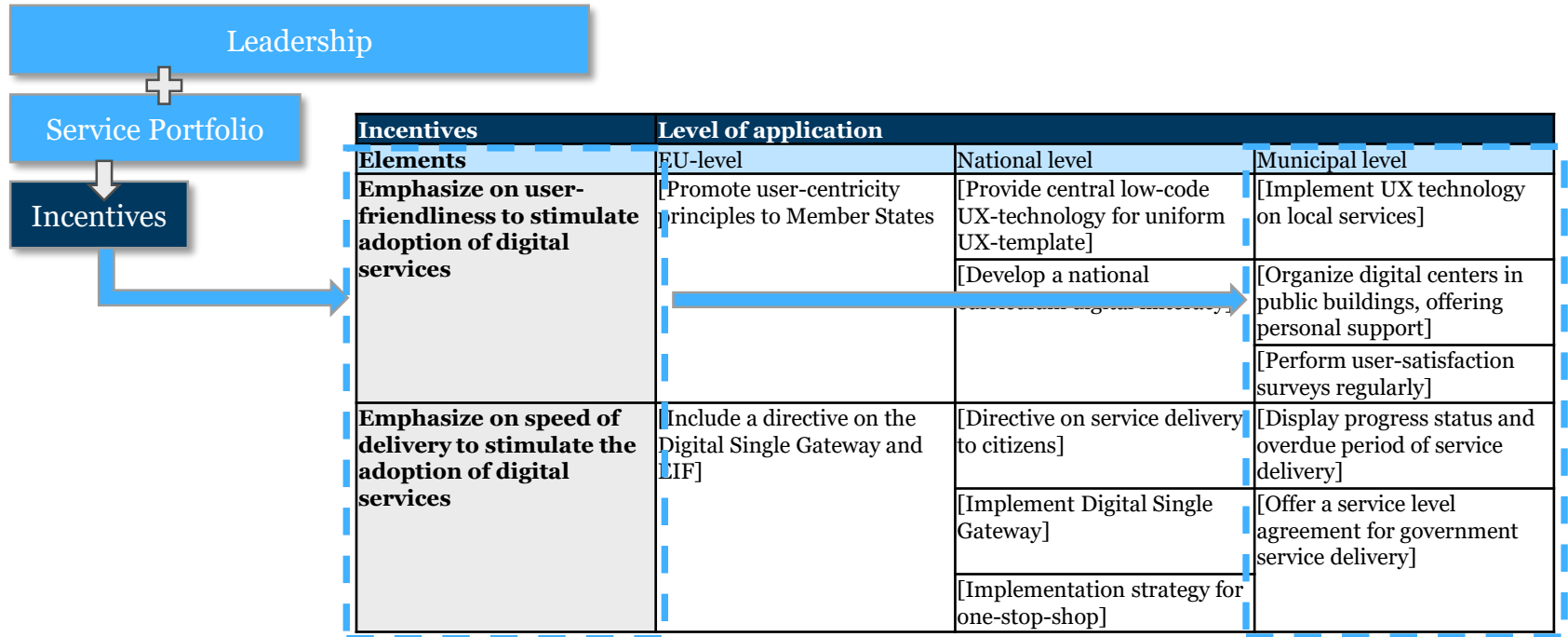
\* Under development; illustrative concept

# Dynamic Roadmap\*



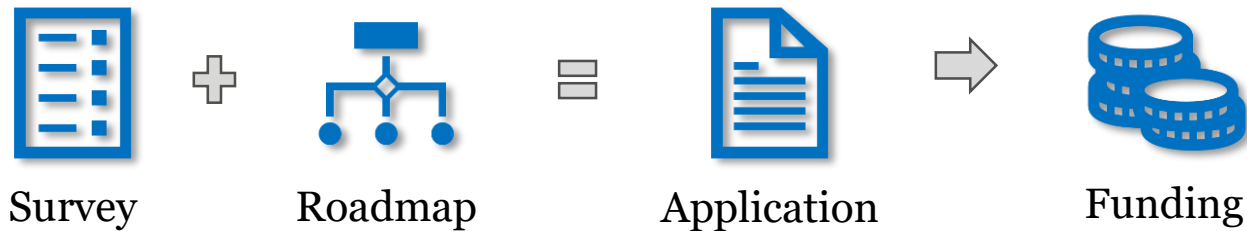
\* Under development; illustrative concept

# Implementation Strategy





# Funding-Application Preparation\*



## \* Possible scenario's:

- Appendix to an application
- Fully pre-filled application
- Preferred channel for funding program (e.g. Structural Reform Programme)