EMERGREEN

EMERGING TECHNOLOGIES
FOR GREENER COMMUNITIES

INNOVATIVE PUBLIC SERVICE FOR GREENER COMMUNITIES

"Innovation in government is about finding new ways to impact the lives of citizens, and new approaches to activating them as partners to shape the future together"
- OECD, 2017

The public sector worldwide is faced with increasing pressure to evolve and to offer more "customer-centric" services. Technologies such as virtual reality, the internet of things, industrialised analytics, and automated platforms are fuelling societal change and have the power to transform every aspect of the public sector, if they are designed, implemented and managed with the end-user in mind.

Public sector organisations in the Northern Periphery and Arctic (NPA) areas face the additional challenge of providing public services in areas dealing with dispersed populations, high service delivery costs and the scarcity of human and material resources.

5 NPA region organisations, collaborating in the EMERGREEN project, have successfully addressed these challenges, using emerging technologies and end-user engagement to create innovative, sustainable public services.

EMERGREEN's transnational platform provides access to these new services. It also shares the business model details, lessons learned and recommendations from the partners. These services have huge potential to be expanded into other public service areas and adopted by other regions.

The table below shows examples of how the services created through the EMERGREEN project are achieving public service goals and impacting the lives of citizens and their communities.

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Northern Periphery and Arctic Programme
2014–2020

Using technology and co-creation to deliver sustainable public services to citizens in remote and sparsely populated areas

Public Service Goals	Results	EMERGREEN's innovative public services
Provide public service information online in usable formats that are accessible to all	• Co-creating services with the people they are intended to serve • Creating public value • Increasing trust in public services • Improving access to public information	• **SolcEllen chatbot** – answering questions on solar power options for homeowners • **Heat Pump Portal** – data and stories to help citizens make home heating decisions • **RIA chatbot and Recycling App** – providing service information, e.g., where and when to recycle, bin collection information and suggestions for better waste management
Engage with citizens on their terms	• Allowing citizens to participate in citizen science (creating and sharing data) • Citizen co-production (helping to create content)	• **OMAidea** – public participation platform for various green initiatives including idea generation, feedback collection and participatory budgeting. • **RIA chatbot and Recycling App** – providing service information and encouraging positive waste management
Empower citizens to make decisions or take actions	• Creating a sense of community • Digital nudging (guiding behaviour, e.g., steering citizens towards reuse or recycling rather than waste) • Behavioural change (increasing the uptake of positive actions) • Education • Raising awareness • Social capital (creating a positive network among people in a community)	• **Donegal Coastal Stories app** – citizens contributing data to actively monitor coastal erosion, through sharing photos and local coastal stories • **Heat Pump Portal** – data and stories to help citizens decide which type of renewable heating to invest in • **OMAidea** – community building, digital nudging and awareness raising with a simultaneous possibility to share citizen-generated ideas

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