

Public Trust in Digital Services: How to get it and how to keep it

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Public Trust in Digital Services

How to get it and how to keep it

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We are entering the post-digital era

decades of digitalization has resulted in a society where almost everything is digital. and that opens new possibilities.

Digitization era
2000 – 2010
e-Government

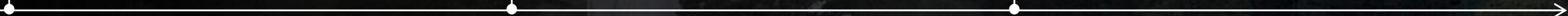
Enhanced traditional public services online. More efficient information processing.

Digital transformation era
2010 – 2020
Digital Government

End-to-end digital replacement of traditional public services. Whole-of-government approach to service delivery.

Post-digital era
2020 – ...
Personal Government

Citizen-centric digital-first new type of services and capabilities without traditional analogues. Whole-of-society approach to service delivery.



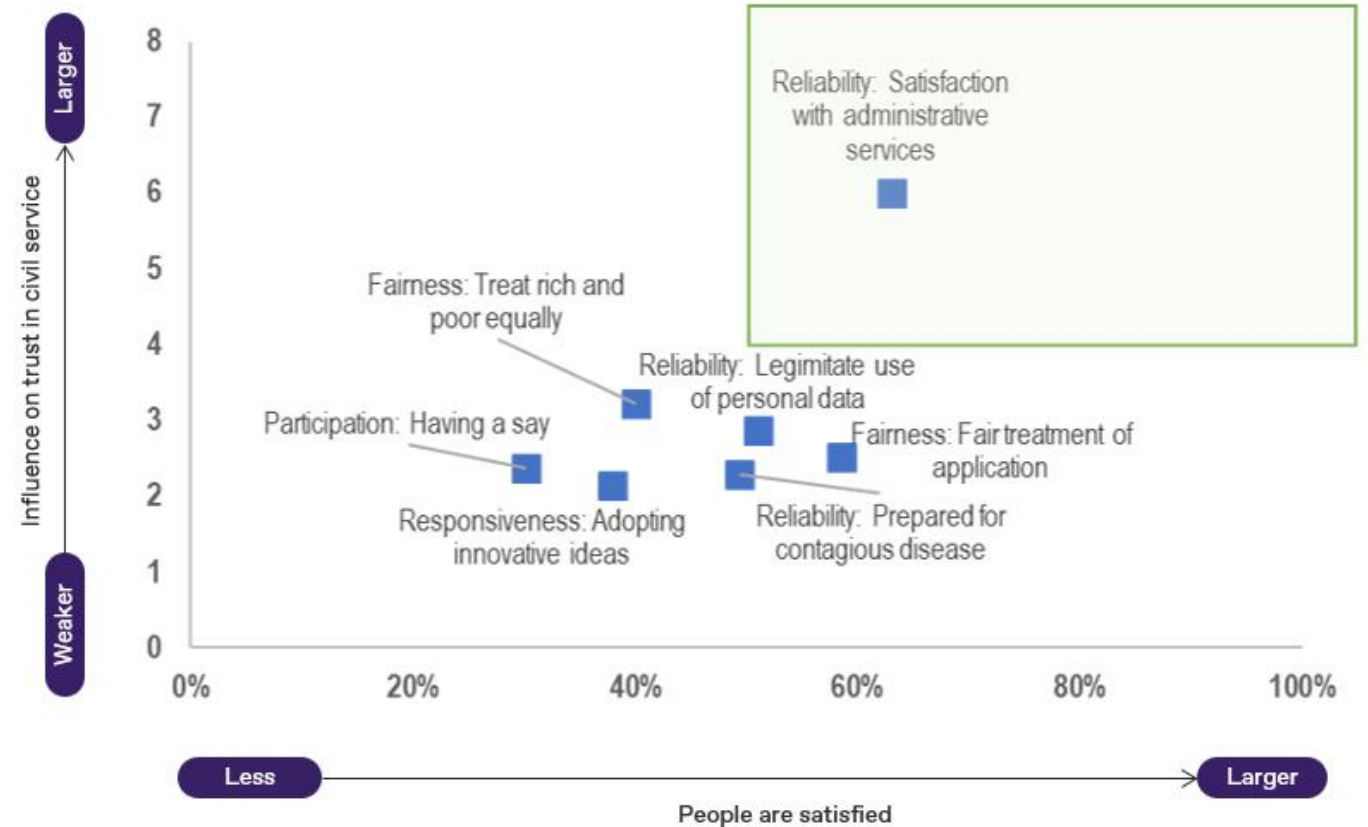


How efficient can a society become through trust?

Evidence shows that satisfaction with services is the strongest contributor to trust in state and/or the civil service

Satisfaction with services is highest when services perform at a consistent and high rate, i.e. they deliver on the outcome

Figure: Determinants of trust in the civil service, 2021



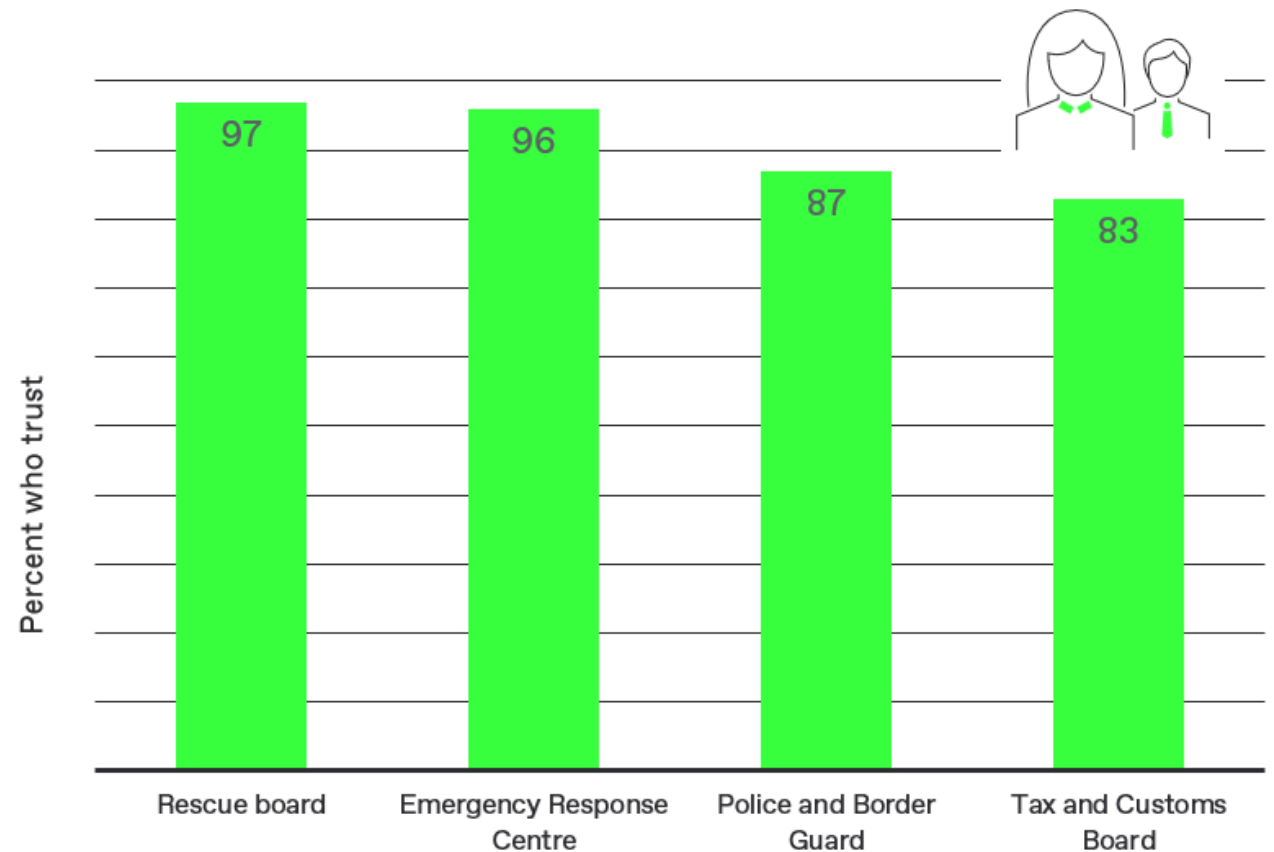
Source: OECD Trust Survey (<http://oe.cd/trust>)



How efficient can a society become through trust?

Estonian Tax and Customs Board is one of the top four most trusted public institutions in Estonia

83% of people trust and approve the body that taxes them!



Source: Trust of Institutions, 4th quarter 2023, a [Turu-uuringute AS](https://www.turu-uuringute.ee) study commissioned by Ministry of Interior. <https://www.siseministeerium.ee/ministeerium-ja-kontaktid/ministeerium-ja-minister/uuringud-ja-analuusid#avaliku-korra-tagami>

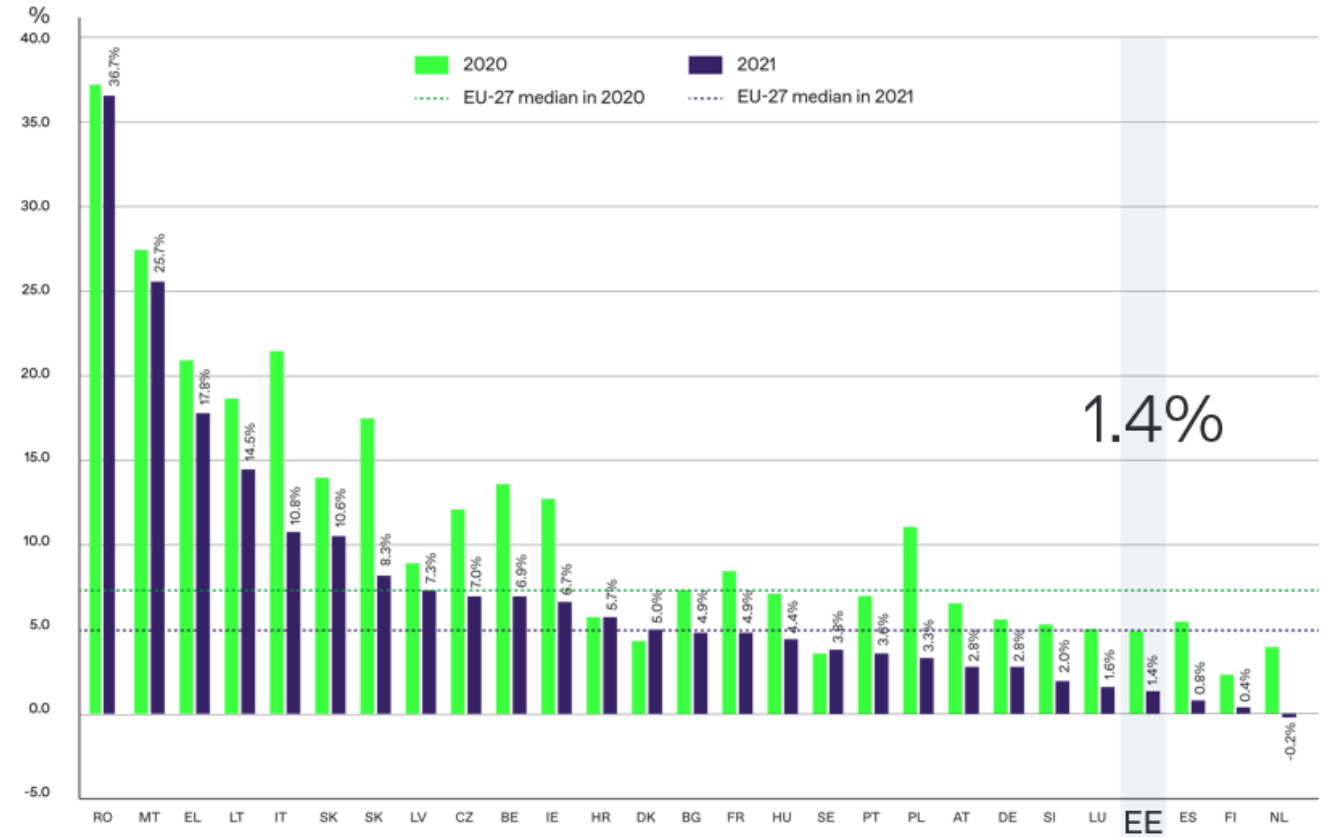


How efficient can a society become through trust?

Net effect – one of the highest tax compliance rates in Europe

What holds for companies holds for citizens alike - service performance fuels trust that leads to cooperation and a more likely achievement of the intended service outcome

Figure: VAT compliance gap by Member State (as % of VTTL, 2020 vs 2021)



Source: European Commission, Directorate-General for Taxation and Customs Union, [Poniatowski, G., Bonch-Osmolovskiy, M., Śmietanka, A. et al., VAT gap in the EU – 2023 report, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2778/911698>](#)



The journey towards a digital society



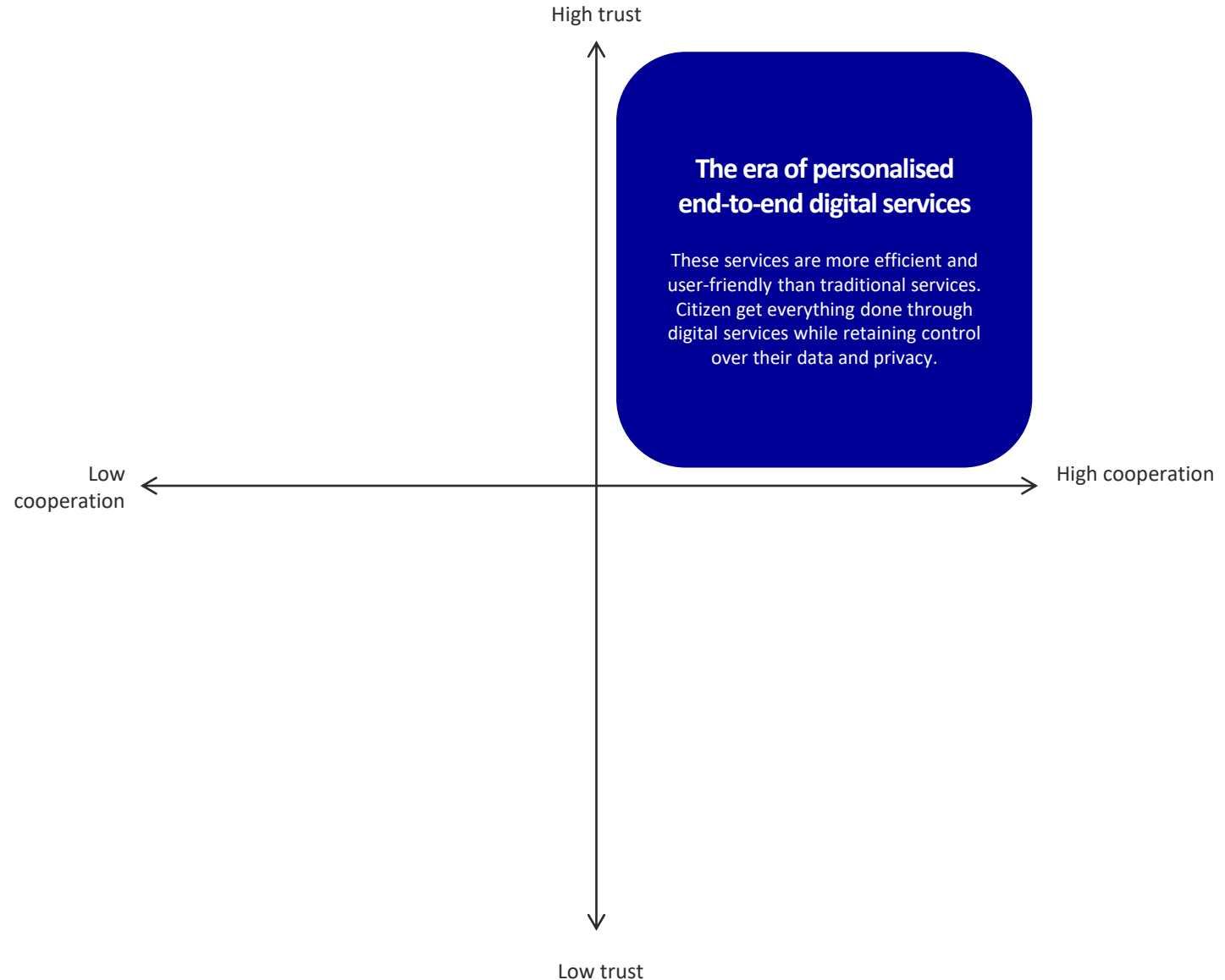


Trust is the enabler of cooperation and personalisation

In personalized government trust is the primary enabler that citizens get service outcomes, instead of mere service outputs

Performance trust will become a key driver of societal efficiency

Believing and seeing that the service response is individualized will ensure citizens themselves work towards the end-value delivery of the service



redefining the relationship between a citizen and the government



+ **human-centric.**

For me, the government is a single person - I should not need to know all the complexity of the government with its rules and institutions - only what affects me or my loved ones.

+ **accessible.**

I should be able to use services through channels that I prefer and are accessible to me.

+ **proactive.**

If don't want to apply for things that I'm eligible for anyway and the government knows it. I consent you to do things for me.

+ **trustworthy.**

I trust it if I understand it. I'm willing to give it a try if there's enough incentives.

+ **empowering.**

I'm provided with opportunities and added-value that is specific to me. I feel that I'm treated as a valued member of the society empowered to fulfill my goals.



Personal Government

new desired outcomes

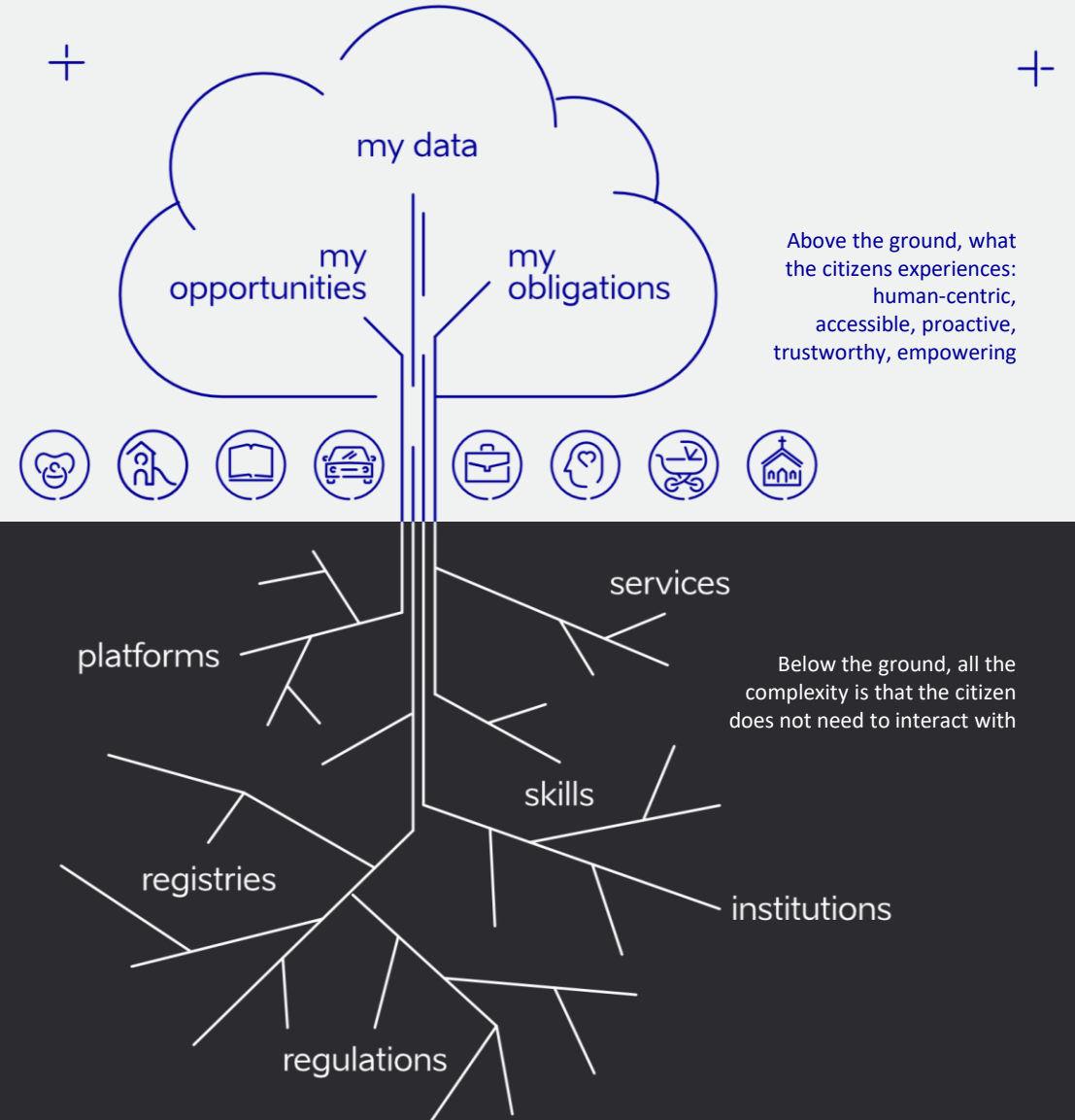
- + Trust society
- + Sustainable growth
- + Renewal

new paradigm to service delivery

- + human-centric
- + accessible
- + proactive
- + trustworthy
- + empowering

new or enhanced capabilities

- + open data and transparency
- + government-as-a-platform for services
- + life-events based service model
- + artificial intelligence
- + continuous renewal of services





Core digital public infrastructure

The building blocks for a digital society.

Interoperability & Data Governance Strategy

National Once-Only System Strategy and Implementation

National AI Strategy

Digital Identity and Trust Services Implementation

Secure Data Exchange System

Single Digital Gateway Implementation

Service Delivery Standards

Cybersecurity Standards and Implementation

Data Privacy and Consent Services

Digital Identity & Trust Services

We are the implementors of the most secure and modern digital public infrastructure in the world.

Pan-Baltic trust services

In collaboration with SK ID Solutions AS

Delivered projects:

- Certificate Authority and Registration Authority solutions used over 3 Baltic states
- SIM-based Mobile-ID solution used in Estonia and Lithuania
- Smart-ID (SIM-less Mobile-ID) solution for 3 Baltic states
- Tachograph certificates solution (UK, Denmark)
- e-Seal solution
- Digital Identity Wallet (POC)

Estonian national DPI

In collaboration with the Information System Authority of Estonia

Delivered projects:

- Mobile applications for end-users for digital signing and validation (Android and iOS)
- Software for service providers and integrators (libraries)
- Signature creation and validation services
- ID-card management software
- Central authentication services (TARA and GovSSO)
- EU cross-border authentication

Global projects

In collaboration with international corporations and authorities

Delivered projects:

- X-Road (Estonia, Finland, Iceland)
- eID solutions for Auðkenni, Icelandic CA
- Identity Management for Nintendo
- Employees digital badge solution for Amazon
- Legal framework audit in Georgia
- eID roadmap composition for Smart Dubai Government
- NEOM identity design



X-Road, the securest and most widely used data exchange system on the planet

- Backbone of e2e encrypted cyber resilient government data exchange that cannot be intercepted nor tampered.
- Used in Estonia, Finland, Iceland and many more countries.
- Complies with the European Framework of Interoperability.
- Complies with the eIDAS requirements for trust services.
- Dozens of companies that support x-road implementation.
- Nortal is core developer of x-road framework.

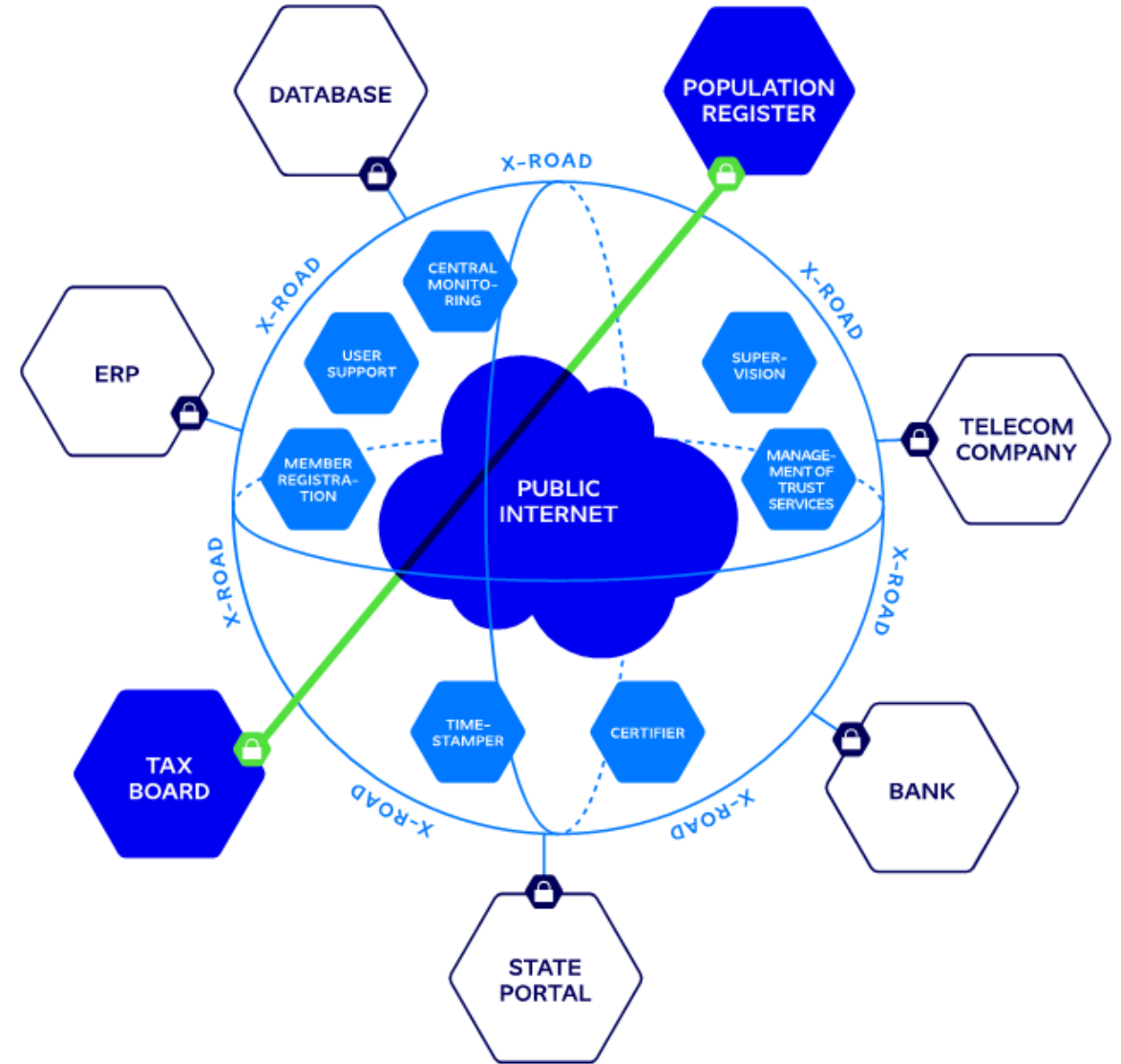


Figure: x-road general concept

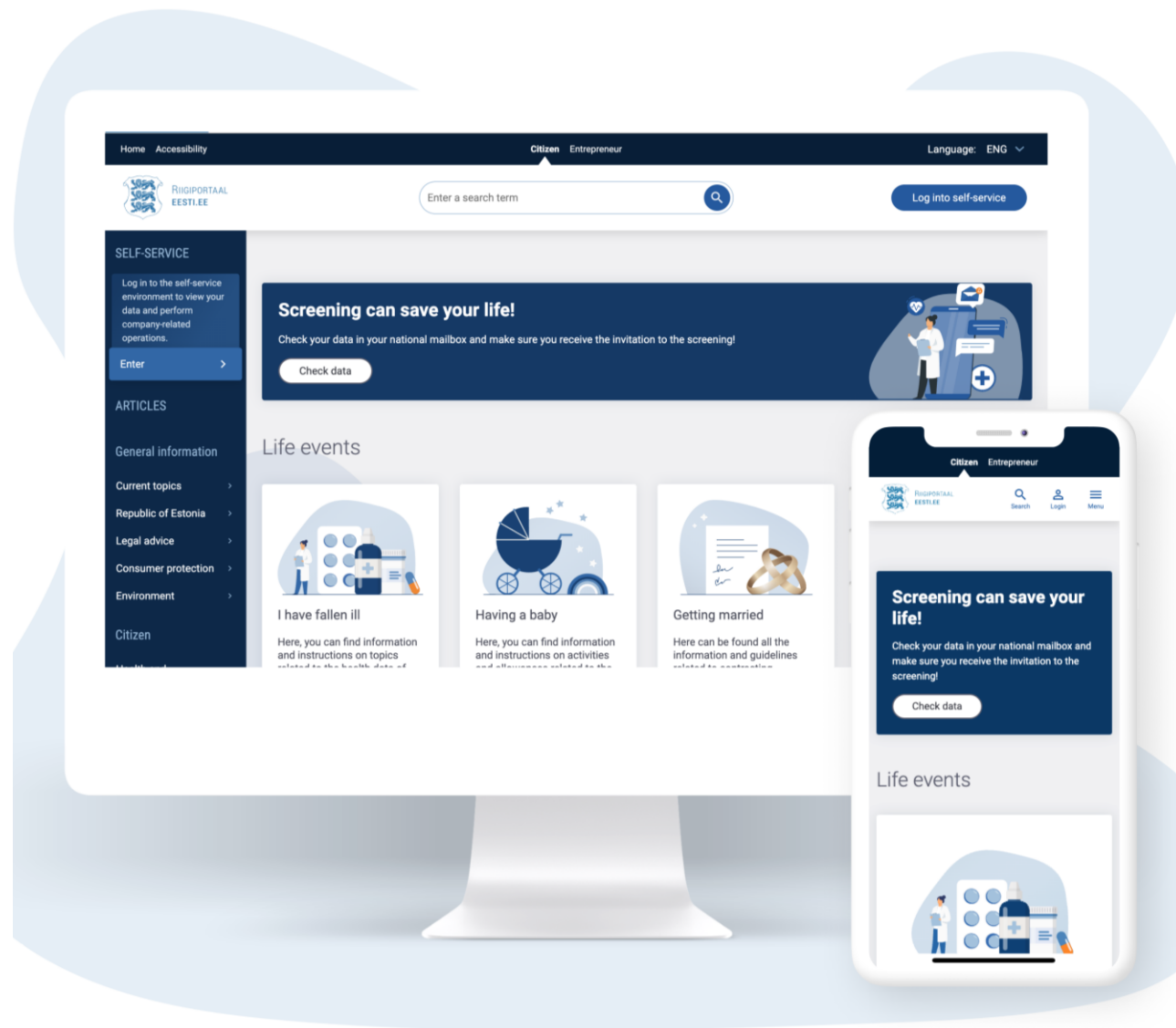


Unified state digital services gateway

End-to-end digital public services get most of your regular needs done. You can get married there.

Citizen-centric life-events based services makes the service experience seamless.

You always see who has accessed your personal data, in real-time.



This is
start of
a new era





Come and talk to us
on Stand C39

<https://nortal.com/insights/personal-government-white-paper/>

