REGIONAL WORKSHOP

FOR

PARLIAMENTS OF LATIN AMERICA

"ICT strategic planning and use of social media in parliaments"

organized within the framework of
the Exchange Network of Parliaments of Latin America and the Caribbean
through
the Global Centre for ICT in Parliament

23, 24 and 25 October 2013
Montevideo, Uruguay

AIDE MEMOIRE

Background

In recent years, many parliaments have embarked on efforts to introduce ICT to enhance parliamentary processes, with mixed results. While some have achieved a high level of success in their use of technology, others vary considerably in their ability to support these functions through the use of ICT.

All World e-Parliament Reports (2008; 2010; 2012) have underlined that strengthening parliaments as transparent, accountable and effective institutions through the introduction and use of ICT is a major undertaking. The success of this endeavour depends greatly on the critical engagement of the parliamentary leadership supported by members of parliaments, secretaries general, ICT directors, information services directors, relevant senior officials and parliamentary staff around an agreed ICT Strategic Plan in which the services provided by ICT are aligned to the highest goals of the institution.

Strategic planning is one of the primary tools that enable institutions to move from an uncoordinated approach to technology to a set of measurable priorities for ICT implementation. It helps link the vision and mission for technology to strategic objectives, priority projects, tasks and activities, and indicators of progress.

When resources are constrained, as they have been for many parliaments during the last years, strategic planning and the management of ICT take on a special importance in the complex legislature environment. One of the most valuable contributions of the planning process under these circumstances is that it forces decision makers to focus not just on the

"what" of ICT but also on the "why". It requires parliaments to identify the benefits they will to gain as a result of implementing new systems or acquiring devices and to weigh those benefits against the cost implications.

As can be seen in the following figure, nearly half of all parliaments that responded to the Global Survey of ICT in Parliament in 2012 reported that their ICT budgets, as a percentage of the total parliamentary budget, was 2 per cent or less (less than 1 per cent=23 per cent; 1-2 per cent=24 per cent). 26 per cent reported ICT budgets that were between 3 per cent and 6 per cent; 21 per cent had budgets over 7 per cent of the total parliamentary budget. There is a wide disparity between the highs and lows in these results. For example 23 per cent of parliaments have ICT budgets that are less than 1 per cent of the parliament's total budget while 25 per cent have budgets that are 5 per cent or more of the total parliamentary budget.

ICT budget as a percentage of the entire budget of the parliament
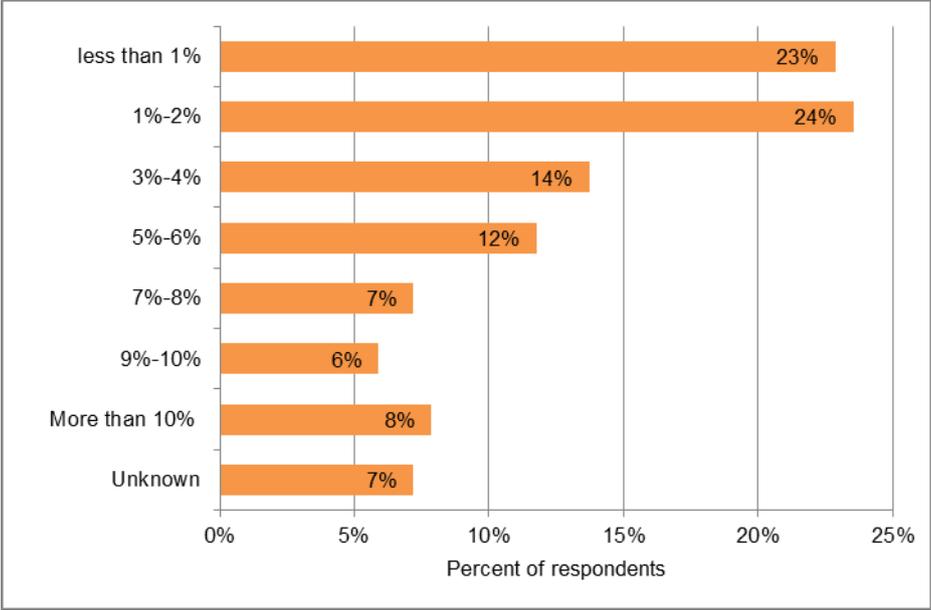
(Source: Survey 2012, Section 1, Question 18; 153 respondents)

ICT strategic planning still remains a big challenge for parliaments of Latin America. Data from the World e-Parliament Report 2012 show that only 32% of Latin American parliaments responding to the Global Survey of ICT in Parliament have a written vision statement for ICT and only 40% have a strategic plan. As shown in the figure below, the Survey results found that the average e-Parliament scores of Latin American chambers in total and for all sub-categories were substantially higher compared to all respondents except in the area of *Oversight and Management,* of which Strategic Planning is a key component.

e-Scores: Latin American chambers compared to Caribbean chambers and to all respondents that responded to the 2012 Global Survey on ICT in Parliament
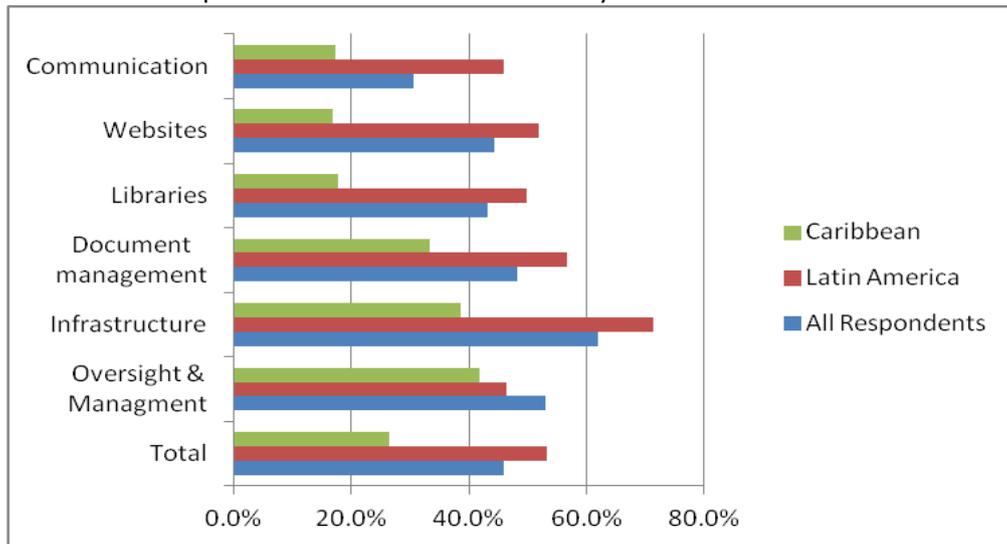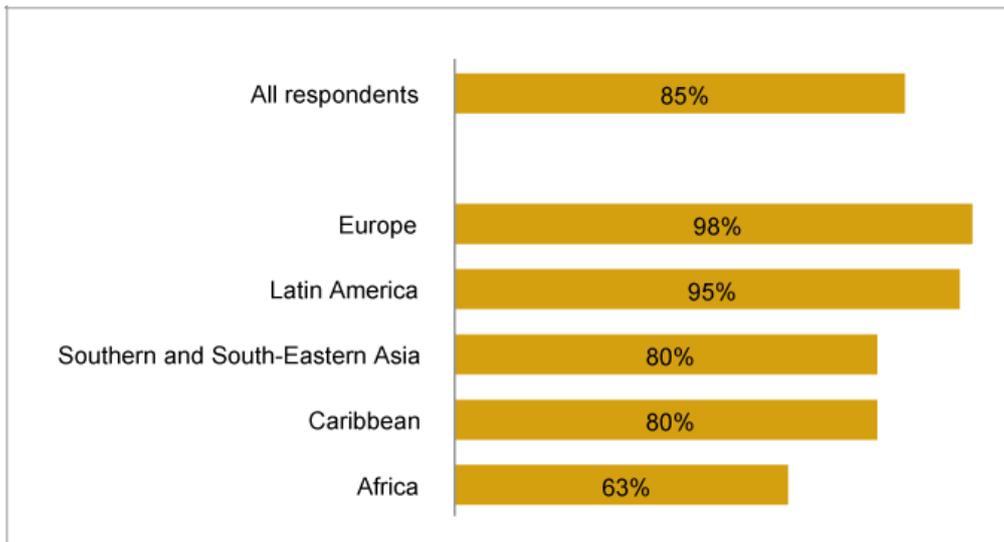

Source: World e-Parliament Report 2012

One of the key strategic objectives of parliaments today is certainly enhancing citizens' participation in the law-making process. In addition to making parliaments' internal processes more effective, ICT is also a very valuable tool to increase citizens' engagement in parliamentary work through the provision of effective information and communication services.

Today's social media in particular have a great potential to facilitate the dialogue between citizens, their elected representatives and legislatures. They enable faster and more frequent interactive communication, providing new mechanisms for public engagement and participation. By offering new channels for two-way communication among individuals, they are having a powerful impact on the ability of citizens to build politically engaged communities able to put pressure on legislators and political groups.

These developments are forcing representative institutions and members of parliament to embrace these new technologies and to understand the complex network of information and communication channels used by citizens. Data from the *World e-Parliament Report 2012* shows that one-third of parliaments are already present on social media and another third are planning to join them. The figure below shows that Latin America makes no exception with a high percentage of parliaments using any form of social media.

Use of any form of social media*, by region

Region	Percentage
All respondents	85%
Europe	98%
Latin America	95%
Southern and South-Eastern Asia	80%
Caribbean	80%
Africa	63%

(Source: Survey 2012, Section 6, Question 10)
*Use of social media includes use of any of the following methods for communicating with citizens: *e-Petition; e-Consultation on bills; e-Consultation on issues; Online discussion group; Blogs; YouTube or other video sharing service; Twitter; Social networking sites such as FaceBook or MySpace; Online polls*. (Personal e-mails and websites are not included).

Using social media in parliament, however, is a recent innovation. Parliaments, including those from Latin America, are still exploring how to use them effectively and take advantage of new opportunities for communication and engagement that they provide.

Goals and objectives

The Regional Workshop intends to respond to some of the challenges faced by parliaments of Latin America to budget and plan strategically the use of ICT both to enhance the effectiveness of their internal processes and to improve their communication and information services towards citizens.

The workshop will be held over three full days and structured as follows:

The first day will be dedicated to a discussion among Members of Parliaments responsible for the budget of the institution on how currently ICT is funded in their legislature and which is the process of prioritization of ICT projects vis-à-vis the priorities of the membership and the parliamentary administration.

The second day will focus on ICT strategic planning. Although there are several approaches to ICT strategic planning, they all involve the same fundamental principles and steps. This part of the workshop will focus on the basic stages of strategic planning, their objectives and the tools that can assist in the process, and will provide case studies of ICT strategic planning process in Latin American parliaments.

Participants will be also invited to discuss the draft document *ICT Strategic Planning in Parliament* prepared through the Global Centre for ICT in Parliament. The document aims at providing guidance to the political and administrative leaders of parliaments and their senior staff on the basic principles of strategic planning as it applies to ICT and on the steps to be undertaken by legislatures to devise their own ICT Strategic Plan.

The underlined third day will concentrate on the use of social media to engage citizens in parliament's work. Participants will have the opportunity to discuss the *Social Media Guidelines for Parliaments* published by Inter-Parliamentary Union with support from the Association of Secretaries General of Parliament (ASGP), the IFLA Section on Libraries and Research Services for Parliaments and the Global Centre for ICT in Parliament. The objective of the Guidelines is to encourage more widespread, more efficient and more effective use of social media by parliaments.

This part of the workshop will analyze lessons learned by parliaments so far and successful cases of citizens' participation in parliamentary processes.

Targeted Audience

The Workshop is directed at Members of Parliaments who are responsible for the budget of the institution in the area of ICT, the Directors of ICT and Heads of Public Communication Offices of the 29 parliamentary chambers of Latin America (see list in the Annex). The participation of Legislators, Directors of ICT and Heads of Communication from various countries will facilitate their communication and encourage their collaboration in planning the use of ICT to make parliaments more open and closer to citizens.

The United Nations will be able to support the participation of the Director of ICT and the Head of the Public Communication Office of each Latin American assembly/chamber (see Practical Information Note enclosed).

Meeting venue

The regional workshop will be held at the Parliament of Uruguay in Montevideo on 23, 24 and 25 October 2013.

Organizers

The workshop is co-organized by the United Nations Department of Economic and Social Affairs (UN/DESA), the Inter-Parliamentary Union (IPU) and the Parliament of Uruguay, through the Global Centre for ICT in Parliament.

The workshop is organized within the framework of the *Exchange Network of Parliaments of Latin America and the Caribbean* (ENPLAC) and builds on previous activities carried out by UN/DESA in Latin America through the Global Centre for ICT in Parliament and the project funded through the United Nations Development Account *Supporting the Establishment of a Latin American Parliamentary Knowledge Network*.

Languages

The languages of the workshop will be English, Portuguese and Spanish.

Useful Links

UN/DESA: http://www.un.org/en/development/desa/index.html
Inter-Parliamentary Union: http://www.ipu.org/english/home.htm
Parliament of Uruguay: http://www.parlamento.gub.uy/
ENPLAC: http://www.ripalc.org/
Social Media Guidelines: http://www.ipu.org/PDF/publications/SMG2013EN.pdf
Global Centre for ICT in Parliament: http://www.ictparliament.org/
World e-Parliament Report 2012: http://www.ictparliament.org/WePReport2012

ANNEX: Chambers in Latin America[1]

1	ARGENTINA	Senate
2	ARGENTINA	Chamber of Deputies
3	BELIZE	Senate
4	BELIZE	House of Representatives
5	BOLIVIA	Chamber of Senators
6	BOLIVIA	Chamber of Deputies
7	BRAZIL	Federal Senate
8	BRAZIL	Chamber of Deputies
9	CHILE	Senate
10	CHILE	Chamber of Deputies
11	COLOMBIA	Senate
12	COLOMBIA	House of Representatives
13	COSTA RICA	Legislative Assembly
14	ECUADOR	National Congress
15	EL SALVADOR	Legislative Assembly
16	GUATEMALA	Congress of the Republic
17	GUYANA	National Assembly
18	HONDURAS	National Congress
19	MEXICO	Senate
20	MEXICO	Chamber of Deputies
21	NICARAGUA	National Assembly
22	PANAMA	Legislative Assembly
23	PARAGUAY	Senate
24	PARAGUAY	Chamber of Deputies
25	PERU	Congress of the Republic
26	SURINAME	National Assembly
27	URUGUAY	Senate
28	URUGUAY	House of Representatives
29	VENEZUELA	National Assembly

[1] Belize has a bicameral system but one administrative structure for both houses