

## Experiences with Nettskap 2.0

(Norwegian version by Fredrik Johnsen and Ingeborg Volan, 13. Dec. 2010)

*Translated into english by the Ministry.*

### **Web-creators and entrepreneurs (Nettskap 2.0) – Slightly Beyond Halfway**

*Nettskap 2.0 was initiated by the Government during the spring/summer 2010 as a trial arrangement to stimulate innovation and service development based on web 2.0 or user-generated content, preferably coupled with public data. The projects awarded support are supposed to demonstrate in a convincing manner how they will be able to obtain their goals for either service development and innovation, more efficient work processes, or increased democratic participation. All of them are supposed to make use of web 2.0 technology and cooperation as their starting point. The initiative is titled "Nettskap 2.0" and the projects rewarded grants are called "Nettskapere" in Norwegian, which might be interpreted as "Web-creation-entrepreneurs" in english, and thus the term used in this report.*

On the 12<sup>th</sup> of November last year around 50 people, including "web-creation-entrepreneurs" and others who share an interest in the culture of sharing and collaborative web and innovation were gathered in Oslo to discuss their projects, challenges and possibilities. The purpose of the gathering was getting a status on the development of the different projects awarded grants from "Nettskap 2.0", as well as preparing for an exchange of experiences among the participants.

The gathering was opened by the Minister of government administration, reform and church affairs, Ms Rigmor Aasrud, who expressed hope that the experience in using public data by the Nettskap 2.0 participants' could help others in showing the usefulness of public data.

- Very often government enterprises, and for that matter politicians, have difficulty in seeing the usefulness of making public data accessible for new service development. I am hoping that the stunt Nettskap 2.0 is going to learn us more about the potential for using public data, the minister remarked in her opening speech at the Nettskap workshop.

Several of the web-creation-entrepreneurs are faced with similar challenges connected to the development of business plan and economy in the project. Furthermore, a running theme is that the Nettskapers want better accessibility of public data, and that this should be communicated in the same way in public enterprises. Today, data may be accessible in one enterprise and still inaccessible in another one.

After the exchange of experiences at the workshop, three common problem areas have crystallized. If the Ministry of Government Administration, Reform and Church Affairs (FAD) wants more Norwegian entrepreneurs to make use of public data in their commercial activities, these are some of the problems to be addressed:

- There is no good central overview over available data sources. In addition to this, public agencies and enterprises have different practice concerning access to data; as to what kind of data should be made accessible.

- Guidelines should be made for deciding what formats in which data shall be made accessible. It should also be clarified which authority is responsible for deciding the correct interpretation of rules and regulations when there is disagreement between different authorities.
- Many of the projects have problems drawing up clear business plans. To transform a good idea into a solid, marketable product is not necessarily uncomplicated. The follow-up should therefore concentrate on business development.

This report sums up the main conclusions of the workshop.

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## Background for Nettskap 2.0

In the spring of 2010, the Ministry of Government Administration, Reform and Church Affairs (hereafter called FAD) announced research grants for projects which could demonstrate how trying out and testing the web 2.0 technology could be used for practical purposes. FAD's objective was to stimulate the development of specific services or examples (demonstrators), and to trigger off the possibilities related to the further use of public information and its accessibility.

It is also desirable to develop cooperative solutions which may increase the potential of value creation and efficiency improvement in relevant enterprises and stimulate development and testing of services which may contribute to increased transparency and democratic participation. Included in this is as well an aim to increase the knowledge basis on this type of innovation and service development.

On this background Nettskap 2.0 was announced. The projects which were granted financial support had different approaches and degrees of specification, and might as well be in the form of demonstrators (beta versions) as being factual services/solutions.

Some important secondary goals for Nettskap 2.0 were listed in the announcement:

- Providing several examples of range of applications/services, based on web 2.0 technology.
- Providing a better knowledge basis on business models and better knowledge of how new services/values may be created through user generated content/cooperation.

- Developing demonstrators or new services with different purposes and utility value.<sup>1</sup>

There were 135 applications, and 17 different projects were awarded support through Nettskap 2.0. A total of NOK 2.5 million was awarded to selected projects (web-creator-entrepreneurs). Those selected are developing services meant for very different groups, from hunters and property owners to primary schools and anybody interested in publicly announced deaths.

A complete list of recipients of Nettskap 2.0 funding is found here:

<http://data.norge.no/nettskapvinnere/>.

<sup>1</sup> <http://www.regjeringen.no/nb/dep/fad/kampanjer/nettskap/retningslinjer.html?id=599591>

## Background for the workshop 12 November

The process of developing the Nettskap 2.0 projects is not finished. However, FAD had a wish to meet the project-owners about midway during the process. The purpose was to establish a meeting point to enable the project participants to share experiences, to see if they had common challenges and, not the least, to learn from other projects who had solved problems similar to their own obstacles on the way towards a completed service.

Hence, all Nettskap 2.0 projects were invited to a full workshop day on 12 November 2010.

In addition, anybody interested in web 2.0 technology, entrepreneurial activity, public data and other relevant topics could register for the workshop.

The program was developed by FAD with assistance from Sermo Consulting. The objective was three-fold:

Finding speakers who could inspire to further work and efforts; arranging for productive round table discussions to reveal problems and challenges which FAD should be aware of in connection with future projects; and giving the participants good opportunities for mutual discussions and identifying possible cooperation partners and assistants in the circle of other Nettskapers.

## Implementation

Before the workshop all project-owners were invited to visit a mutual website, [www.nettskap.no](http://www.nettskap.no). Here they received information on the work with the workshop, program and practical matters. In addition they were invited to blog about their own projects, status so far and input to the program.

The response was good – most of them wanted to participate in the workshop (see list of participants, attachment 1). Three Nettskap 2.0 projects were presented during the Nokios conference in Trondheim the week before the Nettskap workshop, and not everyone at the conference prioritized travelling to Oslo.

A little more than 50 participants registered for the workshop day. The bulk of these were from the Nettskap 2.0 projects, but they were joined by others with an interest in

web 2.0 technology, FAD employees and invited inspirators from among others the Norwegian Tax Administration and ICT Norway.

The program was as follows:

Part I Introduction

Introduction – welcome greeting

09.00: Welcome

09.15 – 09.20: Minister of Government Administration and Reform, Ms Rigmor Aasrud

Part II (09.20 – 11.45)

Presentations – demonstrations from the Nettskapers:

Digital Deaths – Kjetil Bruvik. Presenting a beta version of iPhone App for Oslo.

Mobile Queue – Daoshan Li.

DigJak Conserver – Ottar Remmen, Kjell Arne Mikalsen

Dingate.no – Tone Slotsvik

The Citizen Channel - David Norheim, Computas.

**Commentary by Thomas F. Anglero – (Head of Section for Innovation and Development, Norwegian Tax Administration)**

Very short break – 10.55

Table discussion I – 11.00 -11.45

Lunch break: 11.45-12.15

Part III (12.15 – 13.45)

Presentations from the Nettskapers continue:

Norsk Genero – Øystein Jacobsen

iiRegister – Rune Forberg

Omniscious - Roy Lachica

The Master Blog – Anne Aaby

Matematikknett (Mathematics Net) – Terje Kolderup

Tomme hender (Empty Hands) – Funkbit

Short break

Table discussion II – 13.45-14.30

Summing up – 14.30

Torgeir Waterhouse, Director New Media, ICT Norway

15.00: End of program and social activities for those interested.

It turned out that the discussions between the projects-owners and others were so intense that the second table discussion was replaced by self elected topics and groups. All in all, the workshop must be characterized as very successful, with positive feedback from the participants on the range of topics, the speakers as well as the choice of meeting place (the Stratos restaurant in the centre of Oslo).

**Feedback and input from the "web-creator-entrepreneurs":**

All the Nettskap 2.0 projects present at the workshop were introduced and the status

for their projects was presented. Beforehand they were also challenged to share the problems they had encountered en route and how they might have solved them.

An important element in their presentation should be their proposals to FAD on what is of importance in this kind of entrepreneur projects within web 2.0 and the use of public data, what “speed bumpers” they might have encountered in their meetings with the public sector, and what the ministry should emphasize in connection with possible similar projects in the future.

Not all Nettskap 2.0 presenters had a clear message or proposal to FAD about the continuing process. The inputs below are made partly from the participants’ presentations in the workshop, from interviews in connection with the workshop and from interviews made afterwards. In this part of the report there is a short presentation of the projects and accounts from some of the interviews. The content of the report is limited to the Nettskap 2.0 projects participating at the Stratos workshop.

### DigJak Conserver

DigJak Conserver is an administration and logbook system for landowners and hunters. The project was presented by Ottar Remmen and Kjell Arne Mikalsen.

The greatest problem they have encountered so far is that there is no system for information sharing between nature manager, public authority and the issuer of hunting and fishing licenses. Therefore, the quest for data on catching, hunting territories and quotas is quite extensive.

To be able to get land owners, fishermen/hunters and hunting/fishing license issuers to start using DigJak, it is required that all groups involved get the feeling of receiving added value by using the service.

- o Improved hunting/fishing logbook for the individual hunter/fisherman
- o Property administration for landowners, access to statistics etc.
- o Statistics and experience which issuers of fishing/hunting licenses may share with other users, good maps etc.

The work would have been easier if public authorities could contribute in getting better and more general routines for reporting to and from different authorities, in order to make data accessible for the same time period and equally fast.

### Dingate.no

Dingate.no (YourStreet.no) is a wiki-like web site with user generated content connected to local history, which may be tagged geographically to specific streets. The project was presented by Tone Slotsvik.

The background for *dingate.no* was an idea that came to Tone Slotsvik as she was walking through one of the oldest streets of Bergen: There should be a web site where one may get acquainted with the history of completely ordinary people who have lived in ordinary houses.

- I am a historian by education, and I think it is important that history should not only be a subject dealing with great decisions and “important” matters. I launched the idea for a web developer I know, and he liked the idea. It was purely by coincidence that

we stumbled upon the Nettskap announcement, but we understood that it might be suitable for us. To work with the application became a good opportunity to make the project specific. And receiving project funding was decisive in enabling us to start the project, so we are very happy about that, Ms Slotsvik says.

The web site *dingate.no* was launched according to plan in January 2011. In the beginning the web site will cover the areas Vågsbunnen and Bryggen i Bergen, with information about everything from ordinary dwelling houses to churches and sculptures.

- In some areas we have had to put some limitations on ourselves for the time being. Besides, the web site is only covering a part of the city centre of Bergen to begin with, Ms Slotsvik says.

As to public authorities, Ms Slotsvik has been in dialogue with several institutions (museums, the university etc.), and has received a positive response on the project from many of them. At the same time, they have a wait-and-see attitude – they want to see if it is possible to establish such an extensive project and make it work before they make a decision about cooperation.

- We have been allowed to use old pictures from the Picture Collection at the University of Bergen, which we greatly appreciate, Ms Slotsvik says. She also has a good cooperation with a project called BerGIS ([bergis.uib.no](http://bergis.uib.no)), connecting information from the Digital Archive to specific houses in Bergen. What has proven to be a challenge is getting rights to use media content.

In the longer term, Ms Slotsvik hopes to get some form of institutional connection for *dingate.no*. In the immediate future, the plan is to expand the web site geographically (at first a larger part of Bergen and then other places in Norway), and to develop it as a tool which may be used in the teaching of history.

- In cooperation with a company named Medula we are also working at developing a mobile application which could become an exciting "guide" for tourists as well as the local population. What we are ending up with will depend upon what kind of financing we manage to get in place, Ms Solvik concludes.

The challenge is to develop a sustainable business model. A project like *dingate.no* might soon be dependent upon public support.

### Digital deaths

"Digitale dødsfall" ("Digital deaths") is going to develop a web site and a mobile application in order to combine information about deaths. The project was presented by Kjetil Bruvik from Forlagsservice.

The "Digital deaths" idea was born after Mr Bruvik experienced that he failed to register a death in his neighborhood. Most of his neighbors knew about the death, since they were subscribing to newspapers publishing death announcements, unlike Mr. Bruvik.

- Potentially it could have been an embarrassment in my neighborhood. However, in this situation I was struck by the fact that information about deaths, which is an important element in most societies, is not distributed in a way adjusted to our digital

everyday life. The reading of paper-based newspapers is diminishing. However, the need for information is not disappearing, Kjell Bruvik says.

He assumed that public authorities were offering a service for information about deaths, but a centralized service of this kind does not exist. Hence the idea of the digital service on deaths emerged. Access to the service was planned to be through a net portal / net based service as well as through applications to mobile phones. Mr. Bruvik received NOK 90,000 in support from Nettskap 2.0 for further development of the project. However, "Digital deaths" was about to become a death case long before launching. When Mr. Bruvik applied to the Norwegian Tax Administration for access to national registry data; his application was denied. The denial was based on two circumstances: an exclusive agreement with the firm EDB Business Partner on distribution of data on deaths, and the fact that national registry information on deaths is branded as confidential information. <sup>2</sup>.

Mr. Bruvik's understanding was that the exclusive agreement with EDB Business Partner is concerning outsourcing of management and maintenance of the National Registry to public agencies like courts, police and the State Educational Loan Fund for students as well as to private actors. However, the Tax Administration is still the owner of the data and decides who will have access.

- To me it seems as if the Tax Administration is using the exclusivity of the distribution agreement as an excuse, since I am not going to engage in further distribution of the data, Bruvik says.

### **Wants better data access**

He thinks that part of the problem is that the law on population registry is not updated to a language which is in accordance with digital registering.

- It would have been very easy for the population registries to make death data accessible if they wanted to. This information is easily accessible in the registries. However, my impression is that not all public authorities have the same offensive approach to making data accessible, Kjetil Bruvik says.

He is hoping that the guiding principles from FAD that all suitable raw data should be made accessible in machine-readable formats may solve some of the challenges concerning access to data.<sup>3</sup> So far, Mr. Bruvik has approached one of the other authorities with an access to death data; the district courts around the country.

- The Oslo public registrar had no objections to making data on deaths accessible. They think that deaths are not to be regarded as sensitive information, Mr. Bruvik explains.

By means of data made accessible through the Oslo public registrar, he has launched the first mobile application for iPhone with information about deaths in Oslo. He hoped to have an Android application accessible by December 2010 as well.

- The project "Digital deaths" is totally dependent upon the access to data. Unfortunately, not all district courts are practicing the regulations in the same uncomplicated manner as Oslo. I have a great need for access to a central source of information about deaths; the alternative is to contact every single district court.

### Aiming at a free solution

For the time being, mr. Bruvik has a wait-and-see attitude to the commercial possibilities of "Digital deaths".

- My main objective is to make the data accessible and free for all. I regard this as an important social task, and whether it is me or others who are in charge of the product, is something we can discuss later. However, the feedback from early users of the application<sup>2</sup> is favorable. So I have, after all, a firm belief in the possibility of making the access to data on deaths a commercially successful product, provided that the challenge with data access is solved, Kjetil Bruvik in Forlagsservice says.

<http://www.digi.no/852098/sier-nei-til-%ABdigitale-dodsfall%BB>

<sup>3</sup> <http://www.regjeringen.no/nb/dep/fad/pressemeldinger/2010/radata-skal-kunne-brukes-avflere.html?id=624786>

Three main challenges for "Digital deaths":

- Confusion among public authorities as to which regulations for data access should be invoked, and who has the right to decide disputes.
- Lack of access to central data sources.
- Differing practice as to which data should be publicly accessible.

### Mathemateria.com

Mathemateria.com is a web application for solving mathematical equations. The project owner is Terje Kolderup.

The tool shows what is mathematically possible to do with the equation at any time, and thus provides protection against making serious mistakes. The application provides teachers and students with access to a steadily growing data base with mathematical problems, and the solutions which users are putting in are made accessible for other users, as a hint to the next step for solving the equation.

- This is an idea I've had for a long time, and I think it has a great potential for providing better mathematics education. Mathematics is especially suited for data-supported education, as it is such a structured subject. Our aim is that the tool will make it easier to focus on the core of mathematics, says Terje Kolderup, who is the maker of Mathemateria.com.

The tool also opens for making the education more individualized, something which is a challenge for teachers today. The system should be able to form a picture of each user's professional level and suggests suitable problems to be solved. This is a function planned in future versions of Mathemateria.com.

The solution is also going to present a search function by which teachers or students may search for specific problems, like for instance an equation requiring 8-12 steps to be solved, where the solution includes factorizing and abbreviation but not square root.

The first version of Mathemateria.com was planned to be launched before the end of 2010, something for which Mr. Kolderup gives Nettskap 2.0 much of the credit.

- The Nettskap funding has given me the possibility to work with Mathemateria.com full time during the last half of 2010, making it possible to launch the first version in December 2010. I am also working to get further financing for the project, and I want to cooperate with a teacher to get the solution tested with students, Kolderup says. As is the case with several other Nettskapers, Mr. Kolderup is also working to secure a commercial model for his further efforts and to get a good commercial model in place.

- We are looking at a model where the users may use the tool freely, but have to pay for hints beyond a certain number which are free of charge. Whether there is willingness to pay for this is something we are checking out, as well as looking at payment solutions through both mobile phones and credit cards. In addition, we are considering marketing the service by advertising on the internet, Mr. Kolderup says.

### **Tomme hender (Empty Hands) /Dokus**

Dokus is a wiki-like website for collocation and sharing of information and experiences in connection with starting an enterprise and a one-man enterprise. The service is made by the Oslo based firm Funkbit AS, planning to provide a net based collection of invoices, vouchers and hour lists on the web. The target group is Norway's many small enterprises. The challenge is to sharpen the service in order to make it interesting to use; that is, finding a good business model. The creators have many ideas as to what may be useful and relevant to include in the service, but have chosen to focus on questions/answers and a small community part to begin with. All content is to be made accessible through a Creative Commons license.

- We think it will be more interesting to use a service like this, rather than a service trying to bite off too much, Mats Barlo in Funkbit says.

The users must be getting a motivation to participate with content to the service. The idea is to offer the users profiling possibilities through company profiles, with brief information about their firm and large, nice pictures. Those contributing the most in the service will be profiled the most.

In the development of the service it may after a while become possible to get payment by professionals in different kinds of consultancy, as Dokus may become an attractive place for attracting customers. A last solution may also be advertising.

### **The Master Blog (Masterbloggen)**

The project was presented by its chief editor Anne Aaby. Mesterbloggen was already established well ahead of the announcement of Nettskap 2.0. A group of recently graduated master students wanted an arena for communication knowledge production made by Norwegian Master degree students.

- We missed being able to keep updated in our own professional field, in addition to wanting to reduce the distance between academics and the general public, chief editor Anne Aaby says.

Forening for masterformidling (Society for Master degree communication) was established in September 2009, and the Master blog was launched in January 2010.

The interest in it grew rapidly, and today Masterbloggen has 14 editors publishing one article each every month.

- The most important challenges have been to create a common tone for communicating the material and to land a definition of what we mean by making academic publications “accessible” and who the “general public” is, Ms. Aaby says. At the same time, the Master blog has the same challenge as several other Nettskap 2.0 projects: securing financial survival ability for a good idea. The 14 specialist subject editors are often using four to five hours on contact with master degree students and preparation and adjustment of the content. It is an aim to be able to compensate them economically for this communication work. In addition, the Master blog wishes to be able to activate more external contributors. All of this requires the right economic management. In addition to Nettskap 2.0 funding the Master blog has also received support from the charitable cultural foundation Fritt Ord.

- We have a number of ideas about how the master degree communication may be economically profitable. Until now we just haven't had the resources to be working on the commercial part. Our aim is to be able to prioritize this before the one year anniversary for the Master blog in January, Ms Aaby says.

She therefore thinks that business management and development of business plans could have been a more important part of the follow-up from FDA to the Nettskapers. She also would like to have even more meeting points for experience exchange with the other grant recipients.

- At the workshop we just barely got time to get to know each other. I think we could have been to even more help to each other if we had had the chance to talk together through more meetings, Anne Aaby says. She hopes FAD will continue with Nettskap 2.0 as a permanent effort.

- The Master blog has drawn many advantages from the Nettskap system. We have got a wider network, received a lot of referrals, and Nettskap 2.0 put the Master blog in a wider context which caused attention and appreciation. This has been very useful to us, and will be so in the future as well. The economical support contributes to the realization of projects which otherwise could not have started. However, I think the announcement of the means to be awarded is at least as important. It provides an incentive to many who are walking around with good ideas to get their plans more specific. And many of these projects then get to life even if they don't receive any support. Therefore I am hoping that FAD will continue with Nettskap 2.0, Anne Aaby in Masterbloggen concludes.

### **Mobile Queue Number System (MQNS)**

Daoshan Li is making a system to get a “queue number” on his mobile phone, in order to enable people to keep themselves posted on where in the queue they are, even if they are making a trip to the store. Interesting for anything from bank to post office, pharmacy, pass office etc.

For Daoshan Li, something of the most important in the development process after Nettskap 2.0 has been to get input from potential customers/offers of mobile queue numbers to get better knowledge of the needs the service is meant to meet. For example, UDI, the Directorate of Immigration, has delivered an input concerning a need to convey messages to users in a queue – what kind of forms and what

documentation they must bring, for instance. In addition, users have presented input about opening hours for the waiting room by mobile phone.

By established use, those offering a queue service will be able to see what number of customer service representatives/case handlers is needed from one day to another and be able to dimension their staff accordingly, by appraising the queue on the mobile phone.

However, a number of technical challenges arises when mobile and stationary data systems are going to be integrated. May MQNS be integrated against other systems at the queue organizer, for instance regarding case handling time/ status?

It is also expensive to develop versions for the different operating systems on mobile phones, like iPhone, Android and Symbian. The lack of a clear economic model therefore is present also for MQNS, even if several potential customers already have stated that they are regarding this as an interesting service.

### **The Citizen Channel - Borgerkanalen**

The Citizen Channel is going to become a website, a mobile phone application and case handling system for locally based reporting on errors and shortcomings to public authorities. The development is undertaken by the firm Computas AS.

The service is intended to give citizens a possibility to report defects and shortcomings in infrastructure etc to public authorities. For their part, the authorities will get a direct channel for communication and information to the citizens. By geolocation technology, citizens will be able to report defects precisely where they happen to be at any time, without knowing the exact address.

The idea is that a visible process from reporting to repair is going to make the state or municipal authority responsible to the citizens and ensure transparency in public administration.

The development is impeded by the fact that the entire public administration is not operating on the same data system or program. This implies that there has to be developed separate solutions for each municipality or public agency. Alternatively one has to make a general solution with no interface towards administrative systems.

Poor accessibility to public data is also creating big problems for the development of the Citizen Channel. Collecting data is time consuming, and available data are often poorly structured. It is necessary to find a solution so that reported problems automatically are routed to the right agency.

However, the project has been well received by pilot municipalities and agencies, so evidently public authorities are seeing the need for such a service.

### **Koios (formerly Omnicious)**

Koios is going to be a kind of Wikipedia for research, making it possible for the users to include research results in their own writing. Roy Lachica is the man who is running the project, which recently changed its name because of many misunderstandings.

Some of the problem with web 2.0 is that many web sites and web societies are going for social problems and letting their users discuss them, without in fact contributing to solving the problems with systematic and analytical work. Koisos is going to attract users through a web based competition for crowd-sourced solutions to social problems with the help of computer game technology. It is difficult to immediately motivate for user participation. Here, Koisos has to find incentives and communication models.

One of the greatest problems has been purely technical; scaling the user interface for access to large quantities of data and streamlining the design sufficiently to make it useful in spite of many possible tasks in the application.

However, a lack of control mechanisms with user generated content also poses some questions. How can the quality of the user's research be secured?

A more system oriented problem is that the web does not have open access to data from public authorities and data bases with research information and research publications. There are no common standards for how data are to be made accessible, and for how open they should be. Hence, it is still unclear whether Koisos may be a useful service at all. However, the originator harbors a great hope that it may contribute to new insight in research and democracy.

### **Main lines from the lecture by Thomas Anglero, The Norwegian Tax Administration's innovation group**

It is important that the Nettskap 2.0 participants and other entrepreneurs in web technology are showing their projects to public authorities. It is essential to create a challenge to the existing ways of doing things within public administration if the road to new service and product development is going to be less complicated.

At the same time it is important that the Nettskapers and other entrepreneurs are thinking over who their public is when they are presenting their projects. Many of the Nettskapers at the workshop are talking about technological problems that not everybody has the necessary insight to understand. The average employee in the Tax Administration is more than 50 years old and has been working in the same enterprise for more than 20 years. These are not the most common users of web 2.0 technology.

Hence, the Nettskapers cannot expect that the case handlers in public enterprises immediately are able to recognize the usefulness of the services or products they are presenting. Efforts must be concentrated on sale, public understanding and communication, especially when the technology is complex or the use is not immediately self-explanatory. Without such communication effort from the Nettskapers, there is going to be a lukewarm reception within the public sector.

All entrepreneurs – Nettskapers and others – are invited to come and present their services or products in the canteen of the Norwegian Tax Administration; Anglero would like to introduce a monthly “innovation day”. In this way the Nettskapers get an opportunity to get their ideas tested on an audience which does not belong to the

ordinary web 2.0 visionary group – but perhaps is more representative for the population as a whole. This may benefit both parties; the Nettskapers may be able to do some fine tuning of their sales pitch, while the Tax Administration may get some new impulses.

## Summary from round table discussions

### User participation

- Great advantage for desentralized users
- Leads to good results and a more efficient professionalism
- Requires good training of staff/those responsible in order to get the right people to answer enquiries
- May learn quite a lot from Origo, which
- is showing that they are seeing the users,
- are accessible,
- are fetching content - recycling old contributions, reusing former content,
- are good at crediting users.
- The tools have to be extremely uncomplicated. Since participation always is voluntary, the platform always has to be top notch.

### Public data

- The problem is that there is no central source for public data. One has to make a search in each single case.
- It is also not clear how licensing of public data may function.
- Important to ensure the legal safeguards of the citizens and the public's privacy protection.
- Is there a need for an ombudsman for public data? Possible areas of responsibility:
- Free access to information
- Further use
- Pedagogical use of data
- Making a wish-list over new services or access models

### Locality based content

- Need to be thinking more of "government as a platform", what public authorities may do to arrange for others to be able to utilize, rather than necessarily making a web site / service for everything
- Personal privacy protection – what are you reporting in telling where you are?
- Need to be able to use maps/gps from mobile phones without net connection (e.g. because one happens to be in the mountains or because one is a foreign tourist and not willing to use money on a mobile internet connection)
- Advantages/disadvantages with Google Map. The advantage is that the solution is accessible; the disadvantage is that the maps will not be good enough in every situation. Everyone in the round table discussion agreed that the map solutions from the Norwegian Mapping Authority should be accessible free of charge.

## The uprising

Is it possible to obtain societal change and democratic changes through social media?

- The content of social media is hardly representative of the entire population; it is important to be aware of possible imbalances in the selection
- Does more channels mean that people generally become more accessible, or only that those who already are accessible are making themselves even more accessible?
- Social media are good tools for specific purposes
- Undoubtedly an advantage for distribution, through "friends' friends" communication
- May social media in fact have a subduing effect on people's social commitment and activity, by making people press the button "like" or "share on Facebook" instead of doing something that is really useful?
- The right use of social media is important. It is completely possible to both increase or reduce one's own credibility through social media.

## Business models

- Most Nettskapers need to work more with business plans and ideas
- Important to have a clear opinion on how to commercialize an idea  
Economy: For the Nettskapers it is important not to base one's business on public funding
- How do we define our market and target group?  
Important to reveal the target group's needs in order to be able to sell the service  
The user's need as structuring for further development

## Elements from Torgeir Waterhouse's summary:

Torgeir Waterhouse, manager for new media in ICT Norway, rounded off the workshop by summarizing the thematic of the day. Some of his main points:

Some of the problem with public data is that there is no centralized clarified ownership. Hence, actors wanting to make use of public data are risking getting answers from different authorities on whether or possibly how they may get access to existing resources. Is for instance information about deaths from the registry office sensitive personal information or public information which may be published?

Also, there is no authority today which may cut through and decide the opening or closing of data sets. Hence, one of the most important government tasks will be to find a set of regulations and an administration of this which is serving the purpose: Innovation through access to publicly available information. Standards for public data and accessibility should be made. In addition, one should go through the Open Files Act, the intellectual property rights regulations and the regulations for data base protection to secure that the offer from public authorities is on line with the formulations in the Soria Moria II Government Declaration about open and free access to public data.

The scope of which public data may be of use is great. It is important that public authorities do not get locked in an opinion that this is solely about map data. The creativity of entrepreneurs is even more triggered by other types of data and situations.

The most important thing FAD and other agencies may do to stimulate business development through web 2.0 and the internet is focusing on the chance of survival of projects and business development. Many good ideas are going to be laid to rest because the Nettskapers don't have a good business plan or market strategy. This is the way it has often been with the internet – however, the ability to monetize the idea is even more important than harboring a good idea.

Many Nettskapers are in need of thinking through what kind of service they are able to offer, and not necessarily tie it to an application or website. Maybe it is more realistic to regard oneself as a subcontractor to other enterprises? Not all internet ideas have to culminate in a website.

## Summary

It is about six months since 17 projects were awarded grants from the government's support scheme for people wanting to make use of web 2.0 technology and user generated content in new ways and create services which may contribute to furthering innovation, value creating, democracy and transparency.

With the exception of one which could not be carried out because of unforeseen events, all projects which were offered support are now well established. Some have already launched specific products, while others still are in the starting phase. What they all have in common is that they have gotten many steps further thanks to the Nettskap support.

The projects are also faced with a number of different challenges, but some of these are shared by most of the participants in this year's workshop. One general problem for many is converting a good idea into a money-earning product. These are areas where better business understanding, development of a business plan and commercializing of market thinking are going to be relevant topics in the future.

The need for business development and plans is not unfamiliar, neither for entrepreneurs in general or for the internet branch specifically. To mention an example, the search engine giant Google was several times close to bankruptcy before the company managed to get investors with business experience and was able to develop a viable income model. However, this means that further Nettskap projects or other entrepreneurial projects perhaps should be offered assistance from the ministry for this part of the starting process. Otherwise, there will be a risk that many good ideas only barely survive the launching stage – and that would be contrary to the intention of the Nettskap 2.0 initiative.

The access to public data is also a general challenge. Some public agencies are not as positively inclined to share public data as other agencies are, and this creates confusion as well as frustration. FAD has already shown initiative by demanding accessibility to all useful data sets. Still, there is need for more, not the least a

clarifying of which authority should be able to check and re-examine other agencies' practicing of the regulations or handle "appeals" concerning access applications.

On the whole, the participants in Nettskap 2.0 are satisfied with FAD's initiative. The money which was handed out has been an important help in coming up with good ideas.

A number of people, participants as well as external experts, are expressing the view that the Nettskap 2.0 arrangement should be continued, as it forces potential entrepreneurs with good ideas to get these specified and put down on paper. The best evidence of this is also that a substantial number of the projects which were not awarded economical support from the project are well under way with carrying out their plans on their own.

## Attachment 1:

List of participants at workshop 12 November

Name Twitter Firm

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Forum  
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