



# Adoption strategies of e-government services

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*kadaster*  
feitelijk verrassend

# Introduction

- Adoption of e-government among:
  - Citizens
  - Governments
- Factors influencing citizen adoption, among others:
  - Perceived ease of use
  - Compatibility
  - Trustworthiness
- E-government service:
  - with spatial data
  - interaction between government and citizens

# Three cases

1. Webapplication for yearly agricultural census
2. Webportal for land consolidation
3. Website reallocation barometer  
([www.verkavelenvoorgroei.nl](http://www.verkavelenvoorgroei.nl))



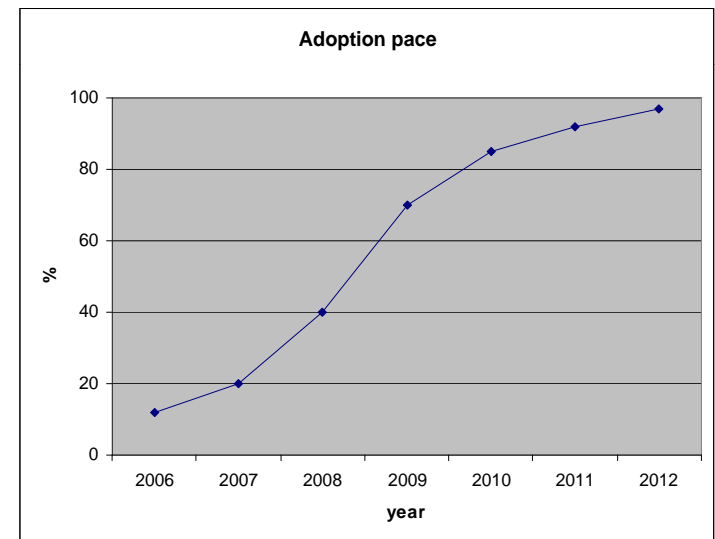
# Case 1: online agricultural census

- Introduced in 2006
- Aim: reduce number of errors (saves time and money)
- Frequency census:
  - once a year (compulsory)
- Users of application:
  - farmers
- Population:
  - approximately 80.000 farmers
- Users submit geo-information to government:
  - draw parcels or upload GPS coordinates

# Case 1: agricultural census

## Strategy:

- First years inform farmers about online census
- Next years significant promotion for online submission
- Incentives over time:
  - All people get analogue invitation for online submission
  - Online submitted? Next year no analogue forms
  - Analogue forms only after request
  - Digital invitation for online submission
- Support: helpdesk, FAQ, meetings, 'courses'

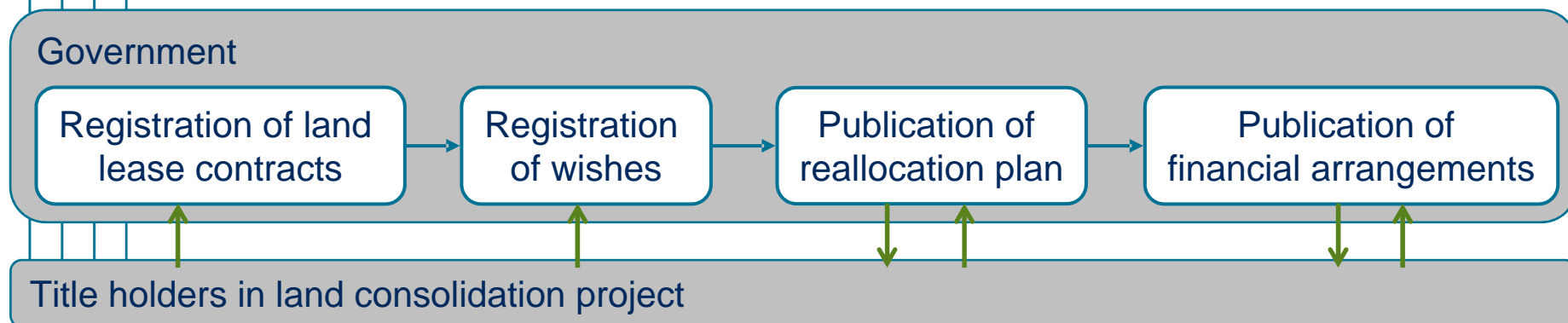


## Case 2: Webportal for land consolidation

- Introduced in 2013
- Applied on project basis
- Aim: smoother processes and reduce duration of project
- Frequency:
  - Permanently available during project (4 – 5 years)
- Users application:
  - Title holders in land consolidation projects (farmers, citizens, organisations, governments)
- Population:
  - Depends on project area
  - Ranges from around 400 to 2000

# Case 2: Webportal for land consolidation

- Two-way communication:



- Projects:

Project	Done	After summer
Olst-Wesepe	Publication of reallocation plan	
Sarsven de Banen	Publication of reallocation plan	
Schoonebeek	Wishes	
Lonnekerland	Wishes	Publication reallocation plan
Blokzijl-Vollenhove	-	Land lease contracts
Staphorst	-	Publication reallocation plan
Scheerwolde	-	Publication reallocation plan

## Case 2: Webportal for land consolidation

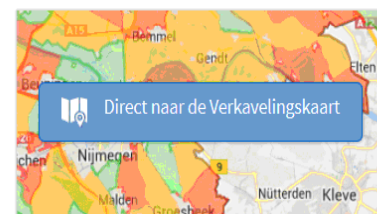
### Strategy:

- Differences per project
- General strategy is to actively stimulate use of webportal, and give support to those who can not or do not want to use the online portal
- Legislation: prohibited to use Internet only
- Support: helpdesk, FAQ, instruction videos, information meetings, face to face support



# Case 3: Reallotment barometer

- Introduced in september 2013
- [www.verkavelenvoorgroei.nl](http://www.verkavelenvoorgroei.nl)
- Aim: informative
- Frequency:
  - Permanently available
- Users of website:
  - Farmers, land owners....  
and anyone else
- Strategy:
  - Launched with meeting
  - Every now and then exposure



## Hoe is Nederland verkaveld?

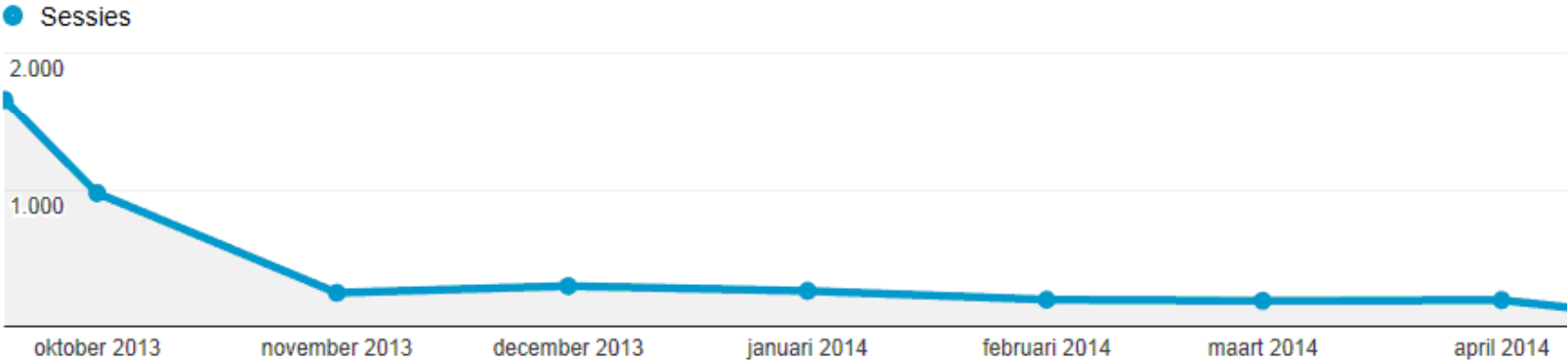
De Verkevelingskaart laat de verkavelingssituatie in Nederland op provinciaal niveau zien. Per provincie is de kwaliteit van de agrarische structuur in beeld gebracht. Op plaatsnaam of postcode kan verder ingezoomd worden.

→ [Meer informatie over Hoe is Nederland verkaveld?](#)

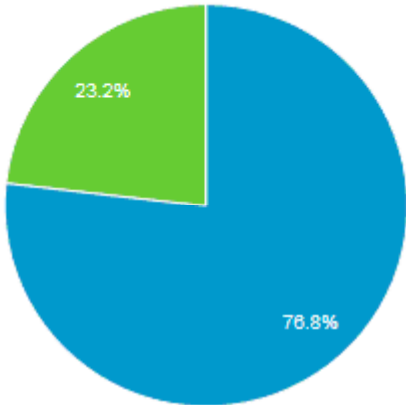
Initiatief van



# Case 3: Reallotment barometer



■ New Visitor ■ Returning Visitor



GWF 2014 - Adoption of e-government services

# Adoption strategies

- Persuasive:
  - stimulate actively the use of e-government
  - incentives for electronic communication
  - discourage analogue methods
- Sandwich:
  - stimulate actively the use of e-government
  - maintain existing means of communication
- Conservative:
  - no specific incentives for electronic communication
  - keep using existing means of communication

# Conclusions

Case	Adopted strategy
Case 1    Agricultural census	Persuasive
Case 2    Land consolidation	Sandwich
Case 3    Reallotment barometer	Conservative

- Adoption strategy depends on aim and context of e-government service
- Progressive adoption strategy successful with suitable incentives
- Progressive adoption strategy not always applicable, because of constraints:
  - Legislation
  - Attitude
  - Policies



Thank you for your attention

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