



SWEB

SWEB

*an affordable and effective platform
for EU Trans-border m-municipal services
based on Public SOCIAL Private Partnership*

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The project **SWEB** deals with the

secure, mobile, cross-border transport of public administration documents

The **full title** of SWEB is:

Secure, interoperable cross border m-services contributing towards a trustful European cooperation with the non-EU member Western Balkan countries.

Key issues of SWEB are:

interoperability, security, eGovernment, mobile web services, mobile public services

The project is supported by the **European Commission** and funded within its Sixth Framework Programme -

Start Date: 2007-01-01 **End Date:** 2009-03-31 **Duration:** 27 months **Project Cost:** 1.63 million euro

Action Line:

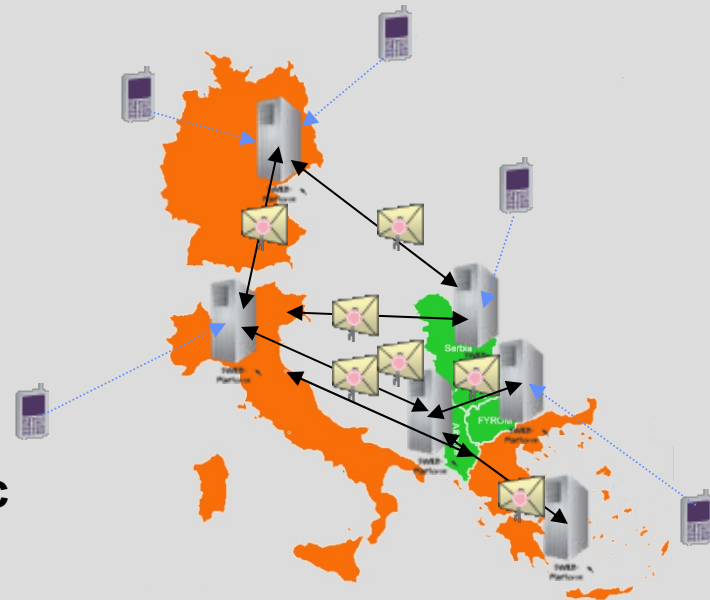
International Cooperation for eGovernment and eParticipation- Target Countries Western Balkans



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SWEB overall objective

- Establish **C2G secure communication** through **mobile** means (e.g. a citizen requests a document through his mobile phone)
- Establish **G2G secure communication** through electronic means (cross-border SWEB platform-to-SWEB platform message exchange)





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The mobile based services

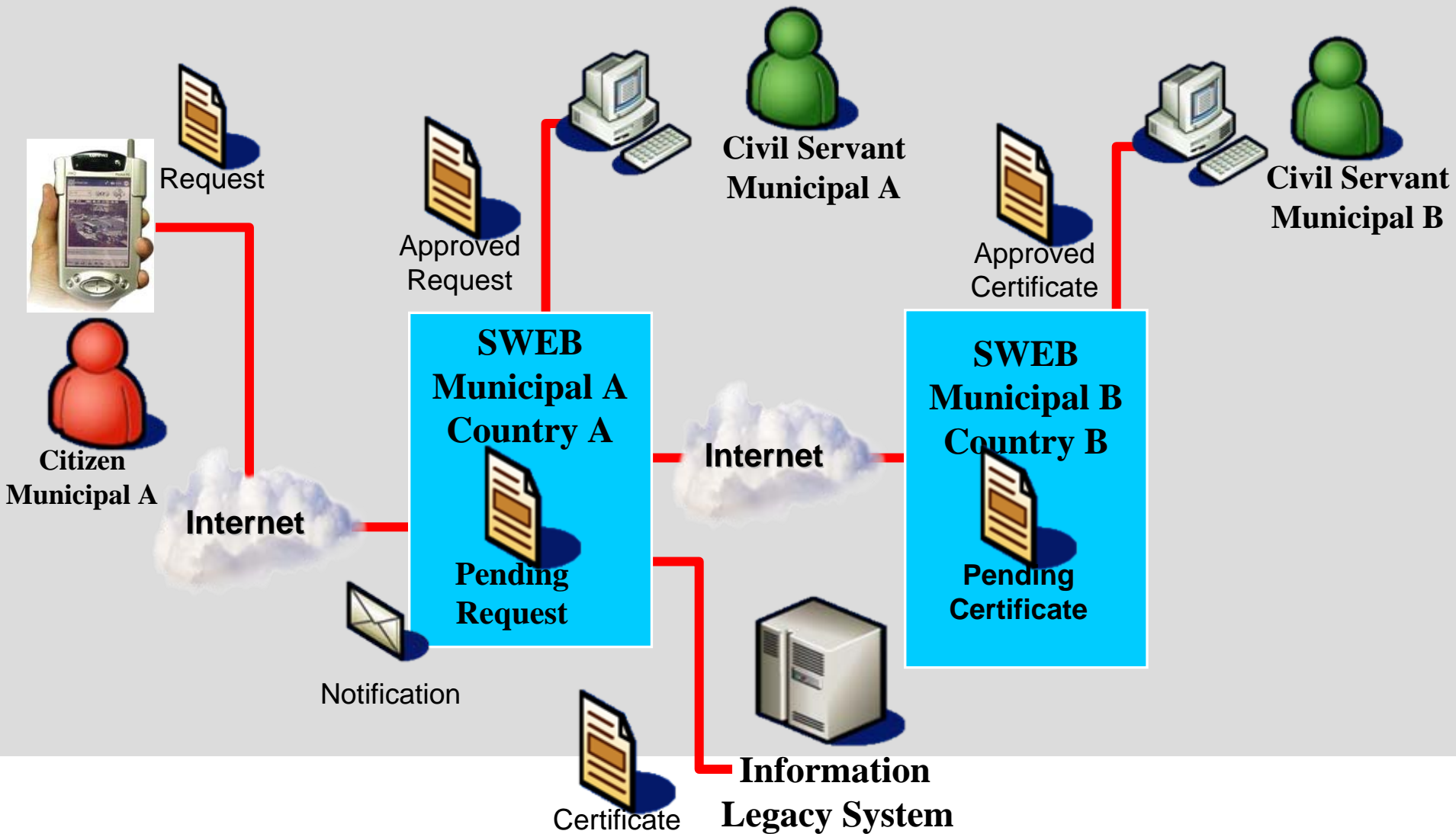
Two electronic and mobile based services were chosen by the municipalities after carefully analyzing their needs:

- **Residence Certification** Service as a specific example for a secure municipal document exchange service, in which a public organization and individual citizens can securely communicate e/m-municipal documents.
- **Electronic/Mobile Invoicing**, which has a pivotal role in all the stages of handling Value Added Tax (VAT) for European Member States. Through e/m-invoicing, tax administrators will be able to implement new tools and procedures to carry out alternative controls.



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Scenario Overview for m-Certificate





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SWEB and m-Services

**“A man may well bring a horse to the water,
But he cannot make him drink without he will.”**

THEN.....

What are Critical Success factors for enabling of m-Services for everyday usage?

- **Identity & Trust**
- **Security (in any sense)**
- **Affordability**
- **(probably) civil servants' mindset -(compulsory human authentication by civil servant) !)**



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Identity and Trust



"On the Internet, nobody knows you're a dog."



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Security (in any sense)

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"What's to prevent some total stranger anywhere in the world from paying my bills?"



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M-Municipality services & “ Money, money, money...”

**Public Social Private Partnership
a NEW “panacea”**

COULD IT WORK ?



SWEB

“a new beginning” :Public SOCIAL Private Partenrship

- Joint venture “enterprise” with specific SOCIAL purpose
- Dedicated to ‘service’ delivery mainly
- “Reasonable” motivation and profit for private partners
- Extending the partnerships with THREE partners : Public, Private and Voluntary (e.g.NGOs)
- Everything else is “traditional” PPP

■ IMPORTANT :

Common goal for ALL Partners :
Serving the Society



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PSPP : m-services case

M-service : Issuing certificates

- *Public sector*: provide data
- *Private sector*: provide IT platform & communications and operate it (“managed services”, “Software as a Service”)
- *Voluntary sector*: provide promotion, awareness and support for e/m-inclusion and digital-divide issues



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A Question ?

- Do you think it will work ?
- What could we do PSPP to 'survive' ?

Thank you for being with you today

Ljubomir Trajkovski