

Position Paper – Jens Steensma – Yucat mobile business solutions

Using Open Data Workshop and **Call for Participation**, 19 - 20 June 2012, European Commission Headquarters, Brussels.

About me

- Jens Steensma - 1974
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- University of Twente, Business and IT
- CEO Yucat mobile business solutions

- 10 years of experience in deliver mobile systems to (local) government
 - Mobile inspection of outdoor situations for quality and safety (eg Amsterdam, Eindhoven, Tilburg)
 - Mobile inspection of permit driven activities by citizens and industries, e.g. construction, environment.
 - Monitoring of Traffic (e.g. Amsterdam, Den Haag, Utrecht) by ANPR systems including automatic fines for polluting vehicles

- Founder of BuitenBeter (open data collection, citizens report issues)
 - By offering a suitable and effective communication channel both to citizens and (local) government, BuitenBeter demonstrates immediate and real, tangible benefits; people instantly get involved, public space is improved at lower cost and participation lifts off.

- Neelie Kroes – Vice-President of the European Commission responsible for the Digital Agenda
 - My vision for eGovernment, and how to make it real:
 - " Simple apps like Buitenbeter, in my own country, The Netherlands show us how it can be done. Here citizens have built an inventory of potholes and broken street lamps, for example, that allow government to more easily visit and fix. The technology and the citizen enthusiasm are the easy bit. The real challenge is in changing the mindset of public officials to catch and ride this digital wave"
 - <http://europa.eu/rapid/pressReleasesAction.do?reference=SPEECH/10/752>
 - <http://www.buitenbeter.nl/english>
 - <http://www.youtube.com/watch?v=73nmivgtHQw>
 - <http://www.springwise.com/government/buitenbeter/>
 - Best 5 mobile concepts 2010 Accenture Innovation Awards

- Speaker at Personal Democracy Forum Europe – Open Cities/Smarter Cities at Barcelona – october 2010
 - <http://personaldemocracy.com/pdf-eu-2010-schedule-day-one>
- Speaker at ICE Amsterdam – European Event on Mobile Strategies and App development march 2011 at Amsterdam
 - <http://www.iceamsterdam.com/program>
- Speaker at 'Bedrijf zoekt app' (company's seeking apps) – oktober 2011 at High Tech Campus Eindhoven
- Speaker at App's & Open Data voor de overheid (App's & Open Data for Government) march 2012 at Microsoft Netherlands
 - <http://apps.heliview.nl/>
- Key Participant in 7th framework project Live+Gov (reality mining for policy making)
 - <http://liveandgov.eu/live-gov/>

Interest in participation workshop

Yucat is transforming from delivering solutions to (local) government to bring solutions to society in a new balance between citizen, government and business. Yucat launched in april 2010 succesfully BuitenBeter. Worldwide attention to this 'data collection an citizen driven interaction' and broad discussions lifted off. Neelie Kroes called BuitenBeter already in December 2010 an example for Europe how we-Government can be doen.

In the Netherlands every citizen can use it anywhere, in any Municipality. Yucat proofed the need for this kind of citizen driven interaction and also proofed that it can maintain a sustainable platform which is developed further.

Yucat is key Participant in the Live+Gov project (7th framework) which aims at reality mining for policy making. This includes the (mobile) mining of reality and experiences and policy modeling.

From a business perspective in broader sense, from a perspective to leverage BuitenBeter with open data and from a perspective of the Live+Gov project, this workshop is of key interest to Yucat as organization as well as me in person.

Contribution to workshop

With more than 10 years experience on mobile solutions to government, launching and developing BuitenBeter I'll bring the business perspective of open data. Also I bring the perspective of app development and in particular citizen/end-user services. So a demand side on open data.

Personal I'm always an active participant in discussions and lateral thinking. I can and will share my vision, but also want to learn from others and in particular to level to European front runners..

We launched BuitenBeter from a sense that things should and must change, and my company is in the position to fulfill a pioneer role. So we just did it to showed the world. Not as a one day fly, but committed to grow the platform and create a sustainable business in we-Government.

The combination of Open Data, we-Government, mobile and necessity of a smaller footprint of governments makes that my company and I personal am committed to speed up where possible.