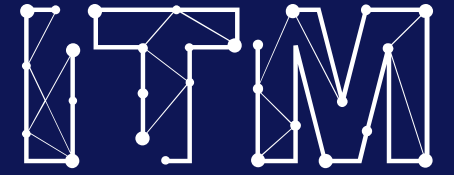ITM

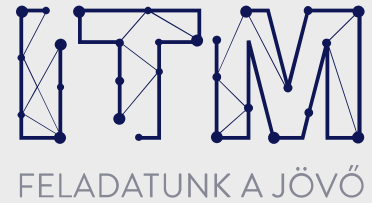# Public Social Responsibility and Public Customer Service

Gabriella Tölgyes

Ministry of Innovation and Technology

Hungary

INNOVÁCIÓS ÉS TECHNOLÓGIAI
MINISZTÉRIUM

EUSDR Objectives and public social responsibility

PA9 „Investing in human resources and skills":

- **Action 2: Digitalization and Innovation of the World of Work**

- **Action 3: Integration of Vulnerable Groups into the Labour Market**

PA10 „Expanding institutional capacity and strengthening institutional cooperation"

Questions:

- **Social responsibility is not the obligation of the public sector arising from its operation?** ☺

- **How the public sector is becoming a key actor in the coordination of cross-sectoral social responsibility?**

- **How Public Social Responsibility (PSR) is emerging as a new field of action for public administration?**

- **How Corporate Social Responsibility (CSR) can also be understood in the context of public sector institutions?**

Types and levels of responsibility

- Global Social Responsibility

- Pyramid of Responsibility
  - Professional
  - Economical

  - There is always something extra in the higher level of responsibility.
  - As moving up the pyramid, the way and the stringency of the accountability arrangements change significantly.
  - Currently societies and their legal systems tend to view social responsibility as a voluntary commitment although researches show that obligatory elements are multiplying, trends are reversing towards compulsory social responsibility.
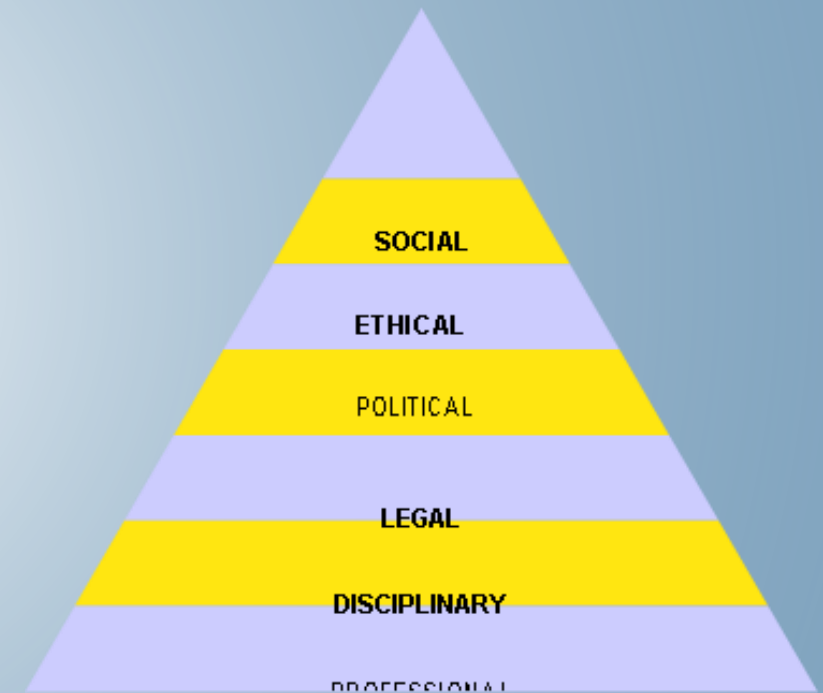
- The positive social impact of the introduction of e-Government is undeniable.

- The barriers to access that it poses are disadvantageous for many.

- Who should be held accountable for helping to overcome these barriers and avoid the risks in specific administrative situations?

- There are currently no such responsible persons in public administrations, or only in a very limited and very general way we find case assistants.
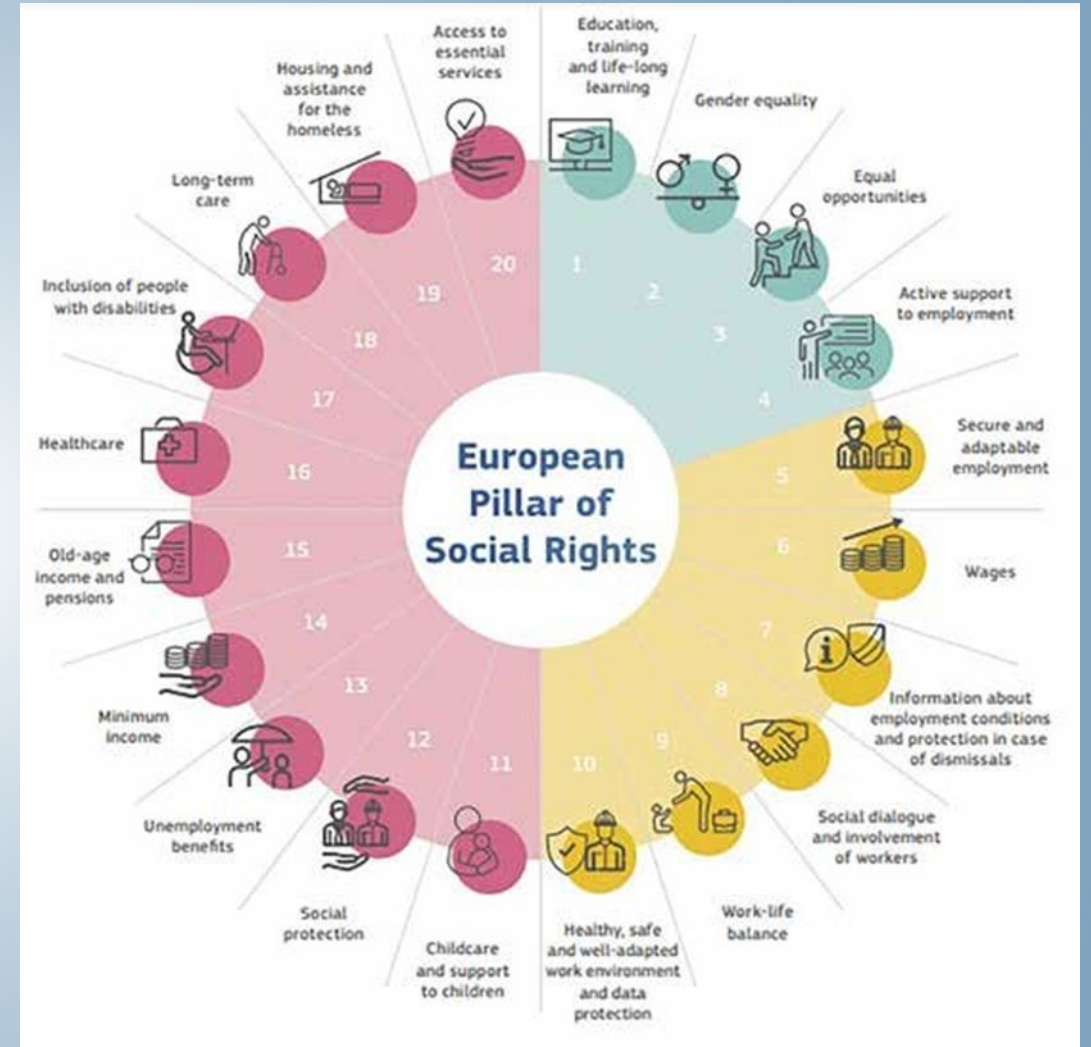
An administrative public service technology solution.
Extends the range of tools available:

      * eye contact,

      * face recognition,

      * document sharing,

      * document review,

      * payment,

      * signaling (e.g. health).

By using these platforms, people feel

      * as if they are really present,

      * can make an impact in a place

      * they do this using technologies that implement

            human sensory elements of sight,

            sound

            manipulation (teleoperation)

THANK YOU FOR YOUR ATTENTION!