





# WORKSHOP 18TH NOVEMBER 2021 ONLINE-**MEETING**

Participants: 10

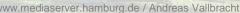
Female: 5

Male: 5

Municipal Department, Senate Chancellery, senior citizen – members of the senior parlament -, representatives from an NGO

16th/17th of December 2021 Eudigit Genua











MADE NO.

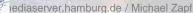
## DIGITAL STRATEGY FOR HAMBURG 2020 THE BASIS

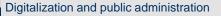
Objectives: - Identification and use of the opportunities offered by digitalization for a citizen-friendly administration

- Shaping the digital society together

Textsource: Free and Hanseatic City of Hamburg, Senate Chancellery, Department of IT and Digitalization, doc.N° 21/19800









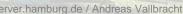
## DIGITAL STRATEGY FOR HAMBURG 2020

#### The way of digitalization in Hamburg

- Decentralised development
- 2. Implementation of specific projects in ministerie and departments
- 3. Developing a digital strategy in the individual business areas
- 4. Emphasising its significance as an urban transformation project
- 5. Digitalization should take place from the citizen's perspective.
- DIGITAL FIRST BUT NOT ONLY

Textsource: Free and Hanseatic City of Hamburg, Senate Chancellery, Department of IT and Digitalization, doc.N° 21/19800







## HVVANY ANYONE ANYTIME ANYWHERE

January 2022 starts a new service

Check in by App an pay the cheapest fee for the travel this day

The registration of the ride happens by change automatically

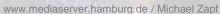
It works only with a smartephone

**HVV** (Hamburg transport association) offers:

Courses for seniors and disable people in using the Apps, ticket stations and the busses with a rollator

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### E-LIBERAY HAMBURG

E-liberay services besides the present offer:



Everybody can use it mostly independent from their income

These offers are accompanied by variety support services

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Digitalization and public administration





www.mediaserver.hamburg.de / Jörg Modrow

### CONCLUSION

The City of Hamburg is on a good way to implement the digital transformation

There are a lot of issues by implementation public services (f.e. data protection, ease of use)

Some of them are european wide questions: european servers or google?

A citizen-friendly digital transformation for administrative services also includes analog ways for administrative services.

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