

# **An Application within the Plan for E-Government: The Workfair Portal**

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## **EXECUTIVE SUMMARY**

This case presents the development of services to citizens and enterprises offered by the Italian Public Administration in order to improve the relationship between governmental organizations and the world of citizens and of enterprises. The application is framed the Italian National for E-Government. In particular, the case illustrates the project aimed at developing a PORTAL for Services to Employment launched and managed by the Regional Agency for Employment of Regione Lombardia within the Italian E-Government plan. Regione Lombardia, a Local Public Administration of Northern Italy around Milan administering about 10 million citizens, has delegated its “Agency for Employment” in the development of the PORTAL to support the work e-marketplace in the regional area. The purpose is to create a virtual electronic market providing active support to job policies, through a “reasoned” matching process involving job requests and offers, on the basis also of statistical data on the employment market trends, also stored in the PORTAL Information System. Active support is provided as a set of web services managed by the Regional Agency for Employment and communicating with local PAs (Provinces, Municipalities, educational and training organizations), with national institutions (Ministries and Agencies for Social Security and Retirement), and with private agencies and companies operating in the work marketplace.

## BACKGROUND

The publication of the unified law regarding administrative simplification (D.P.R., 2000) has stated the fundamentals for E-Government in Italy. In particular, the normative regarding the “*Modalities of submission and subscription of documents and issues*” of this law states that:

*“1. All the issues and declarations to be forwarded to the Public Administration (PA) or to delegated entities can be sent also via fax and electronically.*

*2. The issues and declarations electronically submitted are valid if subscribed via digital signature or when the subscriber has been authenticated by the information system, using the electronic identity card.”*

This case presents an application framed in such a new legislative plan, and in particular illustrates the design of an Internet PORTAL to be implemented and managed by the Regional Agency for Employment of “*Regione Lombardia*,” in the context of the autonomy provided to the Local Public Administrations (LPA), which are entitled to realize their own plans of E-Government. Regione Lombardia (an LPA administering around 10 million people in the area of Northern Italy) is guiding a project for the realization of a PORTAL to support the work *e-marketplace* in the regional area. The purpose is to create a virtual electronic marketplace providing active support to job policies, through a “reasoned” matching process involving job requests and offers. The matching occurs via a web area managed by the Regional Agency for Work and shared with local PAs (Provinces, Municipalities, instruction and educational organization) and with private agencies and companies operating on the market of personnel search and selection. An innovative aspect is the involvement of the market of private companies in the PORTAL, so that the marketplace is able to manage a great deal of offers/requests over the territory and, ultimately, with nationwide visibility.

This case illustrates the guidelines of the E-Government plan in Italy, and describes the overall architecture of the PORTAL in its functions regarding both support to administrative operations (such as procedures for workers’ engagement by companies) and Workfair operations (“reasoned” matching between job offers and request and tracking of the work marketplaces trends). Finally, organizational and technical issues of both the project and the final product are discussed.

## SETTING THE STAGE

The modernization of *services to employment*, launched in recent years in most European Countries, can be described as the identification of a set of common trends, comprising:

- the adoption of policies oriented to the offer of a wide and differentiated set of services;
- the adoption of preventive approaches against unemployment;
- the trend to an integrated management of measures for active and passive work support policies (incentives/benefits);

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