

FOKUS PI: Administration of the future

From Big Data to Data Mining to AI: Through targeted applications, social planning provides the basis for transparent debates and evidence-based decisions. The FOKUS PI app developed for the Pinneberg County by the communications agency Format Communications is unique in Germany in terms of structure, content and usability.



Nowadays most German local authorities spend three out of four euros of the budget on the social sector – social planning therefore has a high governance potential. Its task is to utilize a large amount of data and information systematically for policy-making.

This requires the targeted processing of information and data as well as their best possible preparation and low-threshold provision. It is necessary to rethink previous reporting concepts and to develop and pragmatically implement new forms of knowledge transfer with experienced partners.

Easy access to complex information

An equal discussion and real participation is only possible when everyone has access to the same database. It is the task of social planning to objectify the discourse and to create formats and processes that condense information and make it easily accessible and usable. This raises two fundamental questions:

Which data and information about the social situation in the county do we provide to the stakeholders?

How do we prepare the complex information in an easily accessible and usable manner?

Specific requirements

- easy accessibility and handling
- transparency and traceability
- technological connectivity
- environmental aspects (including paperless meeting service)
- data protection regulations
- financial, time and personnel capacities

Implementation

- Conduct workshops with administration, communications and IT-engineering to identify, discuss and evaluate the above requirements
- Decision: Use of a digital tool
- **Development of the county's own app FOKUS PI**
- Automatic data linking with the county's own business intelligence system
- User-friendly layout & modern design according to county specifications



Contents & Functionalities

- **Annual focus report (FOKUS):** Description of developments in social spending as well as knowledge of data and participatory processes in the social fields of action
- **Interactive graphics:** Presentation of extensive demographic and financial data, automated data transfer via interface (API)
- **Digital social report:** Interactive map with 73 key figures of the County of Pinneberg incl. reference values (federal government, state) - from 2015 with over 16,000 single data, annual update
- **Recommendations for actions:** Recommendations developed annually by focus groups for policy makers
- **Video social planning:** Clear explanation of integrated social planning in the County of Pinneberg
- **Social planning newsletter:** Quarterly information on current developments in the focus groups, projects, ideas and general social policy issues
- **Social planning basics:** Ongoing, easily accessible background information and social planning reports
- **Push messages:** Notification of all app users about data and information updates



Conclusion

With the help of state-of-the-art technology, FOKUS PI lifts and links "data treasures", ensures their best possible evaluation - and communication! The app enables an evidence-based exchange between all social policy actors, who jointly develop recommendations: They can be sure that their recommendations reach policymakers and will be considered in the political decision process.

With FOKUS PI, participation becomes a unifying element that reduces reservations about the use of new technologies because human interpretation of data is still the center of all social policy decisions. The app can be kept permanently up-to-date as well as used for rapid communication, which saves financial as well as human resources.

Contact us ...

... for all questions on the topic of (digital) communication formats for the political consultation process!

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