

VIDAUS REIKALŲ
MINISTERIJA



CITIZEN / CUSTOMER SATISFACTION MANAGEMENT EUROPEAN EXPERIENCES AND INSIGHTS

LITHUANIA - VILNIUS, 18 MARCH 2010

Public sector organisations are challenged daily to be more responsive to society's needs and demands, especially in the current times of economic, financial and social crisis. To provide better, faster and more services, public administrations are being reformed all over Europe. Interacting with citizens/customers at all stages of the policy and service delivery process (in the designing, decision-making, producing/implementing and evaluating of policies and services) creates a dynamic way of getting them involved in this reform. It enhances their perceptions, expectations and commitment through active participation.

This changing role of citizens/customers of public services is becoming a common strategy in the public sector in Europe in order to reach a legitimate level of quality of and satisfaction with public services. It has an impact on the policy and management cycle as a whole. Traditionally, the policy and management cycle is dominated and controlled by politicians and administrators. Nowadays, citizens/customers are increasingly involved in this policy and management cycle at different stages: they therefore become co-designers, co-decision makers, co-producers, and co-evaluators.

This high-level event will focus on the why and how of involving citizens/customers in the different stages of the policy and management cycle in order to gain a better insight and give public sector organisations the possibility to better manage satisfaction.

The target group therefore includes (top and line) managers from both horizontal and operational public sector organisations (Ministries, Agencies, regional and local authorities), as well as experts dealing with the topic in their organisations.

This event is an initiative of the Ministry of the Interior of the Republic of Lithuania in cooperation with EUPAN (the European Public Administration Network) and EIPA (the European Institute of Public Administration – Maastricht) and is supported by the European Social Fund (ESF).





Programme

Thursday 18 of March

08.30 – 09.00 **Welcome and registration of participants**

09.00 – 10.00 **Introduction**

Welcome by Mr *RAIMUNDAS PALAITIS*, Lithuanian Minister of the Interior

The citizen/customer in the focus of European public administrations: “Strengthening public administrations by empowering the citizen/customers”
PATRICK STAES (Seconded National Expert, European Institute of Public Administration - NL)

A view into “Customer insight in public administration”
ROY STEPHENSON (Deputy Director, Cabinet Office - UK)

10.00 – 10.30 **Cutting edge case:** “Using customers’ views to improve business processes and operations”
JILL SUYKENS (De LIJN: Flemish public bus company – Belgium)

10.30 – 11.00 **Coffee break**

11.00 – 11.30 **Cutting edge case:** “How government institutions could provide better services to their customers”
Mrs STASE ALIUKONYTE-SNIRIENE (Director of Taxpayer Service Department, the State Tax Inspectorate under the Ministry of Finance – Lithuania)

11.30 – 12.15 **Parallel working sessions**

Session 1

“Starting from life events to improve the service delivery, involving citizens/customers by customer journey mapping”

JOHN KOOTSTRA (Ministry of the Interior - The Netherlands)

Session 2

“Establishing service commitments with citizens according to their expectations”

City of Llobregat (Spain)


Session 3

“National Approach on measuring satisfaction”

JOHN NONSEID (Agency for Public Management and eGovernment - Norway)

12.15 – 13.30 **Lunch and networking opportunity**

13.30 – 14.00 **Cutting edge case:** “Changing the way of developing educational policy: taking into account the insights of parents and children”
SARA JONES (Department of Children, Schools and Families - UK)



14.00 – 14.45 **Parallel working sessions**

Session 4

"Involving citizens in evaluating the quality of services: a new effective approach in Italy and a case from the health sector".

St. Orsola-Malpighi University Hospital (Italy)

Session 5

"Receiving and using different sources of customer feedback for improvement"

HELI KNIHTI (Social Insurance Institution - Finland)

14.45 – 15.15 **Coffee break**

15.15 – 16.00 *Reporting on the different workshops in a panel discussion with the five rapporteurs from the workshops*

16.00 – 16.30 **Cutting edge case:** "Mindlab – a cross-ministerial initiative involving citizens and businesses in developing new solutions for the public sector"
MS KIT LYKKETOFT (Project Manager Mindlab - Denmark)

16.30 – 17.00 **Conclusions and closing words**

"Using citizen/customers for improving public administration"
PATRICK STAES and NICK THIJS (European Institute of Public Administration – NL)

Closing words by *MR PAULIUS SKARDZIUS*, Director of the Public Governance Policy Department of the Ministry of the Interior of the Republic of Lithuania

17.00 **Closing reception**

Practical Information

The event takes place in **Vilnius**, Lithuania
Address: **Crown Plaza**, Vilnius M. K.Ciurlionio str. 84, Vilnius. (<http://www.cpvilnius.com/index.html>).

A fee of **€95** (including the conference, lunch and closing reception) will be charged after registration. Registration and other conference arrangements are being organized by travel company Baltic Clipper. To register for the event please send an e-mail to **conference@bc.lt**. You will then receive all practical information for registration, payment and accommodation. Please note that the closing date for registration is 1 March, 2010.

All sessions and presentations will be in English or translation into English will be provided.

Contact Persons

For the Registration

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For the Conference

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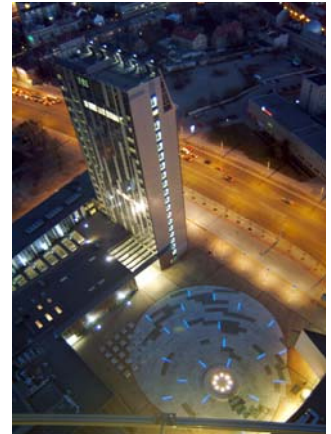
**CITIZEN / CUSTOMER SATISFACTION MANAGEMENT
EUROPEAN EXPERIENCES AND INSIGHTS
VILNIUS, LITHUANIA, 18 MARCH 2010**

WELCOME TO LITHUANIA

LITHUANIA is a new and active member of the European Union (since May 1, 2004). Lithuania is the only Baltic country with nearly eight hundred years of statehood tradition, while its name was first mentioned almost one thousand years ago, in 1009. It is a country situated at the geographical centre of Europe, washed by the Baltic Sea, covered with dense forests and meandering rivers and lakes, respectful of its traditions, proud of the Lithuanian language, nurturing its UNESCO world heritage sites, and open to innovations.

VILNIUS (population: 542,2 thousand) is the capital of Lithuania. The city was officially established in 1323. But a fortified castle at the confluence of the Neris and Vilnia rivers was set up earlier. The Old Town of Vilnius is one of the largest (360 ha) and prettiest in the Eastern and Central Europe included on the UNESCO World Heritage List (1994). The city boasts excellent public transport with trolleybus, bus and minibus routes; plenty of taxis available. Vilnius is the most northernmost capital city which took over the architectural styles of old Southern and Western Europe. Vilnius ensembles of churches and palaces reflect Italian renaissance and baroque, the Russian Byzantine style, Jewish elements and even traces of pagan structures. Vilnius also has a Montmartre of its own – the Uzupis Republic, the Mecca of artists with different galleries and art performances. Vilnius old town boasts the abundance of cosy cafes, restaurants, souvenir vendors and fancy boutiques.

<http://www.travel.lt/index.php?lang=2>
<http://www.tourism.lt/upload/lietuva.htm>



www.LithuanianTravel.com

PRACTICAL INFORMATION

Venue of the Meeting

CONFERENCE CENTRE OF THE HOTEL CROWNE PLAZA VILNIUS

Address: M. K. Čiurlionio Street 84, Vilnius, Lithuania
Phone: +370 5 274 34 00
Fax: +370 5 274 34 20
www.cpvilnius.com



General Information

Crown Plaza Vilnius is a five-star hotel, which belongs to Intercontinental Hotels Group, the world's largest international hotel chain.

Modern architecture provides a relaxed atmosphere and combined with the highest standards of service and attention to detail, makes the Crown Plaza Vilnius the perfect choice for both the business and leisure traveller.

Location

The hotel is perfectly situated in the centre of Vilnius, while enjoying quietness of the Vingis Park, the largest park of the Capital.

- 10 min walking distance from Vilnius Old Town, where important museums, fashionable stores and boutiques are located.
- 12 min walking distance to financial district and main government institutions.
- 3 km to railway station.
- 7 km to Vilnius International airport.
- Car parking facility for 100 cars.

TRANSPORTATION TO AND FROM VILNIUS TO THE AIRPORT

Vilnius is best reached by **Vilnius International airport**. If You need help getting flight tickets You can contact Event coordinating agency „Baltic Clipper“ (*e-mail: a.salaviejiene@bc.lt, phone:+370 5 2490904*).

By taxi

The taxi rank is right in front of Vilnius Airport terminal. Taxis are available according to the actual arrivals of flights. A fare from the Airport to the city centre costs approximately 30 Litas (8 EUR) (depending on the desired destination of the trip). Taxi takes about 15 minutes from the Airport to the centre of the city. Taxis in Lithuania do not accept credit cards.

By Bus

The journey time from Vilnius Airport to the city centre is approximately 25 minutes. Tickets are purchased on the bus No 1 or No 2 (2.50 Litas / 0.70 EUR) or at the bus station (2 Litas / 0.60 EUR).

For information about the schedule of buses and trolleybuses look at

http://www.marsrutai.info/vilnius/?a=p.routes&transport_id=bus&t=xhtml&l=en

ACCOMMODATION



Preliminary reservations have been made for a number of rooms, on 17-19 March, at the following hotels.

To make a reservation please contact „Baltic Clipper“ (e-mail: conference@bc.lt or I.laurinaviciute@bc.lt; fax: +370 5 2109770) **at the latest on 17 February.**

Crown Plaza Vilnius 5* **(Venue of the Meeting)**

Address: M. K. Čiurlionio Street 84, Vilnius
Phone: +370 5 2743400
Fax: +370 5 2743420
www.cpvilnius.com



Single room – 65 EUR per night with breakfast
Double room – 72 EUR per night with breakfast
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Narutis Summit Hotel 5*

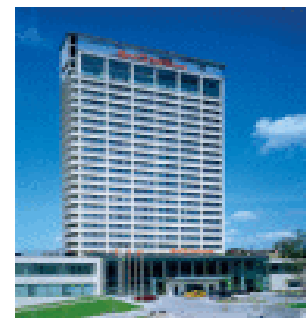
Address: Pilies Street 24, Vilnius
Phone: +370 5 2610105
Fax: +370 5 2622882
Mob: +370 618 81538
www.narutis.com



Single room – 88 EUR per night with breakfast
Double room – 100 EUR per night with breakfast

Reval Hotel Lietuva 4*

Address: Konstitucijos pr 20, LT09308 Vilnius
Phone: +370 5 272 6200
Fax: +370 5 272 6210
www.revalhotels.com



Single room – 79 EUR per night with breakfast
Double room – 84 EUR per night with breakfast

Artis Centrum Hotel 4*

Address: Liejyklos Street 11/23, Vilnius
Phone: + 370 5 2660369
Mob. +370 615 29780
Fax: + 370 5 2660377
www.centrumhotels.com



Single room – 81 EUR per night with breakfast
Double room – 94 EUR per night with breakfast

MAP AGENDA

1. Crown Plaza Vilnius 5* (Venue of the Meeting)
2. Reval Hotel Lietuva 4*
3. Narutis 5*
4. Artis Centrum Hotel 4*



MORE LINKS:

Accommodation

http://www.travel.lt/index.php/hotels_in_lithuania/21419

Information for tourists about Lithuania

http://www.travel.lt/index.php/information_for_tourists_about_lithuania/21804

Weather in Lithuania

<http://www.meteo.lt/english/>

Vilnius Tourism Information Centre

<http://www.vilnius-tourism.lt/>

Arrival

<http://www.vilnius-tourism.lt/topic.php?tid=62&sid=84>

City Transport

<http://www.vilnius-tourism.lt/topic.php?tid=62&sid=76>



MORE INFORMATION

Local Time: Lithuania lies in the Central European Time zone (GMT + 2 hours, or same as, for instance, Helsinki, Riga, and Tallinn).

Population: 3.43 million (May 1, 2005) or a 0.6% decrease over the last year.

Ethnic Composition: Lithuanians – 83.5%, Polish – 6.7%, Russians – 6.3%, Belarusians – 1.2%, others – 2.3%. Lithuania is home to as many as 115 ethnic groups. Based on ethnic composition, Lithuania is the most indigenous of all the Baltic countries.

Religion: Predominantly, Roman Catholic (approximately 80% of the total population). Other confessions include Orthodox, Old Believers, Lutheran, Reformat, Judaist, Sunni, Karaite and other communities.

Language: the state language is Lithuanian. All correspondence and official communication is conducted in Lithuanian.

Airlines: Airline connections with Lithuania are excellent. Lithuania has three international airports, i.e. Vilnius Airport (<http://www.vilnius-airport.lt/en/>), Kaunas Airport (<http://www.kaunasair.lt/index.php?lang=en>), and Palanga Airport (<http://www.palanga-airport.lt/en/?>).

Mobile GSM Networks: There are three major mobile service providers in the country: *Omnitel*, *Bité GSM* and *Tele2*. Excellent connections are ensured not only in Lithuania but also throughout many other countries.

Fixed Telephone Lines. When using fixed telephone line to call to another town or district, use an appropriate area code. For area codes, see http://www.vox.lt/en/domestic_codes

National Currency and Payments: National currency is the Lithuanian Litas (LTL). It is pegged to the Euro at the exchange rate of EUR 1 = LTL 3.4528. Cash payments will be accepted only in the Litas, however many shopping centres and other service outlets take credit cards.

Information Hotline: 118.

Emergency Telephone Number: 112. Dial this number from all public telephone networks anywhere in Lithuania. Calls to this number are free of charge at any time of the day, from any service provider, mobile or fixed line. Dial this number to report criminal offences, life-threatening conditions, health, safety or environmental hazards, and call respective emergency services.

Greeting: *labas rytas* (in the morning), *laba diena* (during the day), *labas vakaras* (in the evening), *sveiki* (informal).

Bidding Farewell: *viso gero, likite sveiki, iki pasimatymo, sudie.*

Expressing gratitude: *ačiū*

