Meeting Minutes – Webinar on the SDG services model Pilot 17/01/2022

Catalogue of Services Action

Project	Catalogue of services action - SDG Search Service model Pilot	Meeting Date/Time	17/01/2022 10:00-12:00 (GMT+1)
Meeting Type	Webinar	Meeting Location	Google meet
Meeting Coordinator	Miguel Alvarez Rodriguez Florian Barthélemy	Issue Date	17/01/2022

Meeting Agenda
1. Introduction 2. Member States status 3. Lessons learned 4. Testing 5. NLP Proof-of-concept 6. Conclusion

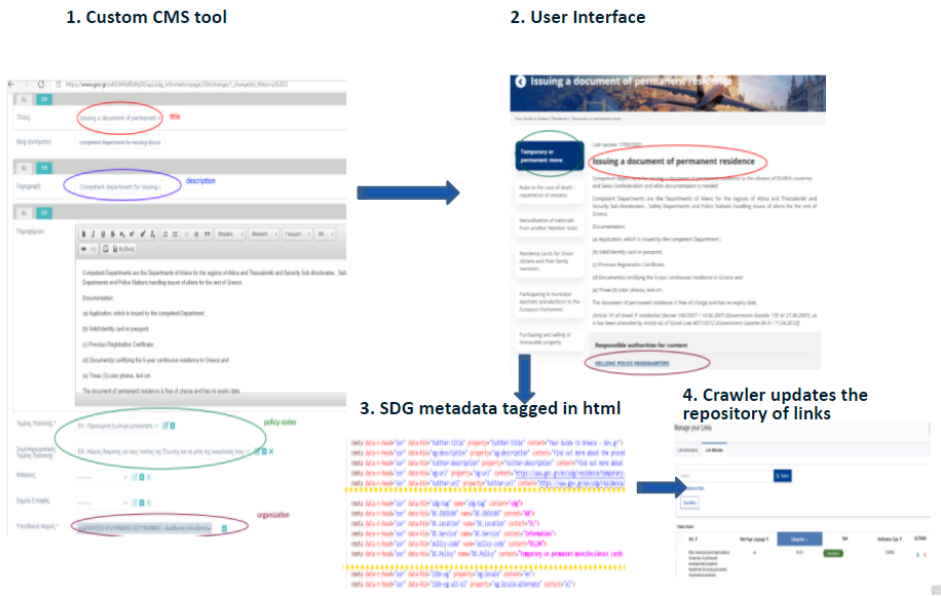
Webinar's participants

Attendee Name	Abbreviation	Organisation/Country
Alessandro Jelmini	AJ	Sweden
Ana Rosa Guzman	ARG	Spain
Antonio Barbieri	AB	Italy
Auke van der Gaast	AG	The Netherlands
Bongiovanni Riccardo	BR	Accenture
Enrica Massella	EM	Italy
Enrico Le Coche	ELC	/
Miguel Alvarez Rodriguez	MAR	European Commission
Pavlina Fragkou	PF	European Commission
Giacomo Ceribelli	GC	/
Giovanni Villari	GV	Italy

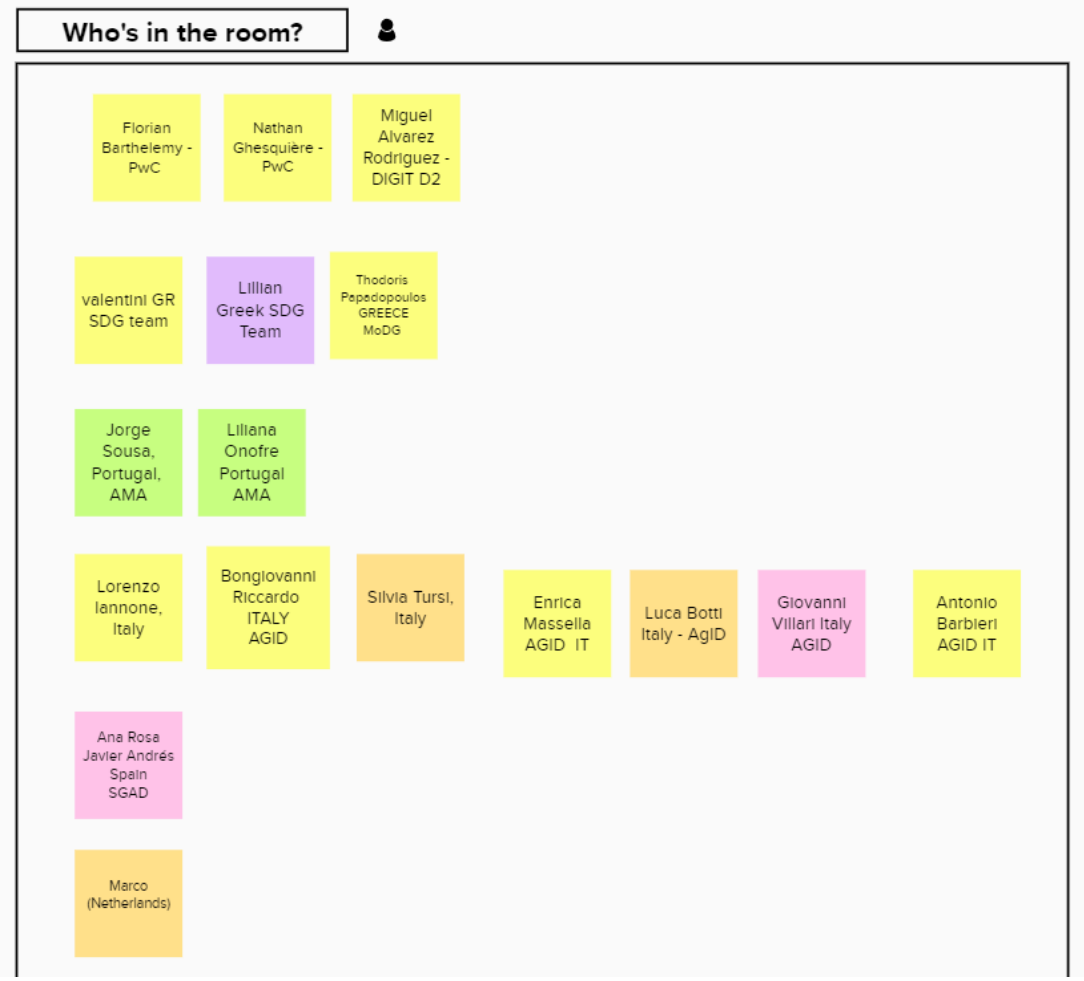
Javier Andres	JA	Spain
Valentini Paparrizou	VP	Greece
Theodore Papadopoulos	TP	Greece
Lillian Koutsona	LK	Greece
Lisdalia Sanches	LS	Portugal
Lorenzo Lannone	LL	Italy
Luca Botti	LB	Italy
Marco Aarts	MA	The Netherlands
Marco Pedro	MP	Portugal
Jorge Sousa	JS	Portugal
Peter Bergman	PB	The Netherlands
Silvia Tursi	ST	Italy
Lisdalia Sanches	LS	Portugal

Florian Barthélemy	FB	PwC EU Services
Nicholas Loozen	NL	PwC EU Services
Nathan Ghesquière	NG	PwC EU Services
Louis Matha	LM	PwC EU Services
Emidio Stani	ES	PwC EU Services
Zsófia Dudas	ZD	PwC EU Services
Simona Badulescu	SB	European Commission
Alexandru Ion	AI	European Commission

Summary of the meeting	
Topic	**Summary**
Introduction	● Miguel Alvarez Rodriguez welcomed the participants to the webinar organised by the Catalogue of Services Action. ○ MAR asked if there was an objection to recording the webinar. There was no objection and the webinar has been recorded. ○ MAR explained the agenda of the webinar. ● Florian Barthélemy introduced the background and origin of the project: ○ Background of the SDG Search Service Model ○ Objectives of the model and pilot

	■ Ease of adding additional metadata to the YourEurope portal ■ Assess the improved findability of public service information on the YourEurope portal ○ Practical steps for the pilot
Member States Status	**<u>Greece presentation</u>** Theodore Papadopoulos represented **Greece** during a 15 minute presentation prepared and hosted by the Greek team, explaining the progress on the pilot: ● Introduction to the 1) Greek registry of Procedures (collecting information about all procedures in Greece and 2) the SDG information portal (gov.gr). ● The Greek registry of Procedures is under development and uses an extended model of CPSV-AP to describe the procedures. The extension includes for example SDG requirements. The procedures are planned to be crawled by the Repository of Links using the crawler. ● For this pilot, the SDG information portal is used (for maturity reasons). The portal is created to create national content concerning the SDGR and publish it to the Repository of Links. This portal is based on a much simpler model as shown in the slides and is based on the Annex I information of the SDGR. ● Theodore explained how the Repository of Links information is provided today: ○ Custom CMS tool ○ Generation of web pages ○ Metadata tagged within the webpages ○ Crawling of the tagged webpages by the Repository of Links National SDG portal for information (2)  ● Showcase of the approach followed by Greece for the Pilot - four steps:

	○ Mapping the previously presented model by Greece to the classes and attributes of the SDG Search Service model. ○ Actual mapping of 5 (regularly visited) web pages using an excel file. All classes were mapped using different sheets in the excel template. ○ Mock-up of the tagging in HTML. ○ Uploading the metadata to the Repository of Links and testing the YourEurope portal (in progress). ● What did Greece need to provide? ○ Overall the process was straightforward and simple. ○ Mapping between the model. ○ Put effort into mapping example pages. ○ Choose the preferred way of uploading the information for the pilot. ● Next steps: ○ Testing: evaluating the results of the pilot by performing tests on the YE portal. ○ NLP experiment to tag HTML pages. This will include the extended tagging of additional pages. ● Leveraging the pilot: ○ Find a way to facilitate the tagging of pages by municipalities, having in mind the deadline of December 2022. ○ Putting in practice a model that uniformises in a simple way the information for describing the public services according to the SDG. ○ Use this pilot as an opportunity to optimise the national search engines. **Round table attending Member States**: Nathan Ghesquière (NG) introduced the round table status updates, kicking off with an interactive exercise on Mural. ● Who's in the room exercise:



Next, all Member States (with the exception of Greece) were invited to share their status on the Pilot, using three guideline questions:

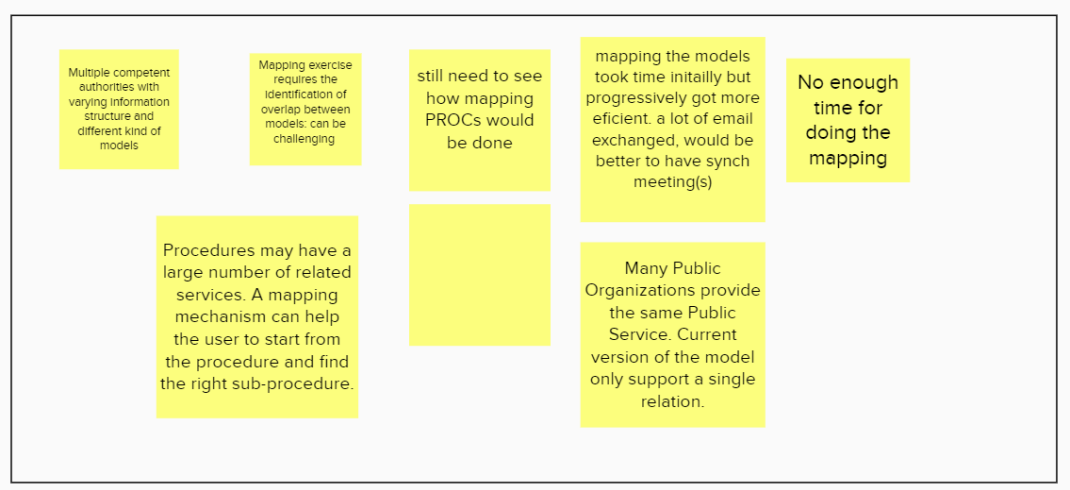
1. What is your current status regarding the pilot?
2. Have you been able to find commonalities between the SDG model and your structure for describing public services?
3. What are the next steps for you?

Italy (Lorenzo Lannone) : they tried to apply the model to the procedure detailed in Annex II of the SDGR: “Applying for a tertiary education study financing, such as study grants and loans from a public body or institution”.

They have two major findings so far:

- There are many services related to a single procedure. Therefore, they tried to map this complexity in the model by adding an attribute to the PublicService class. They tried to map a parent-child relation of the procedure.

	- It is challenging to map sub procedures to the correct public organisation, as not everything can be mapped one-to-one. There can only be one public organisation per public service, but in reality there can be multiple competent authorities responsible for a procedure, especially geographically. E.g. starting a business, which can be provided by different competent authorities in different places. **Portugal (Jorge Sousa):** They are stuck in the mapping because of a large number of procedures and the complexity of it. Identifying the relations is challenging. There is also a lack of resources. **Spain (Ana Rosa Guzman):** They are in a similar position as Portugal. This model should work with the previous metadata in the model. This metadata should already have been filled in in the first mapping sheet shared by the Catalogue of Services team, that's why they did not fill in the mapping sheet yet. They can also not ask the large number of competent authorities to make the effort to complete mappings. Therefore, they propose to make the pilot working with only the existing metadata in the Repository of Links. Findability is indeed low, so it is important for them to improve this. They would like help on this. They would expect a similar tool such as the assistance services tool that can rely on the metadata and not only on the Google search engine. Reply from Alexandru Ion: we will use extra metadata where possible, but there will be no 'penalties' for pages that only include the original metadata. All links in the repository can be used for the pilot, and the additional tagging does not need to happen for all pages in the repository. On a voluntary basis, 1-5 pages can be tagged. **The Netherlands (Marco Aerts)**. They provided the excel mapping to the national information model. They have a lot of data on both national and local services. They aren't convinced that extra metadata will increase findability for the Dutch pages. They would like to increase the user friendliness of the portal instead. Once the basic requirements on finding their webpages are fulfilled, they would be interested to see whether additional metadata can further improve the findability. As other countries, they have been busy implementing the SDG.
Lessons Learned	Nathan Ghesquière presented the best practices to approach the pilot: ● Existing model: If there is a model available describing public services: map key concepts based on SDG. ● No existing model: Familiarize yourself with the SDG model and find these concepts back in existing pages/systems. ● Pragmatic and iterative approach: Start with the low hanging fruit; a mapping does not need to be perfect from the start. Iteration and open discussion enable usable results.

	● Conceptual vs implementation: Focus on what is feasible for your administration. It is fine to skip a step if it is unrealisable at this moment. Member States were invited to the Mural collaboration tool to discuss barriers and difficulties encountered during the pilot:  Identified challenges by the participants were as follows: ● “Still need to see how mapping procedures would be done” ● Greece: “Sync meetings would be more efficient instead of email. Especially for the conceptual mapping, it would be good to sit together. “ ○ Reply Florian Barthélemy: Valuable feedback, we can always propose to have a sync meeting. ● Portugal (Jorge Sousa): “The team is not that large and the SDG has been taking many resources.” ● “Italy: Many public organisations provide the same public services. The model can only support a single relation. It would be useful to have this link”. This can be taken into account for CPSV-AP in general as well. ○ Reply Florian Barthélemy: we will need to sit together with Italy to go through this in detail. ● “Italy: Procedures may have a large number of related services. A mapping mechanism can help the user to start from the procedure and find the right sub-procedure.” They suggest the parent-child approach for finding sub-procedures. ○ Reply Florian Barthélemy: It is valuable feedback for a future iteration of the model.
Testing	Nathan Ghesquière started presenting testing scenarios, use cases and suggestions. ● Use cases to increase findability of links on the YourEurope portal: ○ Additional metadata

- Additional filters
- More extensive description below links

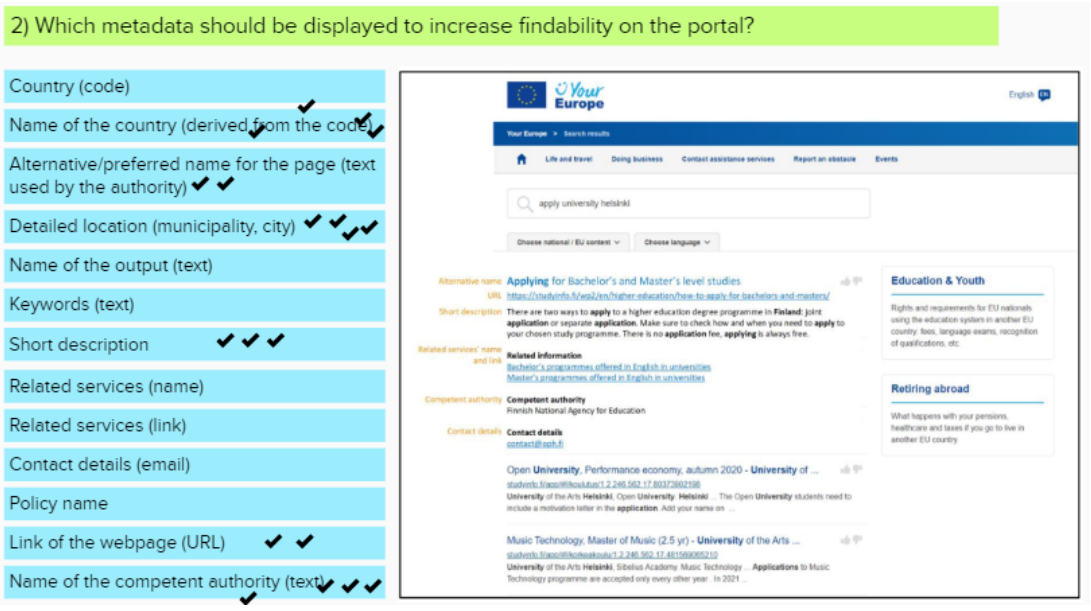
- Types of testing
  - Controlled testing (Member States perform before and after tests using chosen keywords and pages.
  - Uncontrolled testing (usual site traffic is used to log whether users can find links more easily)
- Key Performance Indicators (KPI's)
  - Click-through rate (how many times a link has been clicked)
  - Ranking (the ranking of the relevant web page in the search result)

- Question from Ana Rosa Guzman (Spain): to improve the findability in the portal, is there a use case about natural language processing?
  - Florian Barthélemy: the NLP 'use case' is an extra that is not related to findability directly, but focuses on tagging the webpages.
  - Ana Rosa Guzman: there is no use case for findability that uses Google? Can I search a link without Google for this pilot?
  - Alexandru Ion: that it is difficult to facilitate, not available in this pilot. Giving access to guided search for the links in the repository is nearly impossible for 45000 links.

  Spain prefers not to participate in the pilot anymore if the goal of improving the findability is only through Google search engine.

Exercise on displaying metadata on the YourEurope portal

Next, a Mural exercise was conducted to discuss how metadata should be displayed on the YE portal.



Top results from the exercise are as follows:

1. Name of the country
2. Detailed location
3. Name of the competent authority
4. Alternative name for the page
5. Short description

Question by Florian Barthélemy to Alexandru Ion:

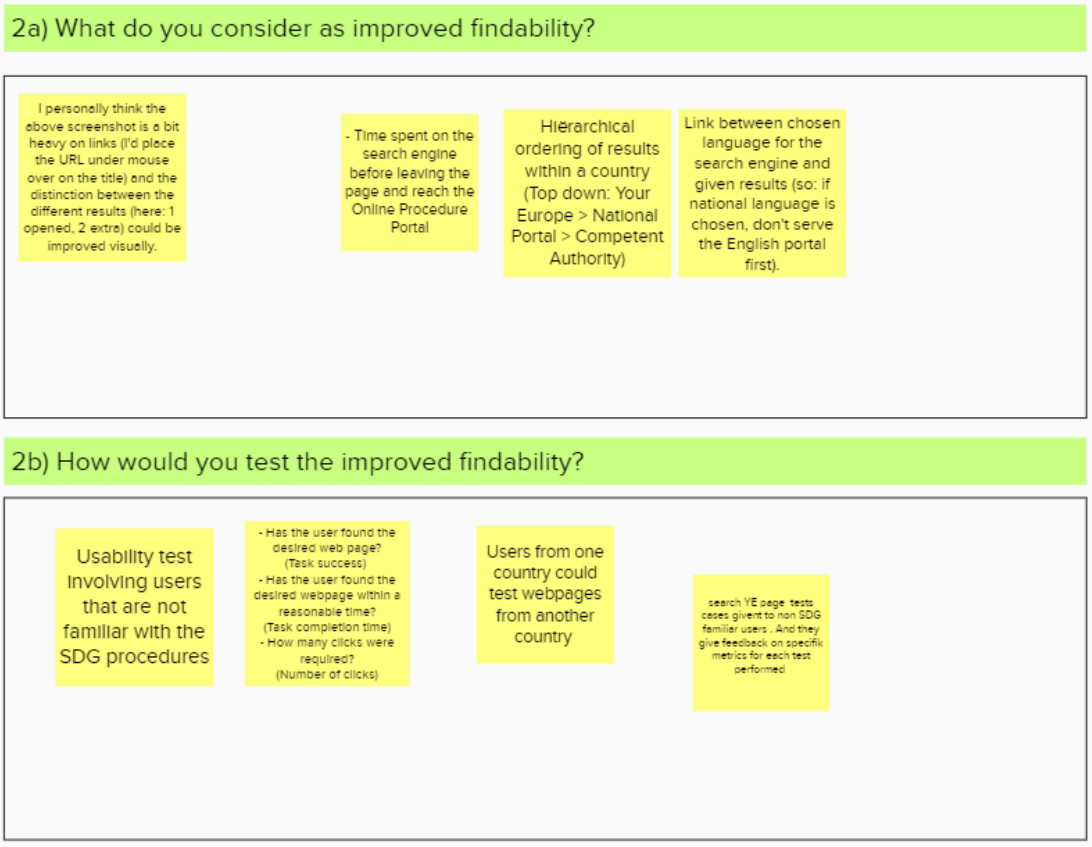
- What would be the default solution? Always display the metadata or only when a user hovers over a search result?
- Alexandru Ion: It will depend on what is preferred.

Question by Lorenzo Iannone to Alexandru Ion:

- The portal is performing a background search using Google, and then applies the metadata that we are mapping to the model?
- Alexandru Ion confirmed the way of working of the search engine.

No additional feedback was given during this exercise.

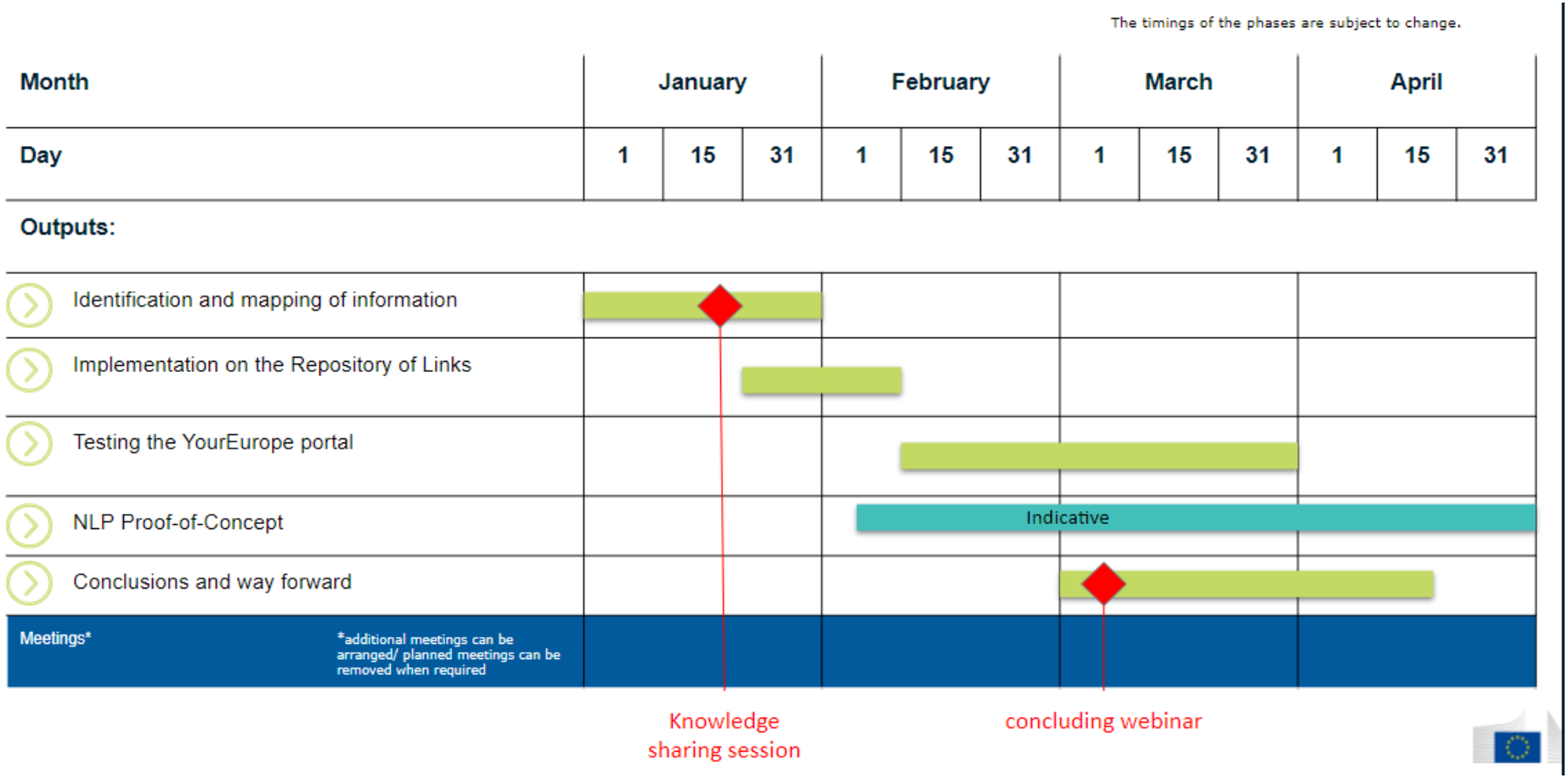
Next, more detailed feedback was gathered on Mural:



The answers given by the participants are the following:
What do you consider as improved findability?

	● “I personally think the above screenshot is a bit heavy on links (I'd place the URL under mouse over on the title) and the distinction between the different results (here: 1 opened, 2 extra) could be improved visually.” ● “Time spent on the search engine before leaving the page and reach the Online Procedure Portal” ● “Hiërarchical ordering of results within a country (Top down: Your Europe > National Portal > Competent Authority)” ● “Link between chosen language for the search engine and given results (so: if national language is chosen, don't serve the English portal first).” How would you test improved findability? ● “Usability test involving users that are not familiar with the SDG procedures” ● “- Has the user found the desired web page? (Task success) - Has the user found the desired webpage within a reasonable time? (Task completion time) - How many clicks were required? (Number of clicks)” ● “Users from one country could test webpages from another country” ● “search YE page tests cases given to non SDG familiar users. And they give feedback on specific metrics for each test performed” In the interest of time, this input has not been discussed further during the knowledge sharing session.
NLP Proof-of-Concept	Louis Matha presented the NLP Proof-of-Concept: - Objectives - Scope - The study on NLP - How does it work? - Potential for the PoC Emidio Stani presented a demo of the Proof-of-Concept: - For this example a dutch webpage is used - The right side of the page shows the connection with the NLP client that first scans which metadata is already in the page - It determines which metadata needs to be added, after which the NLP engine is contacted - The NLP engine returns the metatags No more feedback or questions were received during this part.
Conclusion	Florian Barthélemy concluded the webinar with the following topics: - Timeline of the pilot for the coming months. - Next steps for the SDG Search Service model. Highlights in the upcoming planning:

	- Testing will be able to start beginning of February - A concluding webinar will be organised beginning of March *The full timeline is included on the next page Florian Barthélemy and Miguel Alvarez Rodriguez closed the webinar by thanking all participants for collaborating.

The timings of the phases are subject to change.

Month	January			February			March			April		
Day	1	15	31	1	15	31	1	15	31	1	15	31
Outputs:												
Identification and mapping of information												
Implementation on the Repository of Links												
Testing the YourEurope portal												
NLP Proof-of-Concept							Indicative					
Conclusions and way forward												
Meetings* *additional meetings can be arranged/ planned meetings can be removed when required