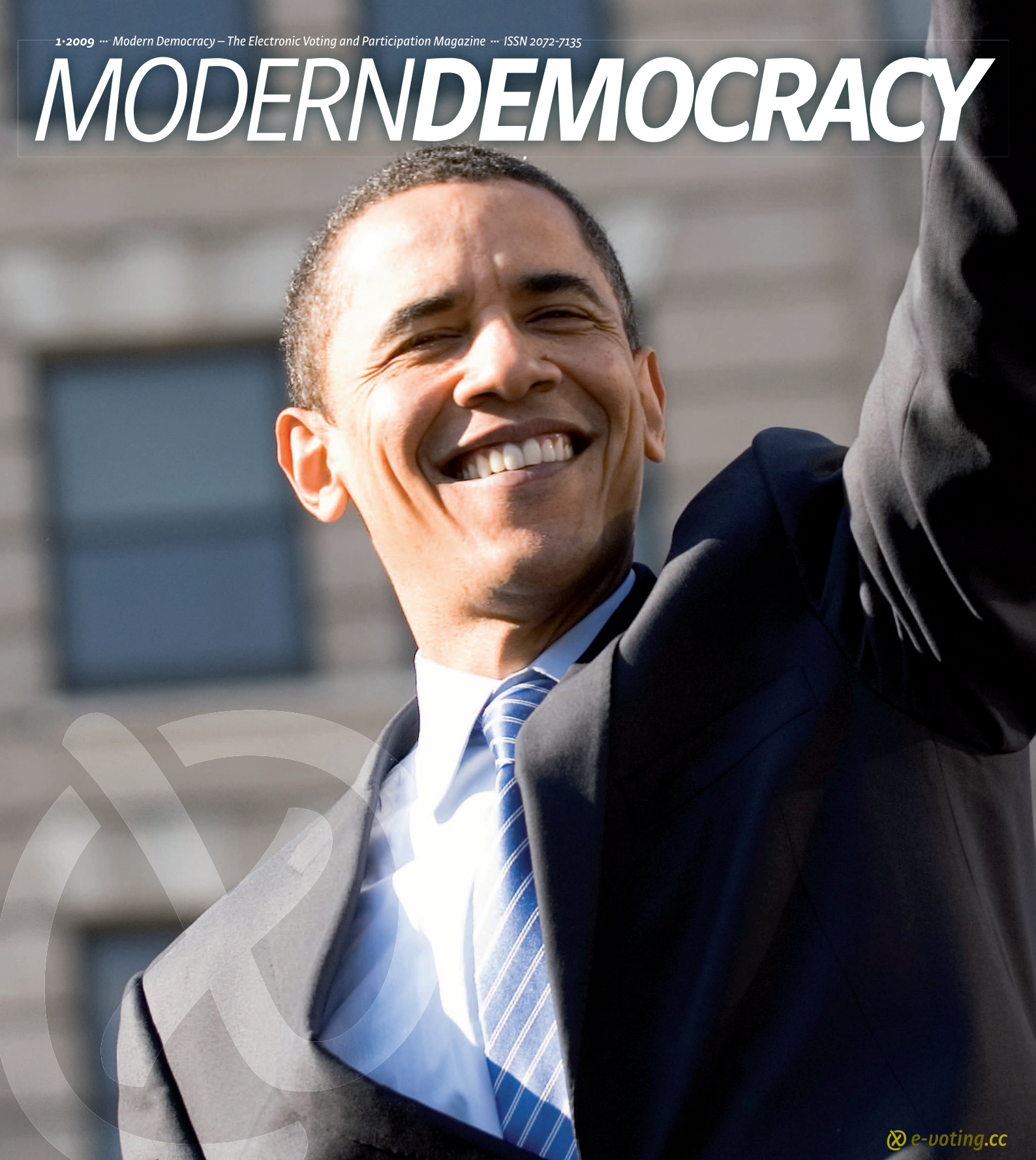



MODERNDEMOCRACY



 e-voting.cc

Obama's virtual race to the White House

Never before has a campaign for the U.S. presidency utilized the Internet so effectively as Barack Obama's. Read our interview with an insider.

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EDITORIALTowards a
Modern Democracy

We create the democratic future today.

Dear reader,

First of all, I would like to welcome you to our premier issue of "Modern Democracy" magazine. Our aim is to communicate a better understanding in the field of democratic and technological development.

Democracy as a form of government has been in existence for around 2.500 years, and originated in ancient Athens. Today, many dark ages and countless bloody wars later, the idea of democracy is still solidly advancing, and through the use of modern information and communication technologies, everybody in the world can now become involved. In this issue, we take a look at the new innovation of "Electronic Democracy".

The first article in our magazine deals with the election of Barack

Obama as the new President of the United States, whose victory was achieved through a shrewd mix of conventional and E-Democratic communication tools.

We are pleased to bring you our report on the newly adopted recommendation on Electronic Democracy; which, on 18th February 2009, became one of the very first legal texts on E-Democracy to be delivered by the international organization the Committee of Ministers of the Council of Europe.

Obviously, we can't answer every question on what is understandably a very complex and multi-layered issue, but we hope you will enjoy reading "Modern Democracy" and that between us, we can contribute to the discussion on a global scale.

We are happy to listen to what you have to say and what you think we could do to make this magazine better. Please feel free to email your feedback and suggestions to modern-democracy@e-voting.cc

Yours,
Robert Krimmer

Robert Krimmer,
Managing Director



Behind the scenes

Presenting E-Voting.CC – the Competence Center for Electronic Voting and Participation.

The year is 1999, the Internet is well and truly established, and most things can be bought with the click of a mouse. At New York University, there is an exchange student from Vienna in Austria, who, like many others, buys text books, airline tickets and all manner of things online and welcomes the ease with which the Internet allows him to do that. It also enables him to follow the campaigning for the student union elections coming up back home, which got him thinking, "If I can shop online, why can't I vote online?"

Robert Krimmer, founder of the E-Voting.CC, has held on to this thought throughout the past ten years, during which time he has worked in several different roles. He started as a student union vice chairman from 1999 to 2001, where along with his fellow colleagues was instrumental in getting student union law changed by the national parliament to allow for E-Voting. This was followed by writing his masters' thesis on "E-Voting for the Austrian Student Union" and co-leading the research group 'E-Voting.at'.

It was in 2003, that our research expanded through the network 'Towards an Electronic Democracy (TED)' who, in 2004, financed the first gathering of researchers, election officials and vendors, an event which took place in the beautiful Castle Hofen near Bregenz, Austria. One year later, partici-

pation in the EU mission to observe electronic voting in Venezuela marked our first contact with electoral observation.

The EVOTE conference in 2006 saw the founding of E-Voting.CC – The Competence Center for Electronic Voting and Participa-

The E-Voting.CC core team at the "EVOTE08" conference at Castle Hofen in Bregenz, Austria



tion. Since then, we have operated as a charitable organization in fostering the development towards a modern democracy. We support this movement by consulting, assisting and evaluating the use of information and communication technologies within the democratic process. This is expressed in several projects as the E-Voting conference series; participation in the ad-hoc group on E-Democracy, or consulting with the Austrian Ministry of Science and Research for the introduction of E-Voting in the student union

elections which premieres this May.

None of this would have been possible without a strong and dynamic team consisting of: Daniel Botz, Johannes Kozlik, Manuel Kripp, Katharina Stöbich, Stefan Triessnig, Felix Wendt, Konrad Wieland, and Robert Krimmer.

We all look forward to the future of democracy through ICT, and hope to report about the many projects to come!



E-Voting in Austria – Tomorrow's election ready for real?

Austria's first legally-binding electronic election will be held from the 18th to the 22nd of May during the "Austrian Student Union's" elections. This will be the final part of a two-year consultation process to the Austrian Ministry of Science by E-Voting.CC.

E-Voting in Austria. The initial plans to implement E-Voting in Austria, were rooted in the first ever legally-binding Internet elections, which were held in February 2000 at the University of Osnabrück in Germany. Following the elections, the former head of the Austrian Student Union claimed the implementation of a remote voting channel for students, and a newly set-up task force decided to

pursue electronic voting. This concluded in a parliamentary decision which legally enabled E-Voting in 2001. "E-Voting.at", a scientific group, finally conducted a shadow election for the federal student body elections in 2003.

The Student Union elections in May 2009. A project group at the Austrian Ministry of Science will now implement this ambitious

election modernization project. The E-Voting channel will be opened one week before the paper election, which will be held around the end of May in order to ensure maximum resilience. For authentication, the citizen card will be used. After it is inserted into a card reader and a code has been typed in, the voter makes his or her choice. The vote is then encrypted and digitally signed. The electronic ballot will be kept safe until after the paper election. Following the electoral process, the election commission is authorized to remove the signatures. The votes are mixed and then counted after two decryption keys have been added.

Pilot project and outlook. This project is provoking great debate and discussions, which shows the importance of conducting such a project in this framework. What is certain, is that a complex modernization project like this takes quite a lot of time and effort to communicate to the voters. Nevertheless, the experience gathered will be of great value for the future of voting procedures in Austria.

Author: Robert Krimmer

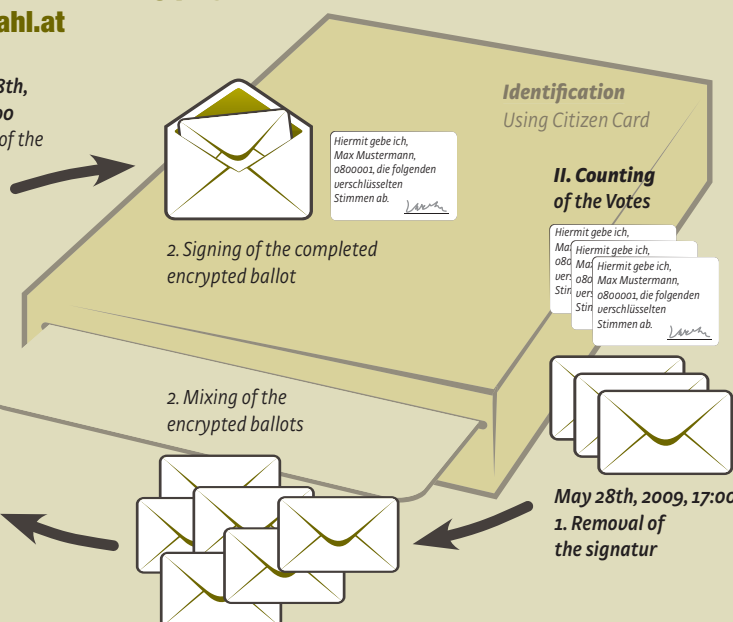
Process guide to Austria's E-Voting project:

ⓧ <http://www.oeh-wahl.at>

I. Vote Casting between May 18th,

08:00 and May 22nd, 2009, 18:00

1. Encryption with the public key of the election commission



3. Decryption with the private key of the election commission, then counting the votes

Europe's
conference
highlights of
2008 in the
review

E-Democracy'08,
London

World E-Democracy
Forum, Issy-les-
Moulineaux

EDem 08,
Krems

EVOTE08,
Bregenz

Forum for the Future of
Democracy, Madrid

2008 at a glance

Ecomm, EGOV, EDEM, epart, EVOTE08, eDemocracy2008,...." E-Events are springing up just about everywhere you look these days. To maintain an overview on last year's most relevant conferences in this field, Modern Democracy reports on the highlights of 2008. You missed one? Don't worry; we've got it covered.

EVOTE08 in Bregenz, Austria (6th to 9th of August 2008). The bi-annual International Conference on Electronic Voting took place in Bregenz, Austria for the third time. It was established as an interdisciplinary meeting point for E-Voting experts from all over the world. This year's conference had to balance discussions on countries' success stories, like legally-binding Internet elections as well as on major set-backs like the decision to go back to paper and pencil for elections after years of E-Voting experiences. The First E-Voting Competition in the forefront of the Conference, proved to be the event's special highlight. Out of eight submitted E-Voting systems, the jury selected three finalists. The Greek team "PNYKA" convinced

the jury that their system fulfilled security requirements and proved high usability.

EDem 08 in Krems, Austria (29th to 30th of September 2008). The International Conference for Electronic Democracy, which was organized for the second time by the Centre for E-Government of the Danube University, Krems, covered a wide range of topics, from theory to practice of E-Democracy. This year's main focus was on participation and on the question "What can electronics do for democracy?" The conference speakers highlighted the manifold possibilities of E-Democracy for participation at a number of levels – ranging from neighbourhood initiatives to national involvement, but at the same time, they called for crit-

ical thinking as essential for participation, deliberation and democracy.

Forum for the Future of Democracy in Madrid, Spain (15th to 17th of September 2008). From 15th to 17th September, the Forum for the Future of Democracy of the Council of Europe was held in Madrid. The aim of the Forum was to strengthen democracy, political freedom and citizens' participation through the exchange of ideas, information and examples of best practices. Furthermore, it aimed at enhancing the Council of Europe's work in the field of democracy. The annual, three-day conference took place for the fourth time on the general topic "E-Democracy: who dares?" The Forum reiterated that E-Democracy, as an addi-



White House 2.0 is coming soon

US President Barack Obama has opened the virtual doors of the government website Whitehouse.gov. Unlike the new President, the former Bush administration held back a lot of information from search engines' index functions; this is the system which normally allows information to be found by Google and other search engines on the Web. These restrictions have now been removed in a bid to enhance transparency, and a blog has also been set up which will act as an informal track of the President's work. According to Macon Philips, New Media director of the White House, its intention is to facilitate more open communication between the President and US citizens. Additionally, an Open Government Directive will be put into place within the first 120 days to give agencies a path to follow. The near future will tell whether this is just an empty pledge or an exciting new approach in government to citizens' communication.

www.whitehouse.gov

Estonia to vote by mobile phone in 2011

Estonia has always been one of the biggest supporters of E-Voting and E-Democracy in Europe, and now, the Estonian parliament has taken it one stage further. During the course of the next parliamentary elections in 2011, it will be possible for electors to cast their votes by mobile phone, making Estonia the first country to allow this form of voting. Eligible voters will have to obtain and use a free, authorized chip for their mobile phones which will allow them to cast their votes. The chip is guaranteed by the manufacturer to be both trustworthy and secure; a claim which has been confirmed by independent tests carried out by third parties in preparation for the real thing.

www.vvk.ee

❖ tional channel for democratic practice and participation, can significantly contribute to achieving more transparency, accountability and responsiveness of democratic institutions, to facilitating people's democratic engagement and deliberation, and to increasing the accessibility and inclusiveness of the democratic process.

World E-Democracy Forum in Issy les-Moulineaux, France (16th to 17th of October 2008). Issy-les-Moulineaux is a cyber-city near Paris at the forefront of E-Democracy and E-Government. As such, it was predestined to host the World E-Democracy Forum 2008, which took place on 21st and 22nd October for the 9th time. The main focus was on European issues, E-Participation and on the challenges of E-Government 2.0. The highlight of the conference was the distribution of the eDemocracy Award 2008 to Andrew Rasiej, Founder and President of TechPresident.com. In general, the World E-Democracy Forum has become an important international event on the impact of ICT in democracy and the modernization of public services.

E-Democracy'08 in London, UK (11th of November 2008). The E-Democracy '08 conference is organized on an annual basis by Headstar Events under the chair of Dan Jellinek, and has become the leading conference on E-Democracy in Britain over the

last few years. The conference began with keynotes by Helen Boaden, who is the BBC's Director of News and Tom Steinberg who is the founder of MySociety. In her speech, Helen Boaden outlined new challenges for modern journalism such as increased speed through "accidental journalism", meaning citizen reporters who cover topics. Tom Steinberg analyzed the campaign of the president of the United States, Barack Obama, as using old tools in a new way to mobilize voters.

The next session was chaired by Rolf Lührs from TuTech and Project Co-ordinator of PEP-NET, a pan European eParticipation network. Its content was an overview on different E-Democracy. The afternoon was dominated by several workshops dealing with topics like:

- Open Source in E-Democracy – How good can it be if it's free?
- The US presidential race online
- Local E-Democracy for stronger communities
- UK workshop – Scotland, Wales, Northern Ireland
- Digital Dialogues (findings of Hansard Society research)
- E-Democracy on the global front line

The wrap-up session was characterized through a controversial discussion between the speakers and the auditorium, mainly regarding the impact of blogs on politics.

Authors: Katharina Stöbich, Daniel Botz



The EVOTEo8 was an opportunity for socialisation and technical discussions.

Conference schedule for 2009

Conference Title	Details	Date	Location	Web Link @
IEEE/ACM	3rd International Conference on ICTD 2009	17–19. 4.	Doha, Qatar	ictd2009.org
EEEGov Days 2009	7th Eastern European eGov Days	22.–24. 4.	Prague, Czech Republic	www.epma.cz
The Good, the Bad and the Challenging	COST Action 298	13.–15. 5.	Copenhagen, Denmark	conference2009.cost298.org
dg.o 2009	10th International Conference on Digital Government Research	17.–20. 5.		www.dgo2009.org
Swiss E-Voting Workshop 2009		5. 6.	Münchenwiler, Switzerland	www.e-voting-cc.ch/index.php/de/workshop09
3rd INSPIRE Conference		15.–19. 6.		inspire.jrc.ec.europa.eu/index.cfm
MEMO 2009	Methoden und Werkzeuge zur Verwaltungsmodernisierung	17.–18. 6.	Münster, Germany	www.memo-tagung.de/WiWi/is/memo/2009/home/index.html
ECEG 2009	9th European Conference on E-Government	29.–30. 6.	London, Great Britain	http://www.academic-conferences.org/eceg/eceg2009/eceg09-home.htm
EVT/WOTE '09	Electronic Voting Technology Workshop / Workshop on Trustworthy Elections	10.–11. 8.	Montreal, Canada	www.usenix.org/events/eutwote09
E-Gov09 / ePart 2009	8th International E-Gov Conference / First International Conference on E-Participation	30. 8.–4. 9. / 2.–4. 9.	Linz, Austria	www.egov-conference.org/egov-2009 www.demo-net.org/epart
EDEM	Conference on E-Democracy	7.–8. 9.	Krems, Austria	edem2009.ocg.at
VOTE-ID 09	2nd International Conference on E-Voting and Identity	7.–8. 9.	Luxemburg	voteid2009.uni.lu
ecpr	5th European Consortium for Political Research	10.–12. 9.	Potsdam, Germany	www.ecpr.org.uk/potsdam/sections.asp
3rd International Conference on E-Democracy	Next Generation Society: Technological and Legal Issues	23.–25. 9.	Athens, Greece	www.e-democracy2009.gr
ICEG 2009	5th International Conference on E-Government	19.–20. 10.	Boston, USA	www.academic-conferences.org/iceg/iceg2009/iceg09-home.htm

Miss your event? Let us know at modern-democracy@e-voting.cc.

RECOMMENDED

The History and Politics of Voting Technology

Roy Saltman, an expert on voting machines, traces the evolution of voting technology by linking political, historical and legal backgrounds.

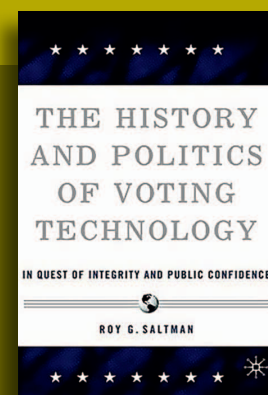
Roy G. Saltman worked at the National Institute of Standards and Technology as an independent consultant in election policy and technology.

His book "The History and Politics of Voting Technology" is a systematic, detailed study of voting machines, which includes analysing their design, development as well as their complexity and complicated technology. Following the 2000 presidential election disaster in Florida, the

author did a marvellous job in collecting and summarizing all the items relating to the event and its consequences. Saltman describes in detail, how the outdated systems and technologies still in use today are the alarming heritage of previous centuries. He worked out each detail methodically, and with painstaking accuracy, and shows very impressively, the context and correlation between political, historical and legal back-

grounds, and the evolution and implementation of voting machinery in the USA. These links give the book a very informative and impressive approach and an innovative perspective.

From an amateur point of view, the book may be quite difficult to read due to its highly technical and detailed content. It is, however, a commendable book for all specialists interested in E-Voting and improving voting technology.

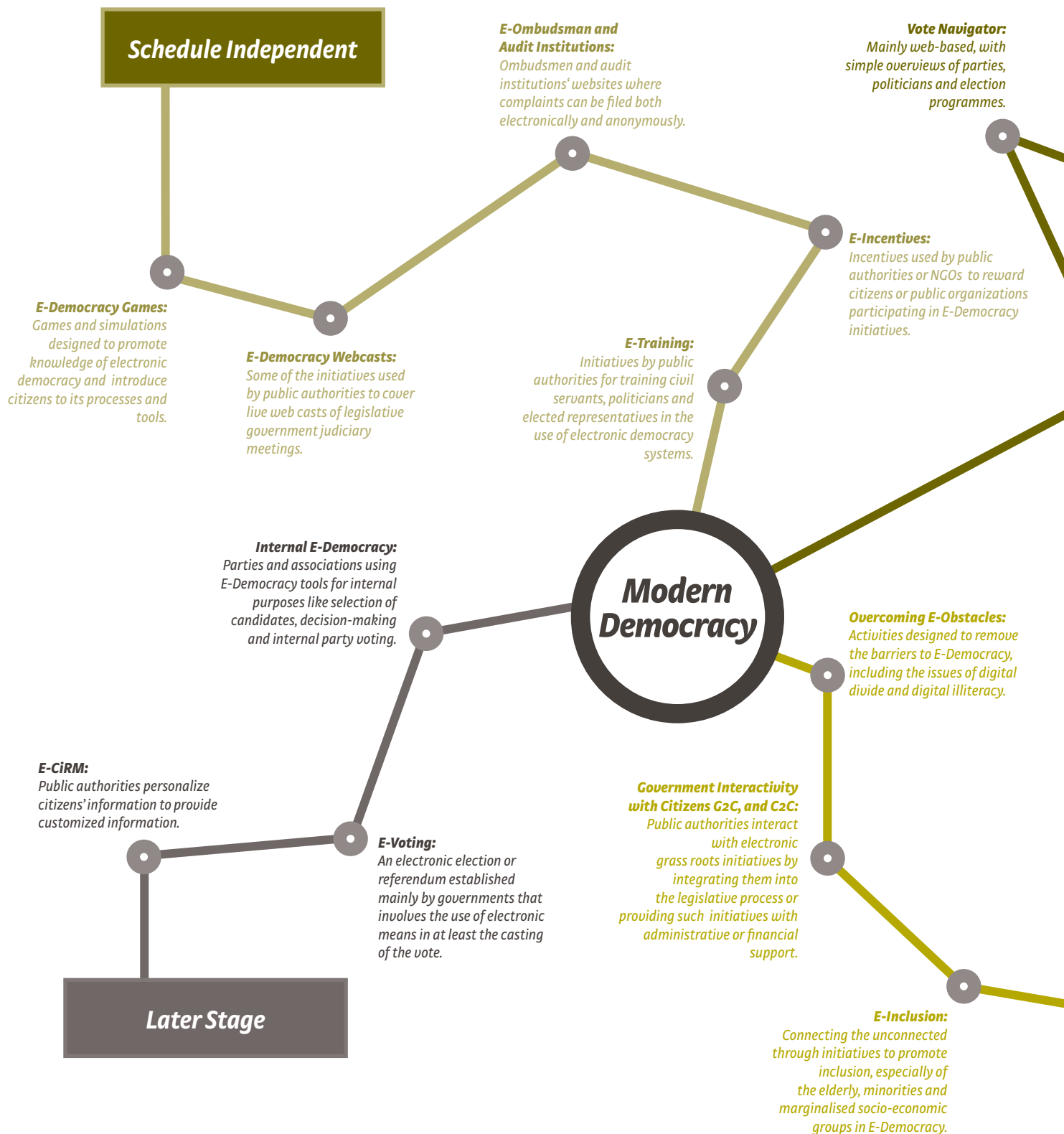


The History and Politics of Voting Technology by Roy G. Saltman
Palgrave MacMillan, 2006,
Basingstoke, ISBN: 1403963924

Special

The map of Modern Democracy

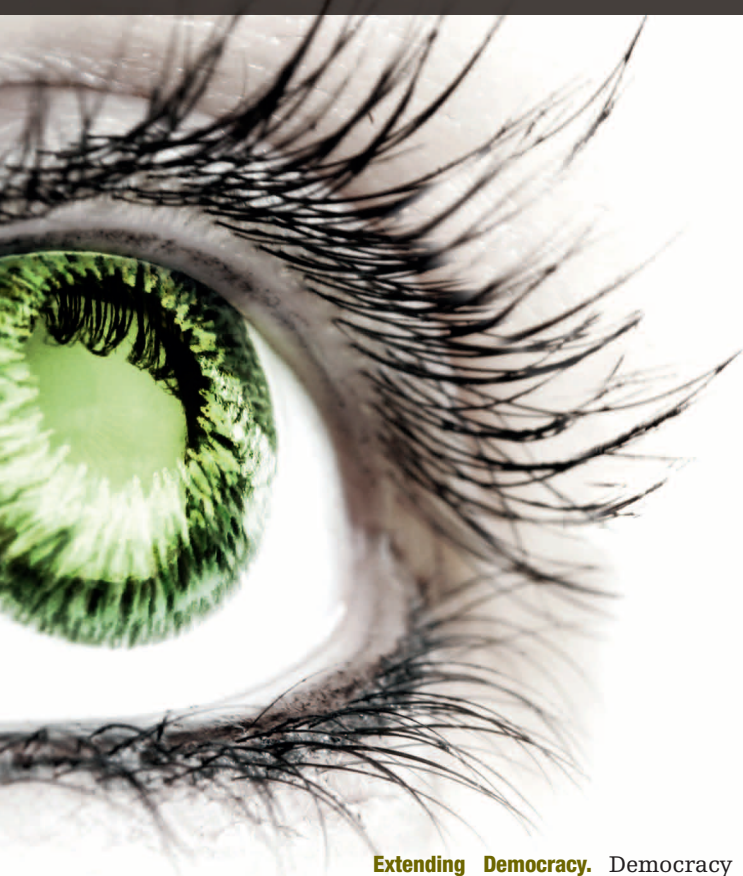
Download the map and toolkit <http://www.e-voting.cc/files/tools>





Spotlight – The CoE recommendation on

Electronic Democracy is often seen in equal measures as a blessing and a threat to democracy. Within the CAHDE working group established by the Council of Europe (CoE) the research undertaken by E-Voting.CC clearly indicates that E-Democracy is only an additional channel to existing democracy tools and policies. It offers the chance to improve the inclusion and quality of democracy.



Extending Democracy. Democracy is the foundation for peace and stability (UNDP 2002), and consequently was the concept of choice for many constitutions and state organizations after the Second World War (Almond, Verba 1996). However, over recent years, a continuing downturn in election participation by voters, particularly amongst the younger generation has been reported (Ellis 2006), which in turn has caused some alarm at the possible damage this is doing to democracy.

The Council of Europe (CoE) took this development as an impetus, and in 2002, established the Ad-Hoc Committee on Electronic Democracy (CAHDE) with the aim of creating a legal document suggesting standards of E-Democracy, formulating principles for introduction and providing generic definitions and analyses of tools and policies to facilitate the introduction of E-Democracy. The goals were manifold: among them the general reaffirmation of the essentials of democracy and the extension of democracy by using ICTs to facilitate information and deliberation of political issues; to increase transparency and accountability of democratic institutions and processes. This recommendation was adopted on February 18th 2009 by the Committee of Ministers.

The development of new ICTs, and the ongoing fast spread of the Internet among younger generations has opened up new access channels towards democratic processes. Through these channels, a new form of democracy – electronic democracy – can be established (von Lucke, Reinermann, 2004). This will very likely change the quality and the handling of democracy in future societies, and the Council of Europe took the lead to formulate principles on deal-

ing with the challenges and opportunities of this new development. E-Democracy is at first, the implementation of political processes with the support of ICTs (ibid.) This electronic extension of democracy is changing opportunities to participate and deliberate in the public discourse. Democracy is becoming more direct, and E-Democracy could lead to a more participative democratic culture.

E-Democracy is faced with high demands and expectations of saving the whole democratic culture. This healing power does not automatically exist, but using the Internet increases the opportunities for communication and political participation. The Internet is not an apolitical sphere. Various election campaigns, most significantly the recent presidential election in the United States, showed a strong politicization of the Internet; the Internet is even used for casting votes, such as in the Estonian elections or the next student union election in Austria in 2009.

An additional voting channel. The work of CAHDE clearly supports this trend. However, the research and analysis within the committee shows, that the tools, practices and policies within the framework of E-Democracy are

Electronic Democracy

subject to a complex, demanding and sometimes time-consuming development and implementation process.

Furthermore, it clearly indicates that E-Democracy is not replacing paper-based or assembly-based democracy. It does instead open up democracy for new participants through wider interaction, communication and information channels. This is reflected in the recommendations of the CAHDE group to the Member States of the CoE: E-Democracy strengthens and enhances democracy itself, democratic institutions and processes. It fertilizes the link and engagement of citizens in democracy. E-Democracy requires not only the commitment of public authorities and citizens, but also the introduction, development and application of a variety of new tools and policies. One key component of the CAHDE work was the research of established tools and policies of E-Democracy and the removal of generic tools and policies for top-level recommendations on how and when to implement specific tools or policies. E-Voting.CC, the competence center for electronic voting and participation carried out the research on tools and policies on behalf of CAHDE. This research on the 33 tools and policies presents a compre-

hensible overview of possible ways and methods of introducing electronic democracy.

The aim is to provide a guide for the implementation of a fully-supported E-Democracy on all different levels – from public authorities to NGOs and even individual citizens. The generic tools and policies are drawn from research on more than 100 international examples of using electronic means with regards to electronic democracy. The CAHDE documents provide guidelines for the introduction of E-Democracy including a spotlight on technology, enablers, challenges, barriers and risks and the regulatory framework for E-Democracy. The annexes also contain a roadmap and a checklist for the introduction of E-Democracy tools; a framework for the evaluation of E-Democracy.

Variety of E-Democracy. The work of CAHDE and especially the research and analysis of generic tools and policies, leads to conclusions on the future development of E-Democracy and a set of practical recommendations for its introduction.

In general, it is obvious that E-Democracy is not meant to replace any non-digital democracy channel, nor is it the all-healing means to cure the challenges

to democracy. Additionally, all tools and policies address specific challenges to democracy and support certain stakeholders within the society. Public authorities and NGOs, for example, mainly drive policies regarding the use of electronic democracy. Initiatives on a very local level such as E-Neighbourhood or E-Discussions are dependent on the participation of citizens. E-Legislation and E-Citizen relationship management are tools that do not involve the single citizen directly, but have tremendous consequences for his or her daily life and his or her ability to participate in the democratic process.

E-Democracy involves many different stakeholders and their co-operation. Public authorities, citizens, civil societies and their institutions, politicians and political institutions, the media and businesses are equally essential for establishing a living E-Democracy.

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Recommendation 2009(1) of the Council of Europe, adopted by the Committee of Ministers on 18th February 2009: <http://is.gd/mVoB>

Generic Tools and Policies by E-Voting.CC available at: <http://www.e-voting.cc/files/tools>



Obama's virtual race to the White House

Never before has a campaign for the U.S. presidency utilized the power of the Internet as effectively as the one lead by President Barack Obama. He and his team seized the opportunity to mobilize people via the Web, whilst still placing a very high priority on traditional hands-on methods. This was achieved through extensive cooperation with Blue State Digital, a strategy and technology firm whose speciality is political online campaigning.

President Obama's applause for the role technology played in his victory.

You are director of Blue State Digital's (BSD) branch in London. Please tell us about your background and what lead you to online campaigning and BSD. My background is in trade union and charity campaigning. Much of this was in the media field, but I developed links with online campaigners a few years ago, and then ran the new media campaign in the 2008 London Mayoral race. In a campaign I worked on in the UK – an internal Labour Party election, we used the internet to help bring a complete outside candidate to the brink of a shock win. Online campaigning has given us the ability to directly communicate with supporters and to organize them, and I wanted to be part of that.

What are the challenges of offline campaigning today?

I don't see them as being partic-

ularly difficult for the most part. The most effective mode of communication remains straightforward speech, well thought-out themes and personal contact. The Web makes message control more challenging, but I feel there were signs in the 2008 cycle that campaigns were becoming more aware of this potential hazard.

What makes a good online campaign? What made Obama's campaign so special?

Starting with the Obama campaign; the key was the candidate. The online campaign can't outperform the real world. In this case, we were working on a campaign where the candidate had a personally compelling narrative, an easy style and a message that fits the times. His relative youth lent us a straightforward connection to the young people who took the campaign to heart so dearly and who worked so many

hours. The campaign worked to take that out, and harness the enthusiasm for Obama, giving people the means to support him in a whole range of ways.

What did BSD's work contribute to Obama's victory?

BSD provided the technology behind the Obama website. From the email service, to the fundraising to the social networking and events' organizing tools; they were developed in-house by BSD and deployed on our servers. Furthermore, staff were seconded to the Obama campaign, with Joe Rospars, a partner in the company heading up the Obama online team. The campaign was so successful because it was willing and enthusiastic about really opening its doors to the people.

How important is the presence of the Internet for politi-

cians compared to conventional forms of campaigning?

Well, it's the first place most people under thirty go looking for information. If you're not considering the way your constituents are looking for information about you then you're going to be in big trouble. The note of caution we always sound, however, is that Internet campaigning is not a replacement for conventional or traditional campaigning. It is a means to do the 'old-style' engagement better, faster, cheaper, and in a more open way.

How much use of the Web is good for a campaign? Where is the point of overkill?

I'm not sure there is a point of over-saturation – at least in the sense of a campaign producing too much web content. There's clearly an issue with email, in that people equate it too much with spam, even if they've proactively opted-in.

The online coverage of electoral campaigns now pretty much outweighs both the traditional media and all of the output from the campaign itself put together. There's clearly still space for new innovations. What we want to help people to do, is to get their supporters offline – to engage them and motivate them through online tools, but to then switch off the monitor, speak to their neighbours, deliver leaflets and the like, whilst staying engaged with the campaign online.

So online campaigning in the US seems to be an innovative and effective way of communication between Internet users and politicians.

True, but I have to say it rather depends on the politician, the resources they have available to listen to their constituents and so on. The US has always had a lot of innovative campaigning methods – phone banking, so-

called 'Astroturf' pre-populated postal campaigns, dinners, rallies and so on. Some of these remain effective, others are horribly expensive and deliver poor or ambiguous results. The Web still seems to be fresh for a lot of people, although other technologies we're interested in – SMS, micro blogging, live video streams – all seem to be very popular and effective.

What are the key differences between the US and Europe in this regard?

The differences are the diverse types of political organization, with candidates being the primary vehicle for elections in the US, and long-existing political parties, and the permanent party staffing that comes with that. There are actually many similarities when it comes to online campaigning, albeit on a different scale. Take the London Mayoral race of 2008 – although the whole magnitude was smaller,

“The job of technology is not to inspire awe, it is to inspire action.”

the number of people reacting to online messaging and saying, 'yes, I want to get involved' was actually very similar to the number of people who get involved in the US. There is no principled reason why the success Barack Obama and others have had in the States cannot be replicated in European countries.

Are European politicians ready for serious online campaigning?

Many are, and many aren't. Remember: Barack Obama was not the first candidate to go online, Howard Dean and others blazed a trail. We cannot expect all Eu-

E-Petitions in the EU

The European Union has embraced the idea of using E-Democracy to strengthen citizens' participation in democratic decision-making. EuroPetition, a trans-European E-Petitions service will use the latest Web 2.0 online services, and will be launched during the following weeks to coordinate local, cross-border and pan-European citizen initiatives. Following this pilot phase in 5 EU-member states, EuroPetition could be used to engage the 5 million citizens for online petition activity. EuroPetition is just one of many projects of the eParticipation Preparatory Action programme, which was initiated by the European Parliament in 2006 to promote the use of ICTs in the legislative and decision-making processes at local, regional, national and EU level.

 www.europetition.eu

In search of a better understanding of E-Democracy

According to a report issued by the British Parliamentary Office of Science and Technology, there seems to be a gap in understanding some of the influencing factors regarding the engagement of citizens in E-Democracy projects such as E-Voting and E-Petitions. The report states, that even though citizens have access to the technology and the knowledge to use it properly, the rate of participation in a significant number of cases has not gone as planned. More detailed research should be carried out to understand these influencing factors better and to enhance the reach of E-Democracy projects.

 www.parliament.uk/documents/upload/postpn321.pdf

European politicians to change their approach overnight, but those who do adapt and grasp this form of operating will reap the rewards.

How would you characterize the ideal politician for an on-line campaign, or is it suitable for every politician?

The ideal politician is a willing politician. Willing to be open, to ask for the views of supporters and to treat those views seriously. It's not too complicated, but it is quite challenging. Those politicians willing to take the plunge will reap the benefit.

What advice would you give to today's politicians?

To be online, you have to be very tolerant of lacking complete control – of participation in something that you're a little unsure about. However, done right, what you get from online campaigns can be absolutely decisive. 2008 proved that.

In your opinion, what can online campaigning do against the disenchantment of youths with politics?

Youth engagement with politics cannot be solved as an issue with



gimmicks. Politics must engage people on the basis of the ideas and values – a debate about what is best for us as people and as communities. However, on a 'tactical' basis, online campaigning can be helpful in that it removes barriers to entry that in other forms of life just aren't there.

In which ways does online campaigning contribute to democracy, or is it just another campaigning channel?

Many do see the Internet as a means through which more direct forms of democracy and governance can be enacted. There is a debate to be had about whether that is a good thing, or whether people would still prefer, and benefit from, representative democracy. There are many tools out there that can help en-

act direct democracy, but as with lots of elements of online activity, just because you can do it, doesn't mean you should.

Where is the trend of on-line campaigns leading? What comes next?

That's the multi-million dollar question. It's worth remembering that YouTube did not exist in the 2004 US presidential elections, and look where it has got us to now. Changes come very rapidly – not all new developments are useful, and the job of campaigners is identifying what technology will help in the core goals of mobilizing supporters. The job of technology is not to inspire awe, it is to inspire action.

If I was to point to one area of real growth, it would be video and short messaging. There might well be a lot more VOIP stuff in the coming years, along with some really creative uses of social media APIs. Mashing up data, giving it meaning and working from that is where we'll be going. The power, from a campaigning perspective, of pushing the data generated by campaigns and their users is only just at a beginning.

Old-school street work counts as much as ever, but now it's empowered through the Internet.



Matthew McGregor, Blue State Digital London Director

Matthew joined BSD in September 2008 to set up the London office. He has over ten years' experience of political campaigns, both in party politics and in advocacy campaigning.

Matthew's experience includes work for Ken Livingstone's 2008 Mayoral campaign. In 2006-7, Matthew managed Jon Cruddas' campaign, which won Channel 4's prestigious 'Political Campaign of the Year' award. He has worked with international campaigns as well. Matthew holds a B.A. from the University of Sheffield.





Thank you for this interview Matthew.

Interview by Daniel Botz and Katharina Stöbich

Market overview on Modern Democracy tools

Solution providers	Contact	Category	Address	Country
Cybernetica AS	www.cyber.ee +372 639 7991 info@cyber.ee	Software	Akadeemia tee 21 12618 Tallinn	Estonia
Diebold Incorporated	www.diebold.com +1 800 766 5859	Hardware	5995 Mayfair Road North Canton OH USA 44720	United States
Dominion Voting Systems Corporation	www.dominionvoting.com +1 416 762 8683 contact@dominionvoting.com	Software	215 Spadina Ave Suite 200 M5T 2C7 Toronto, Ontario	Canada
DRS Data Services Limited	www.drs.co.uk +44 1908 666088	Software	1 Danbury Court, Linford Wood Milton Keynes Buckinghamshire MK14 6LR	United Kingdom
Electoral Reform Society	www.electoral-reform.org.uk +44 20 7928 1622 ers@electoral-reform.org.uk	Initiative	Thomas Hare House 6 Chancel Street London SE1 0UU	United Kingdom
ES&S Europe,Middle East and Africa	www.international.essvote.com/uk.html +44 870 609 0161 emea@essvote.com	Software	1 Riverside House Mill Lane, Newbury Berkshire RG14 5QS	United Kingdom
EveryoneCounts.com	www.everyonecounts.com +1 858 427 4673 contact@everyonecounts.com	Software	1804 Garnet Ave, #408 92109 San Diego CA	United States
Experian Information Enterprises	+33 493 957 635 office@experian.fr	Hardware&Software	"Les Vaisseaux" – Bât. C Route des Dolines – BP 49 06901 Sophia Antipolis Cedex	France
Herodot Consulting & Software KG	www.herodot.at +43 676 34 71 999 office@herodot.at	Software	Margaretenstrasse 80/1/11 1050 Wien	Austria
Indra Sistemas, S.A.	www.indra.es +34 91 480 5000 info@indra.es	Hardware&Software	Ave. de Bruselas 35 Alcobendas Madrid	Spain
Logica plc.	www.logica.com +44 20 7637 9111	Software	250 Brook Drive – Green Park Reading RG2 6UA	United Kingdom
Nedap, N.V. Nederlandsche Apparatenfabriek	www.nedap.nl +31 544 471 371 info@election-systems.eu	Hardware&Software	Parallelweg 2, 7141 DC Groenlo P.O. Box 97 7140 AB Groenlo	Netherlands
Openevoting.org	www.openevoting.org	Software	Oberdorfstrasse 9/1/15, 1220 Vienna	Austria
Opt2Vote Ltd.	www.opt2vote.com +44 28 7137 1111 info@opt2vote.com	Software	25D Bishop Street Londonderry BT48 6PR	Northern Ireland
Safevote, Inc.	www.safevote.com +1 858 488 5400 info@safevote.com	Software	P.O. Box 9765 92169 San Diego CA	United States
Sequoia Voting Systems	www.sequoiavote.com +1 800 869 1936 info@sequoiavote.com	Hardware	130 Doolittle Drive Unit 9 94577 San Leandro CA	United States
Singularity Solutions Inc.	www.emalelection.com +1 253 200 1439 customer@emalelection.com	Software	3808 110th Ave. East, Edgewood WA 98372	United States
Smartmatic	www.smartmatic.com +1 561 8620747	Hardware	1001 Broken Sound Parkway FL 33487 Boca Raton	United States
Software Improvements Pty. Ltd.	www.softimp.com.au +61 2 6273 2055 support@softimp.com.au	Software	GPO Box 1928 ACT 2601 Canberra	Australia
SZTAKI Voting and Survey System	www.wold.sztaki.hu pr@sztaki.hu	Software	P.O. Box 63. 1518 Budepest	Hungary
True Ballot	www.trueballot.com +1 301 656 9500 john@trueballot.com	Software	3 Bethesda Metro Center Suite 750 20814 Bethesda, Maryland	United States
T-Systems Enterprise Services GmbH	www.t-systems.com +49 69 66531 0 info@t-systems.com	Software	Mainzer Landstraße 50 60325 Frankfurt am Main	Germany
Unisys	www.unisys.com +49 6196 99 0	Hardware&Software	Am Unisys Park 1 65843 Sulzbach	Germany
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Author: Daniel Botz

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