

PUBLIC-PRIVATE PARTNERSHIP

For improved government performance



October 24-25th, 2002
at the Centre des congrès de Québec, Canada

Organized by the

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Québec

WORD FROM THE CHAIRMAN OF THE ORGANIZING COMMITTEE



Pierre Lucier

Chairman of the Organizing Committee and President of Université du Québec

Over the past few years, the search for innovative solutions to the ever growing and complex needs of our modern societies has led to the development of numerous public-private collaboration projects making use of information technology. However, the inevitable shock between the two cultures – government and private industry – has not always yielded the expected benefits.

By way of this symposium of international scope, CEFRIO plans to address a colossal challenge, i.e. prove that collaboration between the public and private sectors not only promotes the quality of services provided to citizens and businesses but also enhances government performance. But how should this be handled?

For answers to this question, CEFRIO invites you to attend its interactive symposium *Public-private Partnership: for Improved Government Performance*, on October 24th and 25th, 2002. This event, to be held at the Centre des congrès de Québec, will feature more than 40 speakers from Europe, the United States and Canada. International experts, professionals and researchers will successively present the most innovative public-private partnerships.

Come and meet the architects of major partnership achievements, and exchange views with field specialists who have learned along the way how to transform the traditional customer/provider relationship into a true partnering relationship.

Their presentations will help you gain a better understanding of the conditions for success, opportunities and issues associated with the various partnership forms. Thus, organizations, private as well as public, wishing to experiment with these new avenues, or grasp their impacts more clearly, will have an opportunity to exchange and benefit from experiences shared worldwide.

Throughout this symposium, participants will be surveyed by means of an interactive voting system. The results will be revealed and projected on a giant screen in real time. This data will actually serve as the first benchmark on public-private partnerships in Quebec, highly relevant information for any manager.

CEFRIO will also take advantage of this opportunity to reveal the results of an important research project it worked on with Quebec university researchers (Groupe Pivot) as well as two international research centres: the Center for Technology in Government (CTG), University at Albany, New York State, and the Cellule Interfacultaire de Technology Assessment (CITA) at Namur in Belgium.

I urge you to consult this program and register now for this interactive symposium where practice and theory will combine to give you the basics.

A symposium of international scope for decision-makers

- Over 40 eminent speakers from the United States, Europe, Canada and Quebec.
- Plenary, round tables, seminar, conference lunch, sessions and workshops dealing with actual cases will provide answers to the numerous questions raised by the implementation of a public-private partnership.

Experiencing interactivity

Upon arrival, each participant will receive a digital keyboard. This tool will enable him/her to provide instantaneous answers to the questions formulated by the moderator throughout the symposium. In real time, the results will be revealed in the form of tables and graphs, and projected on giant screens. This data will actually serve as the first benchmark on public-private partnerships in Quebec, highly relevant information for any manager.

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ORGANIZING COMMITTEE



Chairman of the
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Quebec, Canada



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University at Albany, United States



Denis Carette eng.

Officer in charge
Bureau des partenariats d'affaires
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Montreal, Canada



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Director of Project Development
CEFRIO
Quebec, Canada



Monique Charbonneau

President & Chief Executive
Officer
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Normand Hogue

Manager, Customer Service
Direction générale des services infor-
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Paul-André Robitaille

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First Vice-President
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Fujitsu Consulting Canada inc.
Quebec, Canada



Lise Préfontaine

Research Associate, CEFRIO, Researcher, Groupe Pivot, Director,
Project Management Graduate Programs and Full Professor,
Department of Management and Technology, École des sciences
de la gestion (School of Management Science), Université du
Québec à Montréal (UQAM), Canada

SCHEDULE

THURSDAY, OCTOBER 24TH, 2002

8:00 a.m.

Greeting and registration

8:30 a.m.

Word of welcome

Pierre Lucier, Chairman of the Conference's Organizing Committee, President, Université du Québec, Québec, Canada

8:45 a.m.

Main conference - Videoconference

GREAT BRITAIN: AN INSPIRATIONAL SOURCE OF KNOW-HOW!

Peter Ryan, Head of Private Finance Policy & Project, Office of Government Commerce, London, Great Britain Government

9:30 a.m.

Round table

PUBLIC-PRIVATE PARTNERSHIP: AN INTERNATIONAL CHALLENGE

MODERATOR: Michel Audet, Scientific Director, CEFRIO, Professor, Industrial Relations Department, Université Laval, Québec, Canada

- **Cynthia Robertson**, Former Chairman of the Board of the Canadian Council for Public-Private Partnerships, President, DonCyn Technologies Limited, Halifax, Canada
- **Herb Appel**, Council Member for The National Council for Public-Private Partnerships (NCPPT) (Washington, DC), President, Greater Fort Bend Economic Development Council (General/Public), Sugar Land, United States
- **Stephen Harris**, Head, International Strategy, International Financial Services, London, Great Britain
- **Gerald Cossette**, Director, Alternative Service Delivery Division, Treasury Board of Canada Secretariat, Ottawa

10:45 a.m.

Health break

11:00 a.m.

Workshops

■ Workshop 1

INNOVATION FOR THE BENEFIT OF CITIZENS: ACCESS INDIANA INFORMATION NETWORK (AIIN) (USA)

CHAIRPERSON: Jon P. Gant, Assistant Professor, Maxwell School and School of Information Studies, Syracuse University, United States

- **Laura Larimer**, Chief Information Officer, State of Indiana, United States
- **Candy Irven**, General Manager, Access Indiana Information Network (AIIN), Indianapolis, United States

■ Workshop 2

ONTARIO BUSINESS CONNECTS: FOR BETTER OR FOR WORSE

CHAIRPERSON: Denis Carette eng., Officer in Charge, Bureau des partenariats d'affaires (Office for Business Partnerships), Secrétariat du Conseil du trésor du Québec, Québec, Canada

- **Debbie Farr**, Director, Ontario Business Connects, Integrated Service Delivery Division, Ontario Ministry of Consumer and Business Services, Toronto, Canada
- **Alison Curtis**, Manager, Strategy and Planning, Legal Line of Business, Teranet Inc., Toronto, Canada

■ Workshop 3

TRUE RISK SHARING: BonjourQuébec.com

CHAIRPERSON: Norman Roy, Director, Project Development, CEFRIO, Québec, Canada

- **Henri Chapdelaine**, General Manager, Touristic Customer Service, Tourisme Québec, Montreal, Canada
- **Christian Goulet**, General Manager, Gouvernement du Québec, Education and Tourism Markets, Bell Canada, Québec, Canada

■ Workshop 4

MOST INNOVATIVE PRACTICES: NEW MODELS OF PUBLIC-PRIVATE COLLABORATION

CHAIRPERSON: Normand Hogue, Manager, Customer Service, Direction générale des services informatiques gouvernementaux (Governmental Computer Department Branch), Secrétariat du Conseil du trésor du Québec, Québec, Canada

- **Lise Préfontaine**, Research Associate, CEFRIO, Researcher, Groupe Pivot, Director, Project Management Graduate Programs and Full Professor, Department of Management and Technology, École des sciences de la gestion (School of Management Science), Université du Québec à Montréal (UQAM), Canada
- **Line Ricard**, Researcher, Groupe Pivot, Associate Professor, Marketing Education Department, École des Hautes Études Commerciales (HEC), Montreal, Canada
- **Hélène Sicotte**, Researcher, Groupe Pivot, Professor, Department of Management and Technology, Université du Québec à Montréal (UQAM), Canada

12:15 p.m.

Conference lunch

PUBLIC-PRIVATE PARTNERSHIP: THE PATH TO GOVERNMENT TRANSFORMATION

SPEAKER: Jane C. Linder, Associate Director, Institute for Strategic Change, Accenture, Cambridge, United States

2:00 p.m.

Workshops

■ Workshop 5

PLACEMENTS QUÉBEC: AN ALLIANCE BENEFITING CITIZENS

CHAIRPERSON: Norman Roy, Director, Project Development, CEFRIO, Québec, Canada

- **Bob McCollough**, General Manager, Banking and Financial Operations, ministère des Finances du Québec, Québec, Canada
- **Michel Lozeau**, Senior Vice-President, E-Commerce, Member of the Executive Committee, National Bank of Canada, Montreal, Canada

SCHEDULE

THURSDAY, OCTOBER 24TH, 2002 (CONT'D)

■ Workshop 6

CHALLENGES AND OBJECTIONS: PARTNERS IN CHANGE (NEW BRUNSWICK)

CHAIRPERSON: **Paule Laberge**, Research Manager, Research Fund Development, School of Graduate Studies, University of New Brunswick at Saint John (UNBSJ), Canada

- **Jean Finn**, Officer in Charge of the "Change Management" topic for the "Partners in change" project (1994 to 1997), General Manager, Division of the Operations, Ministry for Tourism and the Parks, Fredericton, Canada
- **Patrick Gendron**, Project Director for "Partners in change" (1994 to 1997), Director Enterprise Systems, Domtar inc., Montreal, Canada

■ Workshop 7

STIMULATING EMPLOYMENT IN THE INTERNET AGE: Hotjob.be (BELGIUM)

CHAIRPERSON: **Sylvie Nigot**, Analyst/Consultant NSI-SA, Researcher, Cellule Interfacultaire de Technology Assessment (CITA – FUNDP), Namur, Belgium

- **Thierry Vermeeren**, Project Director for "Hotjob.be", Chief Information Officer, FOREM-DSI, Charleroi, Belgium

■ Workshop 8

AMERICA'S ONE-STOP SERVICE: Firstgov.gov (USA)

CHAIRPERSON: **Patricia D. Fletcher**, Associate Professor, Center for Technology in Government (CTG), University of Maryland Baltimore County, United States

- **Bill Piatt**, Former CIO, General Services Administration, U.S. Government, Principal, eStrategy, Booz Allen Hamilton, McLean, United States
- Speaker: To be confirmed

3:15 p.m.

Health break

3:30 p.m.

Round table

PUBLIC-PRIVATE PARTNERSHIP: BUILDING QUEBEC'S FUTURE BY JOINING FORCES TODAY

MODERATOR: **Michel Audet**, Scientific Director, CEFRIO, Professor, Industrial Relations Department, Université Laval, Quebec, Canada

- **Me Louis Beauregard**, Secretary and Founding Member, Institut pour le partenariat public-privé (IPPP), Montreal, Canada

- **Jacques Lafrance**, Associate Secretary, Government Procurement, Secrétariat du Conseil du trésor du Québec, Quebec, Canada

- **Yves-Chantal Gagnon**, Research Associate, CEFRIO, Researcher, Groupe Pivot, Tenured Professor, Education and Research Branch, École nationale d'administration publique (ENAP), Montreal, Canada

- **François Geoffrion**, Executive Vice-President, Strategic Development, CDP Capital, Montreal, Canada

4:30 p.m.

Closing remarks first day

Michel Audet, Scientific Director, CEFRIO, Professor, Industrial Relations Department, Université Laval, Quebec, Canada

5:00 p.m.

Cocktail

Centre des congrès de Québec

FRIDAY, OCTOBER 25TH, 2002

7:30 to 9:30 a.m.

Conference breakfast

SPECIAL GUEST: **Honourable Frank McKenna**, P.C. Q.C. (Privy Council, Queen's Counsel), Premier of New Brunswick from 1987 to 1997, Counsel with the McInnes Cooper law firm, Moncton, Canada

9:30 to 11:30 a.m.

Seminar

PUBLIC-PRIVATE PARTNERSHIP: STRATEGIC ISSUES

Exchange and training seminar

MODERATOR: **Michel Audet**, Scientific Director, CEFRIO, Professor, Industrial Relations Department, Université Laval, Quebec, Canada

Groupe Pivot

- **Lise Préfontaine**, Research Associate, CEFRIO, Director, Project Management Graduate Programs and Full Professor, Department of Management and Technology,

École des sciences de la gestion (School of Management Science), Université du Québec à Montréal (UQAM), Canada

- **Line Ricard**, Associate Professor, Marketing Education Department, École des Hautes Études Commerciales (HEC), Montreal, Canada
- **Hélène Sicotte**, Professor, Department of Management and Technology, Université du Québec à Montréal (UQAM), Canada
- **Mario Bourgault eng.**, Research Associate, CEFRIO, Assistant Professor, Department of Mathematics and Industrial Engineering, École Polytechnique de Montréal, Canada

Center for Technology in Government (CTG)

- **Sharon Dawes**, Director, Center for Technology in Government (CTG), University at Albany, United States
- **Jon P. Gant**, Assistant Professor, Maxwell School and School of Information Studies, Syracuse University, United States

- **Ophelia Eglene**, Researcher, Center for Technology in Government (CTG), University at Albany, United States

- **Patricia D. Fletcher**, Associate Professor, Center for Technology in Government (CTG), University of Maryland Baltimore County, United States

Cellule Interfacultaire de Technology Assessment (CITA)

- **Sylvie Nigot**, Analyst/Consultant NSI-SA, Researcher, Cellule Interfacultaire de Technology Assessment (CITA – FUNDP), Namur, Belgium

11:30 a.m.

Closing of the Conference

Monique Charbonneau, President & Chief Executive Officer, CEFRIO, Quebec, Canada

ROUND TABLES

THURSDAY, OCTOBER 24TH, 2002

9:30 a.m.

PUBLIC-PRIVATE PARTNERSHIP: AN INTERNATIONAL CHALLENGE

(Simultaneous translation)

This initial plenary session will focus on the major challenges that public-private collaboration implies nowadays, as far as governments and private industry are concerned. Experts from the four corners of the world will sketch the extensive changes that this type of partnership requires, as well as outline the issues it raises. Using their insight, these field specialists will not only share their thoughts but also reveal the important conclusions they have drawn from their experiences.

A full-scale debate where the private and public sectors will challenge each other's viewpoints for your greater benefit.

MODERATOR: Michel Audet, Scientific Director, CEFRIO, Professor, Industrial Relations Department, Université Laval, Quebec, Canada

Speakers

- **Cynthia Robertson**, Former Chairman of the Board of the Canadian Council for Public-Private Partnerships, President, DonCyn Technologies Limited, Halifax, Canada

- **Herb Appel**, Council Member for The National Council for Public-Private Partnerships (NCPPT) (Washington, DC), President, Greater Fort Bend Economic Development Council (General/Public), Sugar Land, United States
- **Stephen Harris**, Head, International Strategy, International Financial Services, London, Great Britain
- **Gerald Cossette**, Director, Alternative Service Delivery Division, Treasury Board of Canada Secretariat, Ottawa



Moderator
Michel Audet



Cynthia Robertson



Herb Appel

3:30 p.m.

PUBLIC-PRIVATE PARTNERSHIP: BUILDING QUEBEC'S FUTURE BY JOINING FORCES TODAY

(Simultaneous translation)

Collaboration between the public and private sectors can take various forms, however some are more promising than others. This round table, exclusively made up of Quebec contributors, will examine the various issues and challenges that lie ahead for Quebec with respect to private/public partnership. These experts will analyze the forms of partnership

that are most profitable for Quebec's society; the strategic conditions that can guarantee the success of new forms of collaboration and potential benefits in terms of performance.

MODERATOR: Michel Audet, Scientific Director, CEFRIO, Professor, Industrial Relations Department, Université Laval, Quebec, Canada

Speakers

- **Me Louis Beauregard**, Secretary and Founding Member, Institut pour le partenariat public-privé (IPPP), Montreal, Canada

- **Yves-Chantal Gagnon**, Research Associate, CEFRIO, Researcher, Groupe Pivot, Tenured Professor, Education and Research Branch, École nationale d'administration publique (ENAP), Montreal, Canada
- **Jacques Lafrance**, Associate Secretary, Government Procurement, Secrétariat du Conseil du trésor du Québec, Quebec, Canada
- **François Geoffrion**, Executive Vice-President, Strategic Development, CDP Capital, Montreal, Canada



Moderator
Michel Audet



Me Louis Beauregard



Yves-Chantal Gagnon



Jacques Lafrance



François Geoffrion

Submit your questions to the speakers

Each symposium participant may submit three questions to the speakers of the round table and seminar. These questions will be forwarded to the speakers so that they will know what to expect from the participants in regard to their presentation.

- To submit your questions to the speakers, visit the symposium Web site at the following address: www.cefrio.qc.ca/conference2002/programmation/question.html
- You may also submit your questions by filling in the space provided for this purpose in the registration form on page 12.

KEYNOTE SPEAKERS

THURSDAY, OCTOBER 24TH, 2002

8:45 a.m.

Main conference - Videoconference

GREAT BRITAIN: AN INSPIRATIONAL SOURCE OF KNOW-HOW!

(Simultaneous translation)

A world leader where public-private partnerships are concerned, Great Britain has become a veritable source of inspiration for anyone seeking to initiate such projects. According to several experts, companies and governments who fail to adopt these new ways of doing things will most certainly fall behind. Peter Ryan will share with us the viewpoint of a senior British official. He will explain how collaboration between the public and private sectors has become a must in his country, list the ingredients that

are essential to its success and point out the mistakes that need to be avoided. He will define the meaning of a true public-private partnership and explain who its architect should be. He will spell out everyone's role, with special emphasis on the role that politicians should play. He will dwell not only on the importance of meeting budgets and deadlines, but also on the way to measure the success of such an initiative. In addition to marking the launch of this international symposium, this conference will surely inspire many North Americans.

SPEAKER: Peter Ryan, Head of Private Finance Policy & Project, Office of Government Commerce, London, Great Britain Government



Speaker
Peter Ryan

12:15 p.m.

Conference lunch

PUBLIC-PRIVATE PARTNERSHIP: THE PATH TO GOVERNMENT TRANSFORMATION

(Simultaneous translation)

Public-private partnerships are gradually carving out a space for themselves in government circles. The reason is really quite simple: the benefits are substantial. In the past, most government executives have used this approach largely to cut costs. More recently, they have begun to target dramatic improvements in organizational performance to substantially increase value for taxpayers. However,

getting people to adopt these new approaches is not an easy task. Despite senior officials' efforts to promote the concept, the impediments remain: rigid procurement procedures, union pressure, difficulty sharing power, budget uncertainty, etc. During her presentation, Dr. Jane C. Linder will draw an accurate picture of the situation using the results of a major study recently conducted by the U.S. consulting firm Accenture. Come and discover the multiple facets of public-private partnership.

SPEAKER: Jane C. Linder, Associate Director, Institute for Strategic Change, Accenture, Cambridge, United States



Speaker
Jane C. Linder

FRIDAY, OCTOBER 25TH, 2002

7:30 to 9:30 a.m.

Conference breakfast

Special guest:

Honourable Frank McKenna, P.C., Q.C.

(Simultaneous translation)

Public-private technology partnerships can have a beneficial, multiplying effect on society and all participating organizations. However, this approach is not suited to everyone. In plain language, you have to be "built tough" to ensure the success of such alliances. A company looking to create a public-private partnership will quickly learn that you cannot deal with the government as you would with an industrial partner: you have to consider the fact that political leaders have to justify their actions before

their constituents and that the whole affair may eventually end up in the hands of the opposition. For their part, the ministries and agencies involved must be able to ease the apprehensions of government employee unions and overcome internal resistance to changes.

Drawing upon his experience on both sides of the fence, the Honourable Frank McKenna will review the strategies and tactics that promote the establishment of win-win public-private partnerships.

SPEAKER - SPECIAL GUEST: Honourable Frank McKenna, P.C. Q.C. (Privy Council, Queen's Counsel), Premier of New Brunswick from 1987 to 1997, Counsel with the McInnes Cooper law firm, Moncton, Canada



Speaker
Special guest
Frank McKenna

WORKSHOPS

THURSDAY, OCTOBER 24TH, 2002

11:00 a.m.

WORKSHOPS

Workshop 1

Innovation for the benefit of citizens: Access Indiana Information Network (AIIN) (USA)
(Simultaneous translation)

Set up in 1995, the Access Indiana Information Network is a private-public model of collaboration frequently quoted as an example. Among other things, this U.S. portal provides information to citizens and businesses, and improves the performance of online transactions. Its policies, design and selection of interactive services were determined by an action committee made up of State officials, professional association members, business representatives and citizens.

However, this State-regulated network would not exist today had it not been for the massive injection of private funding. Its patron, Indian@Interactive Inc, actually handles the daunting task of maintaining the site. The AIIN network includes 100,000 pages of government information from 75 State agencies, departments and public commissions, as well as Indiana's judicial system. An inspirational example.

CHAIRPERSON: **Jon P. Gant**, Assistant Professor, Maxwell School and School of Information Studies, Syracuse University, United States

- **Laura Larimer**, Chief Information Officer, State of Indiana, United States
- **Candy Irven**, General Manager, Access Indiana Information Network (AIIN), Indianapolis, United States



Chairperson
Jon P. Gant



Laura Larimer



Candy Irven

Workshop 2

Ontario Business Connects: For better or for worse
(Simultaneous translation)

Some experts jokingly draw a link between public-private partnerships and marriage: it seems that living together is not always easy. At the very least, the experience raises questions: Can power be shared equitably; Can alliances of this type be successful; What are the ingredients for success; How are the low points managed?

Joined for better and for worse within the framework of the Ontario Business Connects project, the Teranet company and the Ontario Government have experienced different types of public-private partnerships. During this workshop, the speakers - worthy representatives of their respective camps - will give an account of this union. The partners - according to their individual perceptions - will focus on the key

factors of success and the obstacles hampering or halting the process. They will describe their "life as a couple" with its good and bad moments: how they learned to manage their problems, to avoid certain confrontations, etc. Furthermore, they will present and comment on the various models tested over the past few years.

CHAIRPERSON: **Denis Carette eng.**, Officer in charge, Bureau des partenariats d'affaires (Office for Business Partnerships), Secrétariat du Conseil du trésor du Québec, Quebec, Canada

- **Debbie Farr**, Director, Ontario Business Connects, Integrated Service Delivery Division, Ontario Ministry of Consumer and Business Services, Toronto, Canada
- **Alison Curtis**, Manager, Strategy and Planning, Legal Line of Business, Teranet Inc., Toronto, Canada



Chairperson
Denis Carette, ing.



Debbie Farr



Alison Curtis

Workshop 3

True risk sharing: BonjourQuébec.com

At a time when the government is cutting back on its spending, a \$30 million investment in the promotion of tourism in Quebec has to be viewed as a daring exploit. In circumstances such as these, needless to say the BonjourQuébec.com portal would never have seen the light of day without help from the private sector. To give birth to its project, Tourisme Québec turned to Bell Canada who not only had the financial means to develop and operate this information and reservation system designed for the Quebec tourism industry, but also had the necessary expertise. Results: both partners now equitably share the expenses, the profits and especially the risks.

This constantly evolving one-stop service includes over 17 000 records providing information about Quebec and its regions. Users worldwide can also make reservations in more than 700 establishments and discover over 250 vacation packages. In addition to being a model to be copied in a society where the welfare state is tending to disappear, Bonjour Québec.com is a pooling project in a highly diversified economic sector (variety of business types and sizes).

CHAIRPERSON: **Norman Roy**, Director, Project Development, CEFRIO, Quebec, Canada

- **Henri Chapdelaine**, General Manager, Touristic Customer Service, Tourisme Québec, Montreal, Canada
- **Christian Goulet**, General Manager, Gouvernement du Québec, Education and Tourism Markets, Bell Canada, Quebec, Canada



Chairperson
Norman Roy



Henri Chapdelaine



Christian Goulet

THURSDAY, OCTOBER 24TH, 2002 (CONT'D)

Workshop 4

Most innovative practices: New models of public-private collaboration

This workshop will deal with the lessons drawn from an important research project focusing on public-private collaboration and led by CEFRIO over the past two years. Among other things, researchers will be presenting a management guide for public and private sector executives who are called upon to make collaboration decisions involving public service delivery.

Managed in partnership with two international research centers the Center for Technology in Government (Albany, New York) and Cellule Interfacultaire de Technology Assessment (CITA) (Namur, Belgium), the project New Models of Collaboration for Public Service Delivery helped to identify some of the world's most innovative public-private partnership initiatives. These results stem from 150 interviews conducted among public and private sector respondents, the Delphi study in which 65 experts were surveyed, and information

monitoring activities focusing on close to 140 collaboration projects found on the Web.

CHAIRPERSON: Normand Hogue, Manager, Customer Service, Direction générale des services informatiques gouvernementaux (Governmental Computer Department Branch), Secrétariat du Conseil du trésor du Québec, Quebec, Canada

- **Lise Préfontaine**, Research Associate, CEFRIO, Researcher, Groupe Pivot, Director, Project Management Graduate Programs and Full Professor, Department of Management and Technology, École des sciences de la gestion (School of Management Science), Université du Québec à Montréal (UQAM), Canada
- **Line Ricard**, Researcher, Groupe Pivot, Associate Professor, Marketing Education Department, École des Hautes Études Commerciales (HEC), Montreal, Canada
- **Hélène Sicotte**, Researcher, Groupe Pivot, Professor, Department of Management and Technology, Université du Québec à Montréal (UQAM), Canada



Chairperson
Normand Hogue



Lise Préfontaine



Line Ricard



Hélène Sicotte

2:00 p.m.

WORKSHOPS

Workshop 5

Placements Québec:

An alliance benefiting citizens

Clients of *Placements Québec* can now obtain information and perform savings and retirement transactions in several ways: at the counter, by mail, by telephone, and via Internet. However, a communication centre of this scale requires considerable resources. To develop her project, Quebec's Finance minister elected to recruit a private partner. The latter is responsible for managing the project and handling *Placements Québec* operations on behalf of the Quebec Government. For remuneration, the partner provides material, financial and human resources on a periodic basis.

This workshop will demonstrate how getting two competitors to work together on the same market promotes efficiency; how public servants and private-sector employees can cohabitate; how each party benefits and especially, how certain alliances can help to significantly improve public services.

CHAIRPERSON: Norman Roy, Director, Project Development, CEFRIO, Quebec, Canada

- **Bob McCollough**, General Manager, Banking and Financial Operations, ministère des Finances du Québec, Quebec, Canada
- **Michel Lozeau**, Senior Vice-President, E-Commerce, Member of the Executive Committee, National Bank of Canada, Montreal, Canada



Chairperson
Norman Roy



Bob McCollough



Michel Lozeau

Workshop 6

Challenges and objections: Partners in Change (New Brunswick)

(Simultaneous translation)

Three years after the conclusion of the project, Partners in Change (PC) still raises arguments: the issue of the economies generated by PC continues to be hotly debated.

For the government, the controversy surrounding costs and benefits keeps cropping up. In some government circles, people are still questioning the soundness of an alliance with a private enterprise in a sector as sensitive as social assistance, despite the fact that the original objectives have been largely met. On the other hand, the private partner is wondering whether the profits earned are really worth the public backlash. Execution errors, delays and adverse publicity largely contributed to the withdrawal of Accenture (formerly Andersen Consulting Canada) from all collaboration projects in New Brunswick.

And yet, Partners in Change has proven to be an innovative project through its global approach whereby technological implementation is linked to the in-depth reform of an organization and its management practices with a view to ensuring improved service delivery. A project where the public and private sectors manage much more than change.

CHAIRPERSON: Paule Laberge, Research Manager, Research Fund Development, School of Graduate Studies, University of New Brunswick at Saint John (UNBSJ), Canada

- **Jean Finn**, Officer in Charge of the "Change Management" topic for the "Partners in change" project (1994 to 1997), General Manager, Division of the Operations, Ministry for Tourism and the Parks, Fredericton, Canada
- **Patrick Gendron**, Project Director for "Partners in change" (1994 to 1997), Director Enterprise Systems, Domtar inc., Montreal, Canada



Chairperson
Paule Laberge



Jean Finn



Patrick Gendron

WORKSHOPS

THURSDAY, OCTOBER 24TH, 2002 (CONT'D)

Workshop 7

Stimulating employment in the Internet age: Hotjob.be (Belgium)

Founded in 1997, Hotjob (<http://www.hotjob.be>) is a veritable one-stop employment service. Initiated by FOREM, a joint management public service, this Belgian portal gives job hunters and employers access to over 500 employment and training sites. In addition to online consultation and automatic matching of offers and applications, Hotjob provides a variety of services such as assistance in preparing career resumé and job offers, discussion groups, etc.

Because a portal of this magnitude is not something you develop on your own, FOREM recruited private partners to handle the platform's technical development, as well as the creation and dissemination of information. However, the project managers are very careful to protect the intellectual rights regarding

developments, ideas, etc. Private-public relationships are therefore closely monitored from a legal point of view.

Willingness to work in close collaboration with the private sector represents a strategic starting point, given the relatively short terms of execution. It was crucial for FOREM to develop this type of application as quickly as possible, as national and European competition is increasingly fierce in this field.

CHAIRPERSON: Sylvie Nigot, Analyst/Consultant NSI-SA, Researcher, Cellule Interfacultaire de Technology Assessment (CITA – FUNDP), Namur, Belgium

- **Thierry Vermeeren**, Project Director for "Hotjob.be", Chief Information Officer, FOREM-DSI, Charleroi, Belgium



Chairperson
Sylvie Nigot



Thierry Vermeeren

Workshop 8

America's one-stop service: Firstgov.gov (USA)

(Simultaneous translation)

The U.S. Government's official Web site, FirstGov.gov was created at the direct request of the President of the United States. Launched in September 2000, this portal now includes more than 51 million Web pages originating from the Federal Government and various States, the District of Columbia and U.S. territories. It is designed for senior citizens, students and workers, as well as exporters and entrepreneurs. It features information on a wide variety of subjects like public services, legislation, e-business, etc. There is even a section on terrorism, which was added following last September's events. Managed by the U.S. Government, this information and transaction portal has earned a number of awards for its design and the quality of its services.

The result of a most original public-private partnership: FirstGov.gov owes its existence to the three-year loan of a powerful search engine by the Inktomi company. Among other things, this singular donation made it possible to develop this behemoth in record time, i.e. a mere 90 days. However, this approach also made it necessary for the Federal Government to exercise procurement innovativeness.

CHAIRPERSON: Patricia D. Fletcher, Associate Professor, Center for Technology in Government (CTG), University of Maryland Baltimore County, United States

- **Bill Piatt**, Former CIO, General Services Administration, U.S. Government, Principal, eStrategy, Booz Allen Hamilton, McLean, United States
- **Speaker (1):** To be confirmed



Chairperson
Patricia D. Fletcher



Bill Piatt

FRIDAY, OCTOBER 25TH, 2002

9:30 to 11:30 a.m.

**PUBLIC-PRIVATE PARTNERSHIP:
STRATEGIC ISSUES**

Exchange and training seminar
(*Simultaneous translation*)

MODERATOR: Michel Audet, Scientific Director, CEFRIO, Professor, Industrial Relations Department, Université Laval, Quebec, Canada

This hands-on seminar is a unique opportunity to:

- discuss with experts the potential of information technology as it applies to public-private partnership;
- compare how Quebec, Europe and the United States view public-private collaboration;
- share practical experiences and actual cases.

Upon registering for the symposium, each participant will be asked to formulate three questions dealing with public-private partnership issues. These questions, compiled on the symposium's Web site, will then be submitted to three teams of researchers involved in the project "New models of private-public collaboration for service delivery". The latter will serve as a basis of discussion for this exchange and training seminar. Thus, this workshop will provide "food for thought" and solution paths to the problems raised by the participants' questions.

Submit your questions to the speakers

Each symposium participant may submit three questions to the speakers of the round table and seminar. These questions will be forwarded to the speakers so that they will know what to expect from the participants in regard to their presentation.

- To submit your questions to the speakers, visit the symposium Web site at the following address:
www.cefrio.qc.ca/conference2002/programmation/question.html
- You may also submit your questions by filling in the space provided for this purpose in the registration form on page 12.

Groupe Pivot

- **Lise Préfontaine**, Research Associate, CEFRIO, Director, Project Management Graduate Programs and Full Professor, Department of Management and Technology, École des sciences de la gestion (School of Management Science), Université du Québec à Montréal (UQAM), Canada
- **Line Ricard**, Associate Professor, Marketing Education Department, École des Hautes Études Commerciales (HEC), Montreal, Canada
- **Hélène Sicotte**, Professor, Department of Management and Technology, Université du Québec à Montréal (UQAM), Canada
- **Mario Bourgault eng.**, Research Associate, CEFRIO, Assistant Professor, Department of Mathematics and Industrial Engineering, École Polytechnique de Montréal, Canada

Center for Technology in Government (CTG)

- **Sharon Dawes**, Director, Center for Technology in Government (CTG), University at Albany, United States
- **Jon P. Gant**, Assistant Professor, Maxwell School and School of Information Studies, Syracuse University, United States
- **Ophelia Eglene**, Researcher, Center for Technology in Government (CTG), University at Albany, United States
- **Patricia D. Fletcher**, Associate Professor, Center for Technology in Government (CTG), University of Maryland Baltimore County, United States

Cellule Interfacultaire de Technology Assessment (CITA)

- **Sylvie Nigot**, Analyst/Consultant NSI-SA, Researcher, Cellule Interfacultaire de Technology Assessment (CITA – FUNDP), Namur, Belgium



Moderator
Michel Audet



Lise Préfontaine



Line Ricard



Hélène Sicotte



Mario Bourgault, ing.



Sharon Dawes



Jon P. Gant



Ophelia Eglene



Patricia D. Fletcher



Sylvie Nigot

INFORMATION

Submit your questions to the speakers. Each symposium participant may submit three questions to the speakers of the round table and seminar. These questions will be forwarded to the speakers so that they will know what to expect from the participants in regard to their presentation.

- Question 1: _____

A	B	C
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- Question 2: _____

A	B	C
---	---	---
- Question 3: _____

A	B	C
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A = Round table - Public-private partnership: An international challenge (Thursday, October 24th, 9:30 a.m.)
B = Round table - Public-private partnership: Building Quebec's future by joining forces today (Thursday, October 24th, 3:30 p.m.)
C = Seminar - Public-private partnership: Strategic issues (Friday, October 25th, 9:30 a.m.)

You may also submit your questions at this address:
www.cefrio.qc.ca/conference2002/programmation/question.html

USEFUL INFORMATION

VISIT THE CONFERENCE INTERNET SITE:
www.cefrio.qc.ca/2002conference

HOTEL RESERVATIONS

A number of rooms have been booked at the Hilton Quebec Hotel. We urge you to make your reservations before **September 24, 2002** by contacting the hotel directly (\$129 CAN + taxes a night, single or double occupancy). You should mention the fact that your reservation is for the CEFRIO conference.

- **Hilton Quebec Hotel**
1100, René-Lévesque East, Quebec
(418) 647-2411, 1-800-hiltons
(1-800-445-8667)

SIMULTANEOUS TRANSLATION

Presentations will be delivered in English and French. **Simultaneous translation** will be available to participants for round-table discussions, conferences and certain workshops.

FOR FURTHER INFORMATION, PLEASE CONTACT

Mélanie Normand or Paul-André Robitaille:
melanie.normand@cefrio.qc.ca or
paul-andre.robitaille@cefrio.qc.ca

- **CEFRIQ - Quebec**
900, René-Lévesque East, suite 717
Quebec (Quebec) Canada G1R 2B5
Telephone: (418) 523-3746
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- **CEFRIQ - Montreal**
550, Sherbrooke West, suite 350, West tower
Montreal (Quebec) Canada H3A 1B9
Telephone: (514) 840-1245
Fax: (514) 840-1275

REGISTRATION CANCELLATION POLICY

Cancellations presented in writing before October 17th, 2002 will be accepted. However, a \$25 fee will be charged. After **October 17th, 2002**, no cancellations will be accepted and the full amount of the registration fee will be invoiced. Substitutions are acceptable.

TAX REFUND

Foreign participants, i.e. not from Canada, may file a request for reimbursement of the Goods and Services Tax (GST). For more information, or to obtain a copy of the Application for Visitor Tax Refund, visit the following Web site:
<http://www.ccra-adrc.gc.ca/E/pbg/gf/gst176eq/README.html>

REGISTRATION CARD

LAST NAME	FIRST NAME	
TITLE	ORGANIZATION	
ADDRESS	CITY	
PROVINCE OR STATE	COUNTRY	POSTAL CODE
TELEPHONE	FAX	
E-MAIL ADDRESS		

WORKSHOP SELECTION

ONE SINGLE SELECTION PER HALF A DAY

Thursday, October 24th, 2002 – 11:00 a.m.

- Workshop 1 - Innovation for the benefit of citizens: Access Indiana Information Network (AIIN) (USA)
- Workshop 2 - Ontario Business Connects: For better or for worse
- Workshop 3 - True risk sharing: BonjourQuébec.com
- Workshop 4 - Most innovative practices: New models of public-private collaboration

Thursday, October 24th, 2002 – 2:00 p.m.

- Workshop 5 - Placements Québec: An alliance benefiting citizens
- Workshop 6 - Challenges and objections: Partners in Change (New Brunswick)
- Workshop 7 - Stimulating employment in the Internet age: Hotjob.be (Belgium)
- Workshop 8 - America's one-stop service: Firstgov.gov (USA)

COSTS

CEFRIQ MEMBERS

Before Sept. 27th 2002: \$395 + GST \$27.65 + QST \$31.70 = **\$454.35 CAN**
After Sept. 27th 2002: \$495 + GST \$34.65 + QST \$39.72 = **\$569.37 CAN**

NON-MEMBERS

Before Sept. 27th 2002: \$495 + GST \$34.65 + QST \$39.72 = **\$569.37 CAN**
After Sept. 27th 2002: \$595 + GST \$41.65 + QST \$47.75 = **\$684.40 CAN**

Note: Conference constitute an admissible activity according to the Act fostering the development of manpower training.

PAYMENT TERMS

By mail (cheque made out to CEFRIQ)

CEFRIQ: 900, René-Lévesque East, suite 717, Quebec (Quebec) Canada G1R 2B5

By credit card

- Visa
- Master Card

Account number: _____ Expiration date: _____

Signature: _____

Kindly, invoice my organization _____