

CALL FOR PAPERS

Tax paid by the citizens is one of the major sources of fund for the operation of the government. As taxpayers, the citizens are in turn entitled to services that are provided by the government. However, provision alone does not necessarily mean meeting the needs and expectations of the citizens or satisfaction on their part. Service provision should be twinned with quality, which is one of the key and salient objectives sought by governments in public service delivery.

In summary, the major question here is: "How do we achieve quality service in public service delivery?"

The role of Public Administration is crucial in achieving quality of public services. As a dynamic field, Public Administration has introduced changes and new approaches and alternatives, along with changing economic and socio-political environments, on how to best deliver public services.

This conference is aimed at providing a venue for the discussion and exchange of knowledge and experiences of different governments and countries in terms of effective and efficient public service delivery approaches and the role of public administration in delivering quality services. In this light, the EROPA adopted the theme "*Service Quality in Public Sector: An Outcome-Based Approach*" for its 21st General Assembly and Conference. There are 6 sub-themes organized for more specific discussion of issues, knowledge and experiences, particularly in participating countries.

I. Reinventing Government: Promotion of Quality in the Public Sector Services

One viable strategy to achieve quality in public service delivery is reinventing government. In order to achieve quality and efficiency, systems and procedures in government should not be complicated so as to avoid redundant and unnecessary operations.

Reinventing government can take several forms. These include rightsizing or streamlining the bureaucracy, reorganization or rationalization, benchmarking and identification and adoption of best practices, innovations, continuous improvement, etc.

II. Ethics and Trust in the Public Sector

One of the most significant challenges currently faced by public administration is building and strengthening trust in the government. A government's efforts to improve quality of services may be hindered by the lack of trust from the citizens.

Also, ethics is a very significant aspect of public service. In performing their duties and responsibilities, public servants have to consider ethical considerations that are, most of the time, in accordance with law. The role of ethics in public service is not limited to being a framework in performing ethical obligations, but also a guide in decision-making and ensuring accountability.

This sub-theme highlights the current ethical issues in public service and ethical principles related to the obligations of public servants and officials.

III. Public Service Standards: Defining Clear Targets and Key Result Areas

Measuring and monitoring in the public sector guarantee improved quality of management. These are two essential activities in ensuring efficient, effective, and quality services. The definition of clear targets and key result areas (KRAs) helps in conducting measuring and monitoring activities. If targets and KRAs are clear, one is guided on what is supposed to be measured and monitored. In addition, clear targets and KRAs can help in checking whether an agency's projects and programs are in line with its mandates.

IV. The Role of Public Servants Towards Achieving Quality Services in the Public Sector

Public servants are the key players in the provision and delivery of public services. They are the main machineries of the bureaucracy in implementing government programs and projects.

Quality of public services may be enhanced with a highly capable and competent group of individuals to deliver such services. Apart from enhancing their capabilities, there is a need for public servants to internalize why they work in government—that is because of the call for public service and not just for employment.

V. The Role of ICT in Achieving Quality Service

The use of Information and Communication Technology or ICT has grown substantially in both public and private sectors in many parts of the globe. ICT has become a powerful tool in achieving efficiency in doing transactions and promoting transparency in government through Internet-based information and databases. It is believed that the quality of services will be improved with the help of ICT.

VI. Public-Private Partnership Towards Quality Service

The rationale behind Public-Private Partnership (PPP) is that there are services that may be better undertaken through joint efforts of the government and one or more private entities. This strategy of service delivery has been widely used, mainly in infrastructure projects where the build-operate-own-transfer scheme is highly applicable. Today, PPP is looked at as a practical strategy to promote quality of services in the public sector.

Registration

The registration fees will be as follows:

EROPA Member	US\$200
Non-EROPA Member	US\$250
For each Accompanying Person	US\$150

Registration will take place at the following venues on the following days:

Sunday, 18 November 2007, 2:00pm – 5:00pm (Esteghlal Hotel)
Monday, 19 November 2007: 8:00am – 5:00pm (ICC)

Registration fees will be paid in cash (EURO - US Dollars) during registration. Money should be brought in cash and exchanged when necessary.

Venues

The 53rd Executive Council Meeting (for members only) will be held at the Tehran Esteghlal Hotel on Sunday afternoon, 18 November 2007.

The Conference will be held at the International Conference Center (ICC) of the Islamic Republic of IRAN, Tehran on 19-21 November 2007.

Hotel Accommodation and Reservations

The Iranian Organizing Committee recommends the following hotels for accommodation.

Tehran Esteghlal Hotel (10 minute walk from the Conference venue)
Crossroads of Vali-e-Asr & Chamran Exp.way,
Tehran
Islamic Republic of Iran
Tel. No. (98-21) 22660011-25
Fax. No. (98-21) 22660031
Email: reservation@esteghlalhotel.com
Website: www.esteghlalhotel.com

Rates:	West Tower	Single Room	US\$117
		Double Room	US\$146
(20% discount for EROPA participants will be considered)			
	East Tower	Single Room	US\$158
		Double Room	US\$203
(10% discount for EROPA participants will be considered)			

Breakfast included. There will be additional 15% service charges and 2% tax.

Tehran Enghelab Hotel (one hour from Conference venue by taxi)
No. 50, Taleghani Ave, between Hafez & Vali Asr Ave.,
Tehran, Islamic Republic of Iran
Tel. No. (98-21) 88937251-5
Fax No. (98-21) 88944207
Email: enghelab@parsianhotels.com
Website: www.parsianhotels.ir

Rates:	Single Room	US\$71
	Double Room	US\$94

(25% discount for EROPA participants will be considered)
Rates exclude breakfast.

Visa Requirements

Individual visas can be obtained at the Iranian embassies and consulates in respective countries.

City and Post-Conference Tours

Tehran city tour will be free of charge for all participants. Details on the post-conference tour will be provided in due course.

Airport Transfer

Transfer from and to the airport will be available subject to provision of flight details in advance.

Shuttle Buses

The host will provide shuttle buses for the participants from the above-mentioned hotels to the venue of the conference and vice versa.

Weather

The weather in November is usually around 14 to 17 degrees Celsius. Humidity is around 62 to 66 percent.

Dress Code

Ladies are kindly requested to observe the Islamic norms (Hijab).

Currency

US\$1 is equivalent to (approximately) 9,280 Iran Rials.

Means of Transportation

There is a multiple modality of city transportation, including buses, taxis and sub-way. The transport facility for moving from hotel to conference venue and vice versa and for the city tour will be available free of charge.

Working Time

Stores	Saturday to Thursday	- 9:00am - 8:00pm
Banks	Saturday to Wednesday	- 7:30am - 3:30pm
	Thursdays	- 7:30am - 12:30pm
	Closed on Fridays	

Airline ticket revalidation

The Conference Secretariat (Organizing Committee) will take charge of the airline ticket revalidation.

Business Center Services

There is a business center in the hotel, the expenses of which are subject to hotel regulations. There are also internet cafés throughout the city. There will be Internet facilities available in the conference venue for the participants.

Embassies

Information is available at: www.mfa.gov.ir

For further information, please contact:

The Secretariat

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GUIDELINES FOR PAPER PRESENTORS

1. The focus of the paper should be on best practices adopted by the government or the country in one of the sub-themes and from which the other countries can learn.

2. The length of the text of the paper should preferably **not exceed 20 pages** (A4 size bond, double-spaced).

3. All papers should be accompanied by a **one-page abstract or executive summary**.

4. Each presenter is allocated **20 minutes, but not exceeding 30 minutes for presentation**, including the question and answer portion.

5. *Bibliography* should be complete: name of author/s, title of the article/book/journal, date and place of publication, publisher.

6. *Figures, Graphs and Tables* should be included, if necessary.

7. Biographical sketch of the author (concise)

8. *Deadline for submission:*

ABSTRACT – on or before 31 August 2007

FINAL PAPER – on or before 29 September 2007

9. The structure of the paper should be as follows: Abstract/Executive Summary, Text, Bibliography, Biographical sketch of the author, Figures, Graphs and Tables

10. On the cover, please indicate the following:

- Country
- Title of Paper
- Name and Designation of Presenter (Mr., Mrs., Ms., Dr., Professor, etc.)
- Institution or Agency
- Mailing Address, telephone and fax numbers, e-mail, and website
- Logistic support needed (Slide Projector/Overhead Projector, others)

A screening committee will be formed to identify papers for presentation in the conference. However, all accepted papers will be included in the conference kit.

11. *Other requirements:* Please send the EROPA Secretariat a hard copy (including the abstract/executive summary), diskette of the paper (Microsoft Word), and other presentation material, if applicable, e.g. Microsoft Powerpoint presentation, transparencies, etc.

Dr. Mojtaba Khalesi,

Secretary, Iranian Organizing Committee for EROPA Conference

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EROPA

AIDE MEMOIRE

TWENTY-FIRST GENERAL ASSEMBLY

and

CONFERENCE

on

SERVICE QUALITY IN PUBLIC SECTOR: AN OUTCOME-BASED APPROACH

18-21 November 2007

Tehran, Islamic Republic of Iran

Hosted by

Management and Planning Organization
The Islamic Republic of Iran

Eastern Regional Organization for Public Administration
National College of Public Administration and Governance
University of the Philippines
Diliman, Quezon City