

Benchmarking Digitalization of Public Services: Lessons from International Experiences and the Potential Impact of Law 55.19 on Moroccan Public Administration

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Abstract

This paper explores the digital transformation of public services by benchmarking international experiences and assessing the potential impact of Law 55.19 on Moroccan public administration. The study analyzes best practices from countries such as Sweden and Estonia, highlighting the successes, challenges, and lessons learned from their digitalization processes. These comparative insights emphasize the importance of robust infrastructures, citizen digital inclusion, data protection, and effective governance mechanisms. In Morocco, Law 55.19 provides a comprehensive legal framework to accelerate public service digitalization, simplify administrative procedures, enhance transparency, and strengthen citizen trust. The law also introduces mechanisms for online service provision, monitoring, and evaluation while encouraging public-private collaboration. Findings suggest that the successful implementation of Law 55.19 could significantly reduce bureaucratic barriers, improve accessibility to administrative services, and foster innovation within the Moroccan public

sector. However, challenges such as training civilian servants, addressing the digital divide, and ensuring cybersecurity remain crucial. The study concludes that Morocco has a unique opportunity to modernize its administration by adopting a phased, inclusive, and technologically resilient approach to digital governance.

Keywords: Digital Transformation; Public Service; Law 55.19; Moroccan Public Administration; Governance; Transparency; E-Government; Cybersecurity; Public-Private Partnerships.

1. Introduction

The digitalization of public services is a major challenge for the Moroccan administration in order to improve the efficiency, transparency, and accessibility of services offered to citizens. This study aims to analyze experiences of digitalization of public services in different countries in order to identify good practices, challenges encountered, and lessons learned. In addition, this study will highlight the potential impact of Law 55.19 on the Moroccan

administration in terms of digital transformation and modernization of public services.

The objective of this study is to analyze in detail the various public service digitalization initiatives implemented in various countries around the world in order to determine best practices and lessons learned that can be applied to the Moroccan administration. We examine the successes and challenges encountered by each country in implementing the digitalization of public services, as well as the concrete measures taken to overcome specific obstacles related to this process. This in-depth comparative analysis will allow us to assess the potential impact of Law 55.19 on the Moroccan administration by precisely identifying the expected advantages, tangible benefits, and opportunities that will arise from this digitalization. We will also take into account potential challenges, specific problems to anticipate, and the support measures necessary to ensure the success of this major digital transition for the Moroccan administration as a whole.

2. Legislative framework of law 55.19

Law 55.19 was adopted as part of the digitalization of public services in Morocco (BENABDELHAK, 2022). It provides a solid legal framework to guide the implementation of digitalization in the Moroccan administration. This law aims to strengthen the efficiency and accessibility of online public services by promoting the use of digital technologies (Elhazziti et al., 2023). It also establishes data security and confidentiality standards to ensure the protection of citizens' personal information. The legislative framework of Law 55.19 thus constitutes an essential legal basis for promoting the modernization and digital transformation of the Moroccan administration (Sørensen et al., 2020). Digitalization is a key process in the development and modernization of public services in Morocco. Through Law 55.19, the Moroccan government is committed to providing more efficient and accessible online services to all citizens, regardless of their place of residence. This law also promotes the use of digital technologies, such as artificial intelligence, blockchain, and the Internet of Things, to enable better interconnectivity between different public services (Chatit & Mohamed, 2023). Thanks to these technological advances, Moroccan citizens

will be able to benefit from faster, more easily accessible, and more secure public services. By emphasizing data security and confidentiality, Law 55.19 (Elhazziti et al., 2023) ensures that citizens' personal information will be protected against cyberattacks and misuse. Thus, Moroccans can have confidence in the modernization of the administration and the digital transformation of the public service (Elhazziti et al., 2023). Law 55.19 also encourages collaboration between different actors in the public and private sectors, promoting the exchange of information and the pooling of resources for the implementation of digitalization. This will accelerate the process of modernizing public services and ensure better coordination between different government departments. (EL and EJBARI, 2023) Law 55.19 plays a crucial role in the digitalization of public services in Morocco by providing a solid legal framework, promoting the use of digital technologies, and ensuring the security of citizens' personal information. Thanks to this law, Morocco can move towards a modernized and more efficient administration, offering online public services accessible to all. (BENABDELHAK, 2022)

2.1. Main provisions of the law

Law 55.19 includes several key provisions that define the contours of the digitalization of public services in Morocco. Among the main provisions is the obligation for public administrations to provide online services, such as the issuance of administrative documents or the management of administrative procedures. This law also provides for the creation of a single digital platform allowing citizens to easily and quickly access all public services online. In addition, it establishes mechanisms for monitoring and evaluating the implementation of digitalization, in order to ensure its effectiveness and continuous improvement. These main provisions of Law 55.19 lay the foundations for a major reform of the Moroccan administration in terms of the digitalization of public services. (Chatit & Mohamed, 2023)

The digitalization of public services in Morocco, as defined by Law 55.19, opens up new perspectives for citizens and

administrations. By encouraging the provision of online services, this law facilitates access to essential administrative documents and simplifies administrative procedures. Thanks to a single digital platform, citizens will now be able to easily and quickly access all public services online, without having to physically visit administrations. This major step towards digitalization will save time and resources, while improving the efficiency of administrative procedures. (BENABDELHAK, 2022)

However, Law 55.19 is not limited to simply implementing online public services. It also establishes mechanisms for monitoring and evaluating digitalization to ensure its effectiveness and promote continuous improvement. These mechanisms will help measure progress in digitalizing public services and identify areas requiring adjustments. Thus, Law 55.19 aims to ensure that digitalization is not just a one-off measure, but a major reform of the Moroccan administration. (Chatit & Mohamed, 2023)

In summary, Law 55.19 lays the foundations for a profound transformation of the Moroccan administration. By promoting the digitalization of public services, it aims to improve the accessibility, speed, and efficiency of administrative procedures. Thanks to a single digital platform, citizens will be able to access all public services online in a simple and convenient manner. However, this transformation will not take place without oversight. The establishment of monitoring and evaluation mechanisms will ensure that digitalization is carried out optimally and can be adapted according to needs and technological developments. In short, Law 55.19 marks a decisive step in the modernization of the Moroccan administration and the improvement of public services.

2.2. Implications for the Moroccan administration

Law 55.19 has multiple implications for the Moroccan administration. First, it requires a significant evolution in the practices and skills of administrative staff in order to effectively implement and manage online services. Specific and in-depth training will be essential to familiarize staff with new technologies and constantly evolving digitalization processes (Chatit & Mohamed, 2023). Furthermore, Law

55.19 implies a complete and comprehensive overhaul of public administration information systems to make them compatible with the implementation of online services, which will often require major investments in technological infrastructure and the most efficient software solutions available on the market. Finally, Law 55.19 presupposes closer and more dynamic cooperation with key private sector players to fully develop digital platforms and ensure their optimal effectiveness. The involvement of the Moroccan administration in the implementation of Law 55.19 therefore implies extremely significant organizational, technological and partnership changes, which will require a holistic and strategic approach to ensure the best impact and desired results. (Diokno-Sicat et al., 2021)(Benlhabib and Berrado2020)(Ayoub & Taoufik, 2023)

3. Comparative study of digitalization experiences

The digitalization of public services has made significant progress in various countries, providing relevant examples for the Moroccan administration. It is essential to study these experiences to better understand the successes and challenges encountered. This study will analyze the different approaches adopted in these countries, the technological tools used, the governance models implemented, and the results obtained. By comparing these experiences, we will be able to identify good practices and lessons learned that could be adapted and applied to the Moroccan context. The main objective of this in-depth analysis is to determine the most effective strategies for modernizing public services in Morocco, taking into account cultural specificities and the needs of the population. By implementing these best practices, it would be possible to improve the efficiency and satisfaction of Moroccan citizens in their interactions with the public administration. Furthermore, the adoption of innovative technologies could simplify administrative processes and reduce operational costs. Through this comparative study, we would also have the opportunity to identify potential obstacles to the digitalization of public services in Morocco, such as infrastructure problems, unequal access to technologies, or resistance to change. This would allow Moroccan decision-makers to take preventive measures and implement appropriate solutions to

overcome these challenges. In short, an in-depth analysis of international experiences in the digitalization of public services is an essential step in guiding the modernization of the Moroccan administration and improving the services offered to citizens.

3.1. SWEDEN: Successes and challenges

Sweden has successfully implemented a comprehensive and highly efficient digitalization of all its public services, offering significant benefits and growth opportunities to its citizens. Thanks to state-of-the-art technological infrastructure and a comprehensive digital transformation strategy, a wide range of government services are now accessible online, significantly simplifying administrative procedures and reducing delays. However, this transition has not been without challenges and obstacles to overcome. Some citizens still face difficulties with digital access due to the existing digital divide, while others have legitimate concerns about data privacy and security. It is therefore essential to take these challenges into account when implementing Law 55.19 in Morocco to ensure a seamless, inclusive, and equitable digital transition for all citizens. With this in mind, concrete, bold, and innovative measures must be put in place to effectively bridge the digital divide, including improving accessibility and strengthening training in information and communication technologies. Furthermore, it is imperative to significantly strengthen the protection of personal data and put in place strong confidentiality and security guarantees to instill absolute citizen trust in the online system. Public awareness and education on the considerable benefits as well as the potential risks associated with digitalization are also crucial to allay fears and encourage wider and widespread adoption of online services. By working closely, in partnership, and in full cooperation with local, regional, and national stakeholders, Morocco can successfully overcome all current and future challenges related to the digital transition, while ensuring highly effective and perfectly tailored modernization of its public services. Through an inclusive, transparent, and participatory approach, it is entirely possible to ensure that every citizen, without exception, can fully

benefit from all the opportunities offered by this formidable technological era while always preserving their security, confidentiality, and fundamental rights. The future is and will be resolutely digital, and it is up to all of us, collectively, to ensure that no one is left behind in this exciting and promising new technological era. Morocco has a unique and exceptional opportunity to become a global example of successful and inclusive digitalization, and we must all work together in a spirit of unity and solidarity to fully realize this unprecedented potential (TAOUABIT et al.2023).

3.2. ESTONIA: Good practices and lessons learned

ESTONIA has developed good practices during its digitalization of public services, offering valuable lessons for the Moroccan administration to consider. One of the main successes in ESTONIA lies in its close collaboration with the private sector to develop innovative solutions tailored to citizens' needs. Furthermore, the country has implemented training and awareness programs to help citizens familiarize themselves with available digital services. This approach has helped to promote the adoption of digitalization and minimize resistance to change. The Moroccan administration could draw inspiration from these good practices to maximize the chances of successful implementation of Law 55.19.

Building on these successes, the Moroccan administration can greatly benefit from Estonia's proven methods for ensuring an effective and well-accepted digital transformation. The implementation of Law 55.19 is of paramount importance for the country, and by learning from Estonia's experience, Morocco can ensure a smooth transition to a fully digitalized public service.

One of the key strategies adopted by ESTONIA was close collaboration with the private sector. This approach made it possible to identify citizens' specific needs and develop tailor-made solutions, thus meeting their expectations. By engaging in a similar manner with Moroccan private companies, the administration can ensure a digital service offering that fully meets citizens' needs, thus improving their overall experience with public administration.

Furthermore, Country B has also placed great importance on citizen training and awareness. Comprehensive programs have been put in place to help citizens familiarize themselves with digital services and acquire the skills needed to use them effectively. Following Estonia's example, Morocco can also invest in such training programs, which will enable citizens to feel confident and competent in using government digital services. By taking these best practices into account, the Moroccan administration can expect faster and more widespread adoption of digitalization. By minimizing resistance to change through Estonia's experience, Morocco can ensure a smooth transition and wider acceptance of public sector digital services. Law 55.19, at the heart of this transformation, can benefit from the application of these valuable lessons, thus ensuring successful implementation and effective modernization of the Moroccan administration. (Yameogo, 2023) (Sion, 2023) (Defacqz & Jacob)

4. Analysis of the potential impact of Law 55.19

The analysis of the potential impact of Law 55.19 on the Moroccan administration will assess the expected changes in the digitalization of public services. It will examine the effects of this law on the modernization of administrative procedures and the improvement of the efficiency and transparency of public services. This analysis will also examine the specific areas in which the law is likely to have a significant impact, such as the simplification of administrative procedures, easier access to online services, and the reduction of application processing times.

4.1. Expected benefits of the law

The expected benefits of Law 55.19 on the Moroccan administration are numerous and varied. First, this ambitious and innovative law will significantly reduce bureaucracy and complex administrative procedures by drastically simplifying procedures and introducing state-of-the-art online services accessible to all. This will promote greater accessibility and ease of use of public services for all Moroccan citizens, regardless of their level of education or computer skills. (BELHASSANI2023)

Furthermore, the complete digitalization of public services will also achieve unprecedented efficiency in the processing of requests and administrative files. Waiting times will be considerably reduced, or even eliminated in some cases, which will greatly contribute to improving user satisfaction. Citizens will thus be able to quickly benefit from the services and assistance to which they are entitled, without undergoing the usual cumbersome and hassle of administrative procedures. (EL et al. 2023) Finally, this revolutionary law will be a powerful lever for strengthening the transparency and integrity of public services at the national level. By facilitating the complete traceability of procedures, it will put an end to opacity and the risks of corruption. Citizens will have a clear view of all the procedures carried out and the information consulted, which will greatly strengthen trust in public institutions.

In summary, Law 55.19 on the Moroccan administration will bring about a real revolution in the functioning of public services. It will simplify and modernize procedures, speed up application processing times, and ensure total transparency. The benefits for Moroccan citizens will be immense and will contribute to improving their quality of life and their trust in public administration.

4.2. Potential challenges for the Moroccan administration

Despite the many expected benefits, the implementation of Law 55.19 could also face certain challenges for the Moroccan administration. First, it is imperative to implement a comprehensive training program to effectively raise awareness and train administrative staff in new technologies and digital procedures. This would ensure a smooth and efficient transition to digitalization. Furthermore, digital accessibility issues that may arise will need to be taken into account, particularly for marginalized populations or rural areas that may encounter certain difficulties accessing the Internet. (Chatit & Mohamed, 2023).

With this in mind, it will be necessary to plan specific measures to address these issues in order to ensure equal access to online services for all Moroccan citizens. For example, the establishment of public internet access points in

rural areas or the provision of computers and mobile devices to disadvantaged people could be potential solutions. At the same time, it will be crucial to raise awareness among the population about the importance of digital accessibility and inform them about the resources available to overcome these barriers. (EL and EL2022).

Furthermore, personal data protection and cybersecurity will be fundamental issues when implementing online services. It will be essential to develop robust and reliable mechanisms to ensure the confidentiality and security of user information. This will require the implementation of clear and strict regulations, as well as continuous monitoring measures to detect and prevent any risk of violation or breach of user privacy. Close collaboration with cybersecurity experts and specialized data protection organizations could greatly contribute to the development of appropriate policies and measures. (AKKOUR et al. 2023) .

Finally, it is essential to emphasize that the success of the digitalization of the Moroccan administration will also depend on cooperation between the public and private sectors. Effective collaboration would allow for the combination of resources, skills, and expertise of both sectors to maximize the benefits of digital transformation. It will therefore be necessary to establish strong and lasting partnerships to ensure effective and efficient management of the transition to online services.

Although the implementation of Law 55.19 offers many potential benefits, it will not be without challenges for the Moroccan administration. Staff training, addressing digital accessibility issues, personal data protection, and cybersecurity will be among the major issues to consider during this transition. However, with careful planning, widespread awareness, and effective collaboration, it is entirely possible to overcome these challenges and ensure the successful and inclusive digitalization of the Moroccan administration.

5. Recommendations for the implementation of the law

To ensure the effective implementation of Law 55.19, it is highly recommended that certain key strategies be put in place. These strategies should focus on improving digital

accessibility for citizens by creating user-friendly and intuitive online portals for public services. Furthermore, it is essential to adopt a phased approach in implementing the digitalization process to ensure the consistency and exceptional quality of the services provided. It is also crucial to establish rigorous monitoring and evaluation mechanisms to measure the resounding effectiveness of digitalization and make necessary adjustments, thus contributing to the complete optimization of the system. Finally, it would be incredibly beneficial to promote a deep-rooted culture of innovation and collaboration within administrative institutions to encourage the continuous development of innovative digital solutions, thus propelling the country to new heights of technological progress and collective success.

5.1. Effective digitalization strategies

To ensure effective digitalization and maximize the benefits of digital transformation, it is critical to implement appropriate and ambitious strategies. First, it is essential to develop a clear and detailed roadmap, taking into account all dimensions of the digitalization of public services in Morocco. This roadmap should include specific steps that guide the digital transformation process, taking into account available resources, national priorities, and the capabilities of the Moroccan administration.

By focusing on standardization, the adoption of standardized processes and systems must be promoted, thus establishing a solid foundation for interoperability and the seamless exchange of information between different administrative institutions. This approach will enable better coordination and more efficient use of data across the country, thus improving decision-making and the services provided to Moroccan citizens.

Furthermore, to ensure the efficiency and quality of public services, it is essential to rely on emerging technologies. Artificial intelligence can be integrated into processes to automate certain tasks, improve data analysis, and optimize user interactions. Blockchain, meanwhile, offers opportunities for increased transparency, enhanced security, and mutual trust in digital transactions.

By leveraging these innovative technologies and adapting them to our specific needs, Morocco can position itself as a leader in the digitalization of public services. By collaborating with experts from various sectors, developing digital skills within the administration, and promoting the use of new technologies, we can shape a promising digital future for Morocco, offering more efficient, accessible public services adapted to the needs of the 21st century.

5.2. Capacity building of administrative staff

Capacity building for administrative staff is a crucial aspect of the successful implementation of Law 55.19. It is recommended that training and awareness programs be implemented to enable civil servants to develop the skills needed to digitize public services. These programs should cover areas such as project management, technical skills related to information and communication technologies, and good practices in digital governance. Furthermore, it is important to promote the exchange of knowledge and best practices between different institutions to create a culture of continuous learning. Finally, it would be beneficial to establish recognition and reward mechanisms to encourage innovation and the commitment of civil servants to the digitization process.

5.3. Collaboration with private sector actors

Collaboration with private sector stakeholders is fundamental and essential to ensure the full success of the digitalization of public services. It is strongly recommended to establish close and lasting strategic partnerships with renowned companies specializing in information and communication technologies in order to fully benefit from their specialized expertise and advanced resources. These partnerships could include initiatives for the collaborative co-creation of innovative digital solutions and the mutual sharing of valuable data.

Furthermore, it would be extremely beneficial to actively promote an environment conducive to continuous innovation and entrepreneurial growth by simplifying and greatly facilitating access to public procurement for start-ups and small and medium-sized enterprises. Such strong and

proactive support would stimulate the economy, encourage the emergence of innovative solutions and boost the overall competitiveness of the sector.

Finally, it is crucial and essential to put in place effective, rigorous and adapted governance mechanisms, as well as fluid and harmonious coordination, to ensure optimal and fruitful collaboration between private sector actors, including leading companies and promising startups, and the Moroccan administration, which aims to successfully modernize and transform public services. This close and supportive collaboration will make it possible to realize the full potential of digitalization and achieve concrete and tangible results for the benefit of all citizens and economic actors in the country.

Conclusion

In summary, this study examined experiences with the digitalization of public services in different countries and analyzed the potential impact of Law 55.19 on the Moroccan administration. The results of this study showed that the digitalization of public services can bring many benefits such as improved efficiency and transparency, reduced costs, and improved user experience. However, there are also potential challenges such as the need to build the capacity of administrative staff and collaborate with private sector actors. To ensure the successful implementation of Law 55.19, it is recommended to implement effective digitalization strategies, build the capacity of administrative staff, and foster collaboration with private sector actors. In conclusion, the digitalization of public services offers great opportunities to improve the Moroccan administration, but this will require concerted efforts and effective implementation of the recommendations set out in this study.

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