

Effective Content Newsletter - September 2006

As part of a key recommendation of the UK Government's Digital Strategy, launched in March 2005, DTI is initiating a project entitled 'Effective Content - Government Content and Services for a Connected World'. This initiative has as its main goal the exploitation of the advances in broadband and digital media to transform the delivery of services to citizens and businesses. Effective Content creates significant opportunities for the content industries, in particular SMEs, to access the public sector marketplace and so contribute to e-Government transformation.

We are pleased to announce the release of a brochure, endorsed by the Cabinet Secretary and Head of the Home Civil Service, Sir Gus O'Donnell, and a flyer on Effective Content. Both documents, informed by industry, are intended to show what can be achieved under this initiative and along with a CD (available later) act as a catalyst for further engagement between stakeholders in industry and the public sector. We hope you find these interesting and helpful in getting this message across to the right people in your organisation.

Why you should be interested

The potential for cost savings and better engagement with your customers using innovative, rich content is significant and this initiative aims to help influence and change the way the public sector as a whole currently deals with businesses and the general public.

Together with our stakeholders, we are planning to hold a number of workshops during 2006-7, based around mutual learning and sharing best practice across the public and private sectors. The focus of these workshops is helping the public sector make the most of the latest developments in rich digital media to deliver engaging services and achieve best value for money.

Please keep an eye out for these events on our events page on the DTI website. In the meantime, you may wish to look at the effective content main page at:
<http://www.dti.gov.uk/sectors/digitalcon/effectivecontent/page10175.html>

We will be periodically updating you on where we are with the initiative so look out for future publications of this newsletter.

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