



Winners of the 'Public Sector Organization of the Year[®] 2014' Announced

Crossroads Bank for Social Security, VRT, eWBS, MIVB and The City of Genk are the five winners of the first edition of 'Public Sector Organization of the Year[®]'

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Brussels, 20 February 2014. The 'Public Sector Organization of the Year[®]' awards are granted by the organizers of 'Entrepreneur of the Year[®]' – EY and its loyal partners De Tijd, L'Echo and BNP Paribas Fortis – with the support of Hendrik Bogaert, Belgian Secretary of State for Civil Service and Modernization of Public Services. The awards were created to honor public organizations that distinguish themselves in the areas of customer service, strategy, effectiveness & efficiency, and sustainability.

The Crossroads Bank for Social Security received the award for 'Federal Public Sector Organization of the Year 2014[®]' from Hendrik Bogaert, Belgian Secretary of State for Civil Service and Modernization of Public Services. The Crossroads Bank for Social Security is the driving force and coordinator of e-government in the Belgian social sector. In this role, it strives to modernise and simplify the formalities that companies must fulfil, and to organize public services more efficiently.

Minister-President of Flanders Kris Peeters awarded the award for 'Regional Public Sector Organization of the Year 2014 - Flanders[®]' to the **VRT**. The mandate of the Dutch-speaking public broadcasting company for radio & television is to reach the largest possible number of media users with a diverse range of high quality programs.

Wallonie-Bruxelles Simplification (eWBS) won the award for 'Regional Public Sector Organization of the Year 2014 – Wallonia[®]', presented by Jean-Pascal Labille, Federal Minister of Public Organizations, Development Cooperation, responsible for Large Cities. eWBS is responsible for the administrative simplification and the electronic management of the Walloon Region and the French-speaking Community.

The award 'Regional Public Sector Organization of the Year 2014 – Brussels[®]' was presented to the **MIVB** by Céline Fremault, Minister of the Brussels Metropolitan Government and charged among others with economy and employment. MIVB, the Brussels Intercommunal Transport Company, contributes daily to the mobility of more than 800,000 persons in the capital city.

Finally, the **City of Genk** received the 'Local Public Sector Organization of the Year 2014[®]' award, presented by Yvan De Cock, Head of Corporate & Public Bank Belgium BNP Paribas Fortis. The City of Genk is improving the lives of its residents with various initiatives and services, and is striving for the city's sustainable growth and development.

An award for successful Belgian public organizations

The organizers of 'Entrepreneur of the Year[®]' – EY, De Tijd, L'Echo and BNP Paribas Fortis – launched a new initiative this year. For the first time, the search was launched for the 'Public Sector Organization of the Year[®]' that was able to distinguish itself in the areas of customer service, efficacy & efficiency, strategy and sustainability. The initiative took place with the support of Hendrik Bogaert, Secretary of State for Civil Service and Modernization of Public Services. EY places the new initiative in the context of the trend toward a more customer-oriented and efficient government, in service of its citizens. With this award, the initiators aim to contribute to a better appreciation of and recognition for effective and innovative initiatives by public organizations, institutions and services that benefit citizens and companies.

"This first edition of 'Public Sector Organization of the Year[®]' proves that public organizations are not inferior to private companies. They are actually based on the same model. After a procedure similar to that of 'Entrepreneur of the Year[®]', the awards are presented to those public organizations that have distinguished themselves. Thus, this is the prize awarded by the private sector to public organizations that excel. They shine due to their satisfied 'customers', their professional services, their effective and innovative organization, and a strategic vision. Hence they deserve a separate award", says Rudi Braes, Managing Partner at EY Belgium.

President of the jury, Pierre Alain De Smedt, explained the choices for the winners: "It's time that we abandon the cliché of the two worlds. If we wish to maintain our prosperity in an increasingly complex world, companies and public organizations must work together and seek levers for growth and thus for employment and prosperity. With 'Public Sector Organization of the Year[®]', we are trying to bury the cliché, to lift all public organizations into a similar dynamism of improvement, and to bring companies and public organizations closer together. The hope is that the prize-winning organizations can serve as an example and provide encouragement to all public organizations working on customer-centered services. There are real gems among our public organizations!"

Five awards for five high-performing public organizations

Crossroads Bank for Social Security: 'Federal Public Sector Organization of the Year 2014[®]'

The jury was particularly impressed with the enormous gains in efficiency that the Crossroads Bank represents for government, and thus also for citizens. An efficient social security system is in the interest of everyone, and in the future will become even more important for all of us. By working behind the scenes to ensure that the diverse players in the complex healthcare system can easily, quickly and efficiently exchange data, Crossroads Bank provides indispensable added value to society: with respect to both quality and quantity. Thanks to the implementation of the Crossroads Bank, governments have already been able to save 1.7 billion euro. In these budgetary challenging times- a significant achievement.

VRT, eWBS and MIVB: 'Regional Public Sector Organizations of the Year 2014[®]'

VRT

As a public organization, the VRT is a special case. The broadcaster must operate in a quickly changing and competitive market, on the one hand with dynamic private companies, and on the other hand with the government as shareholder. Strong leadership is needed to perform well in such an environment. Thanks to vision and flexibility, the VRT has courageously held its ground, and even taken the lead, for example in the area of new media.

eWBS

Tackling administrative simplification in Wallonia and the Wallonia-Brussels Federation: an impossible task? The young agency eWBS took up this challenge. With a strong focus on customer satisfaction and comfort, the agency identified no less than 950 administrative steps and worked on approximately

250 projects. The task is frequently colossal, since the eWBS will also be involved in the transfer of competences in the context of state reform in Belgium. The jury decided to place eWBS in the spotlight because of its promising initial results and ambitions.

MIVB

Managing billions in investments, coaching more than 7,000 employees, and serving millions of users in a city that is struggling with its mobility, deserves a prize in itself. However, it is especially the MIVB's philosophy that won over the jury. The focus lies not on travelers using tram, bus or underground, but rather on its customers. And these customers are more than just travelers: they are people who wish to be promptly informed, and who wish to combine Brussels public transport with car, train or bicycle. Changing old attitudes requires patience, strategy and vision. Recognition by the jury is an encouragement to continue on the same track.

City of Genk: 'Local Public Sector Organization of the Year 2014[®]'

With the closing of the Ford plant, the City of Genk was dealt a major blow: in both social and budgetary terms. However, precisely these difficult circumstances contributed to the city government's ability to take off. With the introduction of the town hall of the future, a radical choice was made for the citizen as customer. His or her wishes and requests – whether at the counter, via telephone or online – are now the central focus, and it is up to the organization to adapt to this reality. The result is not only satisfied citizens, but also a considerable savings in costs. The jury was especially charmed by the invitation issued by the City of Genk to other municipalities to share in this modern approach. In the context of the cost-cutting exercises many municipalities are faced with, this is a noble request. Genk is proving that economizing and becoming more efficient – less is more – are also possible for government.