



*Insights in Development*  
*Thinking Executive*  
*Seminar*  
**COMFAMA**

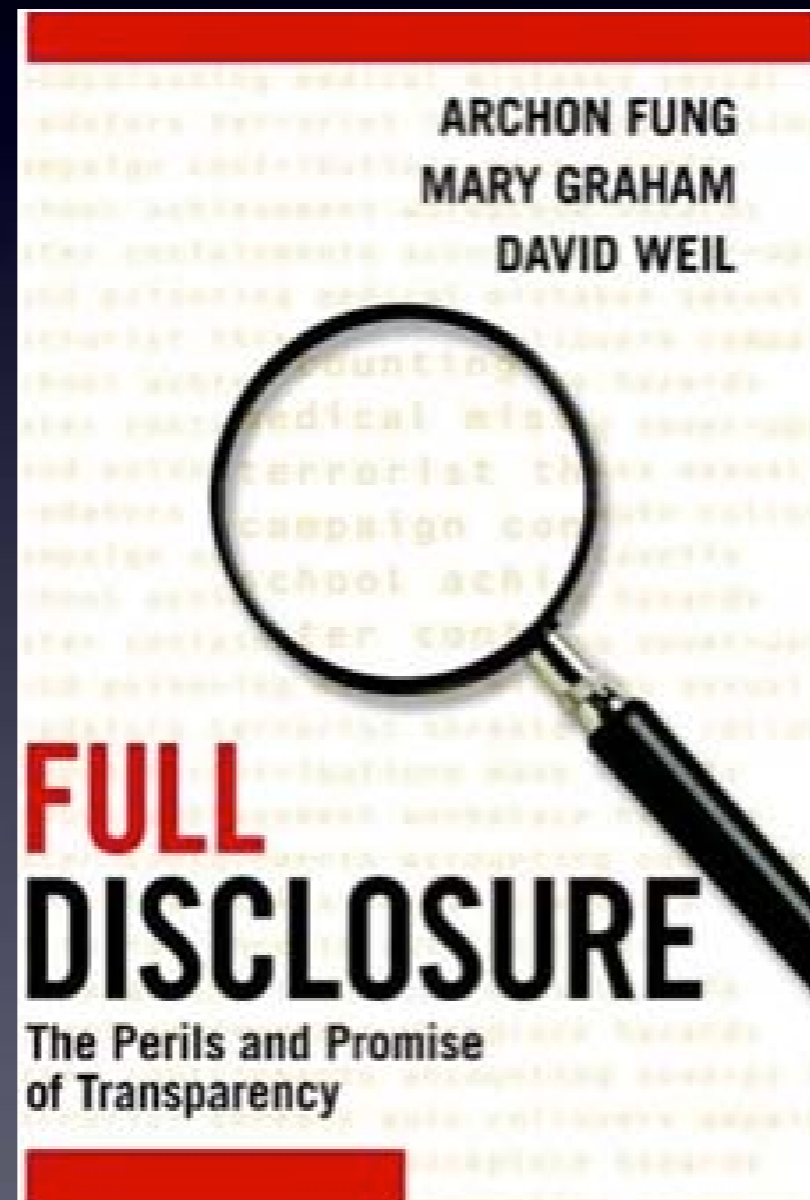
Archon Fung  
JFK School of Government, Harvard University

Harvard Kennedy School

May 19, 2010

Transparency

# Radical Transparency



**THE WHITE HOUSE**  
**Office of the Press Secretary**  
**January 21, 2009**

**MEMORANDUM FOR THE HEADS OF EXECUTIVE  
DEPARTMENTS AND AGENCIES**

**SUBJECT: Transparency and Open Government**

My Administration is committed to creating an unprecedented level of openness in Government. We will work together to ensure the public trust and establish a system of transparency, public participation, and collaboration. Openness will strengthen our democracy and promote efficiency and effectiveness in Government.

# Nutritional Labels

**KRISPY KRUNCHIES**

**Nutrition Facts**  
 Serving Size 1 package  
 Servings Per Container 1

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**Amount Per Serving**

Calories 80      Calories from Fat 35

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**% Daily Value\***

Total Fat 4g      6%  
 Saturated Fat 0.5g      3%  
 Cholesterol 0mg      0%  
 Sodium 110mg      5%  
 Total Carbohydrate 10g      3%  
 Dietary Fiber 1g  
 Sugars 1g  
 Protein 1g

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Vitamin A 0%      Vitamin C 0%  
 Calcium 2%      Iron 0%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories	2,000	2,500
Total Fat	Less than	65g	80g	
Sat Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400 mg	2,400 mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:  
 Fat 9      Carbohydrate 4      Protein 4

**INGREDIENTS:** CORN, VEGETABLE OIL, (contains one or more of the following: CANOLA, CORN, OR SUNFLOWER, SOYBEAN) OIL, CHEESE'S (CHEDDAR, ROMANO FROM COW'S MILK), SALT, BUTTERMILK, GARLIC POWDER, DEXTROSE, SUGAR

**Nutrition Facts**  
 Serving Size 1 ounce (28g)

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**Amount Per Serving**

Calories 105      Calories from Fat 19

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**% Daily Value\***

Total Fat 2g      3%  
 Saturated Fat 0g      1%  
 Trans Fat  
 Cholesterol 0mg      0%  
 Sodium 83mg      3%  
 Total Carbohydrate 20g      7%  
 Dietary Fiber 1g      2%  
 Sugars 10g  
 Protein 1g

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Vitamin A 11%      Vitamin C 0%  
 Calcium 15%      Iron 8%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

NutritionData.com

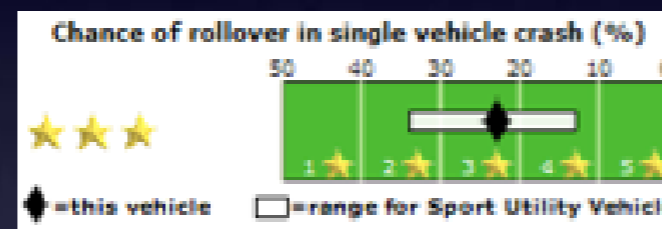
# Sport Utility Vehicle Rollover Ratings

**Vehicle**

**Rollover Rating**

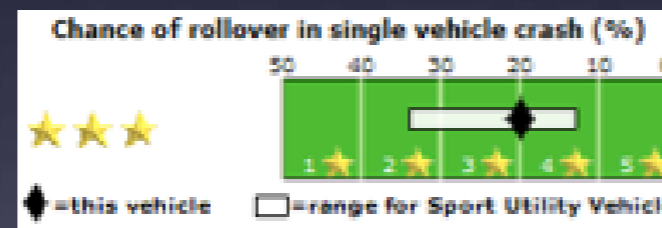
**Rollover Chance**

2007 Cadillac Escalade  
ESV 4-DR. w/SAB (SUV)



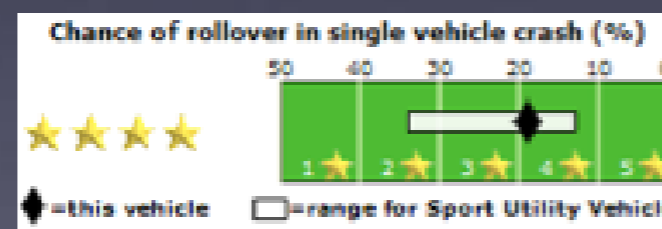
**23%**

2007 Chevrolet  
Trailblazer 4-DR.  
(SUV)



**20%**

2007 Ford Explorer  
Sport Trac 4-DR. w/  
SAB (SUV)



**19%**

# Homeland Security



## Current Threat Level

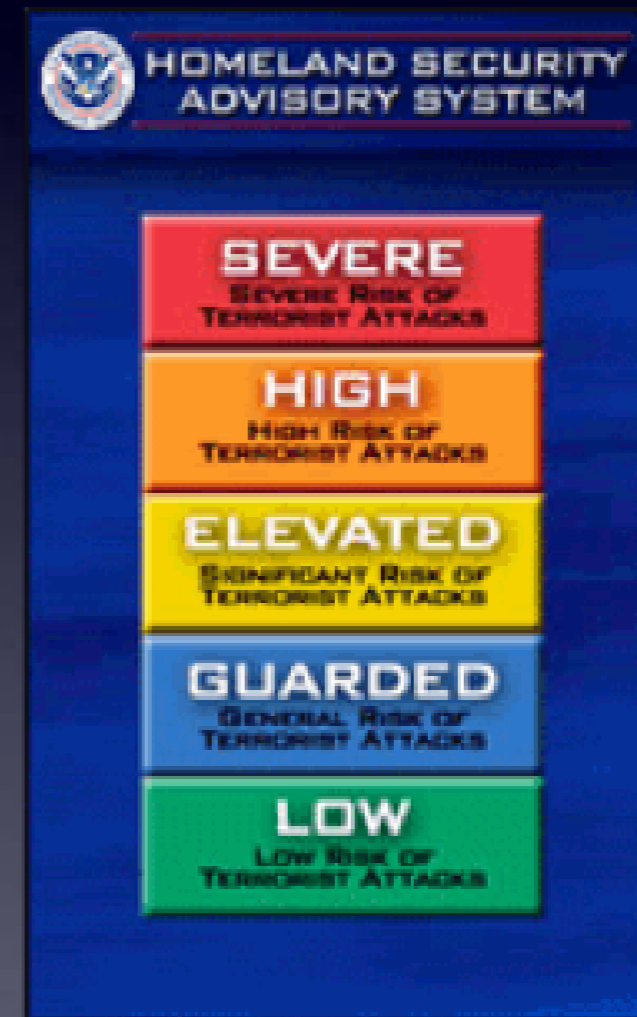
August 25, 2009 — The United States government's national threat level is **Elevated**, or **Yellow**.

The U.S. threat level is **High**, or **Orange**, for all domestic and international flights. Only small amounts of liquids, aerosols and gels are allowed in carry-on baggage.

## Recommended Activities

All Americans should continue to be vigilant, take notice of their surroundings, and report suspicious items or activities to local authorities immediately.

Everyone should establish an [emergency preparedness kit](#) and [emergency plan](#) for themselves and their family, and stay informed about what to do during an emergency



# Fix-My Street

Graffiti on lamp post - Viewing a problem - FixMyStreet

http://www.fixmystreet.com/report/83684

reQall KSG Hollis GScholar iGoogle GNews Digg NYT WaPo BosGlobe MacSurf Amazon Wikipedia News

Graffiti on lamp post - Viewing a ...

## FixMyStreet

Report a problem All reports Local alerts Help Contact

mysociety.org

### Graffiti on lamp post

Reported in the Graffiti category by Mr D Oldham at 13:57 today  
Sent to Nottingham City Council 3 minutes later

There is graffiti on the lamp post at this location.  
Please can it be removed.



[Offensive? Unsuitable? Tell us](#)  
[More problems nearby](#)



© Crown copyright. All rights reserved. Ministry of Justice 100037819 2008

[View on Google Maps](#)

### Provide an update

[Email me updates](#)

Please note that updates are not sent to the council. If you leave your name it will be public. Your information will only be used in accordance with our [privacy policy](#)

Name:  (optional)  
Email:   
Update:

This problem has been fixed

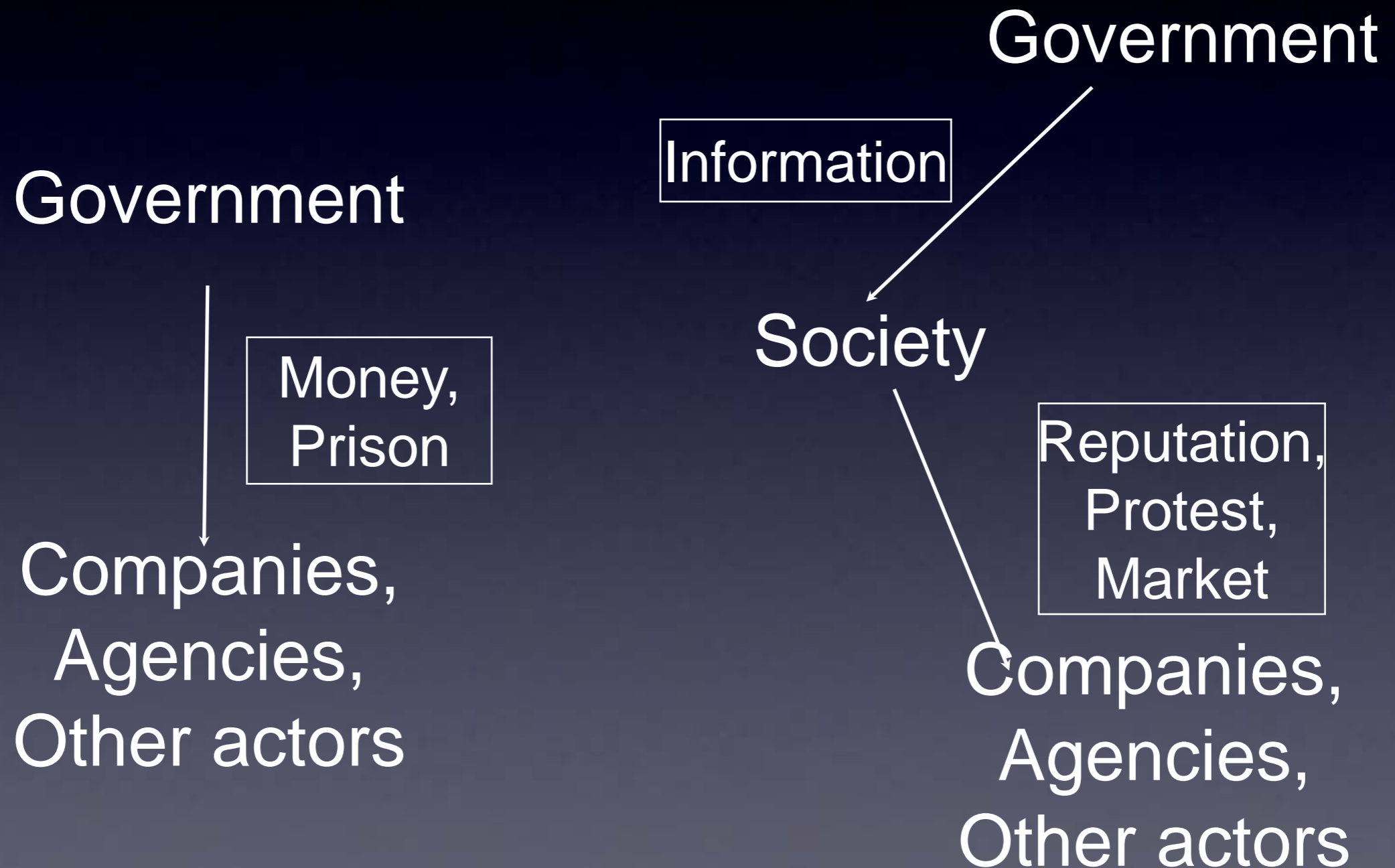
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# Architecture of Transparency

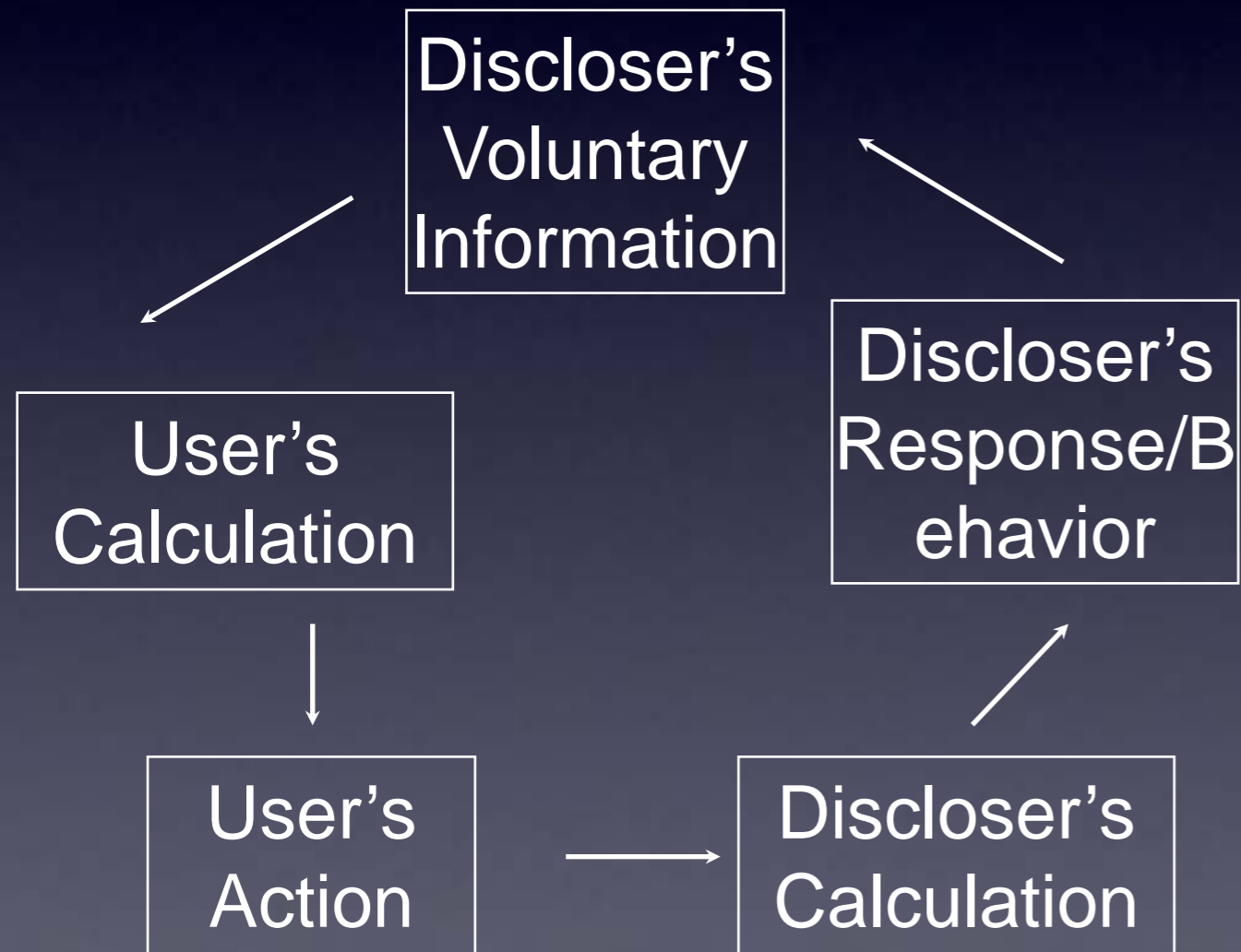
- Transparency policies mandate disclosure
- By corporations or other actors
- Of standardized, comparable, and disaggregated information
- Regarding specific products or practices
- To a broad audience (not just the government)
- For a regulatory purpose...

# Regulatory Strategy



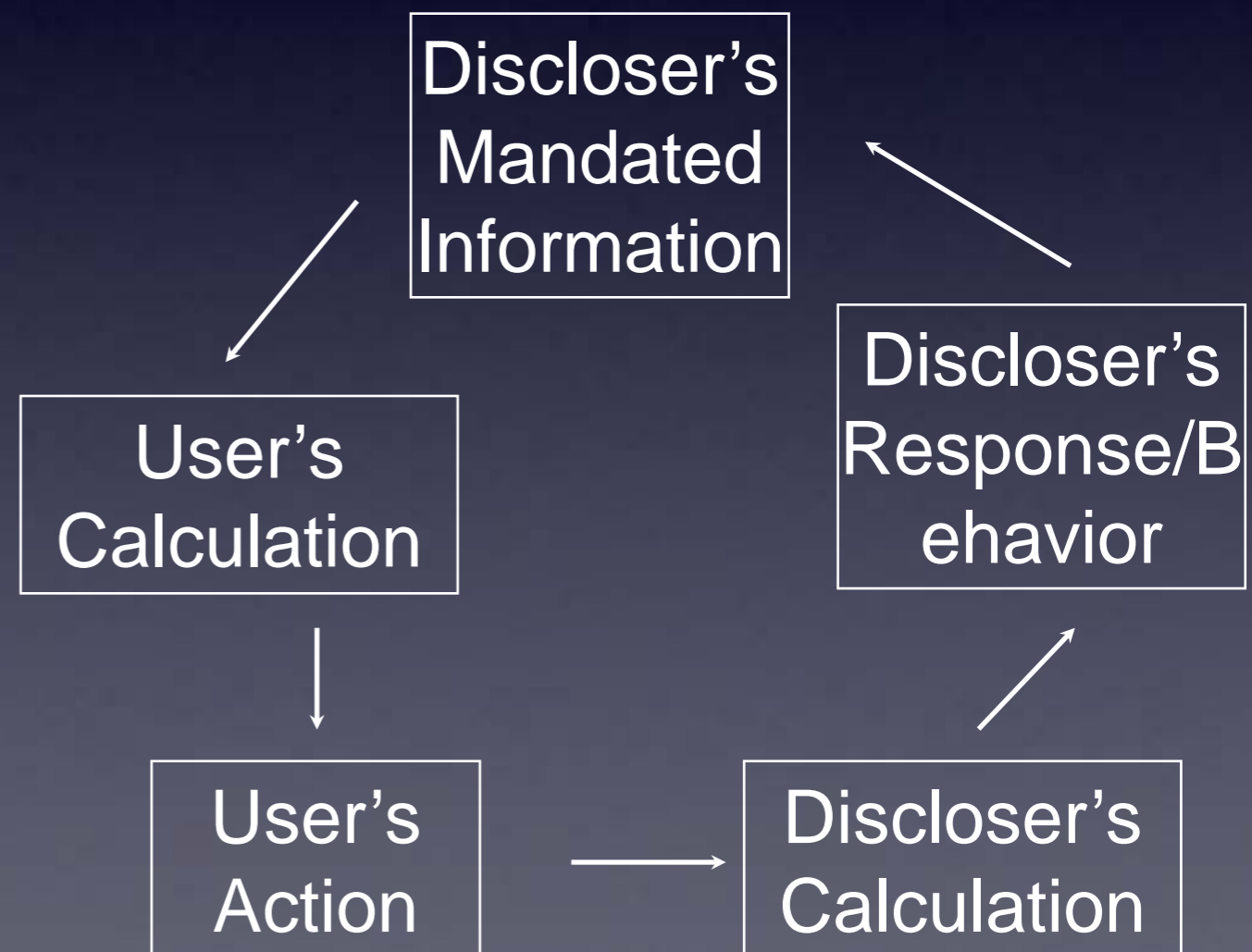
# Action Cycle

## Without Transparency



## With Transparency

Targeted Transparency Policy




# Effective Disclosure: Los Angeles




*Source: Photos of restaurant hygiene cards, Fairfax area, Los Angeles, CA. November 2005.*

# Ineffective transparency: Drinking water contaminant report (US)



**City of Cambridge Water Department**  
**2005 Annual Drinking Water Quality Report**  
 250 Fresh Pond Parkway  
 Cambridge, MA 02138



DEP PWS ID#3049000 June 2006

**24 Hour Emergency/Customer Service**  
**Phone Number 1-617-349-4770**

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"This report is a snapshot of drinking water quality that we provided in 2005, last year. Included are details about where your water comes from, what it contains, and how it compares to state and federal drinking water standards. We are pleased to be providing this report and encourage you to use the contact information if you have questions or need further information about your water system." Sam Corda, Managing Director, Cambridge Water Department (CWD)

Cambridge Water Department - Consumer Confidence Report 2005 Data								
<b>Lead and Copper</b>								
	Units	90% Value	Range	Action Level(AL)90%	MCLG	Violation	Sites exceeding AL	
Copper	ppm	0.035	0.001-1.09	1.3	0	NO	0 of 60	Corrosion of household plumbing.
Lead	ppb	7	0 - 157	15	0	NO	2 of 60	Corrosion of household plumbing.
<b>Regulated - Inorganic Contaminants</b>								
		Highest	Range	MCL	MCLG	Violation		
Barium	ppm	0.047	0.035-0.047	2	2	NO		Erosion of natural deposits.
Fluoride	ppm	1.3	0-1.3	4	4	NO		Water additive to promote strong teeth.
Nitrate as Nitrogen	ppm	0.74	0.29-0.74	10	10	NO		Runoff from fertilizer use.
Nitrite as Nitrogen	ppm	0.015	0-0.015	1	1	NO		Runoff from fertilizer use.
<b>Unregulated - Inorganic Contaminants</b>								
		Average	Range					
Sulfate	ppm	25	23-27					Erosion of natural deposits.
Sodium	ppm	70	60-92					road salt.
<b>Unregulated - Organic Contaminants</b>								
		Average	Range					
Bromodichloromethane	ppb	2.8	1.6-4.6					By-product of drinking water chlorination.
Bromoform	ppb	1.8	0.9-3.4					By-product of drinking water chlorination.
Chloroform	ppb	1.4	0.7-3.0					By-product of drinking water chlorination.
Dibromodichloromethane	ppb	3.9	2.3-6.3					By-product of drinking water chlorination.
<b>Regulated - Volatile Organic Contaminants</b>								
		Highest Ave	Range	MCL	MCLG	Violation		
Total Trihalomethanes (THMs)	ppb	10.3	4.8-18	80	0	NO		By-product of drinking water chlorination.
Haloacetic Acids (HAA5)	ppb	8.7	3.5-20	60	0	NO		By-product of drinking water chlorination.
		Highest Ave	Range	MRDL	MRDLG	Violation		
Chlorine as Chloramine	ppm	3	1.3 - 3.0	4	4	NO		Water additive used to control microbes.
<b>Regulated - Radioactive Contaminants (2002)</b>								
						Violation		
Gross Alpha Activity	pCi/L	0.3	n/a	15	0	NO		Erosion of natural deposits.
Gross Beta Activity	pCi/L	14	n/a	AL = 50	0	NO		Decay of naturally occurring deposits.
<b>Turbidity</b>								
	TT	Lowest Monthly %	Highest Daily Value			Violation		
Daily Compliance (NTU)	1		0.16			NO		Suspended matter from soil runoff.
Monthly Compliance	At least 95%	100				NO		Suspended matter from soil runoff.
<b>Bacteria</b>								
		Highest % Positive in a Month	Total # positive	MCL	Violation	MCLG		
Total Coliform	1%(April)		1	>5%	NO	0		Naturally occurring in the environment.

# Attributes for Effectiveness

- User interest and capacity to improve choices
- Discloser interest and capacity to improve performance
- Alignment of user / discloser behavior and social objectives

# Three Generations of Transparency

- Right-To-Know
- Targeted Transparency
- Peer-to-Peer

# 3rd Generation Transparency

- Users become disclosers
- Information content changes with use and experience
- Public role: Convener and moderator



# Whoissick.org

**Who is Sick?**  
BETA Your site for current and local sickness information

Donate Home About Us Contact Us

Post Sickness Search Discussion Forum View: **Map | List** [How to use](#) [Receive alerts by email](#) [Tell a friend](#)

City or Zip Code:

Narrow results with the following filters

Time Period: Last 60 Days

Runny nose (Stuffy nose/Sneezes/Allergies)  
 Cough (Sore throat)  
 Fever (Chills)  
 Head ache (Dizzy)  
 Muscle ache (Body ache/Tired)  
 Stomach ache (Diarrhea/Nausea/Vomit)  
 Other symptoms

Age 0 to 100

Male  Female

Keywords:

Posted By:

Search

Analysis of 22 sicknesses in the current view

**% Breakdown of symptoms**

Runny nose	24%
Head ache	22%
Cough	20%
Muscle ache	16%
Fever	12%
Stomach ache	10%

Click any symptom to filter

Bloody stool or urine, Blurred vision, Clotken pee, Cold clammy skin, Constipation, **Cough**, Difficulty swallowing, Dry mouth, Ear pain, Excessive sweating, Eye discharge, **Fever**, Food poisoning, Gas, **Head ache**, Hearing loss, Hoarse, Itchy burning eyes, Mouth sores, **Muscle ache**, Nose Bleed, Racing heartbeat, Red eye, Ringing ears, **Runny nose**, Sensitive to light, Skin sores, Stomach ache, Swollen Tonsils, Wheezing

# MyFairElection.com

My Fair Election – Rate Your Polling Place

http://myfairelection.com/

Search: linux globe

MyFairElection

Spread the Word

Share this site with others

- Email it
- Add to Facebook
- Add to MySpace
- Digg it
- Del.icio.us

view random photos?

read random ratings?

How are the polls doing so far?



Map last updated 30 minutes ago. 1,824 ratings reported.

Rate your polling place and your experience of voting here. Was it easy to vote? How were the long lines, closed polling places, or broken machines? Your rating and those of thousands of other voters will produce a real-time map of voting conditions throughout the country on November 4, 2008. Sign up now, and you will receive an email message with instructions for submitting your own rating after you vote.

Journalists, community groups, public officials, and even individual citizens will use this map to locate problems with our election system and fix them on election day. So, help make our election fair and accessible to all Americans by rating your polling place.

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# CitySourced

