



**XXIVth World
Road Congress
Mexico 2011**
Mexico City 2011.

INTRODUCTION TO SESSION

Paul van der Kroon

- Rijkswaterstaat/Dutch Road Administration
- Principal Counsellor
- Paul.vander.kroon@rws.nl

Terms of Reference

- Best practices for Good Governance
 - Investigate the topic of institutional integrity focus on corruption
 - launch a conceptual model and propose a toolkit of measures
- Improved services to customers
 - How to capture customer needs
 - indentify success factors and pit falls



Terms of Reference (2)

- Human Resource for the future
 - skills gap analyses
 - attraction, recruitment and retention of people
 - influencing curricula



What working methods did we used

- Recognizing a reference model (Public Value Model)
- Surveys on:
Organization Integrity, Customer orientation and engagement survey on HR
- A case study framework was set up and worked out case studies generated; chosen and preformed
- Cooperation with other TCs and Organizations
- Seminars in Mali (West Africa) and Kuala Lumpur
- Several changes from original Working Program



How is public value generated

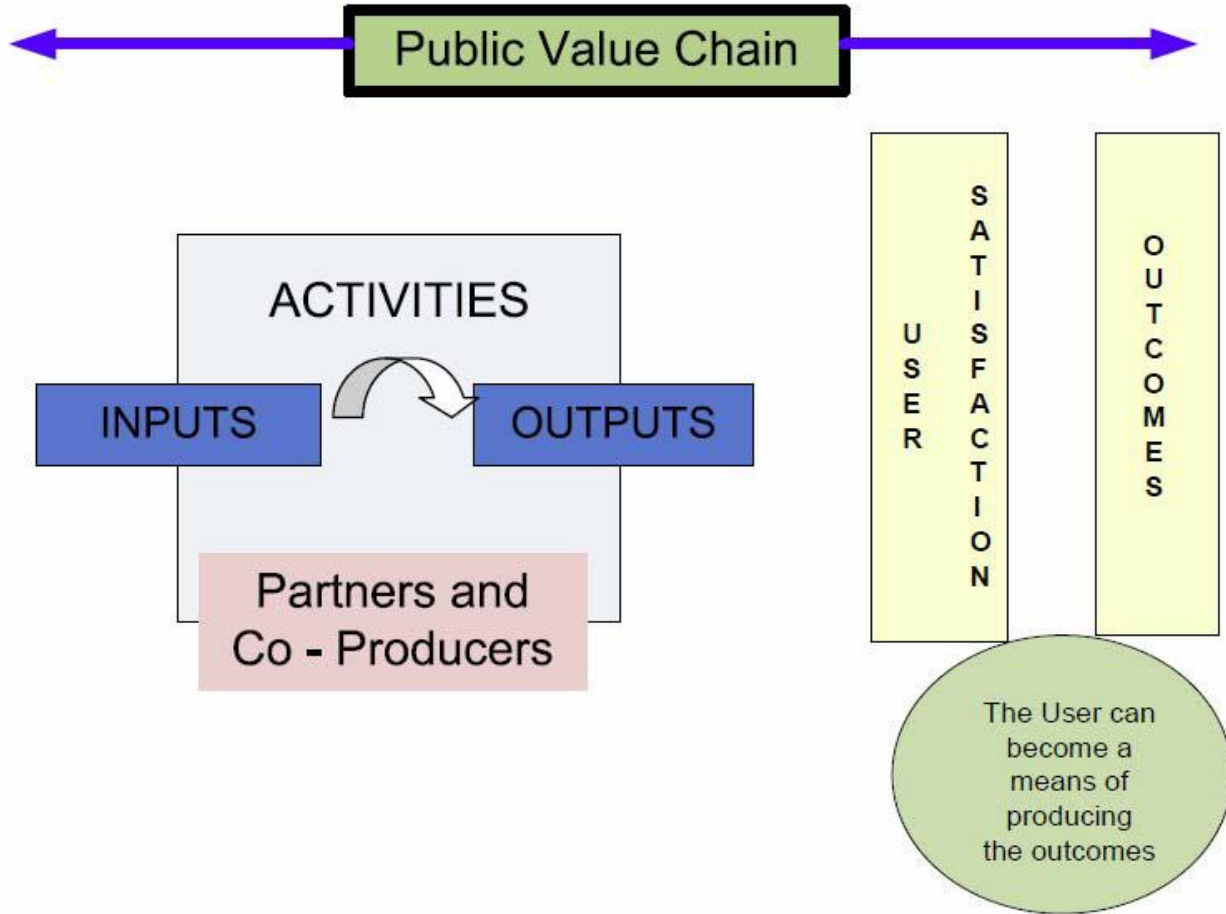
The
authorising
environment

Operational
capacity

Public value
Strategic
goals



Public Value Chain



Productions

- 5 Articles in Routes/Roads
- 2 International Seminars:
 - HR, Governance and Procurement Mali
 - Optimising services to customers Kuala Lumpur
- WRA Wintercongres:
 - Customer orientation
- 3 International Events:
 - IRF (Lisbon) Annual Conf. Halifax
 - Institutional Integrity - Council Meeting Budapest
- 4 Technical Reports



Discussion Points

- Good Governance

What are the demands from developing countries and countries in transition?

Should the WRA not develop its own code of conduct?

- Customer orientation

how essential is segmentation?

and what elements are of importance?

What role can a RA play in this arena to improved services to customers?



Discussion Points (2)

- Human Resources for the future

How important is a skills gaps analysis for a road administration?

Organisations must recognise that human resources are key to deliver

Building awareness of the possibilities for youngsters in the road sectors very importance

How should Road Administrations be more active in the fields of curriculum





**XXIVth World
Road Congress
Mexico 2011**
Mexico City 2011.

INTRODUCTION TO SESSION

Paul van der Kroon

- Rijkswaterstaat/Dutch Road Administration
- Principal Counsellor
- Paul.vander.kroon@rws.nl

*Logo of the
speaker's
organization*

