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Submission

Application

Participant: Spain Team

PRELIMINARY QUESTIONS:

As you consider which initiative to put forward for the Open Government Awards, please consider the following questions:

(1) Does the initiative seek to improve a public policy or service?

● Yes ○ No

(2) If yes, does the initiative seek to improve the ability of citizens to provide feedback and/or to make decisions in the design or implementation of a policy or service? For examples of initiatives, see: http://www.opengovguide.com/topics/citizen-engagement

● Yes ○ No

If you have answered "Yes" to BOTH of these questions, please proceed with your application.

A. THE TEAM

The following information is required to capture a basic understanding of those responsible for your initiative and any partnerships that have helped you to meet your goals.

INITIATIVE NAME (required)

Provide the name of the initiative that your team is submitting for consideration by the judges of the 2014 Open Government Awards (under the inaugural theme, Citizen Engagement). If the initiative is operating under one or more alternate name(s), provide the name that is most commonly recognized.

Sielocal - Economic Transparency System - www.sielocal.com

THE NOMINATION (required)

Begin by describing how this initiative was selected. For example, mention any nomination or consultation process held with civil society partners or others when selecting the initiative. Please offer your explanation of this process in 200 words or less.

Sielocal has been selected because it is an unique economic analysis tool. It has the following acknowledgements:

Since its start, Sielocal has:

- 250 visits per day on average
- More than 450 registered users
- Visits from more than 90 different countries worldwide.

In 2013 Sielocal had more than 12,000 visits making it the second most visited software application of the government´s website, DATOS.GOB.ES.

Sielocal is not only limited to Spain but also works for around nine ther spanish-speaking countries. (seven are members of the OGP).

In addition:

- In April 2014, Sielocal represented Spanish companies at the “Transparence, Smart Cities and Citizens Involvement” conference, organized by the Spanish Treasury Department.

- Sielocal was selected by the OGP to showcase its website during the “Open Government Partnership Conference” in London.

- In Greece Sielocal was selected for a one-day workshop event called: “Samos Workshop: Uses of Open Data within Government for Innovation and Efficiency” (July 2014).

- The Sielocal´s team was selected one of first ten entries for the “South America and the Caribbean Open Data Conference”, in Montevideo in July 2013 with OGP participation.

- The Sielocal team was invited to give talks at several Open Government events at Colombia and Peru during 2013 and 2014.

GOVERNMENT POINT OF CONTACT (required)

Provide the name and title of a single point of contact for the purposes of communicating with your team. The person should be the most senior individual responsible for overseeing the application submission. Provide the phone number(s), email address(es), and physical address of your designated point of contact. You may provide alternate contact information, if it is a direct means for reaching the designated point of contact.

MINISTRY OF PRESIDENCY (SPAIN)

S.G Rules Proposals and Parliamentary Documentations.

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CIVIL SOCIETY POINT OF CONTACT (strongly recommended)

We strongly encourage applicants to submit a joint application from a government agency and a civil society partner. If submitting a joint application, please provide the name and title of a single point of contact at the partner organization. If not, please be sure to focus on the "validation of claims" in Section B (see pg. A-3).

Galileo Ingeniería y Servicios.

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Santa Cruz de Tenerife, Canary Islands, SPAIN

OTHER PARTNERSHIPS (optional)

If you are partnering with one or more other government agencies, private sector entities, media, or other organizations, please list each partner. In 250 words or less, provide a brief narrative of the partnership, including the roles that each partner assumes in the initiative.

Sielocal was born from a Research & Development project financed by the government of Spain and the Technological and Industrial Development Center (CDTI).
http://www.controlygestion.com/proyectos

The organizations backing Sielocal are:

Galileo Ingeniería y Servicios S.A - A technology company specialized in local government and citizen services. Tecnology developers.(www.galileoiys.es).

C&G Canarias S.L. - An economic consultancy firm with broad experience in projects throughout Spain and Latin-America. C&G led research into multi-dimensional economic data systems. (www.controlygestion.com).

Rey Juan Carlos University – The university created strategic transparency tools such as indicators, comparison tools for different economics territories and studied the criterion of the Transparency International Organization. (http://www.urjc.es).

La Laguna University (Tenerife) – The university helped design Sielocal methodology for municipal economic indicators as well as the criteria for deficit calculation with Eurostat criterion and public service cost calculations. (www.ull.es)

Court of Canaries Auditors – The court cooperated in the research phase of the project, focusing on economic transparency and anti-corruption criteria. (www.acuentascanarias.org).

Ministry of Economics, Government of the Canary Islands – Under the framework of its "UNIFICA PROJECT", the Ministry of Economics provided the seed capital to found Sielocal. (www.gobiernodecanarias.org/hacienda/unifica)

The Ministry has followed the Sielocal model in its own efforts to organize, assess and create transparency in the finances, economic data and infrastructure inventories of the territorial governments of the Canary Islands.

B. THE INITIATIVE

The Open Government Partnership (OGP) is prepared to celebrate a range of successful applicants to the Open Government Awards. This year's theme is "citizen engagement." To qualify for recognition, we need to understand the various elements of success for your initiative and its sustainability over time.

PROBLEM DEFINITION (required)

In 200 words or less, please identify the specific problem your initiative intended to solve. Why was this problem important to solve at a particular time and for the particular context in which you are working?

Sielocal resolves the following problems:

1.-Understanding heavily **dispersed data** from several sources, which comes in anarray of different formats and with no underlying methodology.

2.-Dealing with a **lack of transparency** in the economic data of public services and infrastructures.

3.-Citizens without data cannot have an opinion. Economic **data is complex and hard to understand.**

4.-Information cannot be measured or compared with similar territorial entities. It is **difficult to elaborate complex studies** with broad economic information.

5.-Providing a **single global tool** for data from Spanish-speaking countries.

Sielocal methodology deals with these problems by:

1.-Providing **centralized, clear and unbiased data** to act as a spur for citizen engagement.

2.-Raising **transparency to fight corruption**.

3.- Helping both citizens and governments to **understand and analyze advanced economic concepts**, infrastructure distribution and exactly how much public services cost in each territory.

4.-Helping to **increase regional integration** and better understand wealth distribution.

5.-It enables **different countries to have same researches** and compare them easily.

We believe that Sielocal does not solve a problem in a particular time. Open Government methodologies will stablish at the same time that citizens familiarize with this gobernance method.

TARGET POPULATION (required)

In 100 words or less, please identify the target population who may benefit from this initiative. Highlight your understanding of the needs or demands of the target population that were addressed by your initiative.

The target population is about 650 million citizens from Spain and Latin America. They are:

- **Citizens** from 9 countries already have the possibility to access their information, (80% of target population)
- **Public officials** from 19,000 districts and 300 departments or states
- **Financial Markets**
- **Private enterprizes** working with public sector
- **Journalists**
- **Political parties**

Sielocal addresses the specific needs of these communities, which are:

- **Citizen engagement** through Sielocal's inbuilt voting methodology
- **Understanding** complex economic data
- **Fighting corruption**
- **Helping citizens** have the knowledge they need to make **judgments** on the actions of public officials.

INITIATIVE DESIGN (required)

In 350 words or less, describe your initiative's goals and objectives. Focus specifically on how the initiative was designed to meet those objectives. For example, identify stage(s) of the policy/service design or implementation when you solicited citizen participation. What kind of participation did you seek from citizens (e.g., feedback, consultation, joint decision-making, monitoring of activities, etc.)? Explain why this particular approach was best suited to achieve the initiative's goals. How did you encourage citizens to participate? Describe any innovations in the design of the initiative.

The goals of Sielocal are to increase government´s transparency and stimulate citizen engagement. It does this by:

- Empowering citizens and leaders to understand the economic information of public entities and compare their own situations with others with similar circumstances.

- Providing citizens with unbiased and easy understanding information so that they can make collective decisions.

In order to achieve these objectives Sielocal has reused public data through a series of bespoke reporting tools, which show and explain the relevant economic information. Each report has a specific area of citizen engagement where the user can express their opinion and vote about different topics. Results and statistics can be looked up by citizens and public officials.

The Sielocal methodology for stimulating citizen engagement is explained in the following statement: **'To offer information, explain it and ask for opinion'**

This is possible through the following techniques:

- Creating a place for discussion and citizen involvement through voting methods and debate forums.

- Developing relevant studies on contemporary governance questions.

- Collecting local government data (municipalities, provinces, departments and/or states).

- Showing data in friendly, easy-to-follow formats such as maps, graphics and rankings.

- Spreading the information through social networks and media communications.

Through the voting system, citizens are able to appraise their public entities attending to different topics (in each report). They can give their opinion about the ranking, about the municipality situation or about any topic. Comments can be then consulted. When the opinion is sent, statistics about citizen engagement and opinion are resolved automatically and displayed in the user screen.

INITIATIVE OUTCOMES (required)

In 250 words or less, describe the intended outcomes and the actual outcomes that the initiative achieved. Who were the ultimate beneficiaries, and what benefits did they experience? For example, list any concrete improvements in policy, services, behaviors, or power relations between the government and citizens. Try to present your case from the perspective of the various stakeholders involved (e.g., your agency, citizens, Civil Society Organizations, media, et al.). If there are any baseline indicators or standards to measure the outcomes of the initiative, such as the breadth of depth of engagement, please describe them in detail.

SIELOCAL has already become into one of the benchmark tool for media communication, it has generated several social debates. Some sielocal´s links with references about media and website impact are presented in the following bullets:

- **Media impact:** http://sielocal.com/noticia/2262/Effects-on-civil-society-and-social-impact-of-SIELOCAL

- **Sielocal impact:** http://sielocal.com/noticia/2222/SIELOCAL-receives-more-than-51.000-hits

Also **Sielocal** has generated social debates on citizenship. For example, **financial well being and bad being of Municipalities Studies, the most indebt entities in Spain, researches about hospitals and public school endowment**, debates about benchmarking by one entity with regards to others.

Public service of bin collections cost studies have served to raise people´s awareness about the cost of selective collection.

An example of a study can be seen here: http://sielocal.com/estudio/782/HEALTH-CENTRES-SURFACE-AREA-INDEX-FOR-CASTILLA-Y-LE%C3%93N

Best possible evidence of Sielocal success is that private sector firms (suppliers and financial bodies) are using Sielocal tool for their own purposes. Furthermore, users as researchers and university students suggest that it is an effective tool for learning.

Several Government Entities are becoming more interested about the tool in order to customize their own website.

Reports of visits, the statistics of votes and the comments clearly show that it has high degree of citizen's engagement and use.

As a numerical indicator, more than 50.000 visits received from 90 countries around the world provide Sielocal´s success (results obtained using Google Analytics).

INITIATIVE SUSTAINABILITY (required)

In 200 words or less, please describe any plans for scaling up and/or sustaining the initiative in the future. Base your description of the strategy on information provided in the previous sections, such as how you intend to leverage your current success and increase your reach or capacity. Address any threats or operational challenges to your initiative and describe how you intend to manage those risks on a regular basis.

Sielocal growth strategy will follow these paths:

- **Increasingly number of countries** from Latin America and Caribbean.

- **Increasingly data´s quantity**, reports and social network´s impact.

- **Increasingly capacity to compare data** from different countries and regions.

- **Increasingly capacity to create** own citizen engagement initiatives by using Sialocal´s data and impact.

The long term sustainability is one of the strongest elements of our tool for two main reasons:

- **Technological sustainability:** when an indicator is created from a saved data set, this indicator can be used for any other data set from any financial period. We had developed a process for automatically and regularly reading data published by Government.

- **Economic sustainability:** Sielocal register profits from reports, customized websites, citizen participations initiatives, comprehensive and detailed reports display of the municipality. We trust in its permanence trough time.

The media used are:

- **Social Network sites:** They are an excellent to let people know about the tool and, getting potencial users spreading the word about the tool.

- **Press**: thanks to journalists who use Sielocal as source of information, moreover they cite Sielocal in their reports. Therefore, Sielocal is more popular.

VALIDATION OF CLAIMS (required)

While it is strongly encouraged that each initiative includes partners, such as Civil Society Organizations, private sector agencies, media entities, etc., it is not a requirement. However, you are required to secure and upload documents from one or more credible nongovernmental actors who can attest to the veracity of any claims made in your application.

You are only allowed to upload one file. If you have multiple documents, please zip them into a single file first. The file types that are allowed to be uploaded have an extension of .ZIP, .PDF, .DOC, .DOCX, .XLS or .XLSX.

Sielocal_Validation_of_Claims.zip

C. THE PITCH

The following information allows each applicant to make their strongest (and final) case for consideration.

BEST CASE (required)

In 250 words or less, please present the most *compelling facts for why your initiative should be recognized. This is an opportunity to distinguish your initiative, based on any factors that you have not had the opportunity to describe in the previous sections. What is your best argument for why your initiative has achieved a meaningful outcome? What elements of the initiative make it different and better than others, that have been tried and tested? Be creative and concise.*

Do you know about the economic conditions of your area? Do you know on what and where public entities spend the money?

Sielocal.com is an economic transparency web-site based in open data from local governments and public institutions. Our aim is to help decisions-makers and other people to understand data and find real deficiencies in their territories in order to make good policies that help to grow economies.

Sielocal may be summarized as follow:

- It offers transparency to governments, citizen´s collaboration and participation for spanish-speakers countries, it includes data from 9 countries.

- Our reports are seeking to generate knowledge about:

Economy: the accounts balances, expenses, incomes...

Publics infrastructure and equipments: of health, education, waste collection, water distribution, street lighting, green areas …

With these reports, users are able to analyze deficits and imbalances´economic developments, looking for indicators and parameters in order to improve the **social cohesion** and the optimization of publics services.

www.sielocal.com/images/uploads/reports/705/documents/Coste-del-servicio-de-recogida-eliminacion-y-tratamiento-de-residuos-2012.pdf

- It gives a participatory rol to citizens, it is a single tool to be informed, to create opinion and to generate debates.

- Sielocal.com creates graphs, interactives maps and PDF reports of all regions of the countries. It helps to locate places and sectors where further reinforcement on public policy is required.

- It responds to the first Spain Plan of Action for Open Government, regarding the Control and Tranparency section of public finances.

- It re-uses public data.

Sielocal fights against corruption reinforcing national economic transparency trategies and, helps to create socio-economic unions, suports regional integration and citizen collaboration.

VIDEO SUBMISSION (recommended*)

OGP does not offer a venue for applicants to meet our judges during the application process. In order to provide the opportunity for making a personal connection, you are encouraged to upload a short video to complement your application. You may also depict an individual participant in your initiative and describe his or her experience. We do not need to know actual names or personal details. Take this opportunity to tell a story, to connect with our panel of experts, so that they might better understand your attention to specific needs.

Video submissions should follow these guidelines:

Maximum length of 3-4 minutes.
Please focus on personal presentations; it's not necessary to develop a sophisticated or polished video.

Here are some logistical and technical suggestions:

Video cameras, digital cameras, and phones are easy ways to record a video.
Laptop and desktop computers can typically record video through Skype or other software.
If possible, set to a low resolution to reduce file size. This will enable an easier video uploading process.
If you are having difficulty uploading the video file, try logging out of the application and logging back in using another Internet browser.

Here are general suggestions for delivering a high-quality video pitch:

- Include the following:
  - Introduce yourself and your initiative.
  - Focus on describing your intended benefits and/or services and how they have been effective.
  - What is unique about your initiative, partners, or technical approach?
- Hone your content:
  - Keep your description and language simple.
  - Demonstrate passion through your words and enthusiasm.

*If the burden of developing a video presentation is either prohibitive or might not reflect the best characterization of your initiative, then you are not required to submit one, and the judges are instructed not to discount your application because it may not include a video. We hope that this option offers a new and inventive way in which you can best express the results of your work.