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Submission

Application

Participant: Mexico 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.

Centro de Integración Ciudadana (CIC)

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.

In Mexico the OGP has a tripartite committee integrated by the Federal Government, represented by the National Digital Strategy at the President's Office, the Federal Institute of Access to Information and a group of civil society represented by Transparency International Mexico chapter. The initiative was selected by this committee after evaluating different projects and evaluating the tangible impact of all of them

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.

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Alternate person:
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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).

Name: Eduardo Bohorquez
Title: Executive Director of Transparency International Mexico chapter
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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.*

The Federal Institute for Access to Information and Data Protection (IFAI) is an autonomous Agency of the Federal Public Administration of Mexico with budget autonomy and decision. They are part of the tripartite committee of the OGP and they are in charge mainly of:

1. Guarantee the right of people to access government information.
2. Protect the personal data that are held both the federal government as of individuals.
3. Negative decision on access to information that the departments or agencies of the federal government have made.

Name: **Tania Sánchez Andrade**
Title: General Director of International Affairs
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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?

Monterrey, having only a few years earlier been known as a beacon of progress in

Latin America and hailed among the safest cities across the region, in 2010 the city was facing its most challenging time in its history. Violence and crime (e.g., shootings, kidnapping, extortion, theft) had taken over the city, marked by the Casino Royale tragedy in August 2011. A total 52 citizens died and many more were injured when cartel members raided and burned the casino for failing to pay "rights of business". Fear and distrust in local law enforcement authorities were widespread among citizens. Citizens did not know who to turn to in this time of need.

There were also the structural complexity and coordination challenges. Monterrey's metropolitan area is the state capital and home to over 5 million people (90% of the state's population). It is also comprised of 9 municipalities, each with its own mayor, police force and socio-demographic. The governor and mayors had recently taken office and were facing the difficult task of overhauling corrupt law enforcement while fighting rampant violence.

Much has improved since, yet Monterrey continues to work to regain their title as the safest city in the region.

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.

From the onset, it was clear there were two target groups:

Citizens - citizens were in dire need of having someone to turn to in the event of witnessing or falling victim to violent theft, kidnapping or extortion. Citizens not only wanted to know what was happening around them but also eager to find a way in which they could help.

Government - the challenges brought on by the security crisis made it evident that government lacked the institutional strength and capabilities to deal with the crisis on its own, giving way to public-private collaboration to tackle the crisis together.

1.

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 "Centro de Integración Ciudadana" (CIC - www.cic.mx) was created to address the need of providing a trusted network and organization where citizens could (1) share "near real time" information (focused on security) regarding events in their city and (2) be advised by trusted team of lawyers and psychologists should they fall victim to crime. CIC is a non-profit by design, financially supported by Monterrey's leading businesses (e.g., Cemex, Femsa, Soriana). Over time has also gained support of tech companies such as Google and Twitter. CIC's supporters legitimize and further strengthen the bond of trust with citizens.

The initiative was designed to leverage mainstream adoption of mobile and social technologies and build on the early warning dynamic that was emerging on Twitter at the time. The CIC-Tehuan platform (means "us" in Nahuatl) integrates rich conversations on Twitter into a powerful map of citizen reports. Tehuan was designed to empower decision makers with an easy to use, fact-based tool to better inform decision making. Citizens help identifying and prioritizing issues while government can directly communicate efforts to solve them; businesses can monitor events that may impact operations; citizens can join efforts to upgrade a nearby park that a neighbor reported. Citizens are frequently reminded "We are all part of the solution" and have to take ownership and participate. CIC encourages participation by sharing short motivational and instructional videos on YouTube, doing interviews in local news and radio, executing "below-the-line" marketing campaigns and shares messages over its social networks targeting universities, sponsor companies, parish and neighborhoods communities.

Three years later, the security situation has subsided. Today, CIC stands out as a network of ~60k citizens on Twitter alone who interact over 13k times per month with @CICmty and registered 22k Likes on Facebook. CIC has received over 80k reports since its launch and provided over legal and psychological aid to over 1k crime victims and their families. CIC receives over 25k unique visits, has over 6k downloads of its mobile apps (iOS / Android) and publishes over 2.5k validated citizen reports per month that are channeled to authorities.

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.

The intended outcome for our civic engagement platform was to build a trust network of citizens to serve as early warning system for citizens and authorities for issues specific to security. The actual outcome resulted in a much broader and sustainable platform for citizen engagement - it brings citizens and government together to engage in open and constructive dialogue sharing a commong ground understanding of issues to address spanning a range of themes. In addition, CIC also provides specialized legal and psychological aid to crime victims and their families.

Victims & Justice System- re-build the trust in the justice system over time by providing citizen-centered support to crime victims during the complaint filing process. An indicator of performance is the conversion rate of CIC assisted kidnapping victims that file a complaint with the authorities, from a low ~20% in early 2012 it has risen to almost ~70% by the end of 2013.

Law enforcement - provide law enforcement with complementary and trustworthy “near real time” information on security events across the city. In addition, provide access to easy-access platform to visualize historical, geo-referenced citizen reports to support their investigative and descision making.

Municipal government - provide local governments a first hand account on citizen pain points and means to engage citizens directly to provide feedback on progress on citizen reports.

Citizens - provide open and transparent space to voice concerns and proposals and to collaborate with both government and fellow neighbors for the betterment of their community.

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.

CIC has developed a unique value proposition for its citizen engagement (www.cic.mx/tehuan-beta/ ; @CICmty) platform that is valued by citizens, government and private sector alike. It provides an informative read on the "pulse" of the city to better inform decision making. Sustainability is achieved via three fronts:

Collaborators & Donors - CIC continues to grow its donor network (+30 today) thanks to the impact it has in the community and the information access value proposition it offers its donors.

CIC chapters - over the last 12-18 months, CIC has garnered much attention from other cities across Mexico and Latin America who would like to replicate the model. In turn, CIC has "packaged" its technology platform and approach to grow as "franchise" model beyond Monterrey. The nearby city of Saltillo launched mid 2013. Today, CIC is working hand-in-hand with SEGOB to set the stage and launch CIC in other major cities in Mexico under the Programa Agentes Innovacion led by the Office of the President.

MiTienda CIC - still in its early stages, MiTienda CIC is an e-commerce platform enables SMBs to market their goods and services to CICs growing audience and donate a percent of sales back to CIC.

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.

140627 CIC Letters and Files.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.

CIC in Monterrey, Mexico has successfully developed an innovative citizen engagement model with ‘trust’ as its corner stone. It stands out as a unique public safety broadcast and tipline system over social media. Users help their neighbors—and the city—by posting incidents and receiving alerts when violence is occurring nearby. It serves as reference of how citizens have successfully organized to engage government in a constructive and collaborative dialogue. CIC is pushing the envelope applying technology as means to scale collaboration. CIC has been approached by other cities in Mexico and Latin America who are interested in replicating the model beyond Monterrey. Saltillo, the capital of the neighboring state of Coahuila was the first deployment beyond Monterrey. Today, CIC has partnered with SEGOB and the Office of the President under the “Agentes de Innovacion” to implement CIC in other cities across Mexico.

Having enabled its own Open Data platform on Socrata, CIC has made it a priority to also foster the use of Open Data to spur innovation, inform public debate and influence public policy (e.g., CIC's upcoming data driven white paper "Dark City = Insecure City)

CIC's success challenges us to re-imagine the model citizen engagement in the age of the digital consumer, characterized by ubiquitous connectivity, rise of "any-to-many" instant communications, emergence of open data and multi-touch consumer experiences. Citizens are demanding a higher bar for what citizen-government services and interactions should be. In the civic engagement movement, CIC is innovator, empowering citizens and government to work as one.

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.