

# Application

## Participant: Brazil 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.

Keeping an eye on Public Money Program  
(Programa Olho Vivo no Dinheiro Público)

#### 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.

**The Executive Group of the Open Government Interministerial Committee (CIGA), unit responsible for guiding the development and implementation of the Brazilian Action Plan, organized a list of four federal government initiatives that deal with the issue of citizen engagement. That list included the following projects: Keeping an eye on Public Money Program of the Office of the Comptroller General, Open Data Portal, of the Ministry of Planning, Budget and Management and Participatory Youth Observatory and Brazilian Portal for Social Participation (Participa.br), both from the General Secretariat of the Presidency.**

**The process to choose the Brazilian initiative was conducted in the Portal for Social Participation (<http://www.participa.br/governoaberto>). It was presented information about the initiatives and explanations about the voting methodology. The voting process, open to anyone, used the pairwise comparison methodology. In each round of voting, the system randomly assigned two initiatives and the citizen had to choose its favorite. It was possible to vote more than once. The voting was available from the 15th until the 28th May.**

There were 1,438 votes computed and the chosen initiative to participate in the OGP Awards was the Keeping an eye on Public Money Program. Its total score was of 82 points.

#### 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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#### 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).

The project is organized and conducted by the Office of Comptroller General. But, on the implementation process over the years, around 420 civil society organizations has had specific roles, such as helping with the dissemination of the information and mobilization of interested citizens to engage in trainings offered by the program. We give emphasis to the "Observatório Social do Brasil", a network of civil society organizations with more than 80 entities throughout Brazil (<http://www.observatoriosocialdoBrasil.org.br/>). Contact of Observatório Social do Brasil: Ms. Roni Enara, phone +55 41 33077058, email: roni.enara@osbrasil.org.br

#### 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.

On the implementation process, municipalities and secretaries of states are invited to participate on the event, supporting financially and giving the proper conditions for the program to happen successfully. Since the start of the program, nearly 338 public partners have joined the program.

### 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?

Corruption is not a particular problem of Brazil and, according to UN estimates, about 5% of global GDP is misappropriated by problems of corruption. It is added to that an inestimable sum of public money that is wasted due to mismanagement of public funds by public officers.  
Brazil is a huge country with 27 states and counting with 5,570 autonomous municipalities. The Brazilian government despite having an considerable apparatus to fight corruption, as the Office of the Comptroller General, requires broad support and engagement of civil society to help control public spending and contribute to the improvement of public management.  
In this context, CGU reinforces the "Keeping an eye on Public Money" Program, which aims to stimulate civic engagement and to empower citizens enhancing participation and control over public accounts through the transfer of technical knowledge accumulated by the agency in its 11 years of existence.

#### 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 audience is any citizen who wishes to inform himself about the mechanisms of transparency, social participation, monitoring and control over public accounts. Specifically, the program is addressed to municipal councilors of public policies. Municipal Councils of Public Policies are social participation and control collegiate bodies created by the State. The councils are composed of State and civil society members and their main objective is to assure popular participation, social oversight and democratic management of public policies and services. The program aims at empowering and sensitizing the municipal councilors of public policies in order to better develop their actions.

#### 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/serviced 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 objective of the Program is to raise awareness among civil society to exercise participation and social supervising over the use of public resources, bringing state closer civil society in order to strengthen the mechanisms to prevent and combat corruption and enhance public management.

The Program pursues this objective through three ways:  
1) Distance learning: 3000 vacancies offered annually for Social Supervising and Citizenship Course through the CGU Virtual School (<http://escolavirtual.cgu.gov.br/ead/>). Themes such as citizenship, participation and control over public accounts are presented. Debates among participants are raised, mediated by an auditor of CGU that is able and ready to answer questions and contribute to the discussions.

2) Development of teaching materials about participation and social supervising in many areas. In addition to distributing graphic material, all materials are offered on CGU website for free download.

3) Practical and technical face-to-face training divided into four phases: a) theoretical phase: concepts of participation, transparency and control over public accounts in public policies are presented (health, education and social care). Besides that, successful cases of citizen involvement and participation channels available are presented; b) practical phase: government agencies are visited and the operation of public policies is verified in practice; c) communication of results phase: the participants discuss ways to organize and systematize efficient communication with the government through reporting and letters; d) forwarding results phase: the participants discuss ways to solve the problem and local solutions for community problems.

In each Brazilian state, CGU has a team of Action for Prevention (NAP) that has at least 2 partners who participate in the continuous renewal of the content and format of the program process. At the beginning of each semester, CGU with the support of its local offices, suggests the topics that will be discussed, the support material that will be used and the frequency of training in each state. The teams of Action for Prevention (NAP), with its local network which counts more than 420 civil society associations and 340 local government agencies, define the location of the training and the points to be treated with greater or lesser emphasis.

#### 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 or depth of engagement, please describe them in detail.

The Program has trained 18,839 citizens through distance learning. About 46,905 Brazilian citizens took part on face-to-face meetings. More than 2,763,125 handbooks and learning materials were distributed. 890,749 Brazilian citizens visited the Brazilian Federal Portal of Transparency only in May 2014. Furthermore, in all states, a considerable amount of municipalities submitted a request for information for federal government. The Program, which presents these services and invites citizens to use them, have contributed to the wide diffusion of its use.

Seminars organized by the program promoted the idea of performing the first National Conference on Social Control and Transparency (CONSOCIAL), that was executed by our team in 2012 and included the direct participation of over 150,000 people. For the first time, citizens were able to propose ideas for fighting corruption and increasing transparency in Brazil.

Networks of social oversight such as the Observatório da Despesa Pública, AMARRIBO and Instituto de Fiscalização e Controle, have emerged and have expanded, reaching maturity and fighting corruption. In addition, many councils about transparency and social oversight were created in different cities changing the local environment. For example, in Londrina-PR, before the elections for mayors, all candidates sign a commitment to the Transparency Council, defining measures of transparency and social participation on the government.

The Program also sensitizes CGU auditors and public managers, promoting a constructive approach with citizens local actors, changing their perception of participation because they start to see citizens as partners for improvements in schools, health centers and social assistance centers.

#### 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.

The Keeping an eye on Public Money Program has 11 years of existence and it is strengthening over time despite four changes of government, changes in the bureaucracy of the CGU and beyond changes of ministers of the agency.  
We intend to finalize the preparation of a new distance learning course, updating it with a practical approach. We intend to offer up to 10 times more vacancies than we currently provide and disseminate knowledge that we want in a wider scale. Also, it is underway to design a web portal that brings together activists of control over public accounts and be a virtual meeting place where interested citizens can exchange experiences and practices of social activism.  
In relation to materials, we intend to provide checklists in simple language and updated with public policies that enable a citizen or a group of citizens carry out a control activity in their community and become, themselves, auditors of public policies.  
We also intend to expand the number of multipliers of our programs and activities, providing materials and guides we use for classroom training as well as training to stakeholders, so that organizations can apply the lectures and workshops that CGU offers to public.

#### 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.

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.

The "Keeping an eye on Public Money" Program it is a unique initiative in promoting participatory and control over public accounts. The program, which has existed since 2003 and has been updating since then, has been implemented in all 27 states of Brazil, and over the years has reached 46,905 citizens through classroom training people in about 1,800 Brazilian municipalities. In relation to distance learning courses the program has trained 18,839 citizens, and, moreover, distributed 2,763,125 handbooks and teaching materials. The "Keeping an eye on Public Money" operates with the help of a network of 420 civil society organizations and 338 municipal governments and local bodies.  
Besides translating for the citizen time-honored techniques of public audit, the Program provides a significant experience of using these techniques in real situations in public policies with the highest effect on society: health, education and social care. From that experience, citizens recognize the complexities of public management and they participate in both the identification of weaknesses in the implementation of policy as the proposal of solutions and forwarding results that can solve the problems encountered.  
That transformative experience empowers citizens, making them active collaborative actors and enthusiasts of control over public accounts. Therefore, these citizens have the power to influence positively on their local public policies.

#### 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 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.