

Una manera de hacer Europa



BUENAS PRÁCTICAS

Operaciones Cofinanciadas

**ELECTRONIC
ADMINISTRATION**

**EDUSI ALCOBENDAS
ALCOBENDAS CITY
COUNCIL**

Programa Operativo Plurirregional de España

Fondo Europeo de Desarrollo Regional

YEAR 2023

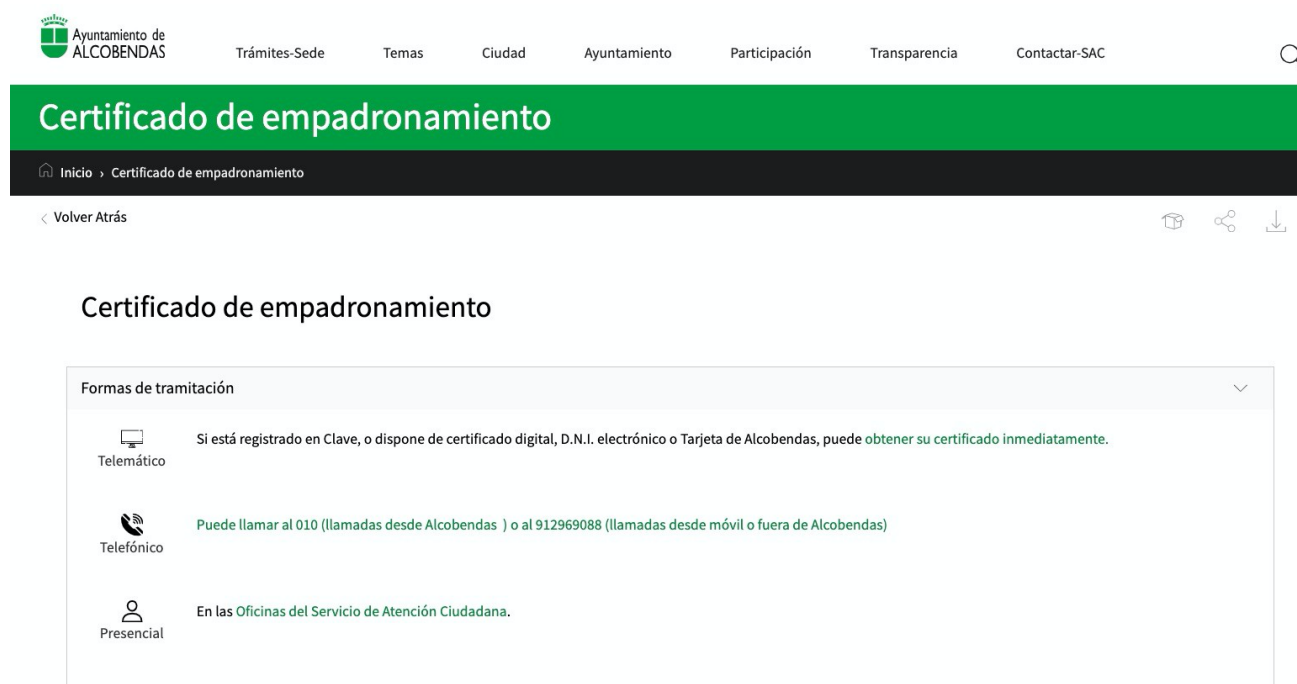
BEST PRACTICE EDUSI ALCOBENDAS – ELECTRONIC ADMINISTRATION

The Best Practice consists of the implementation and start-up to advance and promote an Electronic Administration in Alcobendas City Council.

This operation has transformed the electronic management of the Municipal Register of Inhabitants, the procedure most used by a large majority of residents, as well as the management of other municipal procedures and municipal files by electronic means and the electronic management of the municipal contracting of the different services of the City Council, including publication in the Public Sector Contracting Platform.

This major IT operation has entailed the definition of numerous municipal procedures, compliance with the technical requirements of the National Security Scheme to guarantee both the compatibility of connections and the telematic transmission of applications, always with the maximum security of all personal data handled by the municipal Electronic Headquarters. The aim is undoubtedly to enable fully electronic processing and to pursue the elimination of paper-based processing in relations with citizens.

This action involves an investment of 1,224,555.09 euros, with an eligible amount of 402,239.32 euros with a Feder aid of 50%, that is, 201,119.66 euros, with great advantages for the electronic procedures presented by neighbors, citizens and companies in the municipal website Alcobendas.org, in the portal Procedures-Electronic Headquarters.



The criteria for the identification and selection of this Best Practice are the following:

- 1. The role of the European Regional Development Fund (FEDER) in the action has been adequately disseminated among the beneficiaries and the public is aware of the role of the FEDER.**

This Edusi Alcobendas operation has undoubtedly been disseminated through the Edusi portal at alcobendas.org.

Habilitar nuevos trámites municipales electrónicos

- Videos presentación:



Cómo realizar trámites



Registro electrónico

Publicidad en medios nacionales

↓ Publicidad en EL País

Publicidad en redes sociales

↓ Publicidad en redes sociales
↓ Publicidad en redes sociales

HERRAMIENTAS DE
ACCESIBILIDAD

As this is a computer-based action with great advantages for citizens in their relationship with the Alcobendas City Council, two short videos have been produced, no longer than two minutes, specially designed also for Social Networks, which teach residents two very specific issues: the completion of telematic procedures and, specifically, the application for a certificate of census registration as well as submitting a request by electronic registration.

The image shows a composite of two screenshots. On the left is a social media post from 'AytoAlcobendas' (@ALCBDS) dated 10 nov. The post text says: '#Alcobendas facilita al ciudadano la presentación de una instancia y documentos mediante el registro electrónico. #Feder #EdusiAlcobendas'. It lists '24 horas', '365 días', and 'Más cerca de ti'. Below the text is a video player showing a hand pointing to the 'Trámites' option on a website. On the right is a search results page for 'Trámites /1 resultados'. The search bar contains 'Registro electrónico'. Below the search bar, there is a result for 'Registro Electrónico - Instancia Gen.' with two sub-options: 'Telemático' and 'Presencial'. A large hand icon is pointing to the 'Telemático' option. Below the search results, the text 'Registro Electrónico-Instancia General.' is displayed.

Screenshot of the video 'Electronic registration' prepared for Social Networks, Youtube and web.

En
ALCOBENDAS
puedes hacer
180
TRÁMITES
ONLINE

Accede con Cl@ve
o certificado digital



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The new facilities for residents to carry out electronic procedures were also disseminated through an advertising campaign in a digital media: Elpais.com for a week, with different banners in the navigation of its Madrid users.

In an operation that aims to promote e-Government among the residents of Alcobendas, a dissemination campaign was included for several months in social networks, focusing each month on several specific operations, such as public job offers, the campaign for camps and camps or a specific one on the Citizen Service office and its appointment programme.

Ayuntamiento de Alcobendas
Publicidad · 🌐

¡Nuevas oportunidades de empleo público!

En Alcobendas estamos buscando ... [Ver más](#)

EL AYUNTAMIENTO BUSCA

PROFESIONALES COMO TÚ

Descubre nuevas oportunidades de empleo público

LA ADMINISTRACIÓN DEL FUTURO TE NECESITA

¡ÁNIMATE A CONOCERNOS!

alcobendas.org
Aprovecha esta oportunidad

[Ver más](#)

"ME ABURROO"

¿CANSADO DE ESCUCHAR FRASES COMO ESTA DURANTE TODO EL VERANO?

Campamentos y colonias durante las vacaciones

Ayuntamiento de Alcobendas
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Una manera de hacer Europa

Ayuntamiento de Alcobendas
18 de abril a las 11:26 · 🌐

Descubre una manera diferente de pasar el verano con las colonias y campamentos del Ayuntamiento de Alcobendas. 🍉

Inscripciones abiertas a partir del 18 de abril.

¿TODAVIA SIN PLANES PARA TUS PEQUES ESTE VERANO?

Colonias y campamentos
Verano 2023

[Reservar](#)

[HTTPS://WWW.ALCOBENDAS.ORG/ES/AYUNTAMIENTO/COLONIA...](https://www.alcobendas.org/es/ayuntamiento/colonias...)

¡Apúntate ya!
Pincha aquí y te dirigiremos a la web para la inscripción

The diffusion of this boost to e-Government has also been supported by a specific campaign in the advertising mupis distributed throughout the city for several months.



2. The action incorporates innovative elements.

The implementation of Electronic Administration is an important and modernizing step in the management of public services and municipal procedures for citizens interacting with the City Council of Alcobendas. As main innovative elements, it provides important advantages in this citizen-Administration relationship:

3.

- Access from anywhere and at any time, which means a significant saving of both time and resources for users and municipal employees.
- Automation and the possibility of sending and receiving documents immediately, quickly and efficiently speeds up bureaucratic processes and can lead to a reduction in response times.
- This electronic platform provides greater transparency to municipal processes and procedures, which leads to greater trust in the Administration.
- A significant reduction in the use of paper and a contribution to sustainability and environmental preservation.
- Secure authentication and data encryption, necessary in a multitude of procedures, helps to protect citizens' personal and confidential information.
- A telematics platform can contribute to interoperability between different agencies and efficient sharing of information between different departments, avoiding data redundancy.

3. The results are adapted to the established objectives.

The Electronic Administration in the City Council of Alcobendas has experienced a considerable increase in the number of procedures in recent years, which can be considered a successful transition from paper to electronic services.

During 2022, 76,799 online procedures were managed, with an increase of 6.15% over the previous year, when they already marked an important milestone by exceeding 72,000. From these data it can be seen that in just a couple of years the 38,576 telematic procedures of 2019 have doubled. And in just ten months of 2023, the 71,000 procedures have already been far exceeded.

The main medals in online procedures go to two applications: on the one hand, that of the census certificate, of which 14,335 have already been processed in the first ten months of 2023, with an increase of 24% compared to the data of 2021, and the sports spaces reserved through the Internet, which already amount to more than 12,000.

In fact, there are already numerous municipal procedures that can only be carried out online, such as registration in programs like the Opening of Educational Centers on Working Days or also the applications for School Material Grants for the 2023-2024 academic year.

4. The action solves a problem or weakness in the territory.

The automation of municipal procedures addresses the problem of traditional and paper-based administration from different angles:

- It puts an end to the traditional image of slow administration and bureaucracy in numerous administrative processes.
- It solves the problem of distance or mobility limitations in the relationship between the citizen and the Administration, since it provides services 24 hours a day, 365 days a year to everyone.
- It contributes to solve the issue of traditional paper document management.
- It reduces the usual distrust of the citizen in administrative processes since the neighbor can track the progress of their procedures and access information in a clear way.
- By minimizing the use of paper, deforestation is curbed.
- By resolving the interoperability between administrations, redundant administrative acts can be eliminated.
- It facilitates procedures for a population that in Alcobendas has always had a leading position, above the Spanish average and that of many European Union countries, in terms of Internet access.

5. It has a high degree of coverage over the target population.

The implementation of Electronic Administration in the City Council of Alcobendas covers an almost imperative and growing need of a society that uses information and communication technologies more and more every day.

According to data from the last survey of internet use conducted by the City Council of Alcobendas, dating from 2015, already reflected that 92% of households had internet access. In the case of the Urbanization District figures reached 98.85, in the North District 94% and in the Downtown District 86%. These figures have undoubtedly risen significantly over the last eight years, as virtually all users now have a smartphone in their pocket, connected to the Internet 24 hours a day. Data from that 2015 survey already pointed out that 91% of residents were connected to the network on a daily basis and that 41% of people over 65 could be considered heavy users.

6. Horizontal criteria of equal opportunities and environmental sustainability.

This e-Government action does not produce any discrimination and contributes to the promotion of equality and non-discrimination based on sex, race, ethnic origin, religion, convictions, disability, age or sexual orientation. The municipal website has implemented measures so that it can be used by people with any type of disability in all its functionalities.

In terms of sustainability, this operation represents a significant saving in the use of paper, promoting the conservation of the environment and avoiding deforestation. Likewise, by avoiding trips to the citizen, it avoids trips in private vehicles and the emission of polluting gases into the atmosphere.

7. Synergies with other policies or instruments of public intervention.

This action contributes to guaranteeing a better use of information technologies by citizens, one of the thematic objectives promoted by the European Regional Development Fund (FEDER).

This operation is framed in the Municipal Action Plan (PAM 2020-2023), which already pointed out as an objective the implementation of digital tools to streamline procedures, eliminate paper in internal relations and with other administrations. This PAM bet on a Digitalization Strategy of the Administration and an Electronic Processing and Citizen Service Plan, based on a more efficient use of technology to improve services and provide citizens with access to electronic procedures in a simple and accessible way.

These investments in Electronic Administration are contextualized in the Innovation Promotion Plan, Innova Alcobendas, which is committed to municipal digital transformation as one of its fundamental technological pillars, and in various European Commission plans such as Horizon Europe, Digital Europe, Connecting Europe Facilities, aimed at promoting the digitization of European society.