



Una manera de hacer Europa



BUENAS PRÁCTICAS Actuaciones Cofinanciadas

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Programa Operativo de Madrid

Año 2020

Fondo Europeo de Desarrollo Regional

ACQUISITION OF COMPUTER AND COMMUNICATION DEVICES TO DEAL WITH THE COVID19 PANDEMIC

The action consists of the acquisition of computing and communications devices to deal with the Covid-19 pandemic, in order to ensure the continuity of services to citizens effectively, as well as the development of services such as bots, consisting of a software that allows to automate communication with users, offering immediate help to solve frequent doubts and referring only the most specific questions to a human operator, but also through virtual assistants, which through an even more complex technology They try to find a solution to any problem that the user may pose.

Specifically, it is about the purchase of the necessary computing devices in all the councils of the Madrid community (laptops, mobiles, printers and scanners), to be able to telework and provide the administration, to be able to carry out modern management, agile efficient and quality. With this, it was possible to ensure citizen service and to facilitate connectivity and remote work, thus improving the quality of services provided to citizens when carrying out those procedures and procedures online.

Likewise, the digital workplace of the people employed in the community of Madrid was adapted, managing to gain agility in management, not only in these moments where it was so necessary, but also increased future agility. On the other hand, the closure of public offices meant that requests for information from citizens were channelled via telephone and via the web, which made it necessary to enable services such as bots and virtual assistants to help reduce call times and congestion.

This action has an eligible cost of 6.397.272 €, all of them financed directly by the FEDER, and benefits about 8.000 Community of Madrid workers.



It is considered a good practice because it meets the following criteria:

1. The role of the FEDER in action has been conveniently disseminated among beneficiaries, potential beneficiaries and the general public.

Through the plates that were placed in all the affected ministries.



FEDER fund co-financing poster of "The acquisition of computing and communications devices to deal with the Covid-19 pandemic", located in the Regional Ministries of the CM.





Posters located in the Councils of the Community of Madrid

Likewise, the Digital Agency disseminates the co-financing of its actions with the European Fund for regional development FEDER through its website.



Detail of the FEDER flag and logo on the Madrid digital website where it refers to this project

2. The action incorporates innovative elements.

The relevance and innovative aspect in this project lies in advancing in e-administration and the promotion of telework, thereby favouring family conciliation, so that the public employees of the CM can continue to provide quality services effectively, as well as the development of services such as bots and virtual assistants that facilitate and improve customer service. The achievement of this goal has been driven by the impact of the pandemic.

In addition, this action will save energy by doing all the procedures digitally.

3. Adequacy of the results obtained to the planned objectives

The objectives that the Digital Agency and ultimately the Community of Madrid had when launching this action were, as has already been said, to advance in the digitization of the CM administration, by promoting teleworking so that public employees of the Administration of the Community of Madrid, could continue to provide their services to the citizen effectively.

This action has meant that, through the endowments made, the public employee's job has been digitized to continue providing service to citizens, facilitating the continuity of their work in a non-face-to-face mode, thus managing to provide service to citizens and that their procedures with the Administration were not limited.

For this reason, with the implementation of this action, the objectives pursued are achieved, because on the one hand it has been possible to provide service to citizens in this time of pandemic thanks to teleworking, but also the access of the public employee to the corporate network of the Community of Madrid.

With this investment, it has been possible to turn the regional administration into a driving force behind the technological push, guaranteeing an intelligent, sustainable and innovative public administration.

4. Contribution to the resolution of a problem or weakness detected in the scope of execution.

One of the weaknesses that was verified at the initial moment of the pandemic was the structural deficiency that existed in the administration of the Community of Madrid to offer quality services to all those administered.

Aware of this need to improve, the Community of Madrid decided to give a substantial boost to the improvement of its digitization, by providing infrastructures that could facilitate teleworking of its public employees, at a time of greatest need, due to the health crisis caused by the coronavirus, but also ensure the provision of service to citizens with the same quality standards as when it was done in person.

Catalysed by the pandemic, this has been achieved, with teleworking being implemented in a generalized way, leaving open the possibility for citizens to interact with the administration, at times when it was so much needed.

5. High degree of coverage of the target population.

As has been indicated, what was intended was that the services that the administration of the Community of Madrid provides to its citizens, were not diminished by the pandemic situation and for this, with this action it has not only been achieved that this was the case, if not also that the use of services provided through e-administration has increased.

Therefore, the population served by this action is the entire Community of Madrid, which has verified how the digitization of the Administration has achieved that the relationship between citizens and the administration is not interrupted, and has also seen that they have been streamlined all your efforts.

6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability.

This action favors all people regardless of their gender, age, social condition and disability. The percentage of working women in the CM administration with respect to men is 70%, and the percentage of women with respect to men in the total population of the Community of Madrid is 52%, therefore the implementation of the modality teleworking, benefits more to the female group, thereby optimizing the management of human resources in terms of equality and reconciliation of work and personal life.

This practice is a benefit for all people with disabilities, since it supposes the elimination of barriers for the people of this group, by avoiding displacement. For other vulnerable groups, this way of working and carrying out procedures with the administration has a positive impact by safeguarding their identity according to freely expressed gender expression.

Likewise, it has contributed to environmental sustainability because it has managed to significantly reduce paper consumption by automating access to the institutional network and managing online processes. In addition, it has had a very positive impact on the pollution that occurs in large cities, by avoiding the displacement of both the people of the regional administration, as well as those administered, thus contributing, in a very significant way, to the reduction of greenhouse gases.

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

This operation is complementary to other actions implemented by the Community of Madrid, with the help of the FEDER, to face the crisis derived from the pandemic caused by COVID 19. The Zandal Hospital, declared of extraordinary urgency and exceptional public interest, It has been equipped with high-tech equipment to be able to attend situations of maximum health emergency.

It also presents synergies with other actions also aimed at cushioning the effects derived from the pandemic, such as the acquisition of means and individual protection equipment for health professionals, the acquisition of the necessary equipment for the start-up of the IFEMA COVID-19 hospital the contracting of the services necessary for the operation of medicalized hotels and everything necessary for the care of patients during the COVID-19 pandemic.



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