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BUENAS PRÁCTICAS
Actuaciones Cofinanciadas

Mobile Application for Digital Identity to manage access to sports facilities and other municipal services

Avilés City Council

Programa Operativo Plurirregional de España

Año 2022

Fondo Europeo de Desarrollo Regional

Mobile Application for Digital Identity to manage access to sports facilities and other municipal services.

The action described in this document involves the development of a mobile application that contains the digital identity with which users of municipal sports facilities can securely access them using their phones. This initiative will progressively extend to other municipal services, such as citizen ATM for electronic administration services.

It is a unique, multi-device virtual card that can be used in mobile applications and other compatible devices.

The mobile application generates a QR code that can be read by the turnstiles at facilities managed by the Municipal Sports Foundation, effectively turning each mobile device into a citizen card.

To make this possible, specific software has been developed to allow the Avilés City Council to manage the digital profiles of service users comprehensively, securely, and confidentially, using blockchain technology.
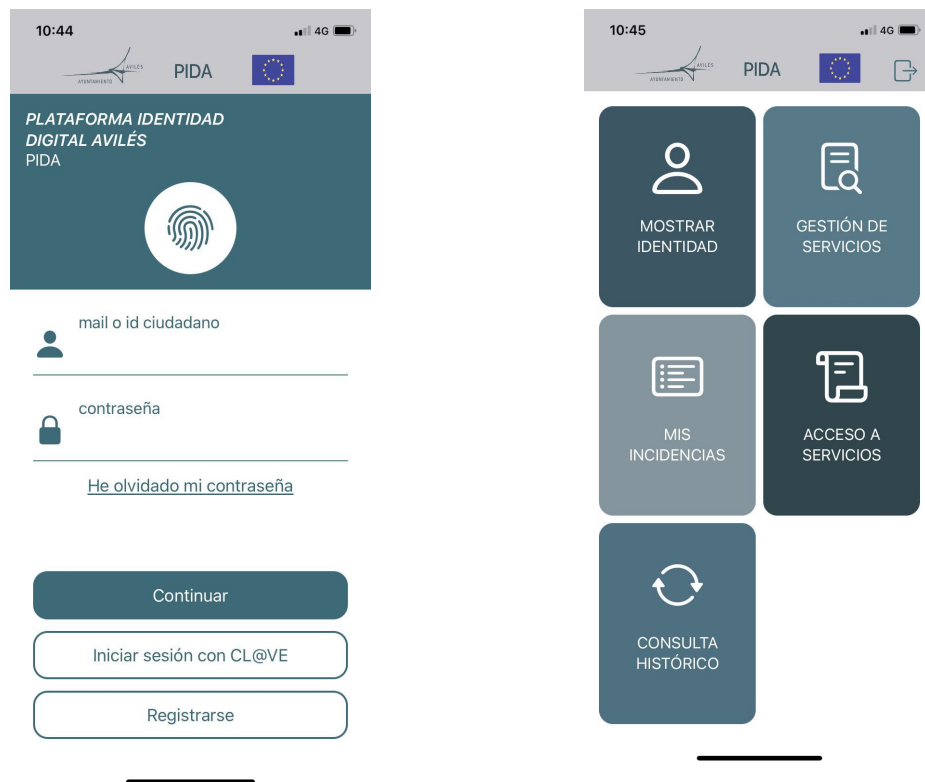
The action has an eligible cost of **€150,000**, with an 80% FEDER (European Regional Development Fund) grant amounting to **€120,000**. It will have a direct impact on all users of municipal sports facilities that require turnstile access. In 2022, there were 359,815 uses of these facilities.

II.- COMPLIANCE WITH "GOOD PRACTICE" CRITERIA

The Digital Identity Platform for managing citizen profiles and accessing municipal services is considered a good practice because it meets all seven established criteria.

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

Communication of this action has been carried out through the following channels:

- **News in the media**

La identificación digital entra en Avilés: el teléfono móvil da acceso a los polideportivos

Una aplicación genera un código QR en el terminal que los tornos pueden leer ● Cajeros ciudadanos, bibliotecas y bicis, próximas incorporaciones

A. P. Gión

Los avilesinos pueden acceder ya a los polideportivos municipales con el móvil. El Ayuntamiento acaba de estrenar una aplicación móvil que permite generar una identidad digital y convertir el dispositivo en una tarjeta de identificación ciudadana. El uso de la aplicación PIDA (Identificación Digital de Avilés) está por ahora restringido al acceso a las instalaciones que gestiona la Fundación Deportiva Municipal, ya que la aplicación genera un código QR que los tornos pueden leer, pero la previsión es ir integrando servicios de forma progresiva. Así, se podrá acceder mediante el mismo sistema a cajeros ciudadanos, bibliotecas o al servicio de préstamo de bicicletas. Incluso los trabajadores municipales podrán «fichar» mediante este sistema.

Años se lleva hablando de la nueva tarjeta ciudadana y de la identificación digital, un proyecto que cuenta con cofinanciación europea (Fondos Feder, dentro de la Estrategia de Desarrollo Urbano Sostenible) y que formó parte de la negociación presupuestaria entre gobierno y el grupo municipal Ciudadanos en lo que va de mandato (su exportavoz municipal y ahora edil no adscrito, Javier Vidal García, asistió este jueves a la presentación de la herramienta, invi-

Irene Siesto y Sara Rodríguez Caridad, del servicio de Informática del Ayuntamiento de Avilés, muestran la aplicación (Identidad Digital de Avilés) y el código QR que genera. A la izquierda, la concejala Raquel Ruiz. | María Fuentes

Una plataforma tecnológica que ha sido galardonada en los premios IDC Awards

Published in La Nueva España el 18 de noviembre de 2022

- **Avilés social media profiles: Facebook, Twitter e Instagram**
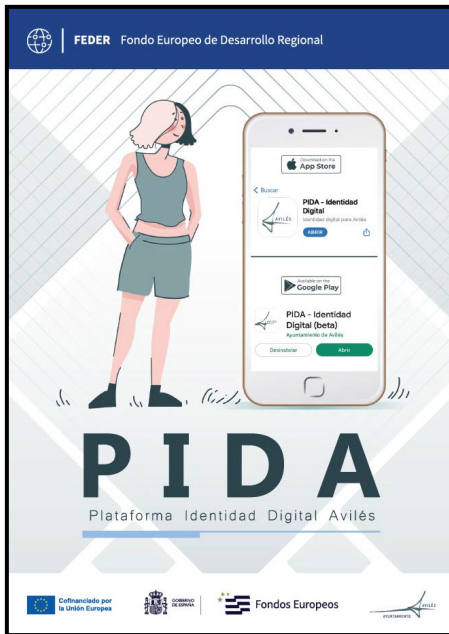

Available at:
*https://www.instagram.com/reel/ClEBYeHLALP/*

- **Folletos informativos Informational brochures**

2,000 informational brochures were printed and made available to the public at the city's sports facilities. The goal of this communication action is to deliver information about downloading and using the application to the users of these facilities on-site, ensuring that their needs are met when they arise. Additionally, this format also allows access to population segments less active on social media.

Brochures available at the Registration Assistance Office

- **Local press ads**
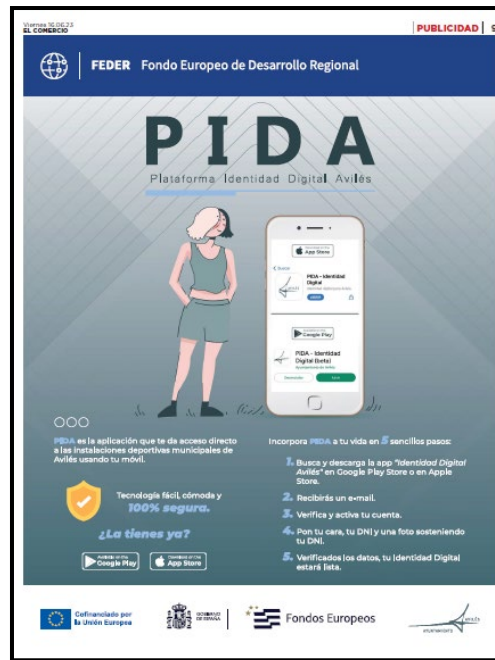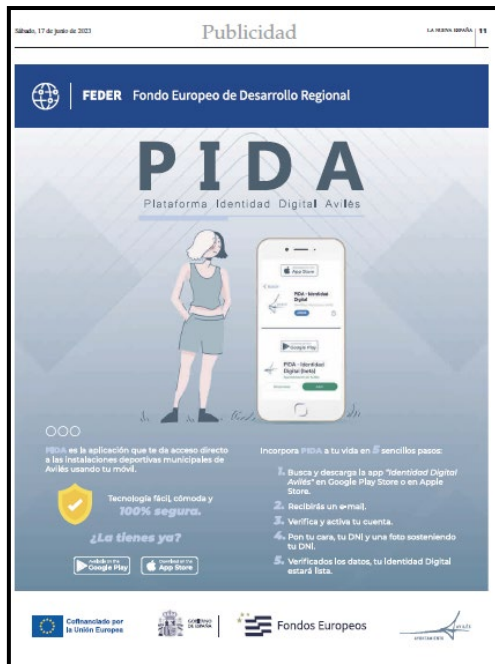
- **Spots on local radio**

100 radio spots were broadcast locally, with 50 on SER Avilés and the other half on COPE Avilés. They provided information on how to download, install, and use the PIDA Avilés application.

- **Social media ads campaigns**

Advertising campaigns were conducted on Facebook and Instagram to promote the short video that explains the process of downloading and registering in the application with the aim of achieving the maximum number of clicks on a link that directed to the municipal website of the Avilés City Council, where the download links for the application were provided. As a result, 34,529 people viewed the advertisement, and the download page received 5,013 visits.

- **Short videos for social media**

Published on the following links:

Facebook	https://www.facebook.com/aytoaviles/videos/825567908954245/
Instagram	https://www.instagram.com/p/Cvw137mPo0m/
Twitter	https://twitter.com/AytoAviles/status/1682731403069235204
Youtube	https://www.youtube.com/watch?v=rZWwTw4hGBw&t=1s

2.- The initiative incorporates innovative elements

The action is innovative because it involves the incorporation of a technological tool for citizen identification, replacing the previous method that required obtaining a physical card. In this way, the Avilés City Council joins many other public and private entities that offer users the opportunity to use their mobile devices to register for a service and verify their identity to access it.

The identity verification is done through Cl@ve, a simple yet secure system that streamlines processes for both the administration and citizens. After identity validation, a Digital Identity Document (DID) is generated, which the user can manage by granting or restricting access to specific personal data, thanks to blockchain technology for storing these permissions. The incorporation of this technology to ensure security is another innovation of this action.

Another innovative element is the generation of dynamic QR codes by the app, which contain identification information without including personal data. These codes are signed with a cryptographic key to ensure unique issuance from the PIDA platform. They also have a limited duration, updating the information every few seconds, changing the QR code image to prevent shared use.

Finally, the PIDA platform allows not only managing the associated services and products but also tracking the request and validation processes. Applications using this platform will enable citizens to report various issues, providing information, problems, or complaints for resolution.

3.- The results obtained are in line with the established objectives

The PIDA Avilés application was designed with several objectives, aligning with the EDUSI Avilés and the 2014-2020 Multi-Regional Operational Program of Spain. All of them have been fulfilled with its creation:

  - Contributes to the modernization of e-government and the deployment of a catalog of electronic public services in the city, making them customizable and accessible from different platforms.

  - Aims to bridge the digital divide, ensuring that technology usage and content are accessible on equal terms, especially by informing the elderly population on how to install and use the application through non-digital media. It also provides assistance at the Registry Office, Telecenters, and sports facilities.

  - Promotes online processing for more efficient municipal services in various areas of municipal competence, offering the opportunity to register with a digital certificate or Cl@ve.

  - Supports the improvement of online public services related to sports facilities, with potential extensions to technical services and social welfare services.

As a result of the PIDA Avilés project, the Avilés City Council was awarded the IDC Awards for Europe and Central Asia in the category of "Economic Development and Citizen Engagement," which evaluated projects aimed at improving the quality of life of the population, including citizen participation in city or community management.

4.- It contributes to the resolution of a regional problem or weakness

The use of mobile devices as a method for accessing both public and private facilities is on the rise. The Avilés City Council is the closest public administration to citizens, and it is responsible for promoting digital development. In this case, by digitizing access to sports facilities and providing the opportunity to consolidate access to various local public services in a single application, the Avilés City Council enhances the citizen's experience, simplifying a procedure while introducing innovative access methods that align with the current digital era.

Furthermore, the app's development and its promotion through various media not only improve access to sports facilities and other local public services but also familiarize citizens with new ways of managing registration and access to different services. This will facilitate the use of applications and mobile devices in the private sector, helping to bridge the digital divide.

5.- It reaches a good portion of the target population

The action covers the entire target population, as it is a digital-based initiative that benefits all citizens who directly or indirectly (through their legal guardians) make use of the Digital Identity Platform for managing citizen profiles and accessing municipal services. According to data from the National Institute of Statistics for 2020, this totals 77,791 people. It particularly benefits those who use sports facilities accessed through turnstiles, with 359,815 uses recorded in 2022.

6.- Horizontal criteria of equal opportunities and environmental sustainability have been taken into account

The PIDA Avilés application complies with selection requirements by contributing to problem-solving, social cohesion, and adherence to equality and sustainability principles.

It promotes social cohesion and equality through its accessible design. Promotion was done through non-digital media (print press, radio spots, and brochures) to make it accessible to older age groups less familiar with social media and digital means. Registration is also available at the municipal Registration Assistance Office, where citizens receive support from municipal staff for the process.

The action contributes to sustainability by eliminating the use of physical cards, which generate plastic waste in the long run.

In all communication related to the action, inclusive language is used, using generic terms such as "citizenship, residents, population."

7.- Synergies with other policies or instruments of public involvement

The action "Digital Identity Platform for managing citizen profiles and accessing municipal services" is part of the Sustainable Urban Development Strategy of Avilés. It includes two other actions that are directly related and mentioned in this document: the deployment of citizen ATMs that include integration and interoperability services for online transactions and other services, and the integration into the municipal expedited management tool (AUPAC) with different services of the General State Administration. All three actions share the common goal of

"improving the use and quality of information and communication technologies and access to them" and aim to enhance e-government.

With the same objective, the EDUSI includes operations such as "Corporate web portal," "Transparency, open data, and active listening portal," and "Implementation of the necessary infrastructure to cover SmartCity services."

All of them are closely related, promoting the modernization of administration and bridging the digital divide by bringing different municipal services to citizens through ICT. These actions are also complementary, as the infrastructure for SmartCity services is essential for the proper functioning of the Digital Identity Platform for managing citizen profiles and accessing municipal services. The new municipal web portal disseminates information about the Digital Identity Platform and promotes its use. The Transparency, open data, and active listening portal provide a framework for citizen security and engagement across all digital initiatives promoted by the Avilés City Council.

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