





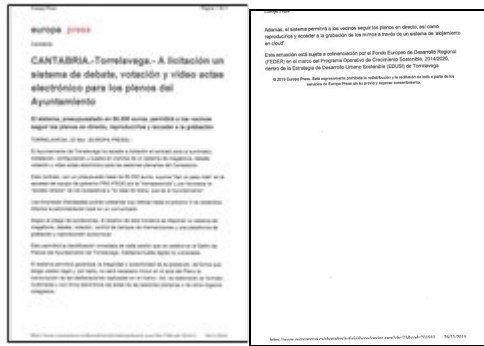


**Link:**

<https://www.youtube.com/watch?v=wsWUmNmF9b8>

And on social networks, mainly on FACEBOOK AND TWITTER, it has been conveniently disseminated, as well as in the following press releases that we quote below, which echo the specific action:

**Press releases**



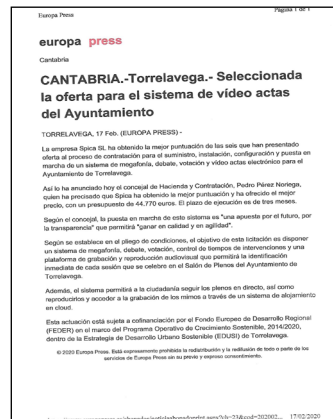
**Press release of NOVEMBER 26, 2019  
Europa Press (tender)**



**Press release of JULY 21, 2020  
El Diario Montañés (end tender)**



**Press release of FEBRUARY 17, 2020 (awarding)**



And, of course, broadcast performances on the radio:

**Torrelavega Town Hall Web:**

- <https://www.facebook.com/246187568726482/posts/4334626259882572/>

**Today Torrelavega:**

- <https://www.facebook.com/496364967073192/posts/3234352386607756/>

**Radio Studio:**

- <https://www.facebook.com/189273714441367/posts/3092054394163270/>

On the other hand, other dissemination actions have been carried out such as the creation of posters of **works** and **plaques**:

*Plaques advertising  
European funding  
(photo taken inside  
the Plenary Hall)*



In addition to having external media, a specific **web** space has been created for the dissemination of the actions co-financed by the ERDF, **feder-edusi.aytotorrelavega.com**, and through it the work of installing cameras and microphones as well as a system to visualize the votes for the retransmission of the municipal plenary sessions.

### **THE ACTION INCORPORATES INNOVATIVE ELEMENTS.**

In relation to the innovative nature of this action, it is relevant to highlight that both the installation of cameras and microphones and the video record system for the retransmission of municipal plenary sessions have been a fundamental innovation that results in and favors the development of transparent public administration, accessible and close to the public.

By broadcasting the plenary sessions, citizens can view the recordings at any time, reducing their accessibility problems, and in addition, the video call system allows them to filter their interventions in the plenary sessions by matter and by councilor.

This action involves the implementation of a public address system, debate, voting and electronic video minutes for the Torrelavega City Council with an investment of €44,770.

With this investment, the Torrelavega City Council already has a public address system, debate, voting, time control for interventions and an audiovisual recording and reproduction platform that will allow immediate identification of each session held in the Plenary Hall of the Torrelavega City Council, through a non-vulnerable fingerprint and will have the characteristics that guarantee the integrity and authenticity of the recording, so that it has legal validity, and therefore makes it unnecessary to include the transcript of the deliberations in the plenary minutes carried out in it, thus allowing the minutes of the plenary sessions or of other collegiate bodies to be prepared in multimedia format and with electronic signature.

In addition, the system will allow citizens to follow the plenary sessions live, as well as reproduce them and access their recordings through a cloud hosting system.

### **SUITABILITY OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES.**

The objective of the operation arises from a strategic and integrated approach, since on the one hand it is intended to take advantage of the installation of cameras and microphones and the video record system for the retransmission of municipal plenary sessions, but on the other hand said infrastructure can be used on more occasions than is required by the needs of the Torrelavega City Council.

Thus, it is intended to recover and increase the functionality of the Plenary Hall of the Torrelavega City Council, which with this, and taking advantage of the infrastructure available, with a system of modern and efficient means of communication, through cameras and microphones, to broadcast and visualized in real time, relaunch the Torrelavega City Council as a real-time operator close to the citizen, making them a participant and knowledgeable of municipal management, thus achieving digital transformation for the improvement of said municipal management and the communication of the CSUDS of Torrelavega.

### **CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF IMPLEMENTATION.**

This action of installing cameras and microphones as well as the system to visualize the votes for the retransmission of the municipal plenary sessions responds to several weaknesses detected in the Torrelavega City Council. The main one, the limitation that existed to attend plenary sessions for reasons of capacity. This problem is solved with telematic assistance, as it can be viewed in real time through the retransmission of the plenary sessions, which are of great importance for the citizen, taking into account that being able to view them and assist by reproducing them is beneficial for the defense of their interests, knowing the real content and the debate that arises in plenary sessions in an agile, transparent, accessible and real-time manner. To date in Torrelavega there was no agile video record computer system that would allow this transformation and transparency for the improvement of municipal management and for communication.

In addition, despite the existence of the public space (Plenary Hall of the Torrelavega City Council) perfect for it, it had become somewhat technologically outdated, and its recovery in the new digital context that demands a faster and more efficient Administration is going precisely in this line in which it has signed up thanks to the new system of video records, which through the images and the computer program for this purpose, and its recordings, allows to gain time and closeness in the face of the citizen.

Lastly, actions like this contribute to solving weaknesses such as the one that the Torrelavega City Council would have had in a short period of time if it had continued with its old, obsolete system. This has helped to create jobs in the labor area that has carried out the installation of the cameras and the video call system, and ultimately, with this action, the quality of life of citizens has been improved since the point of view of the knowledge of what was discussed and dealt with in the municipal plenary sessions, taking into account that in the plenary sessions what is discussed are issues of interest for the daily life of the citizens of said territory, which may

affect them directly or indirectly, and By getting to know them in a shorter period of time, it is easier for them to react and claim what affects them. Thus, the City Council is more transparent and efficient in the shortest possible time.

### **HIGH DEGREE OF COVERAGE OF THE POPULATION AT WHICH IT IS DIRECTED.**

The main objective of this action being the installation of cameras and microphones as the video record system for the retransmission of municipal plenary sessions, this has been a clear benefit for all the citizens of Torrelavega. In this way, not only is added value added to the Town Hall Plenary Hall, but it is also possible to provide this municipal space, the Plenary Hall, with added value such as live broadcasting for its 51,597 inhabitants.

Taking into account that this action has a positive impact on the quality and efficiency of an Administration that is committed to the future and transparency, through the implementation of this system of video records, public address system, debate and electronic voting for the Plenary Sessions of the City Council. , the beneficiaries of said action are all its inhabitants, which supposes a clear benefit for these people, for the defense of their rights and interests that affect them.

### **CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION, AS WELL AS SOCIAL AND ENVIRONMENTAL RESPONSIBILITY.**

The action that is the object of the drafting of this document to collect its good practice has considered the horizontal criteria of equal opportunities and non-discrimination, as well as the criteria of social and environmental responsibility. For the preparation of said action, the conclusions of the citizen participation process carried out in the SUDS have been applied, for which the concerns of all groups were integrated. For this reason, this project responds to the needs expressed by citizens.

Hiring has been done transparently, guaranteeing equal opportunities for companies. In the communication actions, a simple, egalitarian, and non-exclusive language has been used. In this way, it is aligned with the renewed commitment to an egalitarian Council that advocates non-discrimination.

The Torrelavega City Council also considered that all the materials used for this performance (camera and microphone materials) complied with environmental regulations and were respectful of the environment.

This action has also promoted accessibility and integration thanks to the fact that accessibility improvements for people of all ages have been integrated into the design and the system has been adapted so that people with hearing and visual deficiencies can access the content and retransmission in time of the Municipal Plenary Sessions.

## **SYNERGIES WITH OTHER PUBLIC INTERVENTION POLICIES OR INSTRUMENTS.**

This specific action of installing cameras and microphones as well as a system to visualize the votes for the retransmission of the municipal plenary sessions, is aimed at moving towards a more transparent, accessible, and close public administration with the citizenry, thus forming part of the operation L1\_A (“Digital transformation for the improvement of municipal management and communication with citizens”) of the SUDS of Torrelavega.

Therefore, it presents synergies with other public intervention policies or instruments. By way of example, it is closely related to the following public strategies or public intervention instruments:

"Digital Spain 2025": Digital Spain is the agenda for the digital transformation of Spain. It is a strategy that includes a set of measures, reforms, and investments, articulated in ten strategic axes, aligned with the digital policies set by the European Commission for the new period. Digital Spain 2025 includes nearly 50 measures grouped into those ten strategic axes mentioned with which, over the next five years, it is intended to promote the country's digital transformation process, in line with the digital strategy of the European Union, through the public-private collaboration and with the participation of all economic and social agents in the country. In this context of modernization and digitalization, the present concrete action of installing cameras and microphones as well as a system to visualize the votes for the retransmission of municipal plenary sessions is framed.

"Open Government Plans of Spain", specifically with the Transparency Portal of the State Administration. These Open Government Plans of Spain include the set of actions to which the General State Administration is committed, in collaboration with other Public Administrations and with civil society, to advance, in a certain period, in participation, transparency, integrity and social awareness, and achieve a more just, peaceful, and citizen-friendly society.

The IV Open Government Plan 2020-2024 was approved on October 29, 2020. It includes 10 commitments assumed by public administrations to reinforce transparency and accountability, improve participation, establish public integrity systems, and train and raise awareness to citizens and public employees in matters of Open Government, with the aim of contributing to a more just, peaceful, and inclusive society. And it is precisely in this context, too, where a synergy of said Plan is produced with the specific action that concerns us, the object of this good practice, that is, installation of cameras and microphones as well as a system to visualize the votes for the retransmission of the municipal plenary sessions.