

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Modernization of the administration and electronic processing of the Puertollano City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

Modernization of the administration and electronic processing of the Puertollano City Council.

1- Introduction:

The City Council of Puertollano, in order to determine its priorities for action in the coming years, has carried out the process of formulating an Integrated Territorial Strategy, called Integrated Sustainable Urban Development Strategy (ISUDS).

This strategy defines the model of city in which the citizens wish to live and leave as an inheritance to future generations. A city that enables sustainable economic development, improves access to and use of ICTs, favors the transition to a low-carbon economy, promotes the social cohesion of its inhabitants and preserves its natural and cultural heritage.

With this initiative, Puertollano through the Integrated Sustainable Urban Development Strategies, funded by the ERDF Operational Program for Sustainable Growth 2014-2020, proposes to the Directorate General of European Funds, the modernization of municipal administrations with a new electronic processing system that brings citizens closer to the administrative procedures, thus improving the internal organization and strengthening the citizen service.

To carry out the action, the City Council is committed to the installation of a new, more modern and closer electronic office to encourage the completion of municipal administrative procedures online. The initiative has had a budget of 503,457.50 euros, 80% co-financed by the ERDF (402,766 euros).

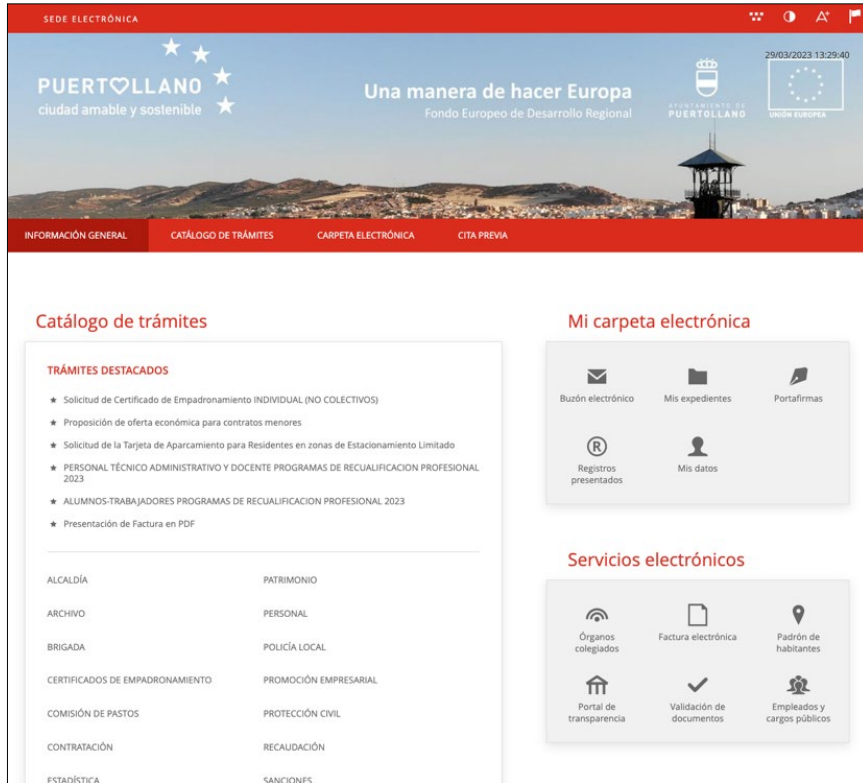
Thanks to this, it will meet several of the goals or objectives presented, such as the digitalization of numerous administrative procedures that allow citizens to carry out their formalities online, reinforcing the Citizen Attention service and avoiding unnecessary travel for people, also promoting a more sustainable and efficient city that takes care of the environment.

2- Criteria to be considered Best Practice:

This action, included in Thematic Objective 2, aimed at 'Improving access, use and quality of information and communication technologies', with Action Lines 1 and 2, which carry out the 'Digital Transformation of the City Council' and 'Open Access Citizen Platform', have achieved significant improvements in the daily life of all the neighbors of Puertollano.

With the aim of promoting a more connected and efficient city, it is intended to improve citizen assistance, encouraging internal organization and reducing administrative burdens, thus allowing residents to manage their procedures in a more convenient way, avoiding unnecessary trips to the council. In this way, the present and future quality of life of all the inhabitants of the city is improved.

To achieve this, the City Council follows the strategy of promoting and improving the use and quality of information and communication technologies in order to achieve a more connected city, giving priority to the convenience and efficiency of municipal services for the residents of Puertollano.



2.1 Dissemination of the operation.

In order to disseminate the new electronic headquarters, a campaign was carried out through different channels and media to raise awareness of the project and make it known to as many people as possible.

- **Micro-video in social networks**

Release date: November 30, 2022

Duration: 1:00 min

Support: Instagram, Twitter and Facebook

<https://www.instagram.com/p/C1lb2XwAP0s/>

<https://www.facebook.com/aytopuertollano/posts/pfbid02w6RAK8muhp9dMHodtcEtml1egVEA7MBwMeWTYVx4FKu6bRc13t9rrBYTprZkpmq6l>

https://twitter.com/Transfor_Puerto/status/1597949768348880896

Transforma Puertollano
@Transfor_Puerto

#Puertollano ya tiene activa la nueva administración electrónica más moderna y cercana para la ciudadanía! 🙌

¡Desde la nueva Sede Electrónica Municipal se digitalizan ya numerosos trámites que hasta ahora solo era posible realizarlos de manera presencial! 🙌

@aytopuertollano
Translate Tweet




de forma instantánea que pueden conseguir al momento sin horarios, sin colas.

- **Purchase of space in social networks**

Campaign date: November 30 to December 5

Duration: 6 days

Insights del reel



¡Puertollano ya tiene activa la nueva administraci...

transforma_puertollano · Audio original
noviembre 30 · Duración 1:13

666 29 1 -- 3

Las reproducciones incluyen los datos del momento en que tu reel se ha mostrado como anuncio. Otras insights incluyen datos de anuncios creados o eliminados en Instagram o en herramientas publicitarias de Facebook.

Alcance ⓘ

5.962
Personas alcanzadas

Reproducciones 666

4349 Personas alcanzadas 2089 Interacciones [Volver a promocionar](#)

Promocionada el 30 de noviembre a las 13:49 Completada a las 13:49

Por Paula Magallanes García

Personas alcanzadas	3900	ThruPlays	2920
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[Ver resultados](#)

3 1 comentario 8 veces compartida

- **Regional radio spot**

Campaign dates: November 30 to December 2 and December 5 to December 6.

Support: Ser Regional CLM / Cope Regional CLM

Duration: 20" spot

Total number of insertions: 9

Section/programme: broken down in the campaign optic.

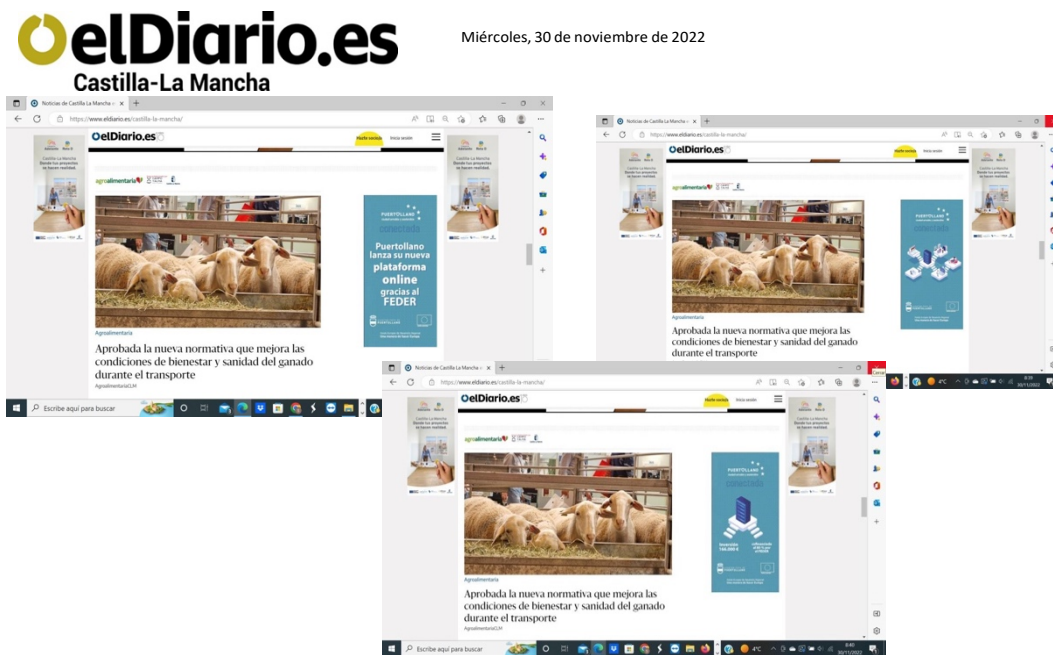
- **Advertisement in regional press**

Media: eldiario.es CLM

Campaign date: 30/11 - 05/12/22

Format: Banner 300x600 px

Total number of insertions: 162 Scope: regional



- **Local television advertisement**

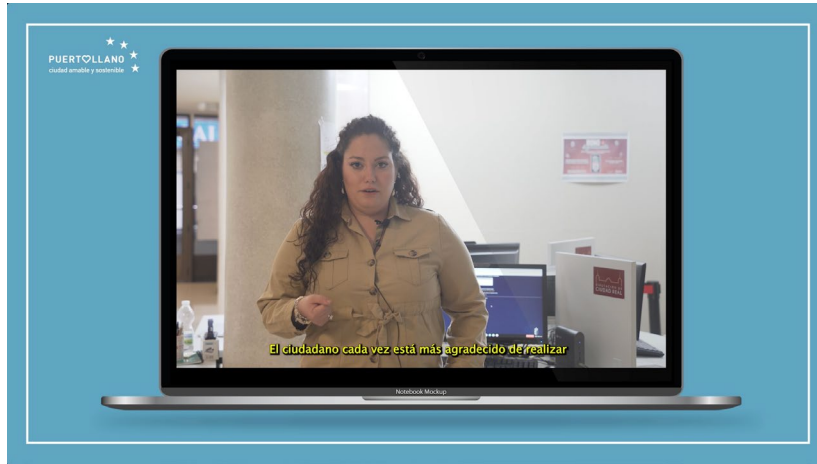
Media: IMASTV

Campaign date: 30/11 - 05/12/22

Format: 30" Spot

Duration: 00:30 seconds

Total number of insertions: 16



- **Information through merchandising**

Delivery date: 12/12/22

Quantity: 404 units



2.2-The performance incorporates innovative elements:

As mentioned above, the objective of this action is the development and modernization of the electronic administration at the service of the citizens of the City of Puertollano.

A new online platform has been launched (<https://puertollano.sedelectronica.es/info.0>), which can be accessed from the Consistory's website, to help the citizens of Puertollano to have more accessibility and time to carry out their administrative procedures from anywhere. Avoiding queues and schedules that are sometimes incompatible with the professional and personal life of citizens, having a new electronic office available 24 hours a day.

This means, therefore, the commitment to increase the connectivity of the territory, modernizing it and offering greater opportunities for citizens.

It also fights against environmental pollution by avoiding unnecessary transfers to the City Hall. Making Puertollano a more accessible, sustainable and modern city.

2.3-Accordance of the results obtained with the established objectives:

After the implementation of this new electronic administration, the objectives foreseen prior to the reform are fulfilled, due to the fact that the modernization has been integral, thus covering many aspects of improvement: more efficiency in municipal procedures, more comfort for the citizenship by being able to carry out these procedures from any device and from any place, avoiding displacements and indirectly taking care of the environment.

Thanks to the installation of this electronic administration, the problem of effectiveness of the municipal electronic administration is solved, the long waits in the consistory for the accomplishment of procedures have been reduced considerably.

2.4-Contribution to the resolution of a regional problem or weakness:

The projection that there was of improvement in both the current municipal electronic administration for the citizens of Puertollano, has served to offer better services for the citizenship, a great variety of online procedures to perform through the platform that before was only possible to perform in person (census, reservation of sports facilities or consultation of files.).

In this way, a quality service continues to be offered, but improved, since the residents of Puertollano can carry out their procedures online, from anywhere and at any time. This saves time and the planet by avoiding unnecessary trips to the City Hall.

2.5-Has a high degree of coverage of the target population:

This action covers the 45.539 inhabitants of Puertollano and is mainly aimed at those people who need to carry out any municipal procedure and do not have time to go to the City Hall to do it.

In this way, with the new electronic office they can have a great variety of procedures to carry out from any place and at any time.

2.6-The horizontal criteria of equal opportunities and non-discrimination, environmental sustainability and/or social responsibility have been taken into account:

The action has been aimed at remodeling the electronic administration and citizen assistance of the Puertollano City Council thanks to the strategy aimed at 'Improving access, use and quality of information and communication technologies', in the search for sustainable development and greater resource efficiency.

In order to promote a more accessible, sustainable and modern city, the implementation of a new online platform is intended to improve the present and future quality of life of all Puertollano citizens.

2.7-Synergies with other policies or instruments of public intervention:

An action encompassed within the Puertollano Development Strategy and which will reinforce policies aimed at achieving the UN Sustainable Development Goals, more specifically in relation to Decent Work and Economic Growth (8), Industry Innovation and Infrastructure (9), Sustainable Cities and Communities (11), and Climate Action (13).

The electronic processing is an operation within the development of the Digital Transformation Plan that makes up the TO2 of the EDUSI Puertollano, after the implementation of the necessary equipment this is the most important operation of the LA_01 of this Edusi and has created an electronic headquarters from where to access all administrative procedures through any device.

This operation is complemented by the other operations of LA_01 and LA_02 that will create a citizen card project that will centralize citizen services and city services such as urban transport, facilities, cultural and leisure services.... In addition, to incorporate tools of good governance and citizen participation with the ultimate goal of digitally transforming our city council and also the day to day citizen activity.

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