New innovation approaches to support the implementation of the Sustainable Development Goals

The experience of Mexico

Commission on Science and Technology for Development
20th session

Geneva, 2017
Telecommunications Reform

Establishment of an Universal Digital Inclusion Policy, The National Digital Strategy

Autonomous regulation entity to increase competition on the telecom sector Federal Institute of Telecommunications (IFT).

Telecommunications and broadcasting updated legal framework to promote competition.

Internet access became a constitutional right

Source::
http://www.reformas.gob.mx/en/
“The objective of the National Digital Strategy is to improve the use of technology to trigger our country’s development. We are looking to develop a more innovative, competitive and prosperous Mexico, and ICTs are great means to reach these noble purposes. We are dancing a historic opportunity to transform our country and create a better future for all Mexico.”

Alejandra Lagunes Soto Ruiz, Coordinator of the National Digital Strategy and Chief Information Officer (CIO) / “The National Digital Strategy is the government's commitment to transform Mexico through technology, face the present and be well prepared for the future”

Mtra. Arely Gómez, Minister of Public Administration / “I will strongly support the implementation of the The One Stop Shop, the Open Data Policy and the Usage of ICT as a platform to government transformation.”
**Internet users**: 65.5 Millions

**Mobile Phone Lines**: 110 Millions

**Mobile Internet Users**: 60.6 Millions

**47% households with Internet Access**

**Time spent online**:
- Daily average use via PC: 4:36:00 horas
- Daily average use via mobile: 3:25:00 horas

**Population**: 121,005,815
- Male 48.8%
- Female 51.2%

**Share of web traffic per device**:
- PC: 56%
- Mobile: 39%
- Tablets: 5%
- Other device: 0.1%

Source:
1. CONAPO Indicadores de la dinámica demográfica 1990-2010 y de proyecciones de población 2010-2030 de México y las entidades federativas.
2. ENDUTH, 2016
Social Media in Mexico

- Facebook: 92%
- Twitter: 55%
- Instagram: 39%
- Pinterest: 19%
- LinkedIn: 20%

Source: 1. AMIPCI Estudio sobre los hábitos de los usuarios de internet en México 2016

E-commerce in Mexico

- Users: 71%
- Device penetration: 48%

Payments Methods

- Credit card: 56%
- Deposit: 22%
- Electronic transfer: 27%
- Others: 7%

Source: 2. We are Social Web Index | Guide to Digital, Social & Mobile in 2015.
3. AMIPCI | Estudio de comercio electrónico en México, 2015.
Internet users in Mexico del 2001 al 2016


2. Telecommunications and Broadcasting  (D.O.F. 14.07.14.)

Note: In previous years the Modutih referred to the main uses of individuals, resulting in social media above the government. We worked with INEGI to create a question that allowed us to know the different ways in which the citizen interacts with government: For use in activities to interact with government, download formats and to fill or send formats.

National Digital Strategy

Objectives

I. Government Transformation

II. Digital Economy

III. Transformation of Education

IV. Effective Universal Health

V. Civic Innovation and Civic Participation

Enablers

- Connectivity
- Inclusion and Digital Skills
- Interoperability
- Legal Framework
- Open Data
Access to information of 299 government institutions

145 dependencies are currently migrated to gob.mx and under a process of continuous innovation

Accessibility for motor, hearing and visual disabilities

Access to more than 6,000 services

2,890 procedures with digital services standard

Files - 2,890/6125

Downloadable forms - 636/945

Web forms - 978/2144
1,248 topics of public consultations

+27 mil on-line petitions

From:
- Open Government Portal
- Federal Regulatory Improvement Commission - Normativity Consultation
- Tú Evalúas (You Evaluate) gob.mx/tuevaluas

12 certified mobile apps
Upcoming releases: SFP: SIDEC y gob.mx with e-ID y mobile payments.
Continuing the increasing service transactionality

258,138,320 annual transactions of 2,024 transactional available services

500 beneficiaries of PROSPERA Digital social program in 600 communities

+ of 400 services with e.firma

150,174,506 consultation and printing of the online CURP (PDF)

1st position in Latin America and the Caribbean in Digital Services and Digital Participation and 14th and 19th worldwide respectively

800,000 women enrolled to “family head insurance” online

Nowadays 1.4 million of pensioners perform online services each month at IMSS

9,813,447 CFE digital electricity bill prints per year

In 3 years more than 94 million non face-to-face visits have been performed at IMSS

81% of satisfaction in digital services

Over 3,000 simplified companies incorporated 100% online by 2017
Digital Services Standard

- PLAN: Integrates the work team, identifies the procedures to be included in the Work Plan of the National Single Window, integrates the calendar of services.
- CERTIFIES: Get the seal of excellence in digital services.
- STANDARDIZES: Identifies the deliverables, apply the digital services standard deliverable.
- IMPROVEMENT: It issues recommendations for improvements and continuous innovation to be applied in digital services. Manages innovation in the maintenance of public digital services.
- PROOF: Validates the criteria for measurement of the quality (QA) of the services in a given environment.
- EVALUATE: Analyzes data on the use of digital services in the National Single Window. Analyze the results of measurement of satisfaction with the service.
- PUBLISH: Releases digital services in production.
In accordance with Section IX of Article XIII of the Interoperability and Open Data Framework (EIDA), the following government entities were granted with the character of a source of trust by considering their attributions.

<table>
<thead>
<tr>
<th>ID</th>
<th>Sources of Trust</th>
<th>Document/ Public Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SEGOB</td>
<td>CURP (Unique Population Registry Number/Birth Certificate), Consultation and printing of birth certificates for the APF</td>
</tr>
<tr>
<td>2</td>
<td>SEDENA</td>
<td>ID card of the National Military Service</td>
</tr>
<tr>
<td>3</td>
<td>SRE</td>
<td>Passport</td>
</tr>
<tr>
<td>4</td>
<td>SEP</td>
<td>Title and Professional ID</td>
</tr>
<tr>
<td>5</td>
<td>SAT</td>
<td>Federal Taxpayer Registration, e.firma (e.signature)</td>
</tr>
<tr>
<td>6</td>
<td>CFE</td>
<td>Electric Power Receipt</td>
</tr>
</tbody>
</table>
- Online Federal Highway Transportation Licensing (SCT): Favoring the productive sector of motor transportation.

- Opening up a business: Establishment of Simplified-share Companies (SAS): Providing the possibility of incorporation of Simplified Shares Companies online in just 24 hours.

- Digital IMSS: 8 out of 10 services are performed over the Internet, as well as the medical appointments.

- SAGARPA apps: #SagarpaProduce and #SagarpaMercados facilitate the information access to products and markets.

- SENER on line: Renewable energies on line, has digitized the public services of the energy sector, while meeting the commitments of clean energies.

- Digital COFEPRIS: Generates more than 2 millions for users.

- Digital SEP: Promoted an online citizen participation exercise and consulted the 2016 Educational Model, as well as the Launch of the @prende 2.0 program that seeks to encourage digital skills in students and teachers.

- Mexico’s Challenge: It seeks to promote the solution to public problems through innovation, inviting our entrepreneurs to generate solutions with technology.
Inicia SFP campaña para dar a conocer el Sistema Integral de Quejas y Denuncias Ciudadanas (SIDEC)

Próximamente, se lanzará también una aplicación para teléfonos móviles conectados a internet.

La Secretaría de la Función Pública (SFP) informa que, a partir de hoy, inicia una campaña a través de diferentes medios, para dar a conocer el funcionamiento del Sistema Integral de Quejas y Denuncias Ciudadanas (SIDEC), mecanismo que contribuye a combatir los actos de corrupción, así como a dar certeza y seguridad jurídica a los trámites, misma que se ampliará a medios comerciales digitales, el próximo 4 de noviembre.

Con ello, se aprovechan los recursos tecnológicos de una plataforma única, mediante sencillos procesos, que permite incluso aportar testimonios en formatos de foto, video, audio y/o texto.

De esta forma, permite una comunicación adecuada entre la población y la autoridad, al tiempo que se armanza un mecanismo congruente con el Sistema Nacional Anticorrupción (SNA), al inhibir conductas indebidas, tanto de particulares como de servidores y servidores públicos.

El SIDEC posibilita la presentación oportuna de las quejas y/o denuncias, que puedan constituir una probable responsabilidad administrativa, además de permitir el seguimiento a las investigaciones correspondientes, hasta su conclusión.
Why gob.mx is designed this way?

- **Allows accessibility for people with disabilities**
- **Provides ease at the time of information search**
- **Adaptable page for different devices and dimensions**
- **To Have a page with simple and intuitive navigation**
- **Standardized design and easy interaction with the user**
- **Allows viewing in English and French for foreigners**

UN E-Government Survey 2016: Mexico leads the LAC region in Online Services and e-Participation

**Online Services Index**

Increase of 16 places in the global ranking

2014: LAC N°4 World N°35
2016: LAC N°1 World N°19

**e-Participation Index**

Increase of 31 places in the global ranking

2014: LAC N°7 World N°45
2016: LAC N°1 World N°14

*The E-Government Index consists of: 1) Online Services Index, 2) Technology Infrastructure Index, and 3) Human Capital Index

**United Nations** recognizes Mexico for:
- Have on-line service systems with strategic design.
- Promote mechanisms of open government and e-participation.
- Increase efforts to innovate institutional coordination, transparency and ease of access.

**OECD** Recognizes good practices in Mexico:
- National Digital Strategy (EDN).
- National One-Stop Shop (VUN).
- ICT policy.
- CIDGE.
- Regulatory Framework of the EDN.
- Digital Inclusion.
- Open Data
- Open Mexico Network.
- Prospera with Digital Inclusion
GOAL 2018:
reduce the economic cost
(the time people waste on administrative management) of gov procedures by 25%.
gob.mx is a key enabler for the SDGs

Through gob.mx we democratize access to 100% online digital services in the most strategic sectors for the sustainable development of the country.

Follow the Data Tool for the SDG’s in Mexico here: agenda2030.datos.gob.mx
"To make the pre-registration on the internet is very easy, just enter my CURP (Unique Population Registry Number) and my data appeared and on each screen shows me the progress until I finish my registration.

It's good to know that you have this program online, now I can be calm, if I die, my daughter will have an income so she can continue attending school."
“A universal, transformative and integrated agenda that heralds a historic milestone for our world”.

Ban Ki-moon, Former U.N. General Secretary

Agenda 2030 for Sustainable Development

DECREE by which the National Council of Agenda 2030 is created.

Installation of the National Council of the 2030 Agenda for Sustainable Development (April 26th, 2017) by the President of Mexico.

Three powers of government, autonomous constitutional bodies, as well as representatives of international organizations in the implementation, monitoring and evaluation.

Mexico faces Agenda 2030 by articulating joint efforts for the fulfillment of the 17 Sustainable Development Objectives (SDG), and its 169 goals.
Open Data National Policy
**Open Data Policy**

**DECREE** that establishes the regulation in the matter of Open Data

**Subcommittee CIDGE (SFP - CEDN)**

- Open data links by each government entity
- Data Manager

**TECHNICAL STANDARD** for the access and use of the Open Data of the Statistical and Geographical Information of National Interest

**Consultative Council**

- Collaboration agreements with states, municipalities and autonomous constitutional bodies
- Open Mexico Network

**GOVERNMENT**

**CIVIL SOCIETY**

**INDUSTRY**

**ACADEMY**

**CIVIL SOCIETY**

**EVALUATION**

**RECOMMENDATION**

**ELABORATION**

**DATA SQUADRON**

Team of experts To provide technical support and training to dependencies
21,824 Databases published by 222 government entities
Mexico launched the Data Tool for Sustainable Development, a platform to visualize, explore and compare indicators related to the Sustainable Development Goals of the 2030 Agenda, that can be consulted through time, with different levels of spatial disaggregation, temporal and demographic groups.

**Mission**

The overarching goal is to foster greater coherence and collaboration for the increased adoption and implementation of shared open data principles, standards and good practices across sectors around the world.
Mexican Government, in cooperation with the Center for Economic Research of Mexico are working on 'DataLab', an initiative that will couple and support research fellows and public institutions to work together in finding solutions to public problems through the use of data.

Red México Conectado is a multi-stakeholder mechanism to promote best practices, build capacities and enable the publication of open data from the local level in datos.gob.mx.

In collaboration with the GovLab, the Government of Mexico developed the project Open Data 100 MX, the first mapping ever of companies using open data as a key input to generate economic and social value. More than 100 companies were identified, many of which are new businesses entirely based on open data, or that use open data as one of their core business proposals.

DEMOS and the UK Embassy in Mexico are working in 'Labora', a platform that supports for civic and social entrepreneurs by offering capacity building trainings, and catered mechanisms to connect them to a world class network of businesses, mentors and investors to accelerate impact through the use of open data in their products and services.
Action Plan:

- Design Technology Architecture for the Federal Public Administration
- Promote consolidation of computing services and the sharing of ICT resources and infrastructure in government agencies and departments.
* Attributions: Article 18 of the Internal Regulation of the SFP.

** Agreement aimed at creating permanent CIDGE, published in the DOF on December 9, 2005.
It is an initiative directed from the Coordination of National Digital Strategy of the Presidency to consolidate efforts at the national and international levels of industry, civil society, academia and government in order to promote the inclusion of girls and women in Information and Communication Technologies (ICT).

7 out of 10 girls are interested in technology
In promoting the "CodeX" initiative, a joint effort has been established between the National Digital Strategy Coordination:

**ICT industry representatives:** CANIETI, AMITI, Asociación de Internet MX.
**ICT Companies:** AT&T, Cisco, Google, KIO Networks, Brain Up, Software Guru, Telefónica Movistar.
**Government entities:** SEP-@prendeMX, SEGOB - Conavim, INMUJERES, Centro de Cultura Digital, SCT - Puntos México Conectado.
**International Organizations:** ITU, ONU Mujeres, OECD.
**Education Sector:** ANIEI – National Association of Institutions of Education in Informatics, ITAM, CIDE - Talentum, Movimiento STEM.

**Código X 2017 Event:**

**Women and girls**
**Future of technology**
May 19th-21st
Challenge Mexico: Open innovation platform that encourages the participation of the country's creative talent to generate solutions to a real problem and that can be translated into a business opportunity. [https://retomexico.org/](https://retomexico.org/)
Agents of National Innovation is a project of the National Digital Strategy spearheaded in the redefinition of the collaboration of the public sector and citizenship, whose purpose is to promote technology-based projects that respond to public problems. The projects launched by the 1st generation of Innovation Agents are already having a transformative impact on:

1) The **health** sector through the Mexican Social Security Institute (IMSS), responding to the challenge of how, through social innovation, we can bring IMSS services to the citizen.

2) The **economy** through the National Institute of Entrepreneurs (INADEM), developing a digital system for the Entrepreneur Fund to facilitate and transparent the process of obtaining resources for Mexican entrepreneurs.

3) In **citizen security and prevention** through the Secretariat for Prevention and Citizen Participation in the Ministry of the Interior (SEGOB), seeking new mechanisms to involve the population in the social prevention of violence.

4) In **education**, through the Ministry of Public Education (SEP), helping to rethink distance education from the new technological tools.

5) Within **government transformation and democratization of productivity** through the Performance Evaluation Unit of the Ministry of Finance and Public Credit (SHCP), generating new mechanisms to integrate satisfaction with budget projects and receive feedback from beneficiaries to evaluate public policies.
Public Challenges

Democratize public Investment for digital innovation

Public Challenges is a strategy of the National Digital Strategy Coordination that invites to the entrepreneurs and innovators of the country to propose and to develop solutions for problems of the Federal Government. Among the Private Challenges is the development of a platform to promote the presence of emerging ICT companies.

From 2014 to 2016: more than 2,500 entrepreneurs and small companies.

1,700 initial proposals

75 functional prototypes
The public and private sectors promote Digital Inclusion

The “Mexico Connected Spots” (PMC's for its abbreviation in spanish), allows girls and women to take courses related to ICT’s, an example of these are the **Basic Robotics CodeX-PMC’s**

Source: México conectado y CódigoX
Digital Inclusion to close gaps

Constitutional right article 6th

National Digital Strategy

MÉXICO Conectado

Women beneficiaries of the social program *Prospera Digital*

Ages between 18-55

They have up to 4 hours a week (+0.5 hrs of transport approx.)

They live in a urban microzone in Ecatepec near a Mexico Connected Spot

Education, Work, Income, Rol at home
Transforming education with @prende.mx

2,022,998 electronic devices delivered to primary school students from 2013 to 2015

1,881,365 student beneficiaries

141,633 education actors beneficiaries

33,416 Public Schools benefited.

3,000 peripheral equipment for students with special needs

Integral Project that incorporates every component so that ICT’s support educational processes and benefit all of the country. We are using technology to develop the digital skills that both students and teachers require to excel in the XXI century:

- Collaboration
- Critical Thinking
- Communication Skills
- Self-management
- Digital Ethics

Source: http://www.gob.mx/presidencia/articulos/alumnos-de-5-grado-de-primaria-en-seis-estados-recibiran-tabletas
The @prende.mx program is being possible due to the collaboration of:

- State Governments
- Civil Society
- Industry
- Legislative Power
- Federal Government

Strategic Alliances
International Cooperation

Mexico leads the Network of e-Government Leaders of Latin America and the Caribbean (Red GEALC).

Mexico hosted the 11th Internet Governance Forum

Mexico participates in the Working Party of e-Government on OECD:
- Digital Service Delivery
- Electronic Identification
- Open data experts group

Mexico leads the eLAC, a plan of action for Latin America and the Caribbean Digital Agenda in line with the Sustainable Development Goals and the World Summit on the Information Society (WSIS).

Mexico is an active member of the Internet Governance Forum Multistakeholder Advisory Group and host country of the 11th Internet Governance Forum.
¡Muchas gracias!

Thank you

Yolanda Martínez Mancilla
Head of the Digital Government Unit
Ministry of Public Administration / National Digital Strategy Coordination

@yolamtzm