



Challenge:

How can we take advantage of the information and public services that people use the most and find most interesting, to improve the relationship and communication between citizens and the administrations of medium-sized municipalities?

Sub-challenges:

- How can we **aggregate the services** offered by the town halls of medium-sized municipalities in a single digital space that fosters a closer relationship with citizens?
- How can we generate a digital space where we can **view information** related to the municipality that is adapted to citizens' uses and interests?
- How can we **automate the dissemination** of content through different channels (physical and digital) and formats (articles, social media posts, WhatsApp messaging, etc.)?
- How can we enable **the administration to generate and manage incentive systems and strategies** to promote citizen onboarding on digital platforms?

Context:

The BiscayTIK Foundation, a new non-profit public foundation created by Bizkaia Provincial Council, aims to modernise municipal councils and associations of municipalities using New Technologies. BiscayTIK offers technological products and services for public management and administration. Currently, the service offered is very highly rated, as it allows these entities to comply with the different regulations on electronic access, transparency, etc.

Today, the aim is to intensify and further expand on the conversation with citizens as a first step for active and involvement and participation, seeking to engage the citizens that are not currently reached. **The goal is to focus on offering solutions that facilitate it to medium-sized municipal councils (2000 to 10,000 inhabitants) in Bizkaia.** The pilot programme will be carried out in Abadiño with the aim of learning and assessing the scalability to other municipalities.

For this purpose, two main spaces of opportunity are observed where the application of new ideas and digital solutions could help the BiscayTIK team.

1. Taking advantage of the services and benefits associated, for example, with culture and sports (booking spaces, attendance to courses or payment of sports fees, among others) that can be offered by the local administration to attract citizens to a new digital relationship space.
2. **Visualising and disseminating** what the local administration is doing and **has done** to connect with citizens.



This is combined with the administration's need to lay the groundwork and reflect on how to improve communication with citizens, in order to act on this information internally and make decisions on how and in which direction future citizen participation initiatives should evolve.

Objectives:

We seek solutions that meet at least two of these objectives:

- **To attract citizens to a new digital relationship space**, aggregating services and information of their interest.
- **To use languages and visual formats that are easily understood** by citizens, trying to reach out to different browsing profiles.
- **To measure and evaluate its use** to help reflect on what services and information are of interest to citizens.

What are we looking for?

The following aspects will be assessed:

- A value proposal that is clear and relevant to the challenge.
- A technological solution with traction in the market.
- A non-intrusive experience for users that does not place an additional burden on internal staff.
- Ease of adoption and implementation.
- Accessibility and simplicity: A solution suitable for people with different levels of digital skills. AA o higher level of accessibility.
- A solution that is interoperable and interconnectable with other existing Biscaytik and third-party applications.
- The Provincial Council's language policy must be complied with, and therefore the application must be bilingual (Spanish-Basque).
- The solution must be parameterizable and multi-entity. It should be designed to be deployable in any local entity of the Historical Territory of Bizkaia and should therefore allow for some customisation.



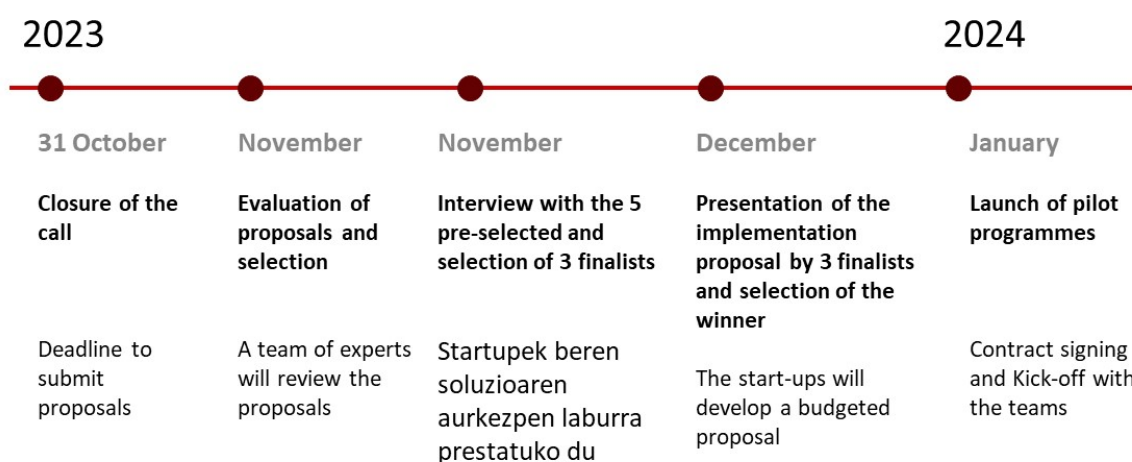
Process and key dates:

The **deadline** to receive the response to the proposal is: **31/10/23**.

The selection process consists of the following steps:

- The selection of up to 5 candidate companies depending on their relevance and how their solution fits in with the challenge proposed.
- Interviews with the 5 companies to learn about their activity and differential value.
- Selection of 3 finalist companies.
- Presentation of the pilot programme proposed by the 3 finalists.
- Selection of the winning company and solution.

The pilot programme to implement the winning solution in January 2024 and will have a duration of 5 months.



What do you get?

Pilot programme remunerated with a maximum of 15,000 euros.