

# Application

## Preliminary Question

In which language are you submitting the application (check one)?

Please note that each country has the option of either submitting an application in English, or in their native language if they are unable to pay for translation into English. For applications submitted in the native language, OGP will pay for the translation into English before passing on to the judges.

- English  
 Native language (please mention \_\_\_\_\_)

If you are submitting in your native language and it is non-Latinate based language, you will have the option of uploading a PDF file at the end of this application. Please follow the questions and word limits mentioned in the application template.

## A. THE TEAM

The following information is required to capture a basic understanding of those responsible for your initiative and any partnerships that have helped you to meet your goals.

### INITIATIVE NAME (required)

Provide the name of the initiative that your team is submitting for consideration of the 2015 Open Government Awards. If the initiative is operating under one or more alternate name(s), provide the name that is most commonly recognized.

Social Participation in Day Care Centers: Transforming public day care centers with civic engagement

### THE NOMINATION (required)

Begin by describing how this initiative was selected. For example, mention any nomination or consultation process held with civil society partners or others when selecting the initiative.

[100 words]

The nomination is the result of a selection process conducted jointly by the Mexican Federal Government, the National Access to Information Institute and the representatives of the Civil Society Organizations that are part of the Open Government Partnership in Mexico. All parties were invited to nominate projects that put open government into practice. Thirteen projects were submitted and later evaluated by the parties based on the OGA criteria.

This initiative was selected by a wide margin, for being a compelling case of citizens helping to transform the delivery of a much needed public service by participating in inspection mechanisms.

Is this initiative included in your country's OGP National Action Plan?

(Applicants can choose initiatives from within OR outside their OGP National Action Plans)

- Yes  No

### GOVERNMENT POINT OF CONTACT (required)

Provide the name, title, phone number(s), email address(es) and mailing address of a single point of contact for the purposes of communicating with your team. The person should be the senior most individual responsible for overseeing the application requirements.

Please also provide the name and professional title of the government official responsible for implementing the initiative, if different from above.

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### TYPE OF APPLICATION (required)

We strongly encourage applicants to submit a joint application from a government agency and a civil society organization. Only submit a joint application if a civil society organization was involved in either designing, implementing or monitoring the initiative jointly with the government.

Is this a joint application?

- Yes  No

If yes, please fill out the "civil society point of contact" field below.

### CIVIL SOCIETY POINT OF CONTACT

Please provide the name and title of a single point of contact at the organization. By providing these details you acknowledge that you are jointly applying with a civil society organization for the 2015 Open Government Awards.

Eduardo Bohórquez  
 Executive Director of Transparency International - Mexico Chapter  
 Phone number: +52 (55) 56.59.99.91  
 email: ebohorquez@tm.org.mx

### OTHER PARTNERSHIPS (optional)

If you are partnering with one or more other government agencies, private sector entities, media etc., please list each partner. In 250 words or less, provide a brief narrative of the partnership and the role each partner plays in your initiative.

Private entities also participate. Day-care units can operate under two schemes: surrogated scheme, where a private entity provides the service on behalf of IMSS; and direct scheme, where IMSS provides the service directly. Because most daycare centers are operated by a private entity, collaboration between government, civil society and the private sector is essential for proper functioning of this public service and the success of this initiative of civic engagement.

## B. THE INITIATIVE

The Open Government Partnership (OGP) is prepared to celebrate a range of successful applicants for the Open Government Awards. This year's theme is Improving Public Services through Open Government. Please visit here for more clarification on the theme. To qualify for recognition, we need to understand the various elements of success of your initiative and its sustainability over time. Please answer the following questions:

### PROBLEM DEFINITION (required)

In 200 words or less, please identify the specific problem your initiative intended to solve. Why was this problem important to solve at a particular time and what were the challenges posed by your national (or local) economic or political context?

The problem this initiative intends to solve was uncovered by a tragic incident in 2009. A fire in a public day-care unit located in Hermosillo (North of Mexico) caused the death of 49 children and 106 were injured. This episode is regarded as one of the most notorious calamities of recent times, sparking a fierce debate in the public opinion about responsibilities and the quality of this service. After reviewing the conditions under which the unit operated, it was evident that inspection mechanisms in place were not enough to prevent a similar incident from happening in another unit. Public discussions centered on the demand for justice. However, there was a significant challenge that was out of sight from the public opinion: how to drastically transform inspection mechanisms in a way that would improve safety conditions and prevent this incident from repeating itself. This ambitious operation would demand to review almost 1,400 day-care units that were providing the same service and in which over 200,000 children were taken care of daily. The answer was not obvious, but the need for a collaborative scheme and beneficiary engagement became apparent, as government alone proved unable to address the challenge.

### INITIATIVE DESIGN (required)

In 250 words or less, describe your initiative's goals and objectives. How did it aim to improve public service delivery, who was it intended to benefit (specify the target population), and why was it important to use open government approaches to achieve this goal? If your initiative was designed to improve access or services for disadvantaged or marginalized groups, provide details on this here. Describe any innovations in the design of the initiative.

The sizeable task of improving the public day care service provided by the Mexican Social Security Institute (IMSS) required a significant redesign of inspection mechanisms to ensure that safety conditions were met. This meant involving technology in a more effective way to monitor indicators and provide a faster response in cases where regulations were not being adhered to. Most importantly, this would require involving service users as active contributors and inspectors to ensure safety regulations were met. To design this last component Transparencia Mexicana (TM) created a set of algorithms that each month randomly select 10% of the day-care units in the country to be inspected. Using the beneficiaries database, a random sample of up to 20 parents is selected to conduct the revisions and ensure that these day-care units meet safety regulations and standards. The first 7 selected parents to accept the invitation participate in the visit.

Once the date of the visit is scheduled, parents show up at the day-care unit. Using an inspection guide – also designed by TM – they review 87 measures that allow them to identify if safety conditions are in accordance with the established regulations. After conducting the visit, parents capture the information through an online system that shares the results in real time with IMSS and TM through a report that is also available at a public website (<http://aplicaciones.imss.gob.mx/guarderias/principal.htm>) and also made public at the unit or day-care where the visit took place.

### INITIATIVE OUTCOMES (required)

In 450 words or less, explain how your initiative was able to demonstrate one or more of the following results:

Citizens have better access to information on the public services to which they are entitled, and/or information on the performance of public service providers

Governments are better at asking for and responding to feedback or complaints by citizens on the quality of public services

Citizens have ways to actively participate in the design and delivery of public services

Citizens have mechanisms to monitor and oversee public works and services

Initiatives should also provide evidence if the initiative was able to expand access to public services to a larger population than before or if the quality and efficiency of public services has improved.

If there are any baseline indicators to measure the outcomes of the initiative, please describe them in detail. If the initiative was included in the OGP Action Plan, please describe how this did (or did not) contribute to the initiative's success.

From October 2010 until April 2015, a total of 6,124 visits have been conducted. All 100% of the surrogated day-care units have been reviewed, at least twice. Last year, the mechanism was expanded to the rest of the day-care units and 70 of the 142 that operate under direct scheme have been visited. In total, 34,123 parents have participated, donating 68,246 hours of their time.

During the first cycle of visits, only 41% of the day-care units that were visited fulfilled 100% of the safety measures that are observed in the mechanism. After almost five years, 60% of the day care units that are visited fulfill 100% of the safety measures, 39% between 90 and 99% of the measures and only 1% less than 89% of them. Day-care units that fulfill less than 80% of the safety measures are automatically selected for a visit in the following month. Through a public website (<http://aplicaciones.imss.gob.mx/guarderias/principal.htm>) results can be consulted by other interested parties, which are also available in open data (<http://datos.imss.gob.mx/group/participacion-social-en-guarderias>).

By now, it is estimated that between 0 and 5 problems will be reported each month making it possible for IMSS to focalize efforts and ensure that each problem is solved. Through a specific phone line for the mechanism, IMSS can collect and follow-up any complaint that parents make, or resolve any doubt that comes up during visits.

### INITIATIVE SUSTAINABILITY (required)

In 200 words or less, please describe any plans for scaling up or sustaining the initiative. Base your description of the strategy on the information provided in the previous sections, such as how you intend to leverage your current success and increase your reach or capacity. Address any threats or operational challenges to your initiative and describe how you manage those risks on a regular basis.

After the results obtained in the first year, the mechanism was made part of the internal regulation of IMSS, institutionalizing this effort and ensuring it became a regular practice. So far, the technological infrastructure that was designed for the first cycle has been enough to run the mechanism for over 4 years. The plans to:

- Improve information visualization.
- Develop a mobile application to consult and compare the information that is generated by the visits.
- Develop analytical models that can help predict problems in day-care units, as well as to promote improvements in safety regulations.

The main sustainability challenge is to maintain credibility, as well as parents' engagement. This has been possible through the genuine character of the mechanism in which parents participate without any intervention from day-care units' directors or IMSS staff. Moreover, the usefulness of the initiative to identify and resolve concrete problems generates incentives for parents to keep participating.

There is interest as well in widening the scope of the mechanism to include other services that are provided by the same day-care units. The mechanism is a model that could also be replicated in other services that are provided by the Mexican government.

### VALIDATION OF CLAIMS (required)

While it is strongly encouraged that each initiative includes an implementing partner, such as a Civil Society Organization, private sector agency, media entity, etc., it is not a requirement. However, you are required to secure and upload documents from at least two credible nongovernmental actors, who can attest to the veracity of the claims made in your application.

You are only allowed to upload one file. If you have multiple documents, please zip them into a single file first. The file types that are allowed to be uploaded have an extension of .ZIP, .PDF, .DOC, .DOCX, .XLS or .XLSX.

CSO Support Letter. Social Participation in Day Care Centers.pdf

## C. THE PITCH

The following information allows each applicant to make their strongest (and final) case for consideration.

### BEST CASE (required)

In 250 words or less, please present the most compelling facts for why your initiative should be recognized. This is an opportunity to distinguish your initiative, based on any factors that you have not had the opportunity to describe in the previous sections. What is your best argument for why your initiative has achieved a meaningful outcome? What elements of the initiative make it different and better than others that have been tried and tested? Be creative and concise.

The Social Participation in Day Care Centers initiative is a vivid example of open government generating substantial results that improve people's lives. The lesson extracted from the tragic events of 2009 is of the hazardiousness of government alone not being able to provide a quality service and ensure the safety and well being of beneficiaries. This civic participation mechanism is a simple, inexpensive tool, for engaging thousands of parents in the country in monitoring the conditions of an essential public service, providing the incentives for reform and sustainability of performance indicators in each one of the daycares, as well as essential information for decision makers and beneficiaries alike.

Institutional transformation is a key component of this initiative. IMSS is currently undergoing a process of reinforcement of open government principles in order to improve the services it offers. This includes the following initiatives:

- Intuitive open data platform (<http://datos.imss.gob.mx/>).
- Participacion in "Innovation Agents" program yielded an innovative web application for pregnant IMSS beneficiaries, which will enable them to evaluate doctors, receive information, connect through social networks and be able to make virtual visits (<http://edn.dosdev.com/agentes-de-innovacion-nacional>).
- In collaboration with the DWIMS organization, information is gathered to ensure timely delivery of medication for beneficiaries living with HIV.
- The Institute's public tenders can be monitored by citizen observers who ensure transparency in the process and the impartiality and honesty of the public servants involved.

(More information at <http://www.imss.gob.mx/transparencia/participacion-ciudadana>)

### VIDEO SUBMISSION or ADDITIONAL DOCUMENTS (optional)

OGP does not offer a venue for applicants to meet our judges during the application process. In order to provide the opportunity for making a personal connection, you are encouraged to upload a short video to complement your application. You may also depict an individual participant in your initiative and describe his or her experience. We do not need to know actual names or personal details. Take this opportunity to tell a story, to connect with our panel of experts, so that they might better understand your attention to specific needs.

Video submissions should follow these guidelines:

Maximum length of 3-4 minutes.

Please focus on personal presentations; it's not necessary to develop a sophisticated or polished video.

Here are some logistical and technical suggestions:

Video cameras, digital cameras, and phones are easy ways to record a video. Laptop and desktop computers can typically record video through Skype or other software. If possible, set to a low resolution to reduce file size. This will enable an easier video uploading process. If you are having difficulty uploading the video file, try logging out of the application and logging back in using another Internet browser.

Here are general suggestions for delivering a high-quality video pitch:

Introduce yourself and your initiative. Focus on describing your intended benefits and/or services and how they have been effective. What is unique about your initiative, partners, or technical approach? Keep your description and language simple.

### \* NOTE

If the burden of developing a video presentation is either prohibitive or might not be the best characterization of your initiative, then you are not required to submit one, and the judges are instructed not to discount your application because it may not include a video. You may upload additional documents instead, such as proof of implementation and results if you wish. This could take the form of evaluation or audit reports, citizen surveys, media reports etc. that would provide additional validation for judges. We hope that this option offers a new and inventive way in which you can best express the results of your work.

You are only allowed to upload one file with a maximum of 3 pages. This file must be in English or in your native language. If you have multiple documents, please zip them into a single file first. The file types that are allowed to be uploaded have an extension of .ZIP, .PDF, .DOC, .DOCX, .XLS or .XLSX.

## Full Submission Of non-Latinate Based Native Language

If your language is Latinate based, DO NOT use this upload field. Please use the application above.

You are only allowed to upload one file with an extension of .PDF