

Why? In addition to applying technology to municipal services, it is necessary to take advantage of the opportunities that using a digital management strategy provides and facilitate the necessary changes to maximize the efficiency of public resources, habitat, quality of life and well-being.

What for? To make digital services simpler and easier to use, Faster, more comfortable, understandable and friendly.

To reduce bureaucracy and administrative burdens through its automation, thereby allowing greater service capacity to be dedicated to those people who need it, and putting technology, and the impact of its use, at the service of people and the general interest

So that municipal management do not pose a problem for people interested in their processing.



Madrid must have the best digital administration with simple, proactive and mobile services, with a clear focus on people and the improvement of internal management.

How? By using intensive technology application to municipal services, incorporating techniques for the co-design and co-management of processes, encourages citizens to be prosumers of information and digital services, as well as artificial intelligence for their automation and personalization.

Including technological solutions, based on turn-key products and service mode, that allows process management, from end to end, and based on data. With a rapid implementation, easy to configure in a decentralized way, and flexible to changes to respond to people's demand.

Innovating in a way which provides services through an introduction of new digital channels and a re-engineering of traditional administrative processes.

OFFER CITIZENS

01

Access to all your information and procedures from your mobile

02

Friendly, agile, secure and proactive digital services

03

Ensuring your digital rights and ethical use of algorithms

04

Dar la oportunidad de participar en el diseño y construcción de los servicios digitales, sostenibles e inclusivos



NEXT STEPS

- Renewal and expansion of the services of the Madrid Mobile App
- Facilitate registration procedures through its comprehensive digital management
- Digitization of tax and economic management processes: Digital Taxpayer Portal
- Perform intelligent process management in digital key
- Co-creation and co-design of services, with special attention to the seniors and other vulnerable groups
- Evaluation of the perception of users of digital services and their accessibility