



OPEN FORUM



Mexico: The National Digital Strategy

An Action Plan for a Digital Country

OPEN FORUM

Mexico: The National Digital Strategy An Action Plan for a Digital Country

This document has the purpose of presenting recent Internet governance related activities done during the last year by the Coordination for the National Digital Strategy.

Background

The National Digital Strategy is an action plan developed by the Federal Executive Government, directly by the Executive Office of the President, created on November 25, 2013, with the purpose of adopting and developing the Information and Communications Technologies (ICTs) in Mexico. Mexican President Enrique Peña Nieto therefore created the Coordination of the National Digital Strategy for leading and coordinating the enforcement of the National Digital Strategy by all areas of the federal government and promoting the use and implementation of new technologies for the citizen's benefit. The National Digital Strategy forms a core part of the National Development Plan.

The five pillars of the National Digital Strategy are:

- 1) **Government Transformation.** Its main objective is to build tomorrow's government: innovative, transparent, efficient, open, and centered in society needs and using technology for improving its relation with the population. Its secondary purposes include generating and coordinating all actions aimed in achieving an Open Government; creating a National One-Stop Window for all governmental online procedures, transactions and services; creating a sustainable ICT public policy for the entire Federal Government; drawing up a digital policy for the federal territory; promoting the usage of data to improve planning and evaluation of public policies; and adopting a citizen-based digital communication.
- 2) **Digital Economy.** Its main objective is to detonate innovation and entrepreneurship ecosystems in order to promote a digital economy which, in turn, may encourage productivity, increase and development of new digital

companies, products and services. Its secondary purposes are aimed to promote the integration of e-markets; develop e-commerce of digital goods and services; digitize of enterprises; promote finance integration through mobile banking; and promote innovation of digital services through democratizing public expenditure.

- 3) **Transformation of Education.** Its main purpose is to integrate ICTs in the education process in order to increase education quality, develop digital skills in our students and bring our country to the Information and Knowledge Community. Its secondary purposes include providing technological media in educational centers and amongst students and teachers; developing an ICT implementation and use public policy for the National Education System education process; amplifying the academic offer through digital means; improving the education management through ICTs; and developing a cultural digital agenda.
- 4) **Universal and Effective Health.** Its main objective is to use technology in order to have an effective access to health provision services and increasing their quality in benefit of its users. Its secondary purposes includes incorporating ICTs for easing the health systems convergence and thus further increasing health provision services coverage; the implementation of the Electronic Clinical Record, the Electronic Certificate of Birth and the Electronic Immunization Record; implement the Information System of Health Electronic Registry; and creating Telehealth and Telemedicine mechanisms.
- 5) **Civic Innovation and Citizen Participation.** Its objective is to develop new collaboration mechanisms between government and society in the solution of public interest challenges, promoting citizen participation in public policy development. Its secondary purposes include promoting civic innovation through ITCs and avoiding or mitigating damages caused by natural disasters by the use of ICTs.

For achieving above mentioned purposes, the Digital Strategy provides five enablers:

- 1) **Connectivity.** All projects of the Digital Strategy are based on connectivity, requiring networks interconnection, infrastructure development, increase of current network's capabilities, and competition development in order to reduce prices.
- 2) **Inclusion and Digital Skills.** Promoting inclusion and the development of digital skills so all social sectors may benefit and use ITCs in their daily lives, including access to telecommunication services.

- 3) **Interoperability and Digital Identity.** By building the interoperability basis from within the government in order to provide better public services; and developing digital identity as the social access key for these services.
- 4) **Legal Framework.** By harmonizing current legal framework with the purpose of providing legal certainty and trust for the adoption and promotion of ICTs.
- 5) **Open Data.** We promote open data with the aim of creating a public services co-creation ecosystem, detonating innovation and entrepreneurship, by transforming public information into a social value asset.

The Digital Strategy Coordination Office has been in charge of several projects related to Internet Governance. Some of them are still pending or under development or implementation. However, several others are considered a current huge achievement, already producing systematic and general positive externalities in benefit of population, and /or are expected to produce them in the short and middle terms. Some of the most important successes achieved during the last year are the following.

National One-Stop Shop

On February 3, 2015, the Federal Government published on the Official Gazette the creation of the National One-Stop Shop for the procedures and government information. This National One-Stop Shop intends to be a watershed for performing governmental procedures of all kind. Through the website www.gob.mx, which act as a first contact point and is interoperable with all electronic systems of the Federal Government, several actions may be performed, namely most of governmental procedures, which will be found together in single website, in a consistent, standardized and similar fashion. More of them will be added to the centralized catalogue progressively, as fast as they may be digitalized.

Also, citizens will be able to review the procedure advance. All the information regarding the instructions and requirements for a specific procedure will also be found in the website in the form of guidelines and other materials. The information is available at all times, all days of the year, and may be accessed through any computer or mobile device. Finally, most of the procedures will be available to execute through advanced electronic signatures, and through an electronic postal office.

Up to this moment, more than 4,000 governmental procedures have been uploaded to the One –Stop Window.

This new program allows normative adjustments to be made, and will provide technological infrastructure to different government agencies, simplifying in the benefit of the citizenship the performance of governmental procedures. The National One-Stop Shop has allowed a huge amount of savings both in time and human and economic

resources, both from the government and the citizens, promoting a further development of a modern, open and digitalized government.

This action was achieved mainly through the coordinated actions of the public, private and social sectors, including industry entities, academia and members of the organized civil society.

Presidency of the Information Society in Latin America and the Caribbean (eLAC)

During the Fifth Ministerial Conference on the Information Society in Latin America and the Caribbean, jointly organized by ECLAC and Mexico, on past August in Mexico City, the 18 countries in the region examined achievements made by eLAC and renewed them, in order to strengthen the dynamic integration process in this subject. Some of the issues considered included were the technological dynamisms and trends of a ubiquitous Internet, technological convergence, social networks, the digital economy, e-Government and big data analysis, and needs of spending for ICTs access and use. This continues the efforts to continue the Roadmap 2013-2015 of Montevideo and the third phase of implementation of the eCLAC 2015 Plan adopted in Lima in 2010.

The resulting document, the Mexico City Declaration¹, may be considered as the pillar for the implementation of the Sustainable Development Goals (SDGs) 2030 in the LAC region. In general, the countries agreed to continue strengthening regional cooperation on digital matters with projects that have a regional scope and activities oriented towards promoting innovation, digital training and the dissemination and transfer of new technologies and good management practices.

Participating countries will promote and respect all rights in the digital environment and encourage the use of information and communications technologies (ICTs) to build peaceful and inclusive societies for sustainable development with equality.

Regarding Internet Governance, the signatories declared their commitment to include all the stakeholders, with the aim of being democratic and guaranteeing significant and responsible participation by all actors, including governments, the private sector, civil society, academic and technical communities and final users. This reflects the support for the multistakeholder model on Internet Governance, which is reaffirmed through the conformation of a multistakeholder Working Group on Internet Governance.

Regarding Mexican involvement, it is important to mention that during the Meeting, Mexico reported several action items, including the support from the Latin America and Caribbean region to the extension of the office term for the Internet Governance Forum during the United Nations General Assembly High-Level Meeting WSIS+10.

¹ http://conferenciaelac.cepal.org/sites/default/files/15-00704_elac_mexico_city_declaration.pdf

Also, the priorities for the following years were informed:

- Highlight the importance of ITCs for the fulfillment of the Sustainable Development Goals.
- Work in identifying the possibility, convenience and feasibility of advancing in the creation of a Single Digital Marketplace, as provided by the Mexico City Declaration.
- Start activities intended to the preliminary meeting for the Sixth Ministerial Conference in Chile 2017, and the Seventh Ministerial Conference in Colombia 2018.

The Ministerial Meeting was held in the same venue that the 8th Regional Preparatory Meeting for the Internet Governance Forum (LACIGF), in order to facilitate better coordination between both mechanisms.

Open Government

Open Government Partnership (OGP), is a multistakeholder proposal which tries to promote transparency, abate corruption and benefit from ICTs. OGP's Steering Committee was presided by the Coordination of the Digital Strategy. On August 2015, the 2013-2015 Action Plan was concluded, accomplishing 26 of its commitments. With this, Mexico became the first country that accomplished all the goals established in its Action Plan.

On October 2015, Mexico hosted the Open Government Partnership Global Summit, which aim was to discuss and adopt the open government principles in order to achieve the Sustainable Development Goals. There were delegates from more than 100 countries participating in all the different conferences that were offered in the Summit.

Open Data

Open Data Strategy and the Open Data Squad are government capacity building programmes that send a team of open data experts to support an agency in the process of releasing its datasets in an open format. The team also supports the development of processes for ongoing use of open data, and identifies potential opportunities for efficiencies through new applications of that data. This project has lead to the creation of new tools for policy and transparency, that based on evidence, make challenges like Climate Change, Air Quality or Natural Disasters more easily understandable and readable for proposing long-term government actions.

On February 20th, 2015, the Open Data Policy was published in the Official Gazette and, on June, 2015, the Open Data Implementation Guideline was also published; 196

governmental bodies already working according with this Guideline. There are more than 11,000 databases submitted to the open portal. More than 100 apps have been developed using such data.

Citizen Participation Platform

The site www.gob.mx/participa aims to be a platform for participation, where citizens can be part of the decision-making process. Currently, there are five tools:

- **Consultation**, with more than 1, 440 documents
- **Citizen Services**, with more than 27,000 requests
- **Open Data**, with more than 11,000 databases
- **Catalog of Citizen Participation**, with more than 200 mechanisms
- **Access to Open Government commitments**

Internet Access for Persons with Disabilities and Specific Needs

ICTs, especially the Internet, are powerful tools for promoting Human Rights; that is why the National Digital Strategy through the Federal Government and the National One-Stop Shop fosters access to ICTs, access to information, and a model of digital communication with accessibility based on international standards.

Regarding web accessibility, on December 3, 2105 the “Agreement establishing the general provisions of web accessibility to be observed by agencies and entities of the Federal Public Administration; and productive companies of the State”, was published² by the Ministry of Public Administration.

The Agreement establishes that government bodies must work in three categories

- 1) Creation and publication of rules, regulations and policies for Web pages, telecommunications and ICTs.
- 2) Training, information, together with the process of creation, design and accessible technology purchases.
- 3) Support and promotion to accessible technology developers by means of economic incentives, media campaign, material resources, etc., so globally, specialized civil society regarding disability, technology developers and government, can integrally attack existing gaps in the technological accessibility.³

² http://www.dof.gob.mx/nota_detalle.php?codigo=5418749&fecha=03/12/2015

³ <http://www.gob.mx/accesibilidad>

@prende.mx

In order to achieve the objective regarding the Transformation of Education under the National Digital Strategy, the Federal Government believes that one of the best approaches to increase education quality and develop digital skills in our students is by creating a digital education policy that allows students to have access and familiarity with technological tools from an early age. This is the motivation driving “@prende.mx”, an agency of the Ministry of Education, that leads the design and implementation of public policy in the incorporation and deployment of ICTs, identifying key elements that will achieve its implementation according to the necessities of each Mexican state. The key objectives of @prende.mx are:

- To contribute in the development of digital skills in students of all levels of Public Education.
- To increase the availability of online courses that allows the creation of digital skills (teacher training).⁴
- To define equipment and connectivity models in public schools, according to the different contexts of Mexican states and programs of the Ministry of Education.

MexicoX Platform

MexicoX is an online platform⁵ led by the Ministry of Education and the Coordination of the National Digital Strategy. The main objective of this project is to offer free Massive Open Online Courses (MOOCs) and to spread access to education to all Mexican population.

The platform uses the Open edX Code developed by Harvard University and the Massachusetts Institute of Technology (MIT). There are six major strategic lines covering the content of the courses:

- 1) Fundamental Academic Skills
- 2) Specialized Skills
- 3) Teacher Training Skills
- 4) National Challenges
- 5) Global Challenges
- 6) Promotion of Art, Culture, History, Science and Enjoyment of Knowledge

The project is still in a Pilot stage; however, there are more than 660,000 users enrolled, from Mexico and other countries, with 53 online courses from 42 institutions.

⁴ According to the UNESCO ICT competency Framework for teachers.

<http://unesdoc.unesco.org/images/0021/002134/213475e.pdf>

⁵ mx.televisioneducativa.gob.mx