



## Digital government toolkit



### Digital Government Strategies: Good Practices



**Colombia:**

**Open Data Initiative**

The OECD Council adopted on 15 July 2014 the Recommendation on Digital Government Strategies. The Recommendation provides a set of 12 principles structured around 3 pillars. The OECD Secretariat is developing a Digital Government Policy Toolkit to support OECD member countries and non-member adhering countries with the implementation of the Recommendation. This practice was submitted by the government of Colombia to be considered as a good practice in the implementation of one or more of the principles contained in the Recommendation.

#### Description of the practice:

**Organisation:** Ministry of Information Technology and Communications

**Name of the practice:** Open Data Initiative

**Principles implemented:** Principle 1 - Openness, transparency and inclusion

Principle 3 - Creation of a data driven culture

**Description:** Data is one of the main pillars of the Digital Government Policy, which seeks to make decisions based on data and evidence, by the State and citizens. To achieve this, we have a governance framework supported on: 1) guidelines and solid regulatory framework 2) invigoration of the ecosystem and interinstitutional articulation with other policy leaders 3) transversal enablers that facilitate openness and exploitation, 4) Incentive scheme for the use of data by citizens and the State (tools) 5) Measurement and monitoring, use by national and territorial agencies, as well as international measurements.

#### Results

Initiatives of appropriation and generation of capacities.

#ELDATO. In order to reach citizenship and bring the subject of open data to citizens, the #ElDato television program was launched, a series of five chapters that showed through stories, the impact of data on topics such as health, education, gender and sustainable cities. This program reached an audience of more than 88,000 viewers. More information available at the following link:  
<https://canaltrece.com.co/programas/el-dato-datos-abiertos-open-data/>



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RallyColombia. It was held within the framework of the celebration of Open Data Day and had the objective of converting citizens into social viewers of public works and agents of change using open data. In the contest, which promoted citizen oversight, more than 200 Colombians participated, who visited 53 places throughout the country.

INNOVA6k. Open innovation exercise that took place in the cities of Barranquilla, Medellín, Bogotá, and Cali, in order that entrepreneurs, entrepreneurs, people with experience in public procurement, engineers or technicians, and creatives and / or designers develop ideas from the data of public purchases in Colombia. As a result, one winner was presented for each city and the winner among the six cities represented Colombia at the Mobile World Congress 2018

Open Data Day 2018. As a demonstration of the activation of the existing ecosystem, the celebration of the day of open data in 2018 included nine simultaneous events organized by civil society, the private sector and other public agencies different from the leader of the data initiative, where the Ministry of ICT gave support and accompaniment, among the developed events, hackathons, talks, among others.

Catalysts. The training program "Catalysts of Innovation" develops public innovation skills leveraged in ICT, emphasizing the use of emerging technologies, among which the advanced data analytics, artificial intelligence and the internet of things stand out. In the projects that are developed, the use of open data is common, and specialized mentoring is carried out focused on the generation, processing and publication of data.

### Formal Evaluation

OUR Data Index.

### Development

#### **Design:**

Administrative Department of the Republic Presidency

Especially, the Transparency Secretariat, which reports directly to the President's Office. This Secretariat is in charge of coordination, designing and implementation of the policy of transparency and access to public information, which frames the actions associated with open data

The National Planning Department

Is the institution responsible for the planning, structuring and monitoring of public policies in Colombia and, therefore, co-responsible for the design, coordination, monitoring and evaluation of digital government policies, including open data policies.



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National Administrative Department of Statistics. Principal producer of statistical information, director of the National Statistical System and publisher of large volumes of open data.

Colombia Compra Eficiente

Responsible for public procurement. This agency leads open contracting in the country, through the adoption of international standards and publication in open format of large volumes of contractual information.

National General Archive

Leader of the archive and document management policy. It accompanies the categorization and classification, as well as the conservation, preservation and management of archives.

The Superintendency of Industry and Commerce

In charge of industry and commerce vigilance; ensuring personal data principles, rights, guarantees and procedures under law. This agency has issued different instruments and guidelines to promote the exercise of these rights, which include guidelines to protect personal data rights, and how to exercise their right to data protection.

### Testing:

Colombia participates in the most relevant international measurements, which evaluate the impact of open data initiatives regarding publication and data use. Currently, the following measurements are taken:

1. OUR Data
2. Open Data Barometer
3. Open Data Index

Additionally, the Digital Government Directorate created the Seal of Excellence that seeks to recognize the best datasets prepared by public entities. <http://www.sellodeexcelencia.gov.co/>

### Implementation:

Colombia enabled the Open Data Portal using one of the most recognized platforms for Open Data: Socrata (<https://socrata.com/>) This is important because it facilitates the publication of data and the administration of datasets, provide tools for visualization; which facilitates the understanding of data for citizens, and allows connection between open data portals in the country. Available in the following link: [www.datos.gov.co](http://www.datos.gov.co)



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Currently, the open data portal of Colombia ([www.datos.gov.co](http://www.datos.gov.co)) has 2 years of operation and currently has about 9.100 datasets available, published by 1.100 public agencies of the national and territorial level (September 2018).

Guides and technical standards: The following documents foment Digital Government to government offices at national and territorial level.

1. Open data guide
2. Data quality guide
3. Linked open data guide

### Resources

#### Staff

Deputy director of government online. Public Administrator, Specialist in Planning and Management of Regional Development, Master in Public Policy and Master in Economics. He is in charge of the sub-directorate of Digital Government in the definition and implementation of initiatives that seek citizen empowerment through an Open State, digital services and the use of public data. Open Data in Colombia is managed by this sub-directorate.

Leader of open data. Systems Engineer and Telematics, Specialist in Information Systems in the Organization, Master in Design and Management of IT Projects. Has the task of preparing the structuring, planning, call, execution, evaluation and monitoring of projects, related to the implementation of the Open Data and Solutions initiative of the Digital Government Directorate

Leader of use of open data: Social communicator and journalist with specialization in service management. She is in charge of the relationship with the data ecosystem to promote the use and exploitation of this information among entrepreneurs, students and public servants. She has worked for 10 years on issues of appropriation and data culture.

Technical data leader. Systems Engineer with a Master in Organization Administration; nine years of experience in the formulation, execution and support of the management and management of technology-based projects, innovation, entrepreneurship and consulting. Since 2016 it supports the management of availability, automation (publication through ETLs - Federation), quality and interoperability of data from the open data portal of the Colombian state.

Functional data leader. Administrator and economist, specialized in Business Analytics. Focused on software development projects on rapid development methodologies and data utilization through data analytics. He is currently the Functional Leader of the Open Data Portal, leading the administration of the open data portal, the support and manages the development of new software developments that seek to expand the portal.



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Leader of appropriation and innovation of Data. Social communicator and journalist with specialization in project management; she is an expert in appropriation issues with citizens and communities and is in charge of designing strategies that allow entities to improve the availability and use of data and open solutions.

Annual budget:

The staff budget that works permanently in the data project is detailed, highlighting that other areas of management (communications, legal, strategy) support the initiative

Tipo	Total (COP)	Dóllars
Staff	\$ 323.931.276	\$ 107.977 USD
Platform and support	\$ 900.000.000	\$ 300.000 USD
Agreements with other entities	\$ 19.764.174.602	\$ 6.588.058 USD
	<b>\$ 20.988.105.878</b>	<b>\$ 6.996.035 USD</b>

### Diffusion and scaling:

**Academy - Datos a la U (Data to the U):** ICT Ministry, through the Directorate of Digital Government, created the contest Data to the U, with the aim to raise the awareness of open data in the academy. By designing a contest and training program to encourage the development of open data products, such as visualizations, infographics, hybrid web applications (mashup) and in general any development that uses open data. Between 2017 and 2018 more than 30 products have been created using data in this program. More information available in the following link:

<http://datosalau.datos.gov.co>

**Civil society- Seal of excellence:** The Seal of Excellence of Digital Government in Colombia is an instrument that allows to guarantee quality conditions for citizens to access digital services in a reliable way offered by the Government of Colombia. In this way, the seal guarantees that citizens have high quality, agile, safe, easy and effective digital services.

Between January 2017 and August 2018, 674 certified data sets were obtained, on topics such as agricultural production chains, health, citizen security, among others. More information available in the following link: <http://sellodeexcelencia.gov.co/#!/>

<http://estrategia.gobiernoenlinea.gov.co/623/w3-propertyvalue-8021.html>



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Public Agencies - Máxima velocidad. Maximum speed is a project that promotes the implementation of Digital Government policy, in the different government entities. In the 2018 version, entities were challenged to open, use and exploit data.

Entrepreneurs - Emprende con datos. Data entrepreneur project, which consist on supporting entrepreneurs teams (private and publics) to build companies, sustainable business models, creation of web and mobile products; while answering public and social problems (mobility, health, education, services, etc.) More information in the following:

<http://herramientas.datos.gov.co/es/blog/con-m%C3%A1s-de-60-equipos-finaliza-emprende-con-datos#z>

Practical research with academy and research groups:

The Centre for digital public innovation promotes the development of functional prototypes that use emerging technology to solve the needs of public entities. Among this practical research, we created an analytical model for the Institute of Hydrology, Meteorology and Environmental Studies (IDEAM). This model analyzes the data obtained from sensors, located all over the city, to define the degree of environmental impact of pollution and identify the population exposed.

Innovation Exercises with Public Entities: The Centre for Digital Public Innovation through its laboratory collaborates with other Public agencies and international organizations using innovation methodologies and emerging technologies to solve public problems or needs. Some of these projects are using advanced data analytics, for instance, with The National Tax and Customs Administration Directorate (DIAN) the project's result is a digital solution which incorporates advanced data analytics and artificial intelligence techniques to process large volumes of information, triggering actionable intelligence for the identification and reduction of smuggling. Also, as a result of the work with Transparency for Colombia (Chapter for Colombia of International Transparency), the social enterprise Somos Más and Datasketch, there is a functional prototype that uses data related with financing of political campaigns and public procurement data (SECOP – open database) to find insights in the relationship between them.

### Expansion to other areas

As a consequence of Open Data success from the Ministry of TIC: territorial government offices have decided to strengthen their policy, by creating local open data portals in the following agencies:

1. Nariño's Governorate
2. Medellín's Mayoralty
3. Tuluá's Mayoralty
4. Bogotá's Mayoralty



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These portals promote data and have developed mechanisms to promote their use.

**Partnerships:** Public Sector Organisations

Administrative Department of the Republic Presidency (Transparency Secretariat)

### Lessons learned

It is necessary to create a solid regulatory framework that encourages openness and access, and that, at the same time, allows data to be exploited by all citizens.

Having the information is not enough. It is necessary to create strategies to promote use among different actors.

Having data is a good starting point but it should not be an ultimate goal, since quantity does not guarantee impact. It is necessary to establish mechanisms that allow to always have high quality information (complete, interoperable, updated (hopefully in real time)).

It is necessary to establish mechanisms that map and measure the impact that data policies are having from different perspectives. Colombia is working on the issue, but still needs to have a large national map of uses and data impact in different sectors

The programs that promote entrepreneurship must ensure that quality data exists, to guarantee robust software solutions that remain over time. Likewise, the mentoring provided, needs focus on the entrepreneur's needs.

### Conditions for successful implementation

Have a solid legal framework; have enablers (platforms, guides); establish a scheme for generating capacities to different audiences and always have a very fluid relationship between producers and data reusers.

### Other information

In April 2018 Colombia presented its National Data Exploitation Policy - Big Data (Conpes 3920 of 2018). This policy aims to increase the use of data, by developing the conditions for them to be managed as assets to generate social and economic value. To achieve this, the policy seeks to overcome the challenges that up to now have prevented the massive availability of digital data from public entities. This, as an essential condition for its use, which makes it necessary to accelerate and strengthen digitization, the opening of data and interoperability among public entities, elements that activate the processes required for the generation of social and economic value. <https://colaboracion.dnp.gov.co/CDT/Conpes/Econ%C3%B3micos/3920.pdf>