



## Digital government toolkit



### Digital Government Strategies: Good Practices



#### Colombia: Urna de Cristal

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 Información and Communications Technologies (ICT)

**Name of the practice:** Crystal Urn (Urna de Cristal)

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

Principle 2 – Commitment and participation in the formulation of policy and service delivery.

**Description:** Crystal Urn is a participation and open government initiative. It was created in order to promote the participation and transparency of the government, through a multichannel platform, which integrates online and traditional media (websites, social media, radio and television). In addition, this initiative search for the possibility of giving to the largest number of Colombians, the ability to interact with the national government, to know the updates of the projects and to participate by asking questions and giving propositions on the matter.

#### **Results**

Crystal Urn has been consolidated as the main platform of civic participation in Colombia. Opening channels and developing participation exercises has brought high impact results that have contributed to a change in the citizen relationship building with the national government.

Crystal Urn opened a lot of themes for participation like a sports and recreation. Thus, Crystal Urn included a section for people to engage in the initiative of creation of a new Sports Law, which is currently consolidated by the Administrative Department of Sports, Recreation, Physical Activity and the Use of Free Time (Coldeportes).



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Creation of training and awareness spaces where citizens can learn first-hand about benefits provided by the government. For instance, after the agricultural strike in September 2013, the national government concentrated its efforts in examining the difficulties of Colombian farmers in order to provide long-term solutions. Then the national government created the Agrarian Pact with strong participation. Crystal Urn opened communication channels to help to the process of diffusion and consolidation of proposals within the framework of the Agrarian Pact registering 108,739 opinions of citizens.

Other projects in which Crystal Urn has allowed citizens to contribute are:

- Decree 0019 of 2012 (Against procedure)
- Public Policy of Social Innovation
- Private Security Policy
- CONPES for animal protection
- Ten-year education plan
- Ten-year justice plan
- Decree of Digital Services
- Pedagogy of peace agreements
- Consolidation of gender equality plans and programs with the Mayor's Office of Manizales
- International consultation on legislative transparency

### **Development**

**Design:** In 2010, the Ministry of Information Technologies and Communications designed the Crystal Urn jointly with the Republic Presidency. In this process the Republic Presidency provided strategic support through with communication guidelines by the High Counsellor for Communications. It also supported the implementation of the regional strategy by the High Counsellor for Regional Affairs and Civic Participation and the articulation with the transparency initiatives and fight against governmental corruption, through the Secretary for Transparency

**Testing:** Considering this is an unprecedented initiative in this country, it was decided to measure results in terms of scope, interaction and management with permanent follow-up of a table of annual indicators and goals, including how many people reaches Crystal Urn, how many interact with it, the management of replies to citizen's comments, traffic through each channel, participation exercises carried out, partnerships conducted with national and territorial agencies, among other indicators.

Documentation of all participation exercises conducted to date through is available at [www.urnadecristal.gov.co](http://www.urnadecristal.gov.co). Since 2018, the information of participation exercises is also uploaded as open datasets at [www.datos.gov.co](http://www.datos.gov.co)

The follow-up to each participation exercises allows the Crystal Urn's team to identify opportunities and threats regarding communication and electronic participation.



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Also, since 2012 Crystal Urn has hired three annual perception surveys to learn about the overall use of digital and traditional channels as well as the knowledge, use and satisfaction of users regarding Crystal Urn.

### **Implementation**

The process of creation and consolidation of channels, participation and inter-institutional partnerships was developed through several phases and objectives.

**Phase 1 of Interaction (October 2010 to March 2013):** characterized by the search of a visible Crystal Urn to promote feedback from and dialogue with citizens, a legitimate tool that allow Colombians to influence the governmental management. To meet the aims of this phase, most of the information channels enabled by Crystal Urn and the first version of the queries to citizens management system, were launched. These communication channels were progressively updated and improved.

**Phase 2 of Consolidation (April 2013 to December 2014):** displays an established Crystal Urn, recognized and used by citizens and, in addition, empowered by agencies at the national level. A Response Management System grew stronger with links to all ministries, national government agencies and new opened channels (such as the USSD).

**Phase 3 of Expansion and Engagement (parallel to Phase 2, from January 2014 to December 2018):** through the strategy Government on social media, Crystal Urn seeks to ensure that, territorial agencies (mayor's and governor's offices) make active use of social media to promote civic participation and public attention.

The “Citizen Response Management Network” of Crystal Urn also has been a relevant tool to promote participation. This network is composed of at least one professional appointed in each ministry and agency of the Government that collaborate with Crystal Urn to answer citizens’ queries regarding programs from such agencies, helping provide a more specialized response. Currently, 29 ministries and governmental agencies have managers.

<b>Budgetary Validity</b>	<b>Urna de Cristal Initiative Budget</b>
<b>2012</b>	USD 498.070
<b>2013</b>	USD 903.388
<b>2014</b>	USD 452.915
<b>2015</b>	USD 919.305

### **Diffusion and scaling**

Together with the Digital Task Force, Crystal Urn offers advice to communication teams and managers of ministries and national government agencies about strategic management of digital channels for electronic communication and participation, supporting the transfer of knowledge. To date, Crystal Urn has promoted 2.109 digital campaigns with useful information for citizens, based on unified work with 138 national agencies, and tracking 1.205 social network accounts of the national government and 1.444 of the territorial governments of Colombia.



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Crystal Urn has documented the participation exercises conducted to date through papers that describe practices, results and takeaways, accessible through the website of Crystal Urn. Until July 2018, Crystal Urn has developed 141 participation exercises published at:

<http://www.urnadecristal.gov.co/ejercicios-gobierno>

Also, Crystal Urn is articulated with ministries and agencies involved in the participation strategy and 29 managers of the Citizen “Response Management Network”.

Strong presence in Social Media: Crystal Urn accumulates 481.047 followers in social networks, and 2'001.830 contacts in the CRM of Crystal Urn-National Government, who constantly receive information on the actions and management of the national and territorial government.

### Expansion

Some of them have emulated the initiative, for instance the Mayor's office of Manizales created the <http://www.urnadecristalmanizales.com> using the same approach.

### Partnerships

Public Sector Organisations (Presidency of the Republic of Colombia and Ministries).

### Lessons learned

Create the practice in senior management level – gaining political will.

The essential value is the timeliness and effectiveness in responding to citizen. The information needs of citizens should be transformed into opportunities for collaboration on issues of public interest.

### Conditions required

Digital and analog channels as a complement.

### Additional information

[https://www.youtube.com/watch?v=qjZsD\\_905WA&feature=youtu.be](https://www.youtube.com/watch?v=qjZsD_905WA&feature=youtu.be)

### Formal evaluation

Crystal Urn has been highlighted by international peers through different awards, such as the Open Government Awarddotgov-ASAEC 2013 and the Award excelGOB 2014 – Simplification of Public Services.



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In addition, in 2017, Crystal Urn received an Honorable Mention in the National Award for Senior Management that was delivered by the Administrative Department of the Public Function and the National Government. The initiative was part of one of the 11 experiences awarded with honorable mention by the international jury, and was chosen among more than 287 postulates.

In 2018, it was awarded in the NovaGob Excellence 2018 Awards as 'Best Open Government Initiative', obtaining the highest score in its category and the entire contest (198 points), above other Colombian and Iberoamerican initiatives.