



Digital Government Strategies: Good Practices

Mexico: Prospera Digital

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 Mexico 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:	Digital Government Unit, Ministry of Public Administration
Name of the practice:	Prospera Digital
Principles implemented:	<u>Principle 3</u> – Create a data-driven culture in the public sector
Description:	Utilizing mobile phone technologies to create an automatic two-way messaging channel to deliver strategic connect to Prospera, Mexico's largest social development program, designed to generate positive behaviour change in two areas: 1) Maternal health, and 2) Financial Education.

The program is designed as a series of pilots evaluated through a robust Randomized Controlled Trial to measure the impact of the intervention in a set of outcome indicators.

Prospera Digital is coordinated by the Coordination of the National Digital Strategy of the Office of the President of Mexico. It has a working group that includes the relevant decision makers and stakeholders such as the Ministry of Social Development, the Ministry of Health, the National Bank of Savings and Financial Services and the Ministry of Finance and Public Credit.

Results

The program will begin its implementation in the third week of September.

Development

Design: 2014-11 – 2015-07

Mapped the relevant policy questions and desired outcomes. Contacted and incorporated the relevant stakeholders and decision makers. Generated an experimental design. Designed the diverse



Digital government toolkit



implementation protocols. Reach out to external (non-government) partners such as mobile carriers and manufacturers and presented a collaboration business case. Planned and generated the content of the intervention. Developed the sample selection.

Stakeholders involved: Office of the President, Prospera Program, Ministry of Social Development, Ministry of Health, Ministry of Finance, National Bank of Savings and Financial Services, UNICEF, Behavioral Insights Team, Qué Funciona para el Desarrollo, Ideas42

Testing: 2015-08 – 2015-09

Rolled out a pre-pilot to test the intervention and protocols with ~200 participants. Method: 5,000 beneficiary pilots with evaluation through an Randomized Controlled Trial.

Implementation: 2015-10

Planned rollout of a 5,000 beneficiary pilot.

Tool: RapidPRO tool developed by UNICEF's Global Innovation Unit

Resources: 1 Data for Development Director at the Office of the President of Mexico and 3 People from a Mexican academic institution

Diffusion and scaling: We are using the pre pilot and pilot results from the RCT to generate a case for the potential scaling of the program to a potential up to 7 million Prospera Beneficiaries.

There will be training sessions for knowledge transfer and to inform key stakeholders both for the public servants that will be implementing the program, and the beneficiaries that will be receiving it.

The results from the pilot program will be analysed and will inform the scalability phase for more than 7 million beneficiaries.

Partnerships: Private sector, Civil society, Academics and Research Bodies and Public sector Organisations

Partners: UNICEF, Behavioural Insights Team, Telefonica Movistar, Ideas42, QFD, Samsung, Alcatel-OneTouch

Nature of the partnership: UNICEF helped provide the international experience of previous successful interventions using a similar tool

Lessons learned

The program will begin its implementation in the third week of September

Conditions required: Adequate reception from the beneficiaries;

Additional information: