

Annex to the Application Form



AMA – Administrative Modernization Agency
Portugal
04th April 2019

The following information constitutes a selection of communication materials and activities concerning the **SIMPLEX** submission for the Call for Innovations in **Stakeholder Engagement for Social Policy Development**

1. Relevant Media Clipping Selection

1.1. Article published in "Sapo 24"

Title: [Government receives proposals to the SIMPLEX program](#)

17th January 2019

The Simplex + 2018 edition is already being planned, so the complaints and proposals regarding public service delivery are already being collected. In this article, Luís Goes Pinheiro, the Portuguese Secretary of State Assistant and of Administrative Modernisation mentions the importance of receiving inputs from

different stakeholders, such as business associations, trade unions, and consumer protection entities, among others.



The article also explains how some of the proposals include on the Program focused on creating standardize processes and timelines, using a simpler language, or making some procedures more agile.

Note: "Sapo 24", is an well know Portuguese online platform that publish their own articles, but also gathers reports from other newspapers

1.2. Radio interview to the Minister of the Presidency and of Administrative Modernization to "TSF"

Title: [It's not magic, it's Simplex](#)

06th June 2018



In this radio interview, Maria Manuela Leitão, the Portuguese Minister of the Presidency and of Administrative Modernization, says that after 11 years since its first edition, Simplex is also becoming more simple, and continues to simplify the daily life of the Portuguese people.

The communication campaign of the Simplex + 2018 edition is also explained, since it's based on the sentence: It looks like magic, but it's not, it's Simplex. The Minister also mentions that, in 2017, 13 of the Simplex initiatives had savings of around 624 million EUR, just regarding administrative costs.

Maria Manuela Leitão also took the opportunity to talk about LOLA, one of the most famous initiatives of the Simplex + 2018 edition. LOLA is a robot that is going to be operating in the Portuguese one stop shops, the Citizens Shops, and is going to help people find the right service inside the shop, using artificial intelligence.

But the Minister also references other important initiatives, some related to education, others to the pensioners, others to foreigners living in Portugal, or entrepreneurs. One of the initiatives is the "Business Match Making", a kind of social network designed for the Portuguese companies to have an online platform where they can publicize their products to international markets, but also share experiences.

Note: TSF is one of the most important news radios in Portugal

1.3. Article published on "Publico"

Title: [Simplex crosses our borders](#)

23th June 2018



This is an article written at the time the Portuguese Minister of the Presidency and Of Administrative Modernization, Maria Manuela Leitão Marques, visited Morocco. One of the subjects to have been discussed on this visit was the Simplex program.

The article talks about others countries and organizations interest in the program, such as Cape Verde, Mozambique, the United Arabian Emirates, the Inter-American Development Bank, or Egypt that has been implementing some of the Simplex initiatives and tools.

Maria Manuela Marques says in this article that Simplex is a well-known program, that crosses the Portuguese borders. There's lots of interest in the general program, but also in some of its particular initiatives and on the way its co-creation feature works.

Note: Publico is one of the most widely read daily general newspapers in Portugal.

1.4. Article published on "Exame Informática"

Title: [*Simplex + 2018: Government advances with the paperless invoices and central booking center*](#)

06th June 2018

This is an article mentioning some of the flagged initiatives of the Simplex + 2018 edition, such as the hiring of scientists, the speed up of services related to parenthood, a national online platform to publicize national products, the robot called LOLA, which uses artificial intelligence to facilitate service delivery in the Citizens Shops, the end of paper invoices, or the creation of a online central booking center where citizens and entrepreneurs can book public services, just to mention a few.

Note: Exame Informática is an online news platform focused on technology

2. Communication and Dissemination Materials

2.1. The life of Eva video regarding the life events covered by Simplex

Title: [The Life of Eva](#)



This promotional video was launched during the Simplex 2018+ kickoff event. During it one can see the most emblematic initiatives of this edition and the way they affect the daily life of the character Eva, during all the most important moments of her life, since birth, to education, work, buying a house, etc.

2.2. Simplex + 2017 Youtube video

Title: [Simplex + 2017](#)



This promotional video gives some general numbers regarding the Simplex + 2017 program, namely the number of initiatives and some of the main areas of the program.

2.3. Simplex + JAM promotional video

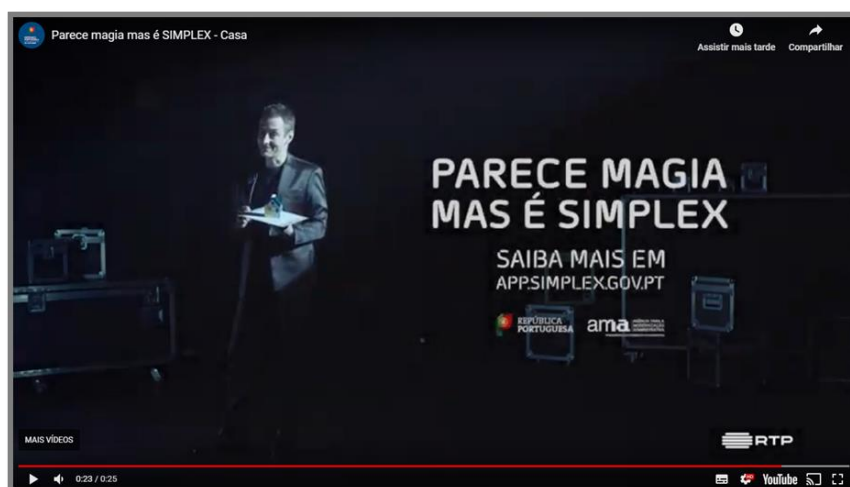
Title: [Simplex + JAM](#)



This is was a short video made to explain the Simplex + JAM, which was basically a initiative made of a few participatory meetings done with public servants across the country, with the goal of collecting their ideas on how to improve public services.

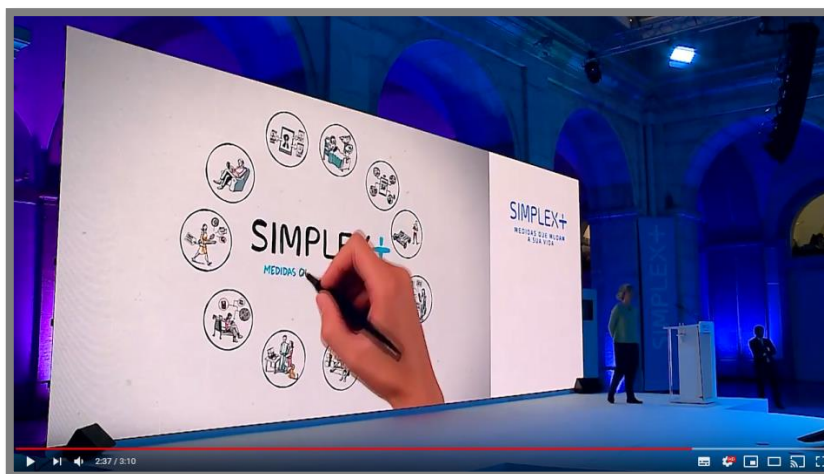
2.4. Several videos with Luís de Matos, a Portuguese magician

Title: [It looks like magic, but it's Simplex](#)



This is one of many videos broadcasted on television, which were made with Luís de Matos, a very famous Portuguese magician, explaining some of the Simplex initiatives through magic tricks.

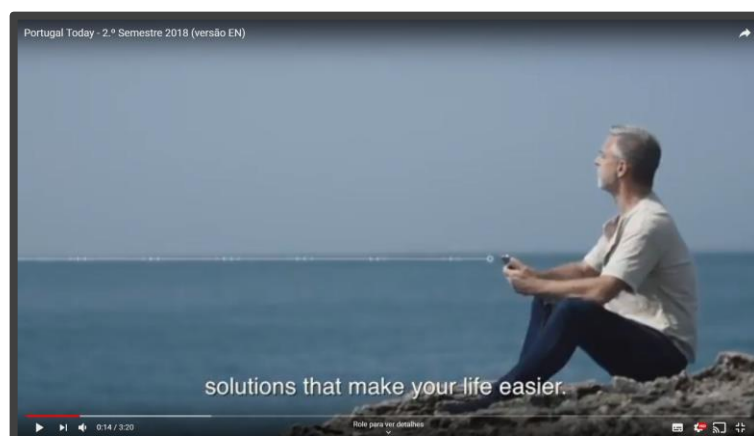
2.5. Video of the kickoff event of the Simplex + 2018 edition



This is a video narrated by the Portuguese Prime Minister, António Costa, showing images of the Simplex + 2018 kickoff edition. The event had hundreds of people attending and this new edition was presented by the Prime Minister himself, the Portuguese Minister of the Presidency and of Administrative Modernization, Maria Manuela Leitão, and the Secretary of State Assistant and of Administrative Modernisation that, at the time, was Graça Fonseca.

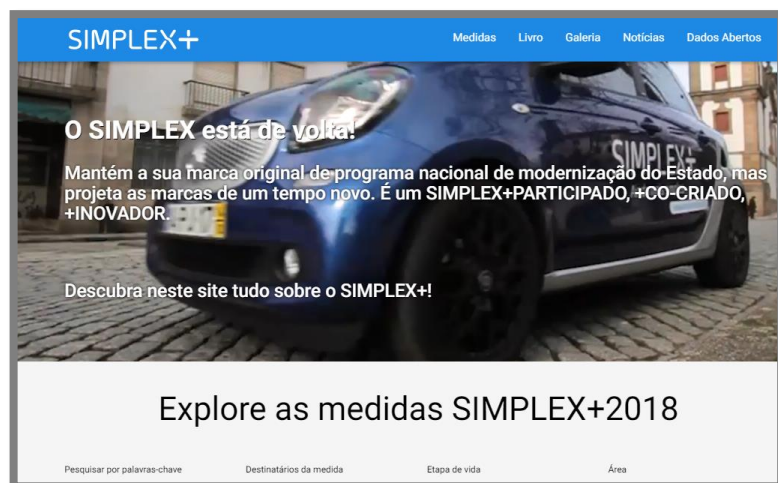
2.6. AMA's Official video presenting the e-Government Portuguese initiatives

Title: [Portugal Today](#)



This is an official video by AMA which presents several digital public services and eGovernment solutions that citizens have available in Portugal, namely the Simplex program.

2.7. Simplex+ Website



On the Simplex+ website, everyone can explore all the initiatives and their state of implementation, know the program history and evolution, check the news related to it, and, most important, participate. The website is the home of the [Simplex Book](#), a tool designed to collect everyone inputs regarding Simplex.

2.8. Facebook

In order to disseminate Govtech, the social media proved to be essential, so all of these had accounts solely dedicated to the initiative.

