SKILLS+
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ACTION PLAN FOR JUNTA DE CASTILLA Y LEÓN
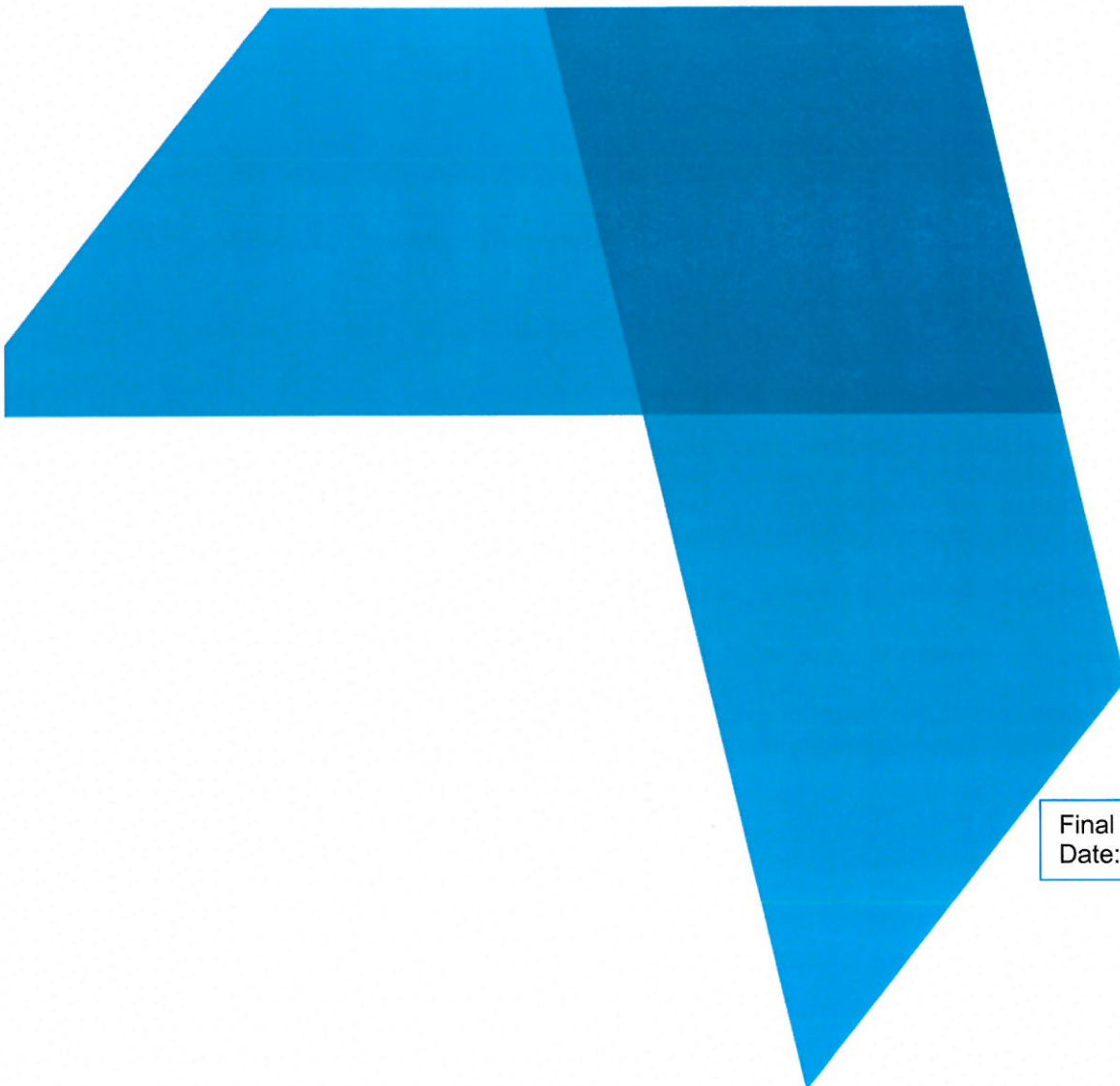
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Part I – General information

Project: SKILLS+

Partner organisation: PP9 - Ministry for Culture and Tourism of the Castilla y León Regional Government.

Country: Spain

NUTS 2 region: Castilla y León (hereinafter CYL)

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Part II – Policy context

This Action Plan impacts the **Castilla y León Operational Programme of European Regional Development Funds 2014 – 2020** (hereinafter CYL OP ERDF 2014-2020).

Specifically, the 2nd Challenge within the CYL OP ERDF 2014-2020 is to promote the development of ICT as a mean of supporting access to this resource, aiming to boost the information society and ensuring a sustainable economic recovery.

Moreover, the actions foreseen are going to be carried out as new projects under the following investment priorities (IP) and specific objectives (SO): IP.2.3. Strengthening ICT applications for e-Government, the e-learning, e- inclusion, e-culture and e-health; **SO.2.3.2. Reinforce e-government, e-culture and trust in the digital field.**

As CYL participates in SKILLS+ by means of the Ministry for Culture and Tourism, it is necessary to point out which is our scope of competences and the reason why we can contribute and learn from SKILLS+. In this regard, *Castilla y León Historical Heritage Plan 2014-2020* (hereinafter PAHIS Plan) establishes that, in the strategy for management of cultural assets, one of the keys is to expand the implementation of ICT in cultural heritage, as well as boosting e-administration, specifically, regarding electronic procedures related to cultural heritage.

Therefore, the Ministry for Culture and Tourism, when implementing new projects aiming to increase competitiveness of SME by means of promoting the daily use of ICT amongst them, is following its own strategy and it is fully competent.

Part III – Details of the actions envisaged

General comments

All actions undertaken in this Action Plan are based in the learnings that derive from:

- The assessment of the Good Practices of the project partners.
We have extracted the ideas and approaches that match with our competences scope and institutional priorities.

- The Baseline Study.
The conclusion reached by studying the current situation of ICT within SME was that, even CYL is behaving well in terms of e-administration complying with legal requirements, and even internet access to rural areas is a real concern and that different measures are adopted to improve infrastructures, this is still a restraint for SME located in rural areas in CYL to engage digital markets or to update the way they manage their day-to-day activities, specifically because there are very small SME that can't dedicate much time to ICT as it is accessory to their primary activities.
Even though there are still goals to reach, CYL has started initiatives to improve citizens' digital skills like "*CYL Digital*" which should be highlighted. Also the *Digital Agenda for Spain* and the *Digital Agenda for CYL* are fully in line with the EU digital targets.
Moreover, when drafting the Baseline Study, and whilst sharing it with our stakeholders and key actors, and more specifically, resulting from conversations with the General Directorate of Telecommunications, came out the idea that inspired the measures now undertaken in this Action Plan.

- Peer Review recommendations.
After being peer reviewed by the team of experts, we were recommended to accomplish several actions. We have analysed them to extract all the useful information taking into account the context in which the recommendations are suggested; a wide view that we necessarily have to constrain to our competences scope (*for detailed information please see annex I*).
Apart from the referred internal analysis, the recommendations made by the team of peers, were submitted to our stakeholders' assessment (*for further information please see annex II*).

- Assessment from external experts.
All the information above was submitted to the analysis of external experts. The company delivered a study assessing the good practices and recommendations of the project partners and their transferrable aspects taking into account our competences and the policy instrument we are impacting. Also, they were asked to propose actions to undertake.

Conclusion:
The actions that are going to be implemented have been inspired in all the lessons learnt due to the participation in SKILLS+, and they are oriented to impact the specific objective 2.3.2. (*"Reinforce e-government, e-culture and trust in the digital field"*) of the CYL OP ERDF 2014-2020, as well as to contribute satisfying the objectives within PAHIS Plan, taking into account the essential value of cultural heritage in Castilla y León.

ACTION 1: Continuous improvement of the online application for the submission of administrative requests on cultural heritage.

Introduction: The online administrative platform for cultural heritage requests.
The Ministry for Culture and Tourism is responsible of the online administrative platform for cultural heritage requests. This application allows companies, professionals and individuals having electronic signature, to present their applications online regarding cultural issues, avoiding the need to print them and register them in person.
It has constituted a step forward in the Ministry's modernization and adaptation to ICT in the aim of being closer to the citizenry, and more transparent and accessible. However, after assessing the lessons learnt due to our participation in SKILLS+, the Ministry has decided to carry out the following measures to increase the users' satisfaction as well as making it as easiest of being used as possible.
The application is accessible here.

1. The background.

1.1. (DE) ICT-Strategy "Digital Saxony-Anhalt 2020".
It aims to establish an efficient and secure ICT infrastructure, to improve the quality of management work and to simplify communication between citizens, municipalities and companies. Its main goal is to increase transparency of the administration and to provide information.

Transferrable aspects:
We are transferring the idea of improving and simplifying communication between companies and the Regional government by enhancing e-administration.

1.2. (NO) eTrøndelag.
It is a strategy for the region of Sør Trøndelag, consisting in the development of digital policies, the facilitation of external and internal processes, and the development of digital skills, oriented to both SME and Municipalities.

Transferrable aspects:
We are transferring the idea of improving digital policies, reducing paperwork, and increasing digital skills in both the administration and the SME.

2. Action. Description.
This action is oriented to advance the online administrative platform for cultural heritage requests taking into account the needs of the end users, willing to improve their satisfaction. It is oriented to SME working in the field of cultural heritage and it is going to free-up resources and reduce costs and time periods, avoiding the use of paper and unnecessary trips.

After hearing the suggestions and concerns among the SME working in the field of cultural heritage, as well as having had meetings with the ICT Unit of the Ministry for Culture and Tourism, to carry out the action, there have been developed the following steps:

      2.1. Visual simplification.
      2.2. Advertising the helpline 012.
      2.3. Creation of a FAQ section.
      2.4. Automatic data fulfilment.
      Even this could seem irrelevant, it was a common suggestion from the users, as it was considered as inefficient and time consuming.

2.5. Introducing the possibility to select filters to search already submitted applications.

2.6. Include helping descriptions throughout the application.

Even there is a manual published about the usage of the application and that it is a legal procedure regulated by the Castilla y León Cultural Heritage Law 12/2002, 22 July, there has been noticed that the users are in need of more simpler and quick help.

2.7. Ease the signature procedure.

Expected impact.

This action is oriented to satisfy the needs of applicants, easing the procedure and providing all the assistance possible while fulfilling the data required.

We are expecting to increase the satisfaction of SME while using the application, and to increase the number of individuals that, instead of using paper forms and on-site registration, choose to apply electronically.

So, in other words, the CYL OP ERDF 2014-2020 is going to be improved by the implementation of the actions foreseen in this document, as new projects, by means of significantly upgrading an electronic platform (e-government) set for companies and professionals (SME) working in the cultural heritage field (e-culture) (Please note that the Specific Objective we said we were going to impact was nº 2.3.2.: "Reinforce e-government, e-culture and trust in the digital field").

Hence, the use of the platform by SME to register applications online meets the project's aim byt increasing their competitiveness as far as they can save time and money avoiding to print and register application forms in person.

Also, as the online platform is managed by civil servants, carrying out the measures defined in this Action Plan, will enhance their capacities and their knowledge of the platform usage, leading to higher satisfaction and confidence in e-administration, and to, presumably, a "contagious effect" amid SME, the platform's end users.

3. Players involved.

The actions are going to be carried out by the General Directorate of Cultural Heritage together with our stakeholder group and the collaboration of the Telecommunications Unit within the Ministry of Culture and Tourism.

4. Timeframe.

ACTION	STEPS	04/19 12/19	01/20 03/20	04/20 09/20
Action 1 Continuous improvement of the online application for the submission of the administrative requests on cultural heritage	Visual simplification	■	■	
	Advertising the helpline 012	■	■	
	FAQ	■	■	
	Automatic data fulfilment	■	■	
	Select and introduce searching filters	■	■	
	Elaborate and include short helping descriptive texts	■	■	
	Ease the signature procedure	■	■	

5. Costs.
5000,00€.

6. Funding sources.
Even the action is meant to be a new project under the CYL OP ERDF 2014-2020, and therefore it could be funded by the programme, as the actions foreseen are going to be carried out by CYL staff, it is going to be financed by own resources.

ACTION 2: Raise awareness, promotion and training.

1. The background.

1.1. (DE) e-Business-pilot project.
This project aims to advise SME regarding ICT. The range of services offered included individual information meetings to clarify specific problem solutions for individual companies, regular IT-meetings, internal workshops, for example on IT security and data protection, and general information events at six event locations in Saxony-Anhalt.

Transferrable aspects:
We are transferring the idea of supporting training to increase digital skills by means of tailor made solutions and meetings oriented to very specific target and contents.

1.2. (LV) Trainings for SME for development of innovations and digital technologies.
The trainings are oriented to: raising productivity, innovation, and increasing the long-term competitiveness of small and micro-enterprises by means of digital skills.

Transferrable aspects:
We agree that it is necessary to organize trainings focusing in specific issues or applications. Therefore by means of trainings and raising awareness, SME can improve their digital skills, taking full advantage of e-administration in their daily routines, saving time and money.

1.3. (NO) Digital Cultourist.
This good practice combines digital dissemination of cultural heritage with the objective of increasing digital skills in SME located in rural areas. They have organised trainings in small groups to increase digital skills.

Transferrable aspects:
Once again we learn that it is important to offer tailor made formative and informative solutions, in this case, not only regarding the contents but the number of assistants.

2. Action. Description.
This action is oriented to boost the use of the application by motivating those civil servants in charge of the procedures, as well as other agents involved working in municipalities, on the one hand, and raising awareness among SME and individuals on the other hand. We have realised that it is necessary to manage changes within the organization, encouraging those civil servants that are in charge of carrying out the procedures.
To carry out the action, there have been developed the following steps:

2.1. Update the technical user's manual.
2.2. Deliver the manual to civil servants in charge of the procedures and employees of JCYL in charge of the 012 helpline.
2.3. Maintain close contact with those, asking for their assessment and suggestions.
2.4. Prepare and organise seminars oriented to the referred targets as well as to municipalities taking into account their needs.
2.5. Raising awareness campaign among SME and individuals.

Expected impact.
By enhancing the knowledge inside the administration we expect to motivate them so they themselves in turn drive the change and trigger the use of the application.

3. Players involved

The actions are going to be carried out by General Directorate of Cultural Heritage together with our stakeholder group and the collaboration of the Telecommunications Unit within the Ministry of Culture and Tourism.

4. Timeframe

ACTION	STEPS	04/19 12/19	01/20 03/20	04/20 09/20
Action 2 Raise awareness, promotion and training	Update the technical user's manual		■	
	Deliver the manual to civil servants + 012			■
	Close and direct contact with civil servants + 012	■	■	■
	Prepare and hold trainings		■	■
	Raising awareness' campaign among SME and individuals		■	■

5. Costs

14.000,00€.

6. Funding sources

As the actions foreseen are considered to be new projects, there are going to be financed by ERDF funds, specifically the budget allocated to the SO.2.3.2. "Reinforce e-government, e-culture and trust in the digital field" in the CYL OP ERDF 2014-2020, managed by CYL, as well as CYL own resources.

Date: 26 September 2019

Signature and stamp:

Name and position: Jesús María del Val Recio, Head of Planning, Research and Dissemination Department of the General Directorate of Cultural Heritage of the Regional Ministry for Culture and Tourism