Digitalization of in-kind social services

Dr. Krisztián Tas

CEURES expert
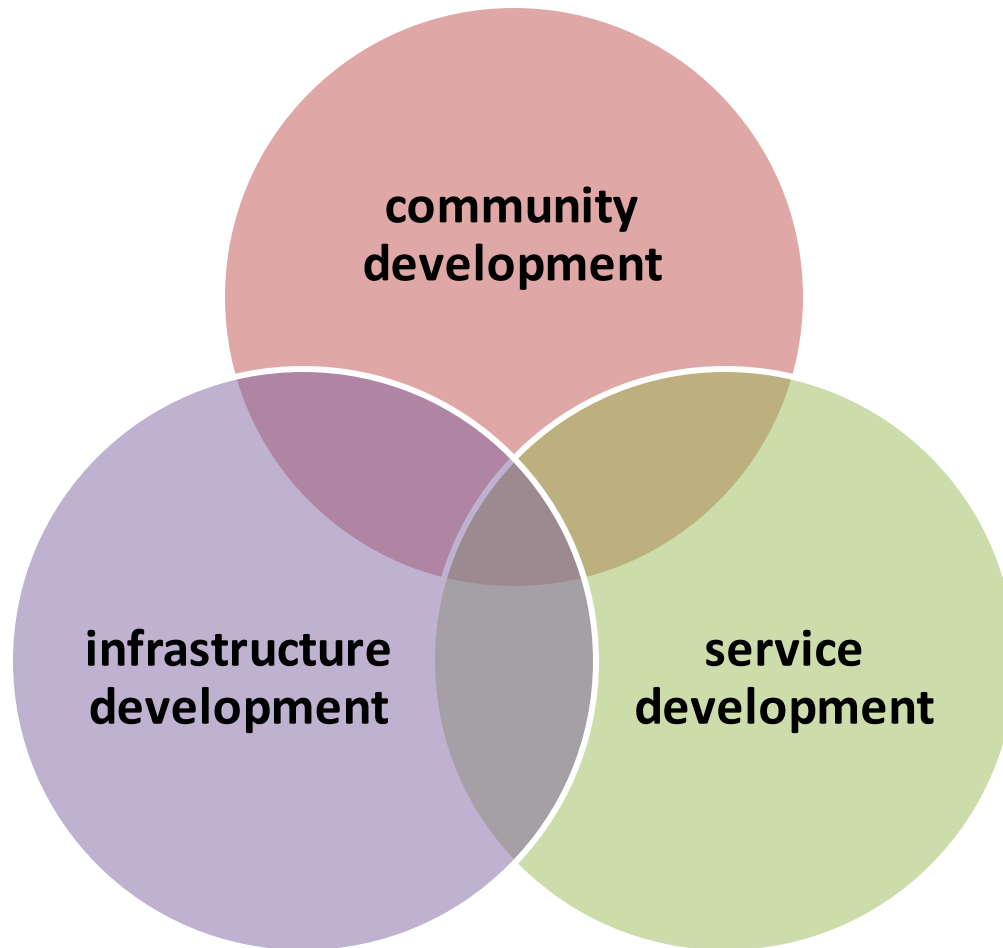
Urban Development Association (HU)

The three dimensions of urban development

Service development - theory

Goal:

Provision of new or higher quality city services for the same cost

and / or

provision of same service levels at a lower cost (=more efficiently).

Organization development

Facility management

community participation

SERVICE DEVELOPMENT

The challenges in developing municipal services

Compliance

- The conditions of all local government services are laid down in detailed laws, so the procedure must comply with these laws and the internal regulations governing the operation of the local government.

Compound processes

- Changing service processes is usually much slower than in the private sector, partly for the above reasons, as the condition for changing the process is the prior amendment of the relevant laws and internal regulations.

Lenghty decision process

- Amendments to the legal environment require lengthy preparation and usually require several board decisions at different levels (committees, representative bodies)

Paper-based operation

- In many cases, the operation of local governments is still primarily paper-based, and in 2020 this was even more so.
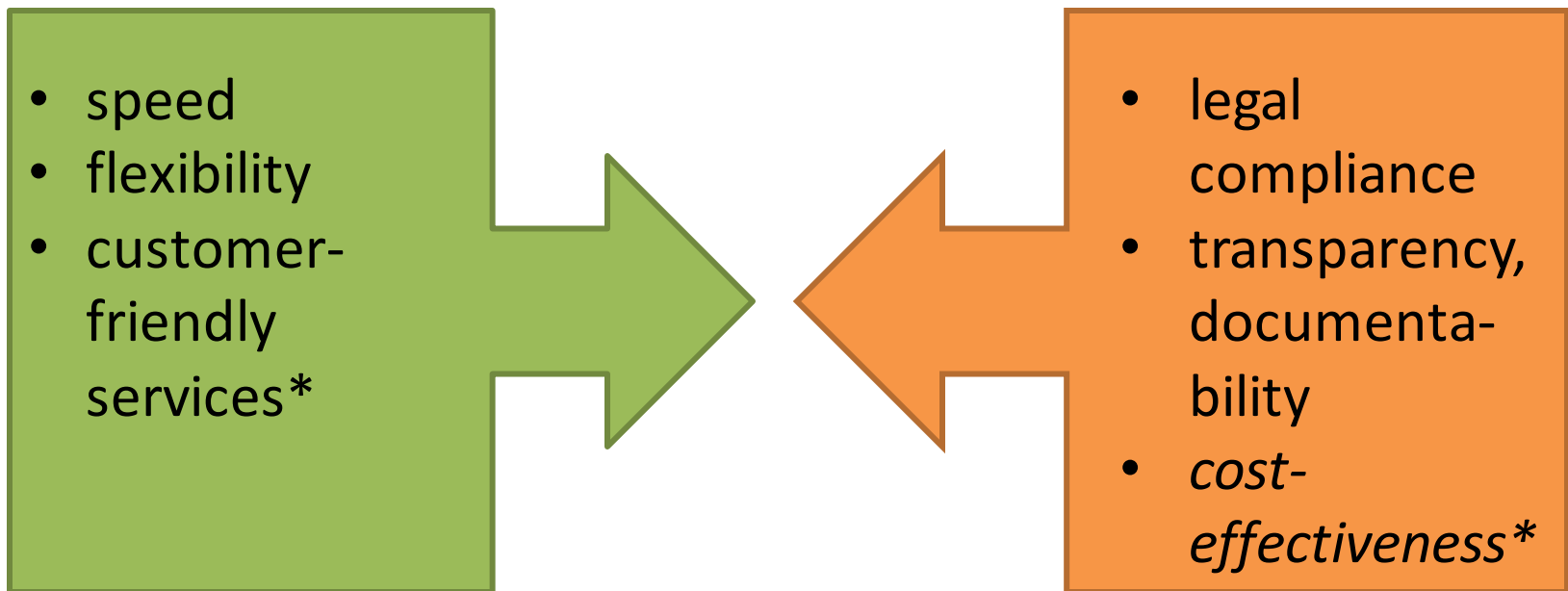
Eligibility verification

- The key element is the verification of eligibility (identity, address, income, social status), an additional requirement that results in more complicated processes compared to similar electronic trading systems.
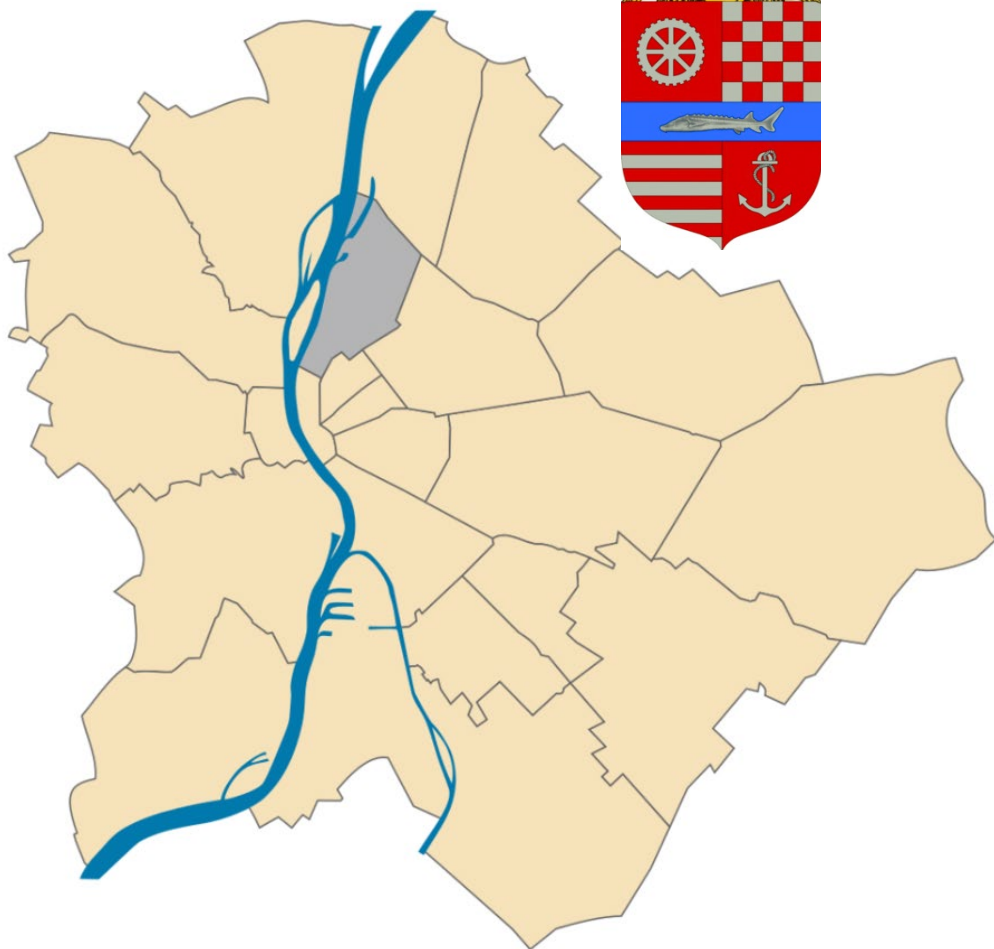
Expectations vs. requirements

Clients

- speed
- flexibility
- customer-friendly services*

Municipality

- legal compliance
- transparency, documenta-bility
- *cost-effectiveness**

* services that can be used conveniently and with little bureaucracy
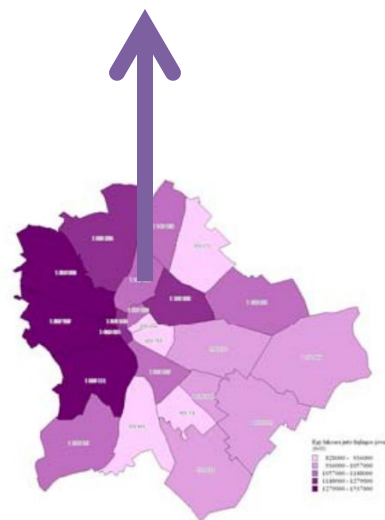
* Not only organizational goal, also a requirement on electorial level

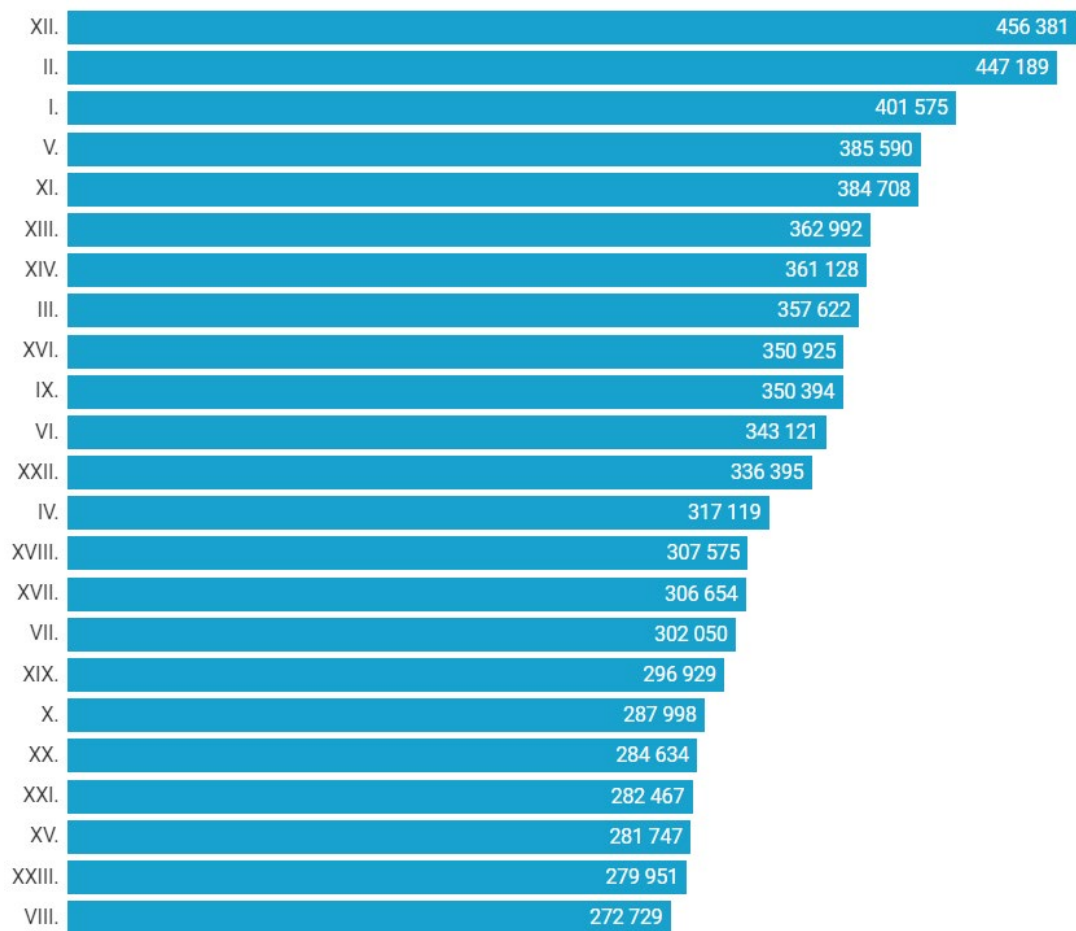# Budapest, XIII. district

Population: 118 000 people
Area: 13,44 km²
Population density: 8 764,29
people/km²

Gross yearly income / capita

Gross income per taxpayer per district, 2019, monthly average (HUF)

District	Amount
XII.	456 381
II.	447 189
I.	401 575
V.	385 590
XI.	384 708
XIII.	362 992
XIV.	361 128
III.	357 622
XVI.	350 925
IX.	350 394
VI.	343 121
XXII.	336 395
IV.	317 119
XVIII.	307 575
XVII.	306 654
VII.	302 050
XIX.	296 929
X.	287 998
XX.	284 634
XXI.	282 467
XV.	281 747
XXIII.	279 951
VIII.	272 729

Source: KSH / HVG

Aim of this social service development project

- The characteristic of the local social care system is that it responds flexibly and quickly to citizens' needs.

- The traditional tool of social work is personal contact, which during the pandemic came into conflict with safety, which became the most important value.

- The municipality's answer to the challenge is to revise the existing methods and move them into the virtual space.

Local government in-kind support

In-kind support is provided in the form of **vouchers** for the purchase of food, medicine, and products necessary for school enrollment and newborn care.
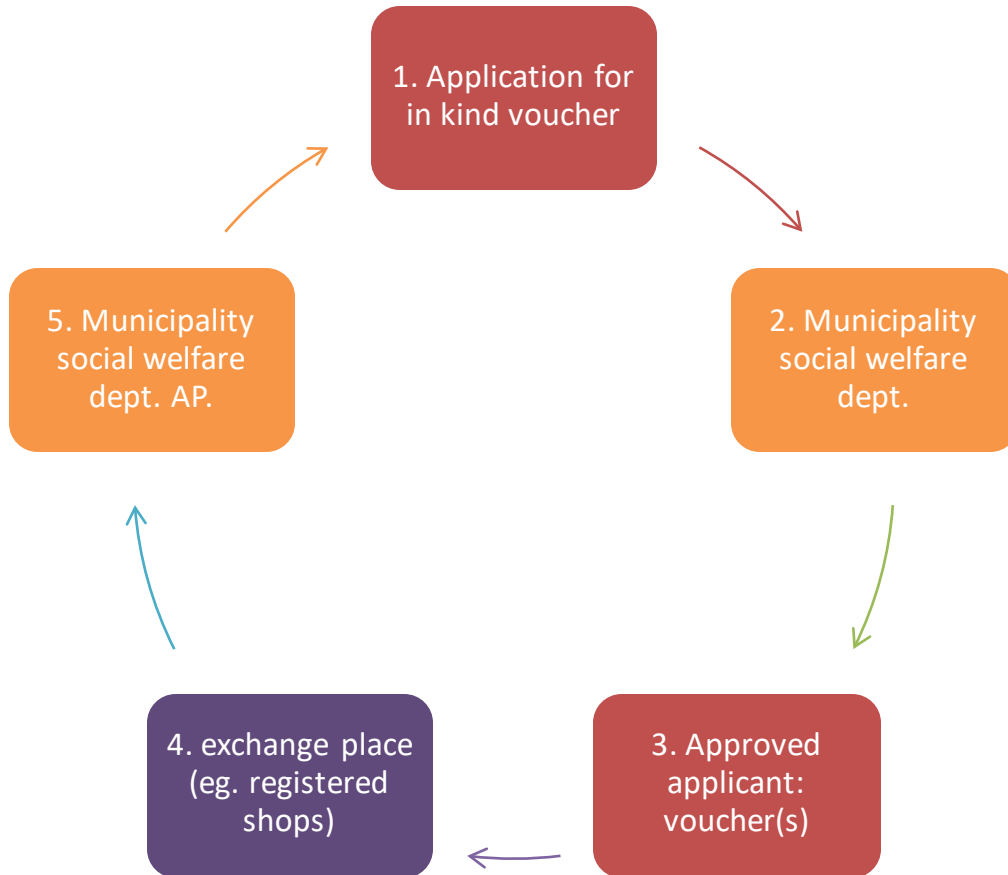
food

medicine

school start

baby care

Social benefits in kind process before covid

1. The applicant submits his claim to the municipality
2. The Social Department will check eligibility
3. The Social Department issues the voucher for the approved applicant
4. The approved applicant redeems the vouchers at the registered partners (shops)
5. The partner settles accounts with the municipality and receives the amount of payment

Diagram boxes:
- 1. Application for in kind voucher
- 2. Municipality social welfare dept.
- 3. Approved applicant: voucher(s)
- 4. exchange place (eg. registered shops)
- 5. Municipality social welfare dept. AP.

Professional content of the project:

- As a new service, the **electronic route** between the applicant citizen -> municipality -> approved client -> place of redemption (shop) -> municipality was introduced.
- The municipality's **existing mobile application was adapted for emergency situations.** They also used the digital platform so that they could reach and help the people living in the district as soon as possible, and be in constant contact with them.
- **In-kind support** is provided **in the form of digital vouchers** for the purchase of food, medicine, and products necessary for school enrollment and newborn care.
- The application submitted by a citizen was assessed by the Social and Public Education Department.
- If eligibility is established, the voucher will be sent to the app and at the same time the citizen notified to visit the registered stores for the purchase. The redemption point reads the users' voucher QR code, and settles the vouchers electronically.

This new service meant that, in contrast to the previous procedure, the applicant clients did not have to appear at the mayor's office to receive the voucher, but it was available for them at all the places of redemption (shops).
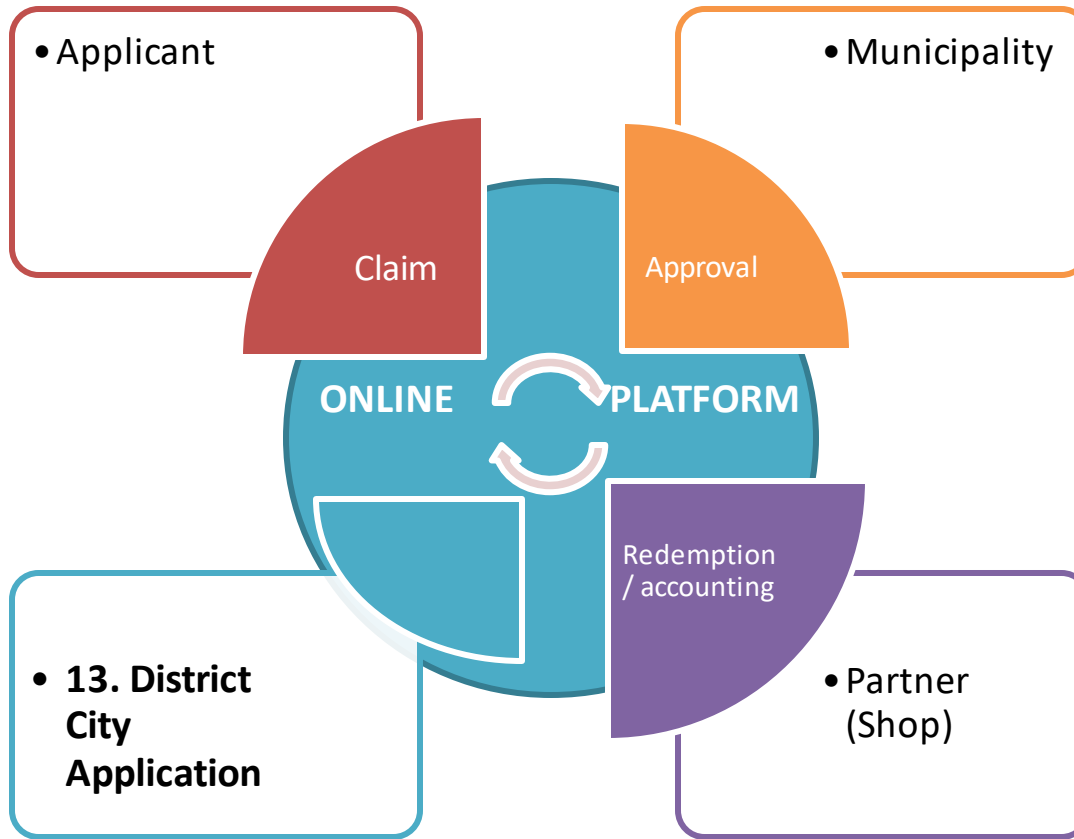
A virtue out of necessity

- Their strategic goal, adopted in the Smart13 Action Plan, is to make public services available on a local government platform.

- The mobile application available under the name „Budapest13 Smart City" already had several functions, which have been expanded with a partner card registration module.

- After registration, users could also request a HUF 6,000 voucher. This voucher could be bought at the dealers of Lehel Hall (district market hall). The merchants were also settled via the mobile application.

Lehel Market Hall

Social benefits in kind process during / after covid

- Applicant

- Municipality

Claim

Approval

ONLINE **PLATFORM**

- **13. District City Application**

Redemption / accounting

- Partner (Shop)

1. The applicant submits his claim to the municipality via the app, after registration
2. The Social Department will check eligibility
3. The Social Department releases the online voucher through the app for the approved applicant.
4. The registered partner (shop) receives the voucher.
5. The user need not visit the shop - home delivery available
6. Electronic settling / accounting between the shop and municipality via app

modular smart city platform development results:

- Those in need had **easy access** to the municipal voucher delivered **directly to the store**, they could simply use it; In 2020, it affected a total of **13,452 people.**
- The method was customer-friendly and at the same time safe, since the people in need received the support in an instant by visiting the store of their choice, or by **requesting the delivery** of the product ordered **over the phone;**
- The voucher could only be used by the approved, the possibility of **misuse** – selling the voucher, using its value for other purposes – was **no longer possible**
- Stores accepting vouchers could operate **more predictably**, the vouchers sent directly to them helped the store prosper, and the **employees could keep their jobs** safely.
- During the pandemic, based on the feedback, the turnover of the cooperating stores did not decrease, and the social store network even saw an increase. In 2020, **78 voucher shop partners** were contracted.

SERVICE DEVELOPMENT AWARD OF URBAN DEVELOPMENT ASSOCIATION

The XIII. district forged a virtue out of necessity by moving the in-kind social services, which were not only „kind" in their name, but also generally provided during personal contributions and meetings, into the online space, in such a way that it not only kept, but also increased the internal efficiency and effectiveness of the service .

Thank You for your attention!

Dr. Krisztián Tas

CEURES expert

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