

Digital Transformation Plan of Social Services

<u>Organisation(s):</u>	Barcelona Municipal Institute of Social Services (IMSS), Barcelona Innovation and Technology	
<u>Country:</u>	Spain	
<u>Contact:</u>	policy@esn-eu.org (we will function as an intermediary between you and interested organisations who want to learn more about the practice)	
<u>Theme:</u> <i>Choose at least one option</i>	☐ Ageing & Care ☐ Asylum & Migration ☐ Young People ☐ Support for Children & Families ☐ Community Care ☒ Integrated Care & Support ☒ Co-Production ☐ Disability ☒ Housing & Homelessness ☐ Artificial Intelligence ☒ Digitalisation ☒ Quality Care	☐ Labour Market Inclusion ☐ Social Inclusion ☒ Technology ☐ Workforce and Leadership ☐ Social Benefits ☐ EU Funding ☐ Social Services' Resilience ☐ Mental Health ☒ Person-Centred Care ☒ Research & Use of Evidence ☒ Management & Planning ☐ Other, please specify:
<u>Principles of the European Pillar of Social Rights:</u> <i>Which principles does your practice cover? Check the 20 principles here.</i>	☒ 1. Education, training, life-long learning ☐ 2. Gender equality ☐ 3. Equal opportunities ☐ 4. Active support to employment ☐ 5. Secure and adaptable employment ☐ 6. Fair Wages ☐ 7. Transparent employment conditions ☐ 8. Social dialogue ☐ 9. Work-life balance ☐ 10. Healthy, safe work environment	☐ 11. Childcare and child support ☐ 12. Social protection ☐ 13. Unemployment benefits ☐ 14. Minimum income ☐ 15. Old age income and pensions ☐ 16. Health care ☐ 17. Inclusion of people with disabilities ☐ 18. Long-term care ☒ 19. Housing and assistance to homeless ☒ 20. Access to essential services
<u>Current status of the practice:</u>	☐ Concept and Design Phase ☐ Testing or pilot phase ☐ Temporary practice that has terminated ☐ Temporary practice that is ongoing and has a termination date ☐ Established and ongoing practice ☐ Scaling Up and Transformation Phase ☒ Other (please specify): After testing the pilot in a limited environment, we have launched the project widely on May 2026. Some functionalities are already available, and some others will be in the next months.	
<u>Summary:</u> <i>Please summarise the practice in maximum 3 sentences. This</i>	Barcelona's Digital Transformation Plan of Social Services is creating an integrated, user-centred digital system to improve coordination across more than 25 services and 50 resources supporting over 260,000 people each year. By replacing disconnected applications with a unified platform, the initiative aims to give	

<i>will be the disclaimer of your project on our website. Example here.</i>	professionals a 360° view of citizens' social care trajectories, improve access and continuity of support, and reduce administrative burden. Developed through co-design with professionals and citizens, the practice combines system integration, the Barcelona Social App, omnichannel communication and data-driven tools to enable more personalised, proactive and efficient social services.
<u>Context/ Social issues addressed</u> <i>Please explain the problem you attempt to solve with your practice.</i>	Barcelona's social services system supports over 260,000 people annually through more than 25 services and 50 different resources. However, it has historically relied on more than 30 poorly integrated applications, resulting in duplicated data, limited interoperability and fragmented information across services. This fragmentation makes it difficult to understand people's trajectories over time, reduces efficiency, and limits the ability to provide continuous, personalised and proactive support. Professionals spend significant time on administrative tasks, while citizens face barriers in accessing services and navigating the system. The initiative therefore responds to the need for a more integrated and user-centred digital approach that improves coordination, data use and the experience of both citizens and professionals.
<u>Objectives:</u> <i>Please provide a maximum of three objectives in bullet points.</i>	1. To create an integrated information system that provides a 360° view of citizens' trajectories across social services. 2. To improve accessibility, continuity and personalisation of care for citizens. 3. To increase efficiency by reducing administrative burden and enabling data-driven decision-making.
<u>Activities:</u> <i>Please describe the activities put in place to achieve the objectives (maximum 400 words).</i>	The Digital Transformation Plan is centred on implementing a new integrated information system based on Salesforce CRM. This system replaces fragmented legacy applications and enables a unified, longitudinal view of each citizen's interaction with social services. Key actions include: - System integration and migration: Gradual migration of existing applications into a unified platform, ensuring data consolidation and interoperability across services. - Development of a common care model: Standardisation of social care processes to ensure consistency and continuity across services. - Development of the "Barcelona Social App", enabling direct communication, appointment management, access to information and increased autonomy for users. - Omnichannel communication: Integration of multiple communication channels (digital and face-to-face) to improve accessibility and responsiveness. - Co-design methodology: Active participation of professionals and citizens in defining functionalities to ensure that the designed solutions respond to real needs. - Change management and training: Comprehensive training programmes and on-site support for professionals and users, combined with a gradual deployment (including pilot phases such as "Friends & Family"). - Data-driven approach: Implementation of analytic capabilities to support planning, resource allocation, and policy evaluation.

	- Exploration of AI use cases: Initial applications of AI to support professionals (e.g. report drafting), improve citizen experience (e.g. chatbots, translation), and optimise service management. This transformation is being implemented progressively to ensure adoption, minimise disruption, and allow continuous improvement.
Outcomes: <i>Please explain what the results were/are so far and how you evaluated this (i.e. statistics, a study, or feedback)</i>	The project is currently in its first phase of implementation, with significant progress achieved: - Positive feedback from professionals and users during pilot phases and co-design processes: ▪ 173 comments and improvement suggestions received (105 from users and 68 from professionals) - Evaluation is based on system usage data, service indicators, and qualitative feedback from professionals and citizens. - Use indicators (July '26): ▪ 2,548 app downloads ▪ 14,201 visits to the Barcelona Social application ▪ 1,147 active users who have accessed the platform ▪ 2,736 certificates for accessing the subsidized transport card ▪ 493 open-care certificates
Funding Source	EU Funds: ESF+ ☒ INTERREG ☐ ERDF ☐ ERASMUS ☐ RRF ☐ other ☐ ☐ National Government Funds ☐ Regional Government Funds ☒ Local Government Funds ☐ Private Sponsorship / Public-Private Partnership ☐ Financial contribution of People using Services ☐ Other, please define:
Links to supporting documents: <i>e.g. project website or report of the practice, articles</i>	https://www.youtube.com/watch?v=q2OiAXPT9uE https://ajuntament.barcelona.cat/serveissocials/es/canal/app-barcelona-social https://www.youtube.com/shorts/41PVoJ6QF6s https://www.youtube.com/watch?v=F9xigyll4mQ
Comments and tips <i>i.e. for people willing to implement your Practice in their service</i>	Co-design is critical: solutions must be designed with professionals and citizens, not only for them. Change management is essential: training, support and gradual deployment are key to adoption. Technology alone is not enough: transformation requires alignment between technology, processes and people. Data integration is complex but essential: overcoming fragmentation is challenging but fundamental for impact. Start small and scale: pilot phases help reduce resistance and improve solutions before full rollout. Digital inclusion must be ensured: hybrid models (digital + face-to-face) are necessary to avoid exclusion