



# Internal Market Information (IMI)

Dealing with inactive authorities

Portugal

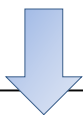
# Agenda



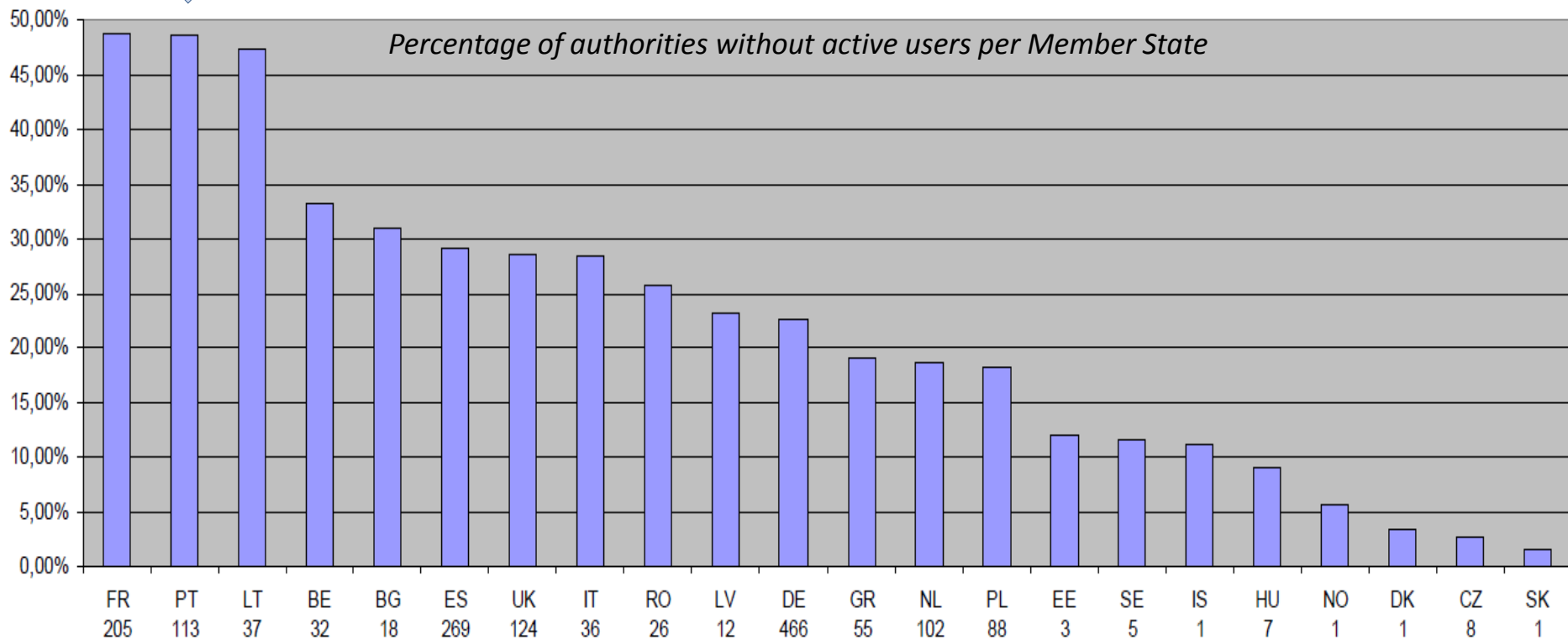
1. State of play before taking any actions (March 2012);
2. Goal established;
3. Five main actions taken to activate the Portuguese authorities;
4. State of play after taking the actions (June 2012);



# Portugal state of play in March 2012



*Percentage of authorities without active users per Member State*



Before we take any kind of actions Portugal had 113 inactive authorities which corresponded to 49% of the total number of authorities registered in IMI



# Goal established



Achieve zero inactive  
authorities in Portugal





# Five actions taken

Before taking any concrete action, one email was sent to all registered users with the “To do list”, adapted to Portuguese, in which we alerted those who had still not activated their registration to do so.

## First action

The first concrete action was **asking the IMI Team** to send us the **list of the inactive Portuguese authorities** (12<sup>th</sup> of March).



# First action – Updated list of inactive authorities

With this list I could acknowledge which authorities we had to contact.

I could also realize that all the 113 inactive authorities were from the legislative area of Services.

Therefore I contacted the LIMIC for Services and informed about the actions that we needed to take to achieve the goal established.



# Second action – Send email to all inactive authorities

## Second action



### Email explaining:

- The authority still had **the registration inactive** because no user has ever logged in to IMI;
- The authority would **not be able to deal with information requests**;
- What the user had **to do to activate the registration**;
- **Contact to request their username and password** (in case they don't remember them).

This **email** was not personalized because it was **sent via IMI**.





### Email results/feedback



Some **authorities** contacted us (NIMIC and SD LIMIC) since they **no longer remembered their username and password**.

On the other hand,

We received some **undeliverable messages** which indicated that the users no longer existed or changed their email accounts.





### 1st situation - With the authorities that contacted us, we:

- Reset passwords from the users;
- Emailed them with the “user name”, “instructions to activate the registration” and the “To do list” attached;
- 2/3 days after sending this email we contacted the user by phone and If the registration was still inactive we helped the user to log in to IMI.



### 2nd situation - With the undeliverable messages, we:

- Contacted these authorities by phone and clarified the situation;
- Explained the need to update their data on IMI;
- Registered new users (when needed);
- Emailed them with the “user name”, “instructions to activate the registration” and the “To do list” attached;
- 2/3 days after sending this email we contacted the user by phone and If the registration was still inactive we helped the user to log in to IMI.



## Third action – Evaluate the results achieved

# Third action

To **acknowledge the results achieved** we asked the IMI TEAM a list with the authorities that were still inactive.

With this list we could realize how many authorities were now activated and which authorities we had to contact again.

From the 12<sup>th</sup> to 22<sup>nd</sup> of March **we succeeded in having 44 authorities activated, but we still had 69 left.**



# Fourth action

We sent a **personalized email to the users and authorities** which explained that:



- The authority still had the registration inactive because the user whom the email was being addressed to has never logged in to IMI;
- The authority would not be able to deal with information requests;
- What the user had to do to activate the registration;
- Whom to contact if no longer remembered his username and password;
- The number of inactive authorities was monitored and was one of the indicators used by the European Commission to evaluate the performance and use of IMI by the MS;
- Portugal, due to the number of inactive authorities, obtained one of the worst performances.



## Fourth action – Results and procedures

More **authorities** contacted us since they **no longer remembered their username and password**.



### Actions and procedure established

- Reset passwords from the users;
- Emailed them with the “user name”, “instructions to activate the registration” and the “To do list” attached;
- 2/3 days after sending this email we contacted the user by phone and If the registration was still inactive we helped the user to log in to IMI.



# Fifth action



We phoned all the users whom the email was addressed to and confirmed if they understood what to do and if they needed any kind of help.

## Phone call results/procedures

Some of them managed to activate their account following our instructions on the phone.

The same procedure established with the authorities which no longer remembered their username and password.



# Portugal state of play in June 2012

## Number of Portuguese inactive authorities

Authority Id	Member States	Official Name 1	Informal Title	Telephone Number	Email Address	Post Code	City	Address	Role PQ	Role SD	Role PW	Creation Date	Modification Date	Total Nbr. of Users	Nbr of New Users
5775	PT	Instituto do Desporto da Região Autónoma da Madeira	Regional Institute for Sport - IDRAM, IP-RAM (Madeira)	291700730	idram@idram.pt	9004 - 551	Funchal	Rua Dr. Pita, nº 18 - Edifício	CA			02/02/2010	15/05/2012	1	1
6117	PT	Direcção Regional do Ambiente (DRA)	Regional Directorate for the Environment (Azores)	292 207 300	info.dra@azores.gov.pt	9900 - 014	Horta	Rua Cônsul Dabney - Comércio	CA			22/03/2010	07/05/2012	1	1
6119	PT	Direcção Regional da Energia	Regional Directorate for Energy (Azores)	296 309 100	dren@azores.gov.pt	9500-326	Ponta Delgada	Rua do Mercado n.º 21,	CA			22/03/2010	07/05/2012	1	1
6204	PT	Câmara Municipal de Amares	Municipality of Amares	253993761	cm.amares@mail.telepac.pt	4720-058 A	Braga	Praça do Município	CA			09/04/2010	07/05/2012	1	1
7380	PT	Instituto Português da Juventude, I. P.	Institute for Youth	213179200	geral@ipj.pt	1269 - 051	Lisboa	Avenida da Liberdade, nº	CA			24/03/2011	07/05/2012	1	1
8198	PT	Ordem dos Economistas	Order of Economists	213929470	geral@ordemeconomistas.pt	1200-669	Lisboa	Rua da Estrada	CA	CA		03/05/2012	07/05/2012	1	1
8209	PT	Câmara Municipal de São João da Pesqueira	Municipality of Sao Joao da Pesqueira	254489999	imi@sjpesqueira.pt	5130-321	São João da Pesqueira	Avenida Marquês de Sousa	CA			17/05/2012	29/05/2012	1	1
8212	PT	Câmara Municipal de Pedrógão Grande	Municipality of Pedrogao Grande	236480150	geral@cm-pedrogaogrande.pt	3271-909	Pedrógão Grande	Largo da Devesa, nº 14	CA			22/05/2012	29/05/2012	1	1

On June 15th we only had 6 inactive authorities.

We didn't achieve our goal yet , but we hope to reach it soon.



# Key ideas

Always establish goals.

Keep close and direct contact with the authorities.

After sending the username, make sure to always follow the process to their first login (for eg. by a phone call).

Evaluate the results achieved during the process.

Be persistent until your goals are achieved.





# Thank you

Luís Moutinho