


# Chapter 1

## Public Policies for Digital Transformation in Brazil and Mexico: Innovation Strategies for Promoting Digital Government

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### **ABSTRACT**

*This chapter examines the public policies facilitating digital transformation in Brazil and Mexico, focusing on innovative strategies for effective digital governance. As both countries strive to modernize public services to enhance efficiency and accessibility, the research identifies key initiatives like Brazil's E-Digital strategy and Mexico's National Policy on Information and Communication Technology. These frameworks aim to promote transparency, social inclusion, and improved service delivery. The study highlights the necessity of understanding the socio-economic and technological contexts of each country, advocating for shared practices that could enhance public administration in Latin America.*

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## INTRODUCTION

Digital transformation has been a central theme on public policy agendas worldwide, especially in developing countries like Brazil and Mexico. As technology rapidly advances, the need to modernize public services and make them more accessible and efficient becomes increasingly urgent. This chapter addresses the public policies aimed at digital transformation in Brazil and Mexico, focusing on the innovation strategies that promote the implementation of effective digital government.

The central problem addressed in this research lies in identifying and analyzing the public policies that have been implemented to facilitate digital transformation in both countries. Although Brazil and Mexico have recognized the importance of digitalization for government efficiency and transparency, the challenges faced in implementing these policies are significant. The fundamental question guiding this study is: what innovation strategies can be adopted to promote an effective digital government in Brazil and Mexico, considering the social, economic, and technological specificities of each country?

The objectives of this chapter include analyzing the public policies of digital transformation in Brazil and Mexico, highlighting the main initiatives and decrees that have guided this transformation, and identifying and discussing the innovation strategies that have been utilized to promote the digitalization of public services. Finally, the aim is to propose a set of recommendations that could contribute to improving public policies focused on digital transformation, considering the lessons learned in both contexts.

The justification for this research is anchored in the growing need for modernization of public administrations in an increasingly digital world. According to the Organization for Economic Cooperation and Development (OECD, 2020), digital transformation is essential to ensure the effectiveness and efficiency of public services, especially in times of crisis, as evidenced by the COVID-19 pandemic. Furthermore, digitalization can promote social inclusion, improve transparency, and strengthen citizens' trust in public institutions. Therefore, the research is justified by the urgency to understand how Brazil and Mexico are addressing these challenges, and which practices can be shared between the two countries.

In Brazil, digital transformation has been driven by initiatives such as the Brazilian Strategy for Digital Transformation (E-Digital), established by Decree No. 10.332/2020, which aims to promote the digitalization of public services and foster technological innovation. Conversely, in Mexico, the federal government launched the National Policy on Information and Communication Technology<sup>1</sup>, which aims to modernize public administration and ensure the provision of quality digital services. These regulatory frameworks reflect the growing importance of digitalization in strengthening governance and improving the delivery of public services.

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