



**AGÊNCIA DE INOVAÇÃO
E MODERNIZAÇÃO
DA MADEIRA**

Digital transformation.
Administrative modernisation.
Innovation in public services.

Who we are?

A new approach. A new vision.

Established in 2022, AIM is an indirect public administration body of the Autonomous Region of Madeira (RAM), under the authority of the Regional Secretariat for Finance. AIM's mission is to drive innovation and modernisation across the regional public sector, empowering public services and citizens to embrace the digital transition.

Mission

Modernise, simplify and transform...

The Agency for Innovation and Modernisation of the Autonomous Region of Madeira, IP-RAM (AIM), is tasked with modernising, simplifying and transforming the Regional Public Administration. AIM seeks to deliver more agile, accessible and citizen-centred public services by investing in the digitalisation of processes, reducing bureaucracy and promoting a culture of innovation that brings the Regional Government closer to citizens and businesses.

Vision

Creating a new public service experience: intuitive and effective.

AIM aspires to transform the relationship between citizens, businesses and the Public Administration by creating a seamless, modern and accessible public service experience. Beyond the digitalisation of processes, the objective is to rethink how public services are designed and delivered, ensuring they are clear, simple and user-centred.

With this vision, AIM seeks to position Madeira as a benchmark for innovation and administrative efficiency, where every interaction with public services is intuitive, effective and capable of responding to the needs of today and tomorrow.

Values

→ Public Innovation

Promote new approaches, tools and technological solutions to transform public services, address the challenges of the Regional Public Administration, and enhance the experience of citizens and businesses.

→ Optimization

Promote the reduction of administrative complexity and unnecessary bureaucracy, making services more agile, clear and effective, thereby facilitating the lives of citizens, businesses and public services themselves.

→ Proximity

Ensure closeness to citizens and businesses by providing simpler and more accessible public services.

→ Collaboration

Work in partnership with public and private entities, as well as civil society, to foster a culture of continuous improvement, innovation and the sharing of best practices.

→ Transparency

Act with accountability, rigour and clarity in the management of resources, processes and decision-making, strengthening trust in public action.

Areas of Action

- Promoting the modernisation and innovation of the Public Administration of the Autonomous Region of Madeira.
- Strengthening the provision of digital public services, ensuring their simplification.
- Ensuring high levels of satisfaction among citizens and businesses with the public services delivered.

Objectives

(Key Points)

- **Greater internal efficiency** - Optimisation of processes and improved management of public resources;
- **Reduction of bureaucracy** - Simpler, faster and more streamlined procedures;
- **Enhanced citizen experience** - More accessible, intuitive and personalised public services;
- **Strengthening the Region's digital ecosystem** - Networked integration of technological solutions with a future-oriented vision;
- **Inclusion and capacity-building across all municipalities** - Equal access to public services and digital literacy throughout the Region.

Who we work with?

- Citizens of the Autonomous Region of Madeira;
- National citizens, tourists and visitors;
- Regional Public Administration bodies;
- The business sector of the Autonomous Region of Madeira;
- Technology and innovation companies;
- Business associations and clusters.

Main Ongoing Projects

The Agency for Innovation and Modernisation of the Autonomous Region of Madeira, IP-RAM (AIM), leads initiatives aimed at making public services more accessible, efficient and closer to citizens and businesses. These projects have a strong digital component and act as key drivers of the modernisation of the Regional Public Administration.

SIMplifica – Public Services Portal

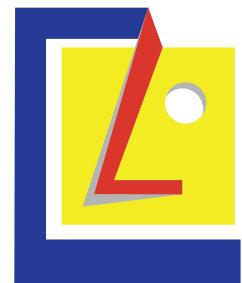


SIMplifica is the digital public services portal of the Regional Government of Madeira. It provides access to more than 70 electronic services, including initiatives such as the issuance of the Resident Card, bookings for recreational activities (MTB, viewpoints, tickets, among others), reimbursement of subsidies and sports facility reservations.

The platform features secure authentication via the Citizen Card or the Digital Mobile Key, integrated payment solutions (Multibanco, MBWay and credit card), email and SMS notifications, and process tracking. SIMplifica currently serves around 200,000 users and handles an annual transaction volume of approximately 3 million euros.

SIMplifica also offers a fully free support line through the following channels, including a landline telephone (800 29 90 90), WhatsApp, email and an online chat.

Citizen's Shop of the Autonomous Region of Madeira



LOJA DO
CIDADÃO

DA MADEIRA

The Madeira Citizen's Shop is an in-person service centre that brings together a wide range of public services in a single location, including Social Security, the Tax Authority, Registries, Passports and Regional Government Directorates.

Located in Funchal, at Avenida Arriaga, no. 42A, it serves as the main face-to-face point of contact with the Public Administration, reducing service fragmentation and facilitating access for citizens.

Under the responsibility of AIM since 2023, the Citizen's Shop provides in-person assistance and specialised support across several service areas. The network also includes the Porto Santo Citizen Service Desk (PAC – Posto de Atendimento ao Cidadão), the various Citizen Spots (Espaços do Cidadão), and future mobile public service units that will operate throughout the Region.

Social Mobility Subsidy - Porto Santo



SUBSÍDIO SOCIAL DE
MOBILIDADE
Madeira - Porto Santo

The Madeira–Porto Santo Social Mobility Subsidy is available to all residents of Madeira and Porto Santo who travel between the two islands by sea or air. This support provides a fare discount, promoting territorial continuity and mitigating the effects of double insularity.

Through the SIMplifica portal, residents can apply for the Madeira Resident Card (valid for nine months and automatically renewed). This card enables an immediate discount, equivalent to the subsidy amount, at the time of purchase for both Porto Santo Line (Lobo Marinho) ferry services and Binter flights, through a fully digital process. Since 2016, more than 160,000 residents have benefited from this support, with over 1.3 million travel requests submitted and more than 19 million euros in subsidies granted by the Regional Government of Madeira. This programme reflects the Region’s ongoing commitment to administrative modernisation, digital efficiency and the continuous improvement of mobility between Madeira and Porto Santo.

Social Mobility Subsidy - Student Mobility Subsidy (Islands)

Estudas fora da Região?
O GOVERNO REGIONAL apoia as tuas viagens!

Região Autónoma da Madeira
Governo Regional

PROGRAMA
Estudante INSULAR

SUBSÍDIO SOCIAL DE
MOBILIDADE

simplifica.madeira.gov.pt
800 29 90 90

The Student Mobility Subsidy is a financial support scheme for students with tax residence in Madeira or Porto Santo who are enrolled in higher education on the mainland or in other Autonomous Regions.

Created to support young people studying outside the Region, the programme contributes towards air or sea travel costs, facilitating their return home during academic breaks – periods of higher demand – while reducing the financial burden on families and promoting greater equity in access to education. Applications are submitted through travel agencies operating under a cooperation agreement with the Regional Government of Madeira.

Through the SIMplifica portal, students and families can access all the necessary information, including the list of required documents, ensuring reduced bureaucracy, greater clarity throughout the process and faster responses. This support represents a tangible contribution to the academic journey of thousands of young people, strengthening their connection to the Region and contributing to the development of a more qualified and future-ready generation.

Ongoing Projects – 2025

SIMplifica – Portal Restructuring and New Corporate Identity

Strengthening and expanding the Autonomous Region of Madeira's single online public services portal:

- New design and improved user experience;
- Launch of new features and services;
- Multichannel integration with service delivery channels;
- Inclusion of digital services dedicated to businesses;
- Launch of the mobile application.

Omnichannel + CRM ('Customer Relationship Management') Pilot

Regional contact centre with integrated channels and a citizen and business relationship management tool, enabling greater proximity, personalised service delivery and continuous service improvement:

- Free telephone line: 800 29 90 90;
- Support via email, WhatsApp, chatbot and IVR;
- Enabling enquiry handling, request tracking and access to public services;
- Centralised technical and functional support for citizens and businesses;
- Strengthening proximity, trust and efficiency in user engagement.

Closer to Citizens – Mobile Public Service Units

Mobile service desks bringing public services closer to communities with limited digital access or greater geographical isolation:

- In-person service delivery across multiple locations in the Autonomous Region of Madeira;
- Support for the use of digital public services (e.g. SIMplifica);
- Submission of requests and activation of the Digital Mobile Key, among other services;
- Operated by specialised AIM teams;
- Promoting inclusion, accessibility and proximity.

New Corporate Identity for the Citizen's Shop

Redesign of the visual identity of the Madeira Citizen's Shop, aligned with the national framework, with impact across signage, communication, service delivery and digital presence.

Modernisation with Real Impact

(Key Indicators)

- Dematerialised services;
- Public services redesigned and delivered in digital format;
- Engagement of citizens and businesses;
- Average waiting and service delivery times;
- User and stakeholder satisfaction;
- Growth in the transaction volume of digital public services;
- Capacity-building in digital skills.

Collaboration Opportunities

AIM — the Agency for Innovation and Modernisation of the Autonomous Region of Madeira, IP-RAM — is open to establishing strategic partnerships with public and private entities, at national and international level, that contribute to accelerating the digital transition of the Regional Public Administration.

We seek partners with strong technical capacity and an innovative vision to collaborate on projects that deliver a direct impact on the lives of citizens and businesses across the Region.

Development and implementation of digital solutions

Partnerships with technology companies to design, adapt and deploy platforms, applications and digital tools aimed at improving the citizen experience and enhancing the efficiency of public services.

Administrative innovation consultancy

Collaboration with specialised entities in the analysis, redesign and optimisation of administrative processes, with a focus on simplification, streamlining and organisational transformation.

Provision of technologies (hardware and software)

Procurement and integration of technological solutions that support digital infrastructures, service delivery systems, information security and process automation.

Digital literacy training

Capacity-building initiatives for Public Administration staff and the general population, promoting digital skills and greater technological inclusion.

Creation of knowledge hubs and best-practice

Development of collaborative networks and experience-sharing platforms between public and private entities, focused on innovation, impact assessment and the continuous improvement of public services.

Contacts

Agency for Innovation and Modernisation of the Autonomous Region of Madeira, IP-RAM (AIM)

Address: Avenida Arriaga, no. 42B, 3rd floor, room 3.2
9000-064 Funchal, Madeira, Portugal

Email: aim@madeira.gov.pt

Telephone: 291 212 222

AIM serves as the meeting point between citizens, innovation and the Public Administration, with the purpose of building a more efficient, inclusive and modern Region. Along this path, we value partnerships that contribute solutions and ideas to accelerate this transformation.



**AGÊNCIA DE INOVAÇÃO
E MODERNIZAÇÃO
DA MADEIRA**