Programa Municipal de Linguagem Simples — São Paulo's Plain-Language Programme, and an Honest Evaluation That Could Not Prove Its Training Worked

Digital Inclusion · Good practice · Brazil

Quality score: 72/100

Evidence strength: Strong

Summary

São Paulo's (011).lab created Brazil's first public policy dedicated to plain language (decree 2019, law 2020), training 5,000+ servants. An internal evaluation of its early workshops found no statistically significant improvement in trainees' writing.

Key dimensions

Dimension	Score
Innovation level	3/5
Sustainability (ongoing)	1/1
Evaluation evidence	0/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-11

Prefeitura de São Paulo — (011).lab, Secretaria Municipal de Inovação e Tecnologia — accessed 2026-11-11

OECD OPSI — Municipal Simple Language Programme — accessed 2026-11-11

Insper (2020) — Como simplificar a linguagem do setor público? Evaluation of the programme — accessed 2026-11-11

Lei Federal 15.263/2025 — Política Nacional de Linguagem Simples (Planalto) — accessed 2026-11-11

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