



## The Open Cities Urban Lab Tourism Challenge

### Objectives

This call searches for proposals that provide innovative solutions, services or technologies addressing one or several of the identified tourism challenges:

1. Connect locals with tourists
2. Personalize the visitors' experience
3. Optimize the time for touristic visits while minimizing the impact for locals
4. How to best get around as a tourist

Any company can apply. Several proposals can be presented by each company.

### Jury

The jury will be composed of an **institutional panel**, representing the public administration; a **technical panel** with experts on tourism; and an **international panel** formed by appointed representatives at international level.

### Evaluation

**Projects will be evaluated according to the following criteria:**

- **Innovation:** evaluates the uniqueness and newness of the proposed project. Innovation can be reconfiguration of existing ideas or genuine new ideas.
- **Feasibility of implementation and economic viability of the proposed solution:** evaluates the physical and economic viability of the proposed project.
- **Potential impact:** evaluates the expected positive effects on society, industry and citizens in terms of effectiveness and new opportunities
- **Quality of the offer:** evaluates the efficiency of proposed method, service or product to reach the challenge.

### Confidentiality

Due to the reserved nature of the information supplied, the organizers of this award, the coordinator, and the members of the Jury and Technical Committee guarantee to keep the identity of participants and the content of their project confidential outside the sphere of the "Open Cities Call for proposals", as well as any information about its current state of use or development.

Once the project has been selected as a finalist, the organizers of this award may make public any details considered as public (project name, organization responsible, person responsible, websites, description, purpose and goals) as well as the promotional video.

### Prize

The winner of the Urban Lab Challenge will:

- Get the chance to win 3.000€ cash prize!
- Get assessment and get introduced to the relevant policy makers to foster the implementation of the winning solution

- Profit from the publicity of the Project through the various media communications at the Smart City Expo 2013 in Barcelona
- Make a real impact in the lives of Millions of people around Europe

In order to receive the prize, the awarded company will have to prove that it is up-to-date with their social security and tax obligations vis-a-vis the country on whose territory is established.

## Timeline

8.05.2013	Challenge kick-off
15.9.2013	Deadline for project submissions
Oct. 2013	Selection of 3 finalists
Nov. 2013	Winner presentation during the Smart City Expo 2013, in Barcelona

## Submit a proposal

To submit a proposal candidates have to fill *in English* the online form clicking on “Submit your proposal” on [www.opencities.net/urban\\_lab\\_challenge](http://www.opencities.net/urban_lab_challenge) before the **15th of September 2013**. For further questions or help please contact us at: [urbanlaboc@barcelonactiva.cat](mailto:urbanlaboc@barcelonactiva.cat)

**IMPORTANT!! Read carefully the guidelines below before submitting your proposal and make sure to fill in the form once you have collected all the required information. THIS FORM CANNOT BE SAVED FOR FUTURE SESSIONS.**

General information	
Company	
Contact Person	
Address	
City	
Country	
Phone	
E-mail	
Web	
Solution information	
Solution title	More than one Solution can be submitted by the same company. Title will help their identification.
Challenge addressed	Name of the challenge that your solution is addressing: <ol style="list-style-type: none"> <li>1. Connect locals and tourists</li> <li>2. Personalize the visitor's experience</li> <li>3. Optimizing the time for touristic visits while</li> </ol>

General information	
	<p>minimizing the impact for locals</p> <p>4. How to best get around as tourist</p>
<b>Short Description</b>	<p>Max. 200 words</p> <p>Brief description of the project. This field needs to show the differential features of the project, falling within the suggested theme, explaining both its technical and functional characteristics and highlighting the most important differential aspects.</p> <p>Indicate also any specific utilities that would be needed from the Public Administration or other partners to implement your project.</p>
<b>Goals and expected results</b>	<p>Max. 200 words</p> <p>Describe how the candidature will solve the challenge. Provide forecast information of expected results and benefits.</p>
<b>Description of innovation</b>	<p>Max. 200 words</p> <p>This section should clarify whether or not this is a product or service that brings innovative solutions, as well as the characteristics that differentiate it. Indicate the value-added technological advantages and innovations that the product/service brings to the city, with respect to what is currently available.</p>
<b>Budget</b>	<p>Indicate an estimation of the annual expected maintenance costs of your proposed solution.</p>
<b>Attachments (optional)</b>	<p>Pictures, any extra documentation needed. You can use a document share platform (eg. google docs, dropbox, wuala) to upload your files and provide here the link. <b>Make sure that the submitted link does not expire!!</b></p>
<b>VIDEO (2-3 min)</b>	<p>Provide link (eg. Vimeo, Youtube) to the video where you present the Solution, describe it, show its features, innovation and expected results.</p> <p><b>At a first stage, providing a video is optional, but it will be mandatory for the three finalists that will be selected in October 2013.</b></p>

Barcelon  ctiva



**Ajuntament  
de Barcelona**