TERMS & CONDITIONS

CALL FOR SOLUTIONS

How can technology help promote more sustainable tourism in Barcelona's Eixample district?

These terms & conditions regulate participation in the Call within the framework of the challenge "*How can technology help promote more sustainable tourism in Barcelona's Eixample district?*" launched by Digital Future Society (hereinafter, "**DFS**"), a programme of the Fundació Barcelona Mobile World Capital Foundation (hereinafter, "**MWCapital**"). Participation in this Call for Solutions implies full acceptance and compliance with these terms & conditions.

Consequently, the organizer of this Call for Solutions is Fundació Barcelona Mobile World Capital Foundation, with address in Barcelona (08039), Pau Vila Square, 1, sector 2-C, Palau de Mar building, with the CIF G-65760431.

1. **Introduction**

MWCapital is a non-profit entity that aims to promote the digital transformation of society, helping to improve people's lives globally. Founded and promoted by the Ministry of Economy and Business of the Government of Spain, the Generalitat de Catalunya, Barcelona City Council, Fira de Barcelona and GSMA, MWCapital also has the support of private companies such as Telefónica, Vodafone, Orange, Damm and CaixaBank. With this public and private support, MWCapital focuses its activity in four (4) areas: the acceleration of **innovation** through digital entrepreneurship; the transformation of the industry through digital **technology**; the growth of digital **talent** among new generations and professionals; and reflection on the impact of technology on our **society**.

In the framework of its initiatives, MWCapital promotes the DFS programme with the objective to build an inclusive, equitable and sustainable future in the digital era. DFS engages technology experts and social scientists to explore, experiment, and exchange knowledge in four (4) verticals: public innovation; digital trust and security; inclusion and citizen empowerment; and sustainable growth.

The DFS Think Tank is the research and deliberation body of the DFS programme, the purpose of which is to foster a greater understanding of the impact on society of digital technologies through research and discussions focused on four verticals.

Throughout the year, the DFS transforms global reflections into local actions and creates solutions that seek to respond to the most urgent challenges of technological disruption through the DFS Lab. In this context, the "DFS Lab" is responsible for validating the recommendations of the DFS Think Tank and for identifying and testing solutions in response to the challenges defined within the four above-mentioned verticals.

Through its collaborative approach, DFS Lab launches calls to identify, share, and scale ideas and solutions that aim at overcoming social challenges.

2. Objective

In recent years Barcelona has seen a dramatic increase in the number of visitors and tourists coming to the city, making it one of the most visited cities on the planet. Tourism is one of the city's main economic sectors, generating more than 150,000 direct and indirect jobs, and is the fourth largest wealth-creating economic activity in the city. At the same time, this growth in tourism has become one of Barcelona's most prominent challenges and one of the main concerns of the city's citizens.

The Covid-19 pandemic, however, has had a strong impact on the tourism economy, particularly impacting neighbourhoods such as Eixample and Ciutat Vella, which account for a large part of the city's tourists and visitors.

Therefore, the Covid-19 crisis presents a good opportunity to design future economic policies that will promote more sustainable tourism, aligned with the commitments of Agenda 2030, Barcelona's 2020 Strategic Tourism Plan, and the United Nation's (UN's) Sustainable Development Goals (SDGs). In this context, technology and digitalisation are tools that can play a fundamental role in tackling society's social and environmental challenges. Therefore, technology can help turn tourism into an agent of change to promote more sustainable lifestyles, patterns of consumption and production models.

The Eixample district is one of the areas of the city that sees the greatest influx of tourism as it is home to some of the city's most iconic tourist attractions such as the Sagrada Familia and La Pedrera as well as emblematic thoroughfares such as Passeig de Gracia and Rambla Catalunya. This means Eixample is an ideal district for testing new tools and innovative solutions that will promote more sustainable tourism and help overcome the challenges that have arisen from it thus far. With this in mind, the Eixample district has identified three relevant themes to base innovative projects around. These themes are: (1) Data and mobility; (2) Managing the district´s heritage and promoting economic opportunities; (3) Smart communication.

Data and mobility

Managing the movements and flows of pedestrians is one of the great challenges for any tourist city. Efficient management of this is essential for avoiding problems in the public space and promoting positive cohabitation with local citizens. To address this challenge in Eixample and promote a respectful environment in the neighbourhood while also encouraging tourism in other areas of the city, it is important to have tools that help monitor the movements and flows of pedestrians through improved data collection. Therefore, the district would like to improve the quantity and quality of data and information it collects on the movement of tourists and visitors, as well as implement tools that

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will help analyse and understand the data and/or make predictions on visitor mobility in specific areas of the district.

Managing the district´s heritage and promoting economic opportunities

The Eixample district is home to a large part of Barcelona's architectural and cultural heritage, as well as countless restaurants and shops, with many being historic landmarks. On many occasions, however, tourism activity concentrates around the most iconic locations, such as the Sagrada Familia or the Casa Batlló, while other assets are much less popular. In this sense, Eixample has the challenge of promoting the total offering of the district's heritage to help diversify tourist activity and generate a positive impact across different economic areas in a way that is favourable to the district's local commerce and restaurants. In this regard, the district needs to have digital tools that encourage sustainable heritage management, promote the diversity and protection of the area, and maximise the economic impact on local commerce to foster the greatest possible social return from tourism activity. All while focusing above all else on the elements that guarantee the redistribution of wealth.

Smart communication

To improve communication with tourists at both origin and destination, Barcelona aims to adapt its communication strategy and instruments to the new challenges posed. Visitor communication aims to give tourists the chance to understand the destination beyond its tourist attractions. Good communication with visitors guarantees them a better experience, helping to promote the city's heritage and wide diversity of services and establishments. Thus, the challenge for the Eixample district is to outline and automate communication with the multitude of tourists who visit the city that promotes its heritage as well as the broad commercial and gastronomic wealth it holds, therefore, improving the visitor experience. In this sense, it is very important to have technological and/or digital tools that will improve communication through visitor profiling, geolocation-based communication, or the coordination of tourist information between different agents (visitors, civic agents, tourist information offices, private agents, etc.).

This call seeks to achieve its objectives by selecting one (1) winning proposal that will lead to the launch of a collaboration. Specifically, within the action framework of this collaboration, it will promote the realization of a pilot project where both the technology and its impact in the real context of the Eixample district will be validated.

The current Call for Solutions seeks proposals that bring different perspectives and experiences from organisations that can contribute to solving the described challenge. It especially looks for collaborations across the different sectors and fields that are already tackling the described challenge.

Thus, this call will be governed by these terms and conditions, which, by the simple fact of applying, as established in section "7. How to participate" shall be known and accepted without reservation by the participants.

3. What is offered by DFS Lab?

The winning proposal will benefit from:

A. **Preparation of the partnership**. MWCapital will be in charge of bringing together the different stakeholders in a collaborative effort to enable the implementation of the winning proposal.

B. **Project execution**. MWCapital will lead the project execution by assuring the coordination among all partners and defining the project calendar, its objectives, and key milestones.

C. **Project funding**. The winning proposal will receive financial support, which will be assessed on a case-by-case basis. The winning proposal will be responsible for providing at least 20% of the project's total budget. Financial support will only be available for activities and aspects directly related to the implementation of the pilot project and it cannot include personnel, travelling and diet costs. MWCapital may fund the winning proposal up to a maximum of €40,000 excluding VAT.

D. **Testing ground**. The winning proposal will be delivered as a pilot validated in a real-life context, coordinated by MWCapital, and carried out in Ludoteca Guitard in Barcelona in collaboration with the Barcelona City Council.

E. **Communication and dissemination**. MWCapital will lead the communication activities throughout the project's life cycle, highlighting the major goals and positioning the project in the field.

4. Key dates

Submissions can be made from **10th of March 2022** until the **5th of May 2022 at 3:00 PM (CEST).**

Participants must complete their application by registering and submitting information through the online form available.

The winner will be announced in June 2022.

MWCapital reserves the right to extend the deadline for the submission of proposals.

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5. Language of participation

This is an international Call for Solutions so submissions should be made in English. However, submissions in Catalan & Spanish will also be accepted.

6. Eligibility criteria

Participation in the Call is voluntary, free, and open to any legal organisation, without any restrictions based on size or geographical location.

In addition to this, submitted proposals need to comply with the following three (3) criteria:

- To respond to the challenge launched by this Call for Solutions.
- Deliver concrete and measurable results and be prepared for the implementation of the pilot project.
- The technological elements of the proposed solution must also be ready for the implementation of the pilot project (Technology Readiness Level> 6).

Participants must complete their proposals by registering and submitting information through the online form available.

Proposals received or attempted to be formalised after the closing date of the Call, and those that do not include the requested characteristics and requirements will be considered null and void and, consequently, will not be evaluated.

The organisation reserves the right to eliminate, without prior notice, any participants who manifest, through acts or omissions, fraudulent or abusive behaviour or behaviour contrary to the law, the rights of third parties and/or good faith, as well as to eliminate any participants who carry out fraudulent actions aimed at obtaining a higher score or altering the results of the Call in any way, whether in their favour or not; as well as to consider null and void those proposals that it considers inappropriate for the image of the MWCapital brand.

The data provided by participants when registering for this Call must be true so that those participants whose data are incorrect, or incomplete will lose any option to participate in the challenge.

7. How to participate

The submission process is divided into three (3) rounds of evaluation. Only proposals that meet the eligibility criteria described in the previous section will be considered for evaluation.

All applications received will be analysed in the same way.

a. *Round one - Evaluation of all eligible proposals*

Participants can submit their proposals by filling in the submission form on the DFS Lab webpage [here.](here)

In this round, all eligible proposals will be evaluated by a panel of judges consisting of DFS Lab members and independent experts external to MWCapital.

The maximum score for this round is **50 points**, in accordance with the criteria set out below:

- o **Degree of relevance:** how relevant is the proposal in responding to the problem posed **(8 points)**
- o **Benefits:** dimension of the benefits and improvements (social, economic and /or environmental) that would be generated by the implementation of the proposed solution in the Eixample district **(8 points)**
- o **Degree of disruption and innovation:** how innovative and disruptive the solution is in relation to what already exists in the market **(6 points)**
- o **TRL - (Technology Readiness Level):** how mature the solution is and its readiness to be piloted in a real-world context **(3 points)**
- o **Scalability:** the possibility of scaling up the proposal to other public spaces (streets, areas) or other districts of the city. **(5 points)**
- o **Feasibility of the implementation:** how feasible is the implementation of the proposed pilot project in the Eixample district a technical perspective **(8 points)**
- o **Readiness for implementation:** how many months it takes to get the solution up and running. **(6 points)**
- o **Previous experience in similar projects:** indicate the level of demonstrable experience in the field of smart & sustainable tourism **(3 points)**
- o **Partnership:** the existence and/or necessity of partners and/or counterparts for the successful implementation of the pilot project **(3 points)**

b. *Round two - Evaluation of the (maximum) twelve proposals with the highest scores*

Of the total number of proposals received, (maximum) the twelve (12) proposals with the highest score in the first round will go through to the second round and be considered semi-finalist proposals.

Semi-finalist proposals must submit additional information between 6th and 25th of April 2022. This information will focus on the implementation plan of the pilot project, the budget, and the proposal's sustainability, among others. Based on this additional information, MWCapital will conduct a new evaluation round until the 29th of April 2022. The semi-finalist proposals

will be re-evaluated in this second round by the DFS team and independent experts external to MWCapital.

The maximum score for this phase is **55 points**, in accordance with the criteria set out below:

- o **Relevance and context of the pilot:** level of relevance and adaptation of the context of the pilot to the Eixample district **(6 points).**
- o **Level of detail and clarity of the pilot project:** level of detail and clarity in the description of the pilot project's objectives, tasks, and timeline **(6 points)**
- o **Feasibility of the pilot project planning:** how feasible is the implementation of the pilot project based on the proposed planning **(8 points)**
- o **Technical feasibility of the pilot project implementation and needs:** how feasible is the implementation of the pilot project based on technical needs and requirements **(8 points)**
- o **Physical infrastructure:** Level and / or amount of physical infrastructure required (to install) to implement the solution **(3 points).**
- o **Evaluation of results:** Pilot's results measurement plan **(3 points).**
- o **Economic feasibility of the pilot project:** how feasible is the implementation of the pilot project from an economic perspective, budgetary needs, and available resources. **(6 points)**
- o **Co-funding:** the percentage of the applicant's contribution to the pilot project budget **(3 points)**
- o **Sustainability:** clarity and feasibility of the sustainability of the solution beyond the pilot project **(6 points)**
- o **Team profile and experience:** matching the team and its experience to the pilot project's needs **(3 points)**
- o **Team organisation and responsibilities:** adequacy of the organisational structure and distribution of responsibilities among the team for the correct implementation of the proposed pilot project **(3 points)**

c. _Round three - Selection of the winners_

The six (6) proposals that have obtained the best score in the first and second round together will be considered as finalists. A jury made up of experts from MWCapital, Barcelona City Council, and other external experts in smart & sustainable tourism will evaluate the finalist proposals based on all the information provided in the first and second rounds.

Finally, one (1) proposal will be selected as the winner of the Call, which will lead to one (1) future collaboration to carry out the corresponding pilot project.

To select the six (6) proposals to be considered finalists, if several proposals obtain the same score in the final evaluation, the tie-breaking criterion will be the number of women included in the team that will implement the pilot project.

Each of the criteria will be assessed on 0 to 3, 5, 6 or 8 points during the different evaluation phases.

Once the third round has been closed, the winning project will be informed of this circumstance and, to be considered confirmed, it will have to sign a participation agreement in which it will have to make a binding commitment to participate actively in the programme, under the conditions established in these rules, and to ensure that no circumstances have changed.

MWCapital will issue a resolution stating which participant has been selected as the winner of this Call.

8. Intellectual property and communication of results

The intellectual and/or industrial property of the projects submitted shall belong to the participants who have submitted them.

By submitting to the Call, participants authorise MWCapital to use the name of the organisation and/or first and last names of the individuals involved, a summary of their proposal or essential or basic references to it and the photos and biographies provided in any promotional material of the initiative.

MWCapital reserves the right to disseminate the different phases, events, or milestones during the Call and to communicate the results of the Call through any media (internet, media, television, radio, etc.) with prior knowledge of the participants.

Thus, the participants who take part in the Call, by this fact, transfer to MWCapital the rights to use the images, voice, audio, and video, as well as the names and explanations of their projects, in any media and under any support or format, for the sole purposes of promotion, dissemination and development of the project.

This transfer is made with the right of transfer to third parties, without geographical or temporal limitation and free of charge.

9. Limitation of liability

MWCapital reserves the right to reject any proposal or withdraw a place in the Call if a participant breaches these rules or in the event of a potential conflict of interest. If a participant withdraws or is

withdrawn from the Call during the evaluation rounds, MWCapital may select a new participant to replace it but is not obliged to do so.

MWCapital will not be responsible for or reimburse any costs incurred in submitting materials or information in accordance with the Call, including evaluation, response, follow-up, negotiation, or any other costs incurred to comply with the requirements of the Call, in conjunction with the implementation of the proposal.

Participants must have access to the internet, as the Call can only be accessed via online means. Participants must provide an e-mail address and a valid contact number which will be used to request any additional information needed and to communicate the results.

In applying for the Call, participants:

- They are responsible for the authorship and originality of the projects submitted and for the copyright and other intellectual or industrial property rights on any material, product and/or computer programmes or software (whether in printed or machine format).
- They guarantee that they do not infringe any third-party rights, be they industrial, intellectual, or other property rights.
- Acknowledge that they are also the holders, or legitimate assignees, of the full ownership of the supports of any kind, including, by way of example and without limitation, the documentation, and any analogue, magnetic and/or digital supports or materials on which the object of the project is materialised and fixed, totally, or partially.
- They guarantee that they own the intellectual and/or industrial property rights related to the ideas they submit to this call and all creations, databases, tools, methodologies, processes, technologies, know-how, software, and products in general.

The results of the evaluations of each round are final and binding. MWCapital is exempt from any liability, sanction, claim or demand or civil, commercial, criminal, and administrative proceedings, including compensation of any kind or nature and from any expenses (including lawyers' and solicitors' fees expressly). The decision of the jury members during the three (3) rounds of evaluation is final, and MWCapital will not enter into any discussion on the outcome.

10. Personal data protection

The personal data provided in the framework of this call and the updates of the same will be processed by MWCapital under the provisions of this clause.

MWCapital will only communicate data when strictly necessary. In any case, the data will be treated with a level of protection under the applicable rules on Data Protection and will not be subject to automated decisions.

If personal data of third parties are provided, MWCapital is guaranteed that they have been informed before their inclusion of the points contained in this clause, being personally liable to MWCapital for any damages that may arise in the case of contravention.

Participants may at any time, under the terms established in current legislation, exercise their rights of access, rectification, deletion of data, request that their processing be limited or opposed, as well as request the portability of their data by writing to the address Plaça Pau Vila, number 1, Sector 2-C, 08039, Barcelona, or to the e-mail address lopd@mobileworldcapital.comclearly indicating the right they wish to exercise and enclosing their National Identity Card or similar identification document that proves their identity. A complaint may also be lodged with the Spanish Data Protection Agency.

11. Invalidity of clauses and consultation and resolution of doubts

If any section of these rules is declared, totally or partially, null or ineffective, such nullity or ineffectiveness will only affect this provision or part of it that is null or ineffective, subsisting in all the rest of the rules and having this provision or the part of it that is affected by not being included, except that, in case of being essential for these rules, it would have to affect them integrally.

In this way, any situation not resolved in these rules will be raised directly with MWCapital, as the organiser of this challenge, which will dictate the solution to the incident raised, which will at all times be binding on the established rules and will be communicated in writing to the participant affected.

For any questions or doubts related to the objective of the Call or the presentation of the participation, interested parties may contact MWCapital through the following e-mail address: challenge@mobileworldcapital.com.

12. Applicable law and jurisdiction

The law applicable to this call for applications shall be Spanish law.

By submitting a proposal, participants irrevocably accept the jurisdiction of the Courts of Barcelona for any dispute or litigation that may arise in relation to these rules.

13. Language of this terms and conditions

These terms and conditions may be consulted in three languages, Spanish, Catalan and English, although the Spanish version will prevail over the others in the event of any controversy.

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