



## H2020 MONICA Project

### Call for expressions of interest for the selection of a hackathon organiser

On behalf of the MONICA project, [Væksthus Sjælland](#) is launching a call for expressions of interest for the selection of an organisation which will be responsible for the implementation of the MONICA Urban Spaces Hackathon in Torino, Italy in October 2018.

The MONICA project is a large-scale demonstration of new and existing IoT (Internet of Things) applications for a smarter living. The demonstration involves six major cities in Europe: Lyon, Bonn, Leeds, Torino, Copenhagen and Hamburg.

Focus is on one of the key aspects of European society: the cultural performances in open-air settings which create challenges in terms of crowd safety, security and noise pollution.

To demonstrate how these challenges can be met through the use of technology, MONICA will develop, deploy and demonstrate three IoT ecosystems on security, acoustics and innovation, addressing real user needs. Within these systems, several applications are deployed, using IoT-enabled devices such as smart wristbands, video cameras, loudspeakers and mobile phones.

#### Crowd safety and security

One strand of applications addresses the challenge of managing public security and safety at open-air settings where large crowds gather. These include concerts, carnivals, sporting events and other city manifestations.

#### Solutions for sound control

The second strand demonstrates a number of acoustics applications, controlling and reducing the emission of unwanted noise to the neighbouring communities. In addition, some of the applications invite the citizens and event goers to engage in the creation of solutions and behaviours which enable better adaptation of open-air events to city living.

#### Hackathon activities in the framework of the MONICA project

In order to create opportunities for entrepreneurs from all over Europe to get involved in the project, three local hackathons will be organised at three different locations in Europe. The overall joint theme of the three hackathon events is user engagement and enhancing user experience. This means that the apps and solutions developed and presented by the hackathon participants are focusing on involving users and enhancing user experience of open-air events in the city.

The three local hackathon events will each be focusing on a sub-theme defined in relation to the local project pilots.

For more info: <http://www.monica-project.eu/get-involved/>

## **MONICA Urban Spaces Hackathon - Torino**

The theme of the MONICA Urban Spaces Hackathon that will be held in Torino is focused on events taking place in urban spaces and the challenge is to design innovative solutions and digital technologies to enhance event goers' engagement and experience.

Participants in the hackathon will be challenged to build an innovative data-driven application which could include a business model able to minimise the negative effects (noise, petty crimes, waste, etc.) of crowded events and maximise the positive effects (safe and attractive nightlife, revenues for local business etc.) for a win-win innovative solution matching MONICA technologies, territorial and business marketing strategies and mechanisms able to influence event goers' behaviour.

The hackathon is open to participants from the EU and will be held in English and Italian.

**The use case for the MONICA Urban Spaces Hackathon is the night life (*Movida*) in the San Salvario district of the City of Torino.**

The winning idea should be easily transferable to other areas of the city and to other EU cities with similar problems.

General objective: development of a local business model for the overall management of a city's open space affected by the phenomena known as *Movida* or other "spontaneous" crowd gathering for leisure purposes.

Specific objective: To conceive an innovative, participatory and locally based answer for the *Movida* management in San Salvario, with solutions focused on user involvement and enhancing user experience at urban spaces in the city.

### **Expected output**

The challenge is to build an application, utility or service, starting from the data provided by the MONICA open data platform.

The MONICA App / MOVIDA / San Salvario should be able to offer to the *Movida* goers a 360° experience of the nightlife of the district as if they entered into a theme park: presentation and reviews of local businesses, cultural programmes, special offers, interaction with IoT and wearables, rewarding or loyalty programmes, payments, access to information provided by the city administration.

### **Prize and growth program**

The best idea/solution selected will win a prize of 5.000 EUR.

In order to receive the prize money, the winners of the hackathon event will be asked to take part in a Growth Programme for further development of their prototype and its test at one of the project's pilot sites.

The Growth Programme includes:

- one-to-one tailor-cut consulting with business development expert/consultant (physical meetings or skype meetings)
- workshops (physical or webinars)

- guidance by technical and pilot partners (physical meetings or skype meetings)
- prototype testing at one of project pilots during second phase pilots

### **Hackathon details**

Venue: Torino, Italy

When: Mid October 2018

Duration: up to 48 hours

Participants: up to 40

The maximum cost of the MONICA Urban Spaces Hackathon is 40.000 EUR (including a 5.000 EUR prize for the winning idea).

### **Activities required for the event organiser**

- Identification and rental of an equipped venue (including wi-fi).
- Dissemination and preparatory activities: organisation of 2 to 3 public events between June and September 2018 to launch the hackathon and involve local stakeholders, with the participation of key note speakers and guests (to be identified in collaboration with the local MONICA project partners) presenting best practices or technologies (to be foreseen: travel costs and allowances reimbursement and/or interpreters' fees, audio/video recording and editing for the multimedia accounts of the MONICA project).
- Communication and promotion actions of the hackathon and its preparatory meetings.
- Selection of participants and definition of teams: teams have to be multidisciplinary and to include for example IoT/IT experts, proximity and nudge marketing experts, startupper, cultural entrepreneurs, designers, social media experts, etc.
- Definition of the idea evaluation criteria and the idea selection procedure.
- Provision of experts for hackathon general guidance and on-site support to participants.
- Provision of catering: welcome coffee, lunch/dinner, coffee station for the overall duration.
- Provision of hackathon gadgets and consumables (paper, markers, sticky notes, flipcharts, pens and other supply).
- Activities proposal for the night/nights.
- Hackathon audio/video recording and editing for the multimedia accounts of the MONICA project.
- Presentation of the results and final report.
- Provision of a local follow-up programme for the winning team (fundraising and/or accompany measures leading to prototype) to complete the Growth Programme provided by Væksthus Sjælland.

The expressions of interest must be sent, in English, **by 7<sup>th</sup> May 2018 to:**

[international.affairs@comune.torino.it](mailto:international.affairs@comune.torino.it)

For any questions, please send an e-mail to: [international.affairs@comune.torino.it](mailto:international.affairs@comune.torino.it)