

CTA CHALLENGE 'TOURISM #PostCOVID19'

Recovery of the tourism sector in Andalusia in a post
COVID-19 context

TERMS AND CONDITIONS

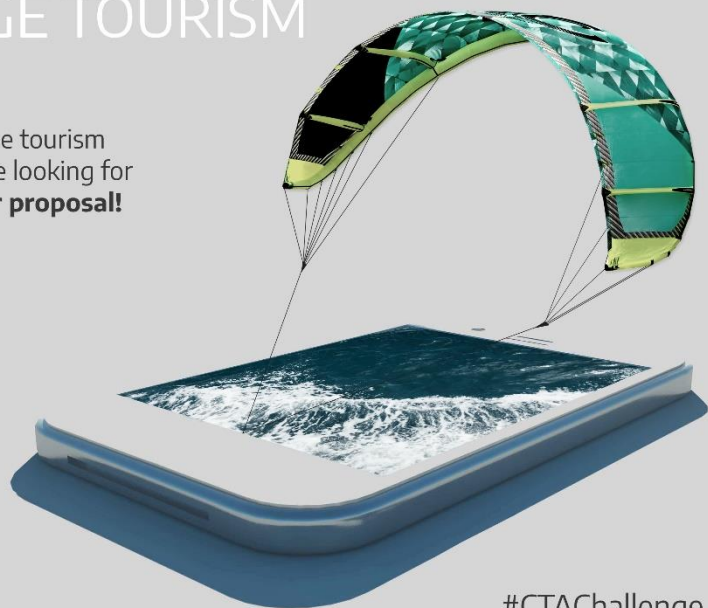
May 2020

CTA CHALLENGE TOURISM #PostCOVID19

We need your creativity to help the tourism sector in Andalusia (Spain). We are looking for innovative solutions, **submit your proposal!**

Award: € 15.000

Deadline: **June 1st, 2020**
Check the Call Guidelines at:
corporaciontecnologica.com



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1. Introduction

The impact of the COVID-19 pandemic on the world economy is expected to be unprecedentedly severe. Overcoming a crisis such as the one caused by the SARS-CoV-2 coronavirus will require a joint effort by all of society; however, the future will most certainly be marked by innovation and technology.

Throughout history, innovation and science have been one of the pillars of economic and social development. Each industrial revolution, based on technology and innovation, has been responsible for major transformations. Each new discovery has made it possible to explore new paths and perhaps even change the world as it was known.

Faced with a completely different environment to that which existed before the health crisis, companies need to find new projects to ensure their competitiveness and improve their chances of survival. It is essential to open up other channels so new ideas can emerge and flourish.

In Andalusia, one of the most affected sectors will be tourism, a main economic driver of the region which makes up close to 14% of the GDP. Companies in this sector face the challenge of introducing and maintaining continuous innovation within all their activities, which will be a revolution on many levels. One of the keys will be in their transformation, which will certainly be necessary to compete and differentiate themselves in the future in an environment of uncertainty, like that of the present.

This crisis can also be an opportunity, in which creativity and the ability to innovate will be crucial tools. New technologies, and especially their application through open innovation initiatives, can help identify projects and generate initiatives that contribute to boosting the economy. Coming up with new solutions, encouraging creativity and identifying new needs is something that new technologies can greatly help with.

Therefore, the Corporación Tecnológica de Andalucía (CTA), a private foundation that since its creation has been promoting innovation, technology and knowledge transfer among the Andalusian business network with the support of the public sector, is launching the CTA Challenge 'Tourism #PostCOVID19'. Aimed at innovators, it serves to support new initiatives based on science and technology that can help in the recovery of the tourism sector in Andalusia.

2. Objective

To support pilot projects for the implementation of innovative solutions based on science and technology, offering tools that can be applied by the Andalusian tourism sector and that can help with its economic recovery, transformation and adaptation to new demand patterns, and to increase its competitiveness in the #PostCOVID19 scenario.

3. General requirements

The initiatives submitted for the challenge should meet the following general requirements:

- They must be pilot projects for the implementation of technological solutions that are at an advanced stage of definition, development or validation.
- The initiatives presented must be original. A plagiarised solution or project will result in the participant's immediate disqualification from the selection process and the impossibility of re-applying in the future.
- The Challenge prize must be used to implement the pilot project which will be verified by CTA.
- A promoter must be identified as an applicant, who must be a legally constituted entity or natural person, of legal age, and who is duly authorised, in their own name or in the name of a legal person supporting the proposal.
- The promoter must not present incompatibilities of any kind in applying, or a conflict of interest in the area they work in. Nor may they be in a situation of financial, fiscal or labour irregularity of any kind.
- CTA reserves the right to exclude participation in the challenge and to refrain from awarding the prize in the event that any participant is not proven to have complied with the above.

4. Applicants

This CTA Challenge is aimed at individuals or companies that present an innovative solution to the challenge posed. The target audience for the #PostCOVID19 CTA Tourism Challenge includes the following types of applicants:

- Companies from any sector and of any size, including startups
- Technology centres
- Researchers
- Innovative individuals

Each applicant (natural or legal person) may submit only one proposal.

In the case that the project is developed or to be applied in an organisation and the applicant is a natural person, a scanned copy of the authorisation signed by a legal representative of the organisation where the project will be developed shall be provided, authorising the development of the project in said organisation.

5. CTA Challenge 'Tourism #PostCOVID19'

Pilot implementation of innovative solutions based on scientific and technological knowledge, in the development or validation phase, which can provide a substantial competitive advantage to companies in the tourism sector of Andalusia by helping to transform them and increase their added value.

The design and execution of these pilot projects shall have a duration of less than 90 days.

6. Application process

Applications must be placed by completing a technical report using the format available at www.corporaciontecnologica.com (see section 16). Applications for participation must be submitted using the form available on the same website.

In addition to the project report, the applicant must send a video (minimum of 2 minutes and maximum of 3 minutes long, and 20 MB maximum size), featuring the key aspects of the proposed solution and its pilot project. It will also be necessary to provide the responsible statements corresponding to the legal nature of the applicant, according to the instructions contained in the technical report template. The submission of applications following this procedure automatically implies the acceptance of all the terms set out in these Terms and Conditions. The applicant can provide graphic information to support the description provided (plans, graphs, images, etc.), in a single file (20 MB maximum size) as an appendix to the report.

Applications must be submitted in Spanish or English.

Incomplete applications or those that do not comply with these requirements will not be considered eligible.

It will not be possible to resolve any doubts while applications are being received, with the exception of purely formal or administrative points, which will be handled through the e-mail address tecnico@corporaciontecnologica.com, indicating in the subject 'RETO CTA Turismo_Duda' during the first 15 days from when the Terms and Conditions are published. Subsequently, there is no guarantee that queries will be answered. These queries will be published on the website www.corporaciontecnologica.com so that they are available to all participants.

7. Application deadline

Applications can be sent starting on 7 May 2020, and the deadline is 1 June 2020, at 17:00 (GMT+1). Any application received after the deadline will be considered ineligible.

8. Prize

The prize for the winning project will consist, on the one hand, of a cash prize of **15,000 euros** for the implementation of the pilot project, and on the other, public recognition and dissemination through CTA's own communication channels.

The amount of the prize will be subject to the applicable withholding according to the tax legislation in force.

9. Evaluation: procedure, communications and assessment criteria

After the application deadline, an evaluation committee made up of CTA experts will analyse the received proposals that are considered eligible after verifying compliance with the requirements of the #PostCOVID19 CTA Tourism Challenge. This evaluation committee will select a winner.

After the decision is taken, all applicants will be contacted through the email provided in the application to communicate whether or not they have been chosen as finalists.

The decision will be made public in June, whenever possible. The decision taken shall be final and the applicants undertake to accept it without any possibility of withdrawal.

The evaluation criteria to be applied by the evaluators throughout the process are:

- Adaptation to the proposed challenge: those proposals that are in line with the challenge put forth by CTA will be assessed positively, encouraging the search for concrete solutions to the problems presented.
- Degree of innovation: the novelty of the product or service will be assessed positively as it compares to the state of the art in the field, its degree of maturity, the technology used, etc.
- Work team: Projects supported by a work team with the required capacities according to the work plan to be developed will be assessed positively.
- Quality of the work plan: those projects that have a clear action plan, with an adequate methodology, schedule, designation of necessary resources, expected results, etc. will be assessed positively.
- Impact of the solution: the transformation potential and economic impact offered by the solution will be assessed positively, as well as the strategic benefits it would bring to the sector.
- Business viability: the potential for implementation and scalability of the proposed solution, the time of financial return, the existence of clear competitive advantages over other competing solutions, compliance with standards and regulations of a technical, industrial, health or environmental nature, etc. will be assessed positively.
- Sustainability: those initiatives that promote the environmental sustainability of the sector, reducing the impact of productive activity on the environment, promoting the reduction or use of waste, facilitating circular economy processes, etc. will be assessed positively.
- Improvement in employment: projects that promote creating or maintaining significant employment, the reduction of health risks, the professionalisation of the sector, the improvement of working conditions for professionals in the sector, etc., will be assessed positively.

10. Intellectual property

Ownership of the solution or project submitted remains with the applicant; no property rights are assigned to CTA by submitting it to the Challenge.

If the project presents a potential for patentability, this must be expressly communicated in the application to CTA in order to avoid sensitive information being used in the programme's communication and dissemination actions.

11. Privacy and personal data protection

Both CTA and Challenge participants agree to keep any information exchanged in strict confidence and to not disclose to any third party (other than those involved in the assessment process) all or any part of the information and documentation received from the other Party in connection with the Challenge. Only the basic data of the submitted proposal (title, general description, image and name of the applicant) may be disclosed. This confidentiality obligation shall remain in force even when the Challenge is over.

In managing the Programme, CTA undertakes to comply with all current national and regional regulations on the protection of personal data and, in particular, with REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free circulation of such data, and with Organic Law 3/2018 of 5 December on the protection of personal data and the guarantee of digital rights.

12. Publicity and dissemination

CTA shall carry out communication and dissemination actions regarding the #PostCOVID19 CTA Tourism Challenge. Applicants therefore agree that the details of their proposals (at least the title, general description, image and name of the applicant) will be used to publicise the results. Thus, participants authorise CTA to disseminate and publish the basic data indicated above through its own communication channels and in specialised and/or general media. This basic information should be presented by the applicants taking into account this particular aspect

The Challenge winner must also agree to the provided video being broadcast by CTA.

Furthermore, the Challenge winner also commits to mentioning the support received by CTA in the communication actions and publications surrounding any achievements resulting from the pilot project or proposed solution.

13. Commitments between Parties

In submitting applications for participation, project promoters ensure that:

- The solutions presented are original from their creators and/or have full rights and disposition of the industrial and intellectual property of the same.
- In merely participating, participants accept that the works or creations that may arise from the Projects comply with the content of the Royal Legislative Decree 1/1996, of 12 April ('LPI'), which approves the revised text of the Law on Intellectual Property, regularising, clarifying and reconciling the legal provisions in force on the subject.
- If the proposed solutions are the single result of the collaboration of several participants, they will be treated as a collaborative work in accordance with Article 7 of the LPI, with the resulting rights belonging to all of them as co-authors.
- The participant authorises the use by CTA of their pilot's name and title, with no time limit, to be mentioned on the website or for any actions or events related in any way to the Challenge, as well as to be reflected in CTA's historical archives and various media.
- CTA will not claim ownership of the information provided or any industrial or intellectual property it may contain. The participant shall not assign any industrial or intellectual property rights arising from the projects to CTA.

14. Acceptance of the Terms and Conditions and legislation

Participation in the application process implies full acceptance of these Terms and Conditions and the waiver of any type of claim by the candidates. CTA may not reduce, but may at its discretion extend, all periods mentioned in these Terms and Conditions, or set those that are appropriate in the development of the challenge, publishing them on its website as far in advance as possible. If any of the Terms and Conditions cannot be executed literally, they shall be adjusted in the spirit of the current wording as much as possible. These Terms and Conditions will be available at all times on the website www.corporaciontecnologica.com.

The application of these Terms and Conditions shall be governed by Spanish law and in the event of any discrepancies in the interpretation or application of this document, the parties undertake to make their best efforts to resolve them amicably. In any case, the parties renounce any jurisdiction that may correspond to them and expressly submit to the courts of the city of Seville.

15. Concluding remarks

This Challenge may be modified, interrupted and/or cancelled if justified circumstances require. Likewise, CTA reserves the right to declare the prize void if none of the solutions/pilot projects presented meet the quality expected at the discretion of the evaluation committee.



16. Content of the proposals

The application form, available on the CTA website, must provide the applicant's required identification data and the technical description of the pilot project to implement the innovative solution. In addition, the mandatory statement of responsibility must be signed, according to the space guidelines marked in that document.