SMARTCITY EXPO WORLD CONGRESS

TOMORROW. MOBILITY WORLD CONGRESS

TOMORROW. BUILDING WORLD CONGRESS

TOMORROW. BLUE ECONOMY

7 - 9 NOVEMBER 2023 BARCELONA & ONLINE

Fira Barcelona

CALL FOR STARTUPS 2023

Terms & Conditions

Applying to this call implies full acceptance of its rules

Index

1. Introduction

Smart City Expo World Congress (SCEWC), Tomorrow.Mobility World Congress (TMWC), Tomorrow.Building World Congress (TBWC) and Tomorrow.Blue Economy are committed to driving the implementation and follow-up of the global urban agenda at the local and national levels to accelerate the achievement of the Sustainable Development Goals. Our events and initiatives aim to be the place to share research, best practices, and the most innovative solutions to create better cities and increase the quality of life, achieved through effective collaboration and convening the highest level of urban stakeholders.

Smart City Expo World Congress (SCEWC) is the worldwide leading event for cities, held in Barcelona since 2011. Our mission is to empower cities and collectivize urban innovation across the globe. Through promoting social innovation, establishing partnerships and identifying business opportunities, the event is dedicated to creating a better future for cities and their citizens.

Tomorrow.Mobility World Congress (TMWC) is a new global event focused on promoting the design and adoption of new sustainable urban mobility models. The event is organized by Fira Barcelona and co-organized by EIT Urban Mobility, an initiative of the European Institute of Innovation and Technology, a body of the European Union, and has the support of important companies and institutions. TMWC is launched to create a global benchmark in the field and going beyond a one-off event, as it will include an online content platform that will be active throughout the year and an innovation hub set to bring the main players in the industry together.

Tomorrow.Building World Congress (TBWC) is a global initiative shining a spotlight on the topics of construction technologies, sustainable buildings and infrastructures. Our mission is to catalyse positive change in the way we construct and operate our buildings and urban infrastructures. We accelerate a shift in the built environment towards a circular and digitalized model that ensures efficiency, resilience and net zero cities.

Tomorrow.Blue Economy (TBE) is the new global summit dedicated to promoting and developing the potential of the Blue Economy. It gathers national and international experts on the blue economy and the sectors that make it up, showcasing the interrelation between environment, society, and economy through an interdisciplinary focus on innovation, entrepreneurship, sustainability, education, technology and collaboration. The event is organized by Fira Barcelona and Port de Barcelona as Strategic Partner. The Blue Economy provides a holistic alternative to existing models, promoting sustainable use of ocean resources for economic growth that can equally improve the health of ocean ecosystems.

A New Urban Era is emerging. We're all witnessing it: tangible, impactful projects backed by artificial intelligence and data-driven design, decarbonized high-tech, net-zero infrastructure and buildings construction, urban circularity, new mobility options and blue economy solutions, are blooming worldwide.

Cities are more alive than ever—and their future looks bright. Challenges ahead remain huge, especially at a time when velocity impregnates technology advancement and automation. But a new urban planning paradigm has come to stay: collaboration, ethical tech, common good, environmental sensitivity, and people's needs at the center of all agendas.

The Smart City Expo 2023 will show the world the smart solutions shaping this new era—those currently helping cities thrive and creating safer, greener, and more efficient urban spaces. It will also discuss the challenges new developments pose with an innovative event layout where debate and actual use cases will be combined in the same area.

SCEWC23, forecasted to hit pre-pandemic figures, seeks to be a unique showcase of proven urban implementations accelerating a smart, human-centric urban revolution. Because without the human in the loop, technology is just a tool.

It's time to go beyond dreams and inspiration. We need to walk the talk and future-proof our cities so they can effectively make themselves more sustainable, efficient, and livable. Many are already on the right path, and Smart City Expo World Congress is a chance to contribute to this goal.

In addition, co-located events such as Tomorrow.Building, Tomorrow.Mobility and Tomorrow.Blue Economy will strengthen this global hub of smart solutions and provide answers to these three crucial challenges facing today's cities.

Next 7-9 November in Barcelona, 22,000+ city-changers will unleash a world of solutions that define a new, exciting urban era.

2. Purpose of the Call for Startups

This Call for Startups is a joint initiative of SCEWC and the three above mentioned co-located events. Our events will share a unique space called Innovation Plaza, a meeting point for showcasing innovative solutions to the future´s biggest urban challenges.

A dedicated space for the entrepreneurial ecosystem to promote strategic collaborations between public and private entities, stimulate place-based innovation ecosystems, generate debate, new ideas and valuable insights.

It is located on the right side of Hall 1 and it is composed by the Innovation Agora which is an open stage that can accommodate around 80-100 seats, an exhibition area for the selected startups, a networking area and a demo area.

In this edition more than 80 startups will be granted to book a booth for just **1.495 €** euros. The booth does not include TV screen. For any additional services, after booking your stand, you will have to contact Servifira.

This Call for Startups aims to brings together urban innovators that can solve the challenges posed on specific topics for which the cities, regions, corporations, and other involved institutions or entities want an answer. It will give the opportunity for startups to present their company and their solutions to our attendees, which includes public and private sector, international corporations, investors, research institutions, and other innovation agents.

The Startup Pack includes:

- Startup Pod (1 pod in an 8-10 pod structure)
- 5 min. speaking slot at the Innovation Plaza stage
- Possibility of featuring a solution in the Demo Area of the Innovation Plaza*
- Space in the networking area of the Innovation Plaza available for meetings
- Visibility in the events websites and app (Exhibitor list)
- 1 full congress pass (worth 1250€)
- 2 visitor passes (worth 100€ each)
- 2 exhibitor passes

* All costs associated with the transport of the solution will be borne by each startup.

3. Challenge areas

This Call for Startups aims to select the top solutions that solve one of the nine challenge areas that were pre-defined from a range of industries dedicated to:

- Enabling Technologies
- Energy & Environment
- Governance
- Living & Inclusion
- Economy
- Infrastructure & Building
- Safety & Security
- Mobility
- Blue Economy

Please find in this section the challenges and the guiding keywords of each challenge.

Challenge Areas	Main keywords
Enabling Technologies	5G, Artificial Intelligence, Big Data, Blockchain, Cloud Computing, Connectivity, IOT, WiFi 6, Algorithms, Algorithm Ethics, APP Solutions, Augmented Reality, City Platforms, Cloud Storage, Data Analytics, Data Lake, Data Integration, Data Management, Data Storage, Deep Learning, Digital Modelling, Digital Twins, Edge Computing, Implementation Challenges, Latency, Machine to Machine Communication, Metaverse, Networked Devices, PaaS, Platform as Service, Robotics, Sensoring, Simulated Environments, Smart Devices, Smart Environments, Smart Networks, Universal Broadband, Virtual Reality.
Energy & Environment	Adaptation, Air Quality, Circularity, Cleantech, Climate Change, Climate Emergency, Cooling Systems, Cradle-to-cradle, Decarbonisation, Decentralized Energy, Dietary Footprint, Ecology, Energy Efficiency, Energy Storage, Energy Transition, Food Policies, Food Safety, Food Systems, Food Waste, GHG Emissions, Green cities, Green Deal, Green Districts, Green Spaces, Heating Systems, Hydrogen-powered, Landscaping, Low Emissions Tech, Mitigation, New Energy Models, Parks, Public Space, Rainwater systems, Recycling, Regenerative by design, Renewables, Resources, Smart Grids, Smart Infrastructures, Smart Street Lighting, Smart Utilities, Sponge Cities, Sustainable Garbage Processing, Sustainable Tech, Urban Agriculture, Urban Farming, Urban Forests, Urban Furniture, Urban Management, Urban Planning, Urban Resilience, Urban Services, Urban-rural Linkages, Waste Management, Water Management, Zero Waste.
Governance	Alliances, Art, Centre-periphery, Best practices, Citizen Engagement, Co-creation, Collaboration, Creative Cities, Cross-sector Governance, Culture, Data Strategies, Indicators, Legislation, Metropolitan Governance, Models Performance Measurement, Multilevel Governance, Multi-stakeholder, Open Data, Open Government, Policies, Policy-making, PPP, Public Procurement, Regional Development, Regulations, Rural-urban, Urban Global Agendas, Standards, Standardization.
Living & Inclusion	Affordability, Ageing Populations, Cities for All, Climate Justice, Co-housing, Co-working, Cross-district Equity, Digital Divide, Digital Rights, Diseases, Education, Ethnic Inclusion, Future of Education, Future of Work, Future Skills, Gender Equality, Gentrification, Health, Healthcare, Housing, Informal Housing, Innovative Housing Models, Labour Platforms, Leisure, Migration, Minorities, New Work Spaces, Physical Inclusion, Public Health, Racial Justice, Religious Inclusion, Right to Housing, Right to the City, Smart Destination, Social Inclusion, Social Inequality, Sustainable Destination, Tourism, Tourist-resident Balance, Universal Income, Utopia, Wellbeing, Wellness.
Economy	Accountability, Business Models, Circular Economy, City Diplomacy, City-to-city Cooperation, Collaborative Consumption, Economic models, Financing Schemes, Global Cities, Global Funds, Innovation Ecosystems, International Projection, Internationalisation Strategies, Investment models, Local Economic Development, Multilateral Institutions, Philanthropies, Regional Investment Banks, Sharing Economy, Start-ups, Talent Attraction.
Infrastructure & Building	Asset Management, BIM, Building Automation, Building Simulation, Built Environment, Community Facilities, Construction Technologies, Co-housing, Co-working, Decarbonisation, Design Services, Digital Construction, Digital Tools, Digital Twins, Drones, Electrification, Energy Efficiency, Extended Reality, Facility Management, Green Building, Housing, Innovative Building Technology, Intelligent Security Systems, Immersive Technologies, Metaverse, Mixed Reality, Modular Construction, Nearly Zero-Energy Buildings (NZEB), Off-site Fabrication, Property Management, PropTech, Refurbishing, Renewable Energy, Retrofitting, Roads, Smart Airports, Smart Buildings, Smart Infrastructures, Smart Ports, Street Design, Street Furniture, Urban Design, Urban Facility Management, Urban Infrastructure, Urban Management, Urban Planning, Virtual Reality, Workplace Management, Zero Emission Buildings, 3D Modelling, 3D Printing.
Safety & Security	City Sovereignty, Critical Infrastructures, Crisis Management, Cybersecurity, Data Protection, Data Security and Safety, Digital Rights, Disaster Risk Management, Emergency Response, Ethical Challenges, Facial Recognition, Fraud Detection, Identity Management, Integrated Management Systems, Phishing, Physical Security, Privacy, Public Safety, Safety Engineering, Surveillance, Urban Safety.
Mobility	Active Mobility, Air Mobility, Autonomous Vehicles, Automotive, Batteries, Business Models, Car-sharing, Connected Vehicles, Cycling Lanes, Drones, E-mobility, Energy Transition & Efficiency, First Mile, Flexible Mobility, Fossil Fuel-free Streets, Freight, Future Mobility, Geolocation, Hydrogen Mobility, Individual Mobility, Insurance, Integrated Mobility Plans, Intelligent Transport Systems, Intelligent Mobility, Last Mile Logistics, Liability, Low Carbon Mobility, MaaS, Mapping, Mass Transit, Micro Mobility, Mobility Data Spaces, Mobility Justice, Mobility Planning, Mobility Service Provider, Mobility Tools, Multimodal, On-demand Mobility, Non-motorized Mobility, Parking, Payment Systems, Peer-to-peer Ridesharing, Public Transport, Railway Transport, Ride-hailing, Roads, Scooter, Shared Mobility, Smart Airports, Smart Parking, Smart Ports, Smart Traffic, Traffic Management, Transport Hubs, Transport Infrastructure, Transport Integration, Transport Networks, Transport Poverty, Van-pooling, VTOL, Walkability, Waterways, Zero Emissions.
Blue Economy	Aquaculture, Blue Growth, Coastal Development, Coastal Protection, Coastal Tourism and Recreation, Desalination, Extractive Industries, Fisheries Management, Marine Biotechnology, Marine Conservation, Marine Ecosystem Services, Marine Pollution Control, Maritime Spatial Planning, Maritime Transport, Ocean Governance, Ocean Monitoring, Plastic Pollution, Ports, Renewable Energy, Sustainable Tourism.

4. Who can participate?

The call is open to startups, scaleups and innovative SMEs, established in less than five years, with an innovative solution tackling urban challenges that fits with the scope of at least one of the nine Challenges Areas (please refer to Section 3). The company must be willing to rent a booth to showcase its solution in the Innovation Plaza at Smart City Expo World Congress to be held on November 7th to 9th 2023 in Barcelona. The company must have been created after 2018.

5. Presentation of proposals

The applicant entity must complete the online application form and submit it within the specified deadline. No incomplete applications, or applications in any language other than English, will be considered. Proposals in any other languages will not be accepted.

To enter in the running Call for Startups, please fill in the form available online through the following link: https://www.smartcityexpo.com/startup-area-innovation-plaza/

Proposals must be submitted electronically via the initiative´s website and must conform to the terms and conditions here included.

The organizer of the call reserves the right to ask for any clarification or additional information about the submitted entries.

The web form to be fulfilled will require, among other details:

GENERAL INFORMATION

1. Company name*
2. Company website*
3. Company's one-sentence pitch*
4. Where is your company registered and based in?*
5. Creation Year*
6. Contact person*
7. Contact person's e-mail*
8. Contact person´s phone number*
9. Describe the team, how many people are in your team and their main competences*
10. Other relevant links (LinkedIn, AngelList, etc.)*
11. What stage of development is the company in?*
     - Pre-Seed
     - Seed
     - Early Stage
     - Growth
     - Scale Up
12. Please choose 3-5 things that you are seeking at SCEWC 2023*:
     - Clients
     - Funding
     - Management Support
     - Strategic Partnerships
     - Talent

- Technological Support
- Visibility

SOLUTION INFORMATION

1. Challenge Area covered* (please select only one from the list)

- Enabling Technologies
- Energy & Environment
- Mobility
- Governance
- Living & Inclusion
- Economy
- Infrastructure & Building
- Safety & Security
- Blue Economy

2. Keywords* (max. 100 characters) Please select one or more from the list of main keywords.

3. Brief Description of the Solution* (max. 300 characters) Explain which urban challenge does your product/service solve, your value proposition, and any other information helpful to understanding the main ideas of your solution.

4. Innovative Characteristics of the Solution* (max. 300 characters) Indicate how your solution is relevant, original, unique and explain why it demonstrates an innovative approach.

5. (Expected) Results/Impact of the Solution* (max. 300 characters) Provide information on the impacts, including a quantification of the scope of the impact/size of the targeted population, describe the social relevance and usage of emergent technologies, and, if possible, demonstration that results have not been achieved by other interventions.

6. Potential for scaling up and replication of the Solution* (max. 300 characters) Explain the potential of the solution to scale up and to be replicated in other cities, regions or countries.

DEMO AREA

1. If your company is selected, would you like to showcase your product or prototype in the demo area?*

2. Upload here photos that better represents the product that you want to showcase (JPEG)

3. Please provide product measures in meters (width x depth x height)

If your company is selected, the organizers will contact to manage the booking of the booth (startup pod) and confirm the speaker participation in a Startup Pitch Session (5 min speaking slot) at the Innovation Plaza stage. For these purposes, we will need the information below.

SPEAKER AND STARTUP ADDITIONAL INFORMATION:

- Speaker Name and Surname*
- Job Title*
- Phone number*
- Email address*
- Speaker´s Photo* (JPEG or PNG – high resolution)
- Short speaker´s bio* (max. 300 characters)
- Logo (Image)*

- VAT Number*
- City*
- Country*

6. Entry deadline

The Call for Startups will be open until **September 7th, 2023 - 23:59:59 CET.**

7. Evaluation criteria

The quality of each proposal will be evaluated according to the criteria described below. Each submission will be evaluated based on six aspects. For each aspect, a score will be assigned based on the degree to which the submission demonstrably fulfils each listed criterion.

Aspects	Criteria considered
Innovation	• The issue addressed is relevant and original, AND demonstrates an innovative approach. Additionally, the proposal includes some explanations of why the submission is innovative. • The proposal includes innovative concepts, processes, tools OR governance models as a test-bed for innovation.
Relevance	• Defines a need(s) or unresolved problem(s) being addressed in its context.
Impact	• Demonstration of clear, significant, and tangible impacts (or potential impacts) • Includes quantification of the scope of the impacts (or potential impacts) • In case of research or comparative analysis, demonstration of clear contribution to future action plans and to decision making processes.
Scope of Implementation	• The target group is reached effectively and a significant number of people have been affected. • Project capable of being scaled up to benefit hundreds of thousands (or perhaps even millions).
Replicability	• Proposal with the potential to be transferred onto other contexts different that those where they were originally conceived for; that is, that could be replicated in other sectors, regions, countries, or even different modes.
Soundness	• The data being presented is reliable and sound.

8. Evaluation Process

The evaluation process is divided into two phases:

1.   Regulation compliance

The organization will conduct a first evaluation to check whether the solution complies with the requirements and selection criteria defined. Evaluators will then evaluate all the proposals, which could be subject to additional request of information or clarification.

2.   Solutions selection

Each solution/proposal will be scored according to the Evaluation Criteria by expert evaluators from Fira de Barcelona, representing SCEWC, TMWC, TBWC and TBE events. The proposals will be evaluated by challenge areas and whether each proposal is selected or declined. The number of solutions per challenge areas and topic is subject to consideration by the organizing committee. Scores will be ranked to select the top solutions tackling the challenge areas.

9. Participation in the Exhibition Area if selected

The startup pod includes:
- Pod of irregular size (150cmx240xm) located in Corner structure of 8-10 pods, on Carpet.
- 1x Welcome Desk with lockable cabinet + 1x Stool for the Exhibitor + 1x Spotlight arm on structure for lighting.
- Stand number on structure + Startup Information - Branding & Company details.
- Power Supply: 1.2KW for laptop or phone charging + 1x Double socket at welcome desk.
- Cleaning: Basic cleaning will be provided once set-up is finished and every evening during event day.

Additional Items:
Bringing bulky elements on your stand that changes the available space is not permitted. Stools have been positioned to respect the social distancing and can't be moved in order to have large elements on your stand.

Branding:
Pull-up banners, posters or any other form of brandingare not permitted on the aisles.
Pull-up banners are not allowed within the Startup modular structure.
No graphics or decoration shall be allowedto be attached on the counter.

Modular Structure:
Startup Pods are located in a modular structure of 8 to 10 pods. There is no clear side border between pods. The common area within the modular structure should be kept clean.

Furniture:
Ordering of additional furniture is not permitted due to space restrictions.

10. Participation in the Innovation Agora if selected

As a reminder, the selected startups will have the opportunity to present their company and their solutions to our attendees, during 5 minutes of speaking slot at the Innovation Plaza stage (Innovation Agora). The organization reserves the right to allocate the participation of

the selected startup speaker in any specific Startup Pitching Session decided by the organizing committee.

The startup speaker must attend in person. Please note that a speaker virtual participation is not allowed, and interpretation services are not available due to the compact space. The pitch presentation must be held in English, as it is the main language of the event to reach our international audience. We welcome the participation of women, in order that the composition of the session could be as much as possible gender balanced. PowerPoint presentations are allowed and must be uploaded before the session in the speaker room indicated by our Technical Office.

Startup Pitching Sessions will be considered part of the Event Program and it will be published on the event´s agenda and app, with its title, brief description and speakers. Regarding the speakers, please bear in mind that each startup is responsible for delivering on time the information to be published (speaker´s photo, short bio, name, job position, organization, city, country) following the deadline to be indicated by our organizing committee once the startup is selected. The organization reserves the right of not publishing the speakers in case the information is incomplete or simply doesn't respect the official deadline.

Each speaker in this category will be given a three-day pass for the World Congress. Also, we provide the opportunity to purchase additional passes with a 25% discount rate. Please note that the organization does not provide financial support for selected speakers' travel, accommodation, or visa procedures.

11. Selection communication

The selected startups will be contacted starting on **September 18th, 2023.**

12. Schedule

Calendar 2023	Action
June 15th	Call for Startups launched
September 7th	Deadline for submitting applications
Until September 15th	All participants should be available to answer any request from the organization
Starting on September 18th	Selected startups will be informed
October 10th	Deadline for sending all information for speaker´s publication in our agenda (web/app)
November 7th to 9th	Celebration of **Smart City Expo World Congress** and its co-located events: **Tomorrow.Mobility World Congress, Tomorrow.Building World Congress** and **Tomorrow.Blue Economy**

13. Intellectual and Industrial Property Rights

The participant is responsible for the authorship of the submitted solution; he/she is the owner of the intellectual and, where applicable, industrial property rights thereof.

The participant is accountable for the solution submitted not violating intellectual property rights, industrial property rights, copyright and/or image rights and assumes complete responsibility regarding third parties; the Organization is free of all liability.

Once the startup and its solution has been selected, the organizers may make public any details considered as public (author name, organization name, topic, title, brief, abstract, website, representative images of the solution).

14. Data Protection

Due to the sensitive nature of the information supplied, the organizers, the members of the organizing committee and evaluators guarantee to keep the participants' identity and the content of their project confidential outside the sphere of the **Call for Startups.** This also includes any information about its current state of use or development.

Once the startup has been selected, the organizers of this call may make public any details considered as public (company name, company website, person in charge, logo, solution description, challenge area, sent images or pictures).

Privacy Policy and Information on Data Protection:

Controller: FIRA INTERNACIONAL DE BARCELONA, Tax Code (CIF) Q-0873006-A, and registered address Av. Reina Maria Cristina, s/n, 08004 Barcelona and its investees ALIMENTARIA EXHIBITIONS, S.L.U. and FIRA BARCELONA INTERNATIONAL EXHIBITIONS AND SERVICES, S.L. **Purpose**: To process your data to evaluate your proposal to participate in the Call for Startups and as speaker of an Agora Session in SCEWC, TMWC, TBWC and TBE 2023. **Lawful basis**: Legitimate interest and consent if you agree to receive information about SCEWC, TMWC, TBWC and TBE. **Recipients**: Your data is not transferred to third parties except for legal obligation. **Your rights**: The right to access, rectify, and erase your personal data, as well as the rights of data portability and restriction of processing that are set forth in the additional information. **Additional information**: You can view the additional detailed information on Data Protection on our website https://www.firabarcelona.com/en/privacy-policy-2/ **Information Society Services Act**: Pursuant to Spain's Information Society Services Act 34/2002, you may authorize us to send you information by any means about our trade shows that may be of interest to you.

15. Queries and Suggestions

If you have any queries or suggestions, please email to: dkumerz@firabarcelona.com

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