

Smart City Expo World Congress

World Smart City Awards 2021

Terms and Conditions

Entering the competition implies full acceptance of its rules

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1. Smart City Expo World Congress 2021: We Are the Cities we Make

They say life is what you make it. Back in 2011, we chose to make it easier for citizens worldwide by reflecting on how to build a smart society for innovative and sustainable cities. We needed smart thinking for that, so we pushed forward on how to build better places to live and how to change the world. Not just symbolically. Thus, we shared knowledge on the latest urban innovation and how to make cities for people. Even better, on how to empower them. We proposed formulae to have cities where we like to live in and to keep on working to have cities made of dreams, as dreams keep us moving forward.

Now, here's the thing: Yes, we've grown older, and hopefully wiser. We've gone through one of the worst health and social crisis of the century. Cities have too. With 55% of the population living in urban areas and climate emergency declarations issued by hundreds of councils and jurisdictions worldwide, cities need to lead the way in maximizing nature's value, bridging the multidimensional inequality gap and supporting a gas-free future, to cite just a few pressing issues. For, in the end, we are what we make, and so are cities. **We build cities, but cities build us too.**

That's why the 2021 edition is so special for the Smart City Expo World Congress, as throughout these years we have turned into much more than a three-day event. We have **created and nurtured an international innovation community** who's reflecting on how innovative technologies can help make more humane cities; we've **fostered cross-sectoral conversations** on this essential topic and other collateral themes; we've **connected solution-seekers and solution-providers** to disrupt several key sectors such as mobility, infrastructures or tourism; we've **fostered partnerships** and built a platform to share knowledge. All in all, we've developed a ground-breaking model of **advocacy for a better urban world**. And we plan to keep on doing it.

That is the reason why this edition we have widened our vision to **eight main topics** touching the most pressing issues facing cities: **Enabling Technologies, Energy & Environment, Mobility, Governance, Economy, Living & Inclusion, Safety & Security, and Infrastructures & Buildings**.

With this broadened approach and over 10,000 professional visitors, along with high level representatives from cities all over the world and over 400 international speakers expected, the Smart City Expo World Congress 2021 hopes to **strengthen the smart community worldwide**. This may encourage participants to take action to make cities allowing us to function as better people, thus enabling a better future for all.

Accordingly, in a move to ensure that as many economic sectors as possible are included in this objective, the Smart City Expo World Congress 2021 will **co-locate the first edition of Tomorrow.Mobility Congress**, which focuses on the future of mobility in an integrated way, and **PUZZLE X**, a new initiative aimed at grasping the potential of Frontier Material Technologies to solve some of the challenges that society is facing. The three events support each other and will undoubtedly enrich the smart city ecosystem.

Don't miss the opportunity to find out smart initiatives for better living. **Join us in making the best possible cities and turning them into what we want them to be. Just like a better version of ourselves.**

2. Purpose of the Call for Awards

The **World Smart City Awards (WSCA)** is one of the most important activities of this upcoming event, where pioneering city strategies, projects and ideas are recognised based on their **innovation, relevance, impact, scope of implementation, citizen engagement, co-creation, inclusivity, feasibility, replicability, multi-stakeholder collaboration**, amongst other aspects.

The WSCA has been established to identify **cities, projects related to the topics of the event and innovative ideas** that are making urban areas worldwide more liveable, environmentally sustainable, and economically thriving, as well as stimulating diversity, social inclusion, equity, safety and collaboration, thus enhancing the quality of life for all.

In the **2020 edition**, we received entries from 46 countries worldwide. Previous award winners presented enlightening proposals coming from Singapore, South Africa, Qatar, Japan, Netherlands, Brazil, Israel, UK, France, USA, Denmark, Spain, China, Guatemala, Nigeria, India, Kenya, Austria, Saudi Arabia, Argentina and United Arab Emirates.

3. Topics covered

Please find in this section the **Award Categories for the 2021 edition** and the main guiding keywords for each of the topics considered. You will need to prioritise and select **only one topic** that your proposal primarily refers to. Submissions should be dealing with one or several keywords of this list. Additional keywords can also be suggested in the online form. Do not hesitate to contact the organization in case of doubt.

Topics 2021	Main keywords
Enabling Technologies	5G, Algorithm ethics, Algorithms, APP solutions, Artificial Intelligence, Augmented Reality, Big Data, City Platforms, Cloud Computing, Connected Devices, Connectivity, Data Analytics, Data Center, Data Integration, Data Management, Data Storage, Deep Learning, Digital Modelling, Digital Twins, Implementation Challenges, IoT, IoT devices, Latency, Machine to Machine communication, Networked Devices, Platforms as Service, Robotics, Sensoring, Simulated Environments, Smart Devices, Smart Environments, Smart Networks, Virtual Reality, WiFi 6, Universal Broadband.
Mobility	Active Mobility, Air Mobility, Autonomous Vehicles, Business Models, Connected Vehicles, Cycling Lanes, Drones, E-mobility, First Mile, Flexible Mobility, Fossil Fuel-free Streets, Freight, Future Mobility, GIZ, Hydrogen Mobility, Individual Mobility, Insurance, Integrated Mobility Plans, Intelligent Mobility, Intelligent Transport Systems, Last Mile, Liability, Logistics, Low Carbon Mobility, MaaS, Mapping, Mass Transit, Micro Mobility, Mobility Planning, Multimodal, On-demand Mobility, Non-motorized Mobility, Parking, Payment Systems, Peer-to-peer Ridesharing, Public Transport, Railway Transport, Scooter, Shared Mobility, Smart Traffic, Space, Transport Hubs, Transport Integration, Transport Networks, VTOL, Zero Emissions, Smart Parking, Walkability.

<p>Energy & Environment</p>	<p>3D Modelling, Adaptation, Airports, Alternative Resources, BIM, Clean Air, Clean Energy, CleanTech, Climate Action, Climate Change, Climate Emergency, Cooling Systems, Cradle-to-cradle, Connected Buildings, Critical Infrastructures, Decentralized Energy, Decarbonization, Digital Twins, Dietary Footprint, Ecology, Efficiency, Energy Storage, Food Policies, Food Safety, Food Systems, Food Waste, GHG Emissions, Green Buildings, Green Cities, Green Deal, Green Districts, Green Spaces, Grids, Heating Systems, Hydrogen-powered, Innovative Materials, Landscaping, Low Emissions Tech, Mitigation, Mixed Use, New Energy Models, Nearly Zero-Energy Buildings, Parks, Ports, Public Space, Rainwater Systems, Recycling, Refurbishing, Regenerative by design, Renewables, Resources, Retrofitting, Roads, Smart Buildings, Smart Homes, Street Furniture, Street Design, Smart Infrastructures, Smart Lightening, Smart Utilities, Sponge Cities, Sustainable Construction, Sustainable Garbage Processing, Sustainable Tech, Urban Agriculture, Urban Forests, Urban Resilience, Urban Services, Urban-rural Linkages, Vertical Aeroponic Farming, Urban Management, Urban Planning, Waste Management, Water Management, Wood, Zero Waste.</p>
<p>Governance & Economy</p>	<p>Accountability, Alliances, Art, Centre-periphery, Circular Economy, Citizen Engagement, City Diplomacy, City-to-city, Cooperation, Co-creation, Collaboration, Collaborative Consumption, Creative Cities, Cross-sector Governance, Culture, Data Strategies, Economic models, Financing Schemes, Global Cities, Global Funds, Global Urban Agendas, Indicators, Innovation Ecosystems, International Projection, Internationalization Strategies, Investment models, Legislation, Local Economic Development, Metropolitan Governance, Models Performance Measurement, Multi-stakeholder, Multilateral Institutions, Multilevel Governance, Open Government, Philanthropies, Policies, Policy-making, PPP, Public Procurement, Regional Investment Banks, Regulations, Rural-urban, Sharing Economy, Standards, Standardization, Start-ups, Talent Attraction.</p>
<p>Living & Inclusion</p>	<p>Affordability, Ageing Populations, Cities for All, Co-housing, Co-working, Cross-district Equity, Digital Gap, Diseases, Education, Ethnic Inclusion, Future of Education, Future of Work, Future Skills, Gender Gap, Gentrification, Health, Healthcare, Housing, Informal Housing, Innovative Housing Models, Labour Platforms, Leisure, Minorities, New WorkSpaces, Physical Inclusion, Public Health, 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.</p>
<p>Safety & Security</p>	<p>City Ethics, City Sovereignty, Cybersecurity, Data Breach Protection, Data Security and Safety, Digital Rights, Emergency Response, Ethical Challenges, Identity Management, Information Security, Phishing, Physical Security, Privacy, Public Safety, Safety Engineering, Surveillance, Urban Safety.</p>

4. Organizer of the Award

The World Smart City Awards are organized by the **Smart City Expo World Congress**, providing global recognition in the following categories: **City Award, Enabling Technologies Award, Energy & Environment Award, Mobility Award, Governance & Economy Award, Living & Inclusion Award, Safety & Security Award, Recovery Innovation Award and Leadership Award.**

5. Who can participate?

The **World Smart City Awards** are aimed at both public and private sector, cities, businesses, entrepreneurs, start-ups, digital innovators, developers, research centres, universities, civic techs, civil society representatives, non-governmental organizations, cooperatives, consortiums (public-private), social activists and individuals, with innovative ideas, analyses, studies, visions and solutions for the management and development of our cities.

6. Restrictions

Institutions represented in the Judging panel and organizers **CANNOT** compete in the **World Smart City Awards**.

7. Prize Categories

There are different categories of proposals that will be considered for the competition:

- **City Award**

The **City Award** considers a global strategy developed by a **city** that combines projects, initiatives, and policy implementations in **2 or more urban fields**. These fields are described in the topics section. It rewards a city for its innovation, collaboration and sustainability strategies. Evaluation will include the proven impact to date.

Submissions to the City Award must **only be made by city governments**. Any submissions from private or non-governmental entities will be subject to disqualification from consideration for the World Smart City Awards.

We strongly recommend cities with a clear urban strategy, or relevant projects, in several fields to submit their candidacy combining the different projects/initiatives developed.

- **Project Awards**

The **Project Awards** consider the most innovative and successful projects already being implemented and developed in a specific urban development area. These areas are described in section 3 of the Terms & Conditions (Topics 2021). The proposal can apply an in-depth approach to a single topic area or address multiple topic areas, but only one main topic must be prioritised and selected. The awards granted under this category are:

- **Enabling Technologies Award**
- **Energy & Environment Award**
- **Mobility Award**
- **Governance & Economy Award**
- **Living & Inclusion Award**
- **Safety & Security Award**

The best proposals in each topic will show a balance of innovative characteristics, proven impact to date, and clear proof of continuing feasibility.

The organization realizes that the definition of a project can be very broad and can include (but is not limited to): objects, hardware and/or software developments, technological systems, services, buildings, parks, neighbourhoods, and policy implementations. The possibilities are not limited to the themes above so, in case of any doubt, please contact the technical secretariat using the email stated below.

Submitted proposals must be already implemented or be in the process of implementation.

Proposals can be submitted by local governments, businesses and entrepreneurs, research centres, public or non-governmental organizations, and public-private consortiums.

- **Recovery Innovation Award**

The Innovation Award this year will exceptionally be focused on initiatives contributing to recovering from the Covid-19 crisis. To this end, the Recovery Innovation Award considers projects and initiatives that have the potential of contributing to the successful transformation, adaptation or response of our cities to the Covid-19 pandemic or others that may occur in the future. Submissions do not need to already be in the implementation stage but must be sufficiently developed to allow for their evaluation. In addition to their innovative characteristics, submissions will also be evaluated for projected impact and demonstrated feasibility of implementation.

They can be submitted by local governments, businesses and entrepreneurs, research centres, public or non-governmental organizations, and public-private consortiums.

- **Leadership Award**

Launched as a novelty in 2021, the Leadership Award recognizes exemplary living individuals who have made significant and demonstrable contributions to advancing smart cities projects worldwide during the last 10 years and have shown outstanding leadership over this period. Individuals eligible for this award may demonstrate a strong commitment to improving the future of our cities in any of the fields and areas described in section 3 of the Terms & Conditions (Topics 2021). They may have worked for local governments, private companies, research centres, public or non-governmental organizations, public-private consortiums, or any other type of relevant organization. Particular attention will be given to individuals active in the wider smart cities' ecosystem, who provide a positive role model for other leaders.

Anyone may submit a nomination for the Smart City Leadership Award with the candidate's permission. Self-nomination is also permitted for this award category.

Nominations must clearly document why the candidate should be considered, above all others, for this particular award. All nominations should contain sufficient information to inform the selection process without additional research.

8. Presentation of Proposals

To enter in the running World Smart City Awards, please fill in the form [available online](#).

Proposals must be submitted electronically via our website and are to conform to the terms and conditions here included.

The form and all complementary information will have to be filled out entirely in **English**.

No proposals in **any other languages** will be accepted.

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

No additional documents to the web form will be accepted, unless requested by the organization.

You are encouraged to refer to the evaluation criteria (section 10) when filling out the web form. Please do not leave any field blank. The web form to be fulfilled will require, among other details, the following fields.

City Award / Project Award / Recovery Innovation Award

- Main Topic (please select only one from the list)
- Keywords (max 100 characters)
Select one or more from the list of main keywords.
- Additional Keywords (max 100 characters)
You may include any additional keyword that relates to your proposal.
- Submission title (max 100 characters)
- Brief description of the proposal (max 300 characters)
- Abstract (max 2500 characters)
You may include the context of implementation, added value of the proposal, methodology of resolution, solutions/conclusions, and any other information helpful to understanding the main ideas of your proposal.
- Strategic objectives (max 300 characters)
- Scope of implementation (max 300 characters)
Indicate the target group. You may include the influence area or scale of your proposal, e.g., region, city or neighbourhood level.
- Current state of implementation (max 300 characters)
- Innovative characteristics of the proposal (max 300 characters)
Indicate how the subject addressed is relevant and original and explain why it demonstrates and innovative approach.

- (Expected) Results / Impact of the proposal (max 300 characters)
Provide information on the impacts, including a quantification of the scope of the impact. If the proposal has not yet been implemented, please state the expected results/impact.
- Feasibility of the proposal (max 300 characters)
- Potential for replicability (max 300 characters)
Explain the potential of the proposal to be replicated in other sectors, regions, countries, or even in different modes.
- Inclusivity, citizen engagement and co-creation (max 300 characters)
Does your proposal include considerations of citizen engagement, and defines inclusion targets in terms of gender, ethnicity, class and/or age? Explain how.
- Partners involved: name / job title / organization details (max 300 characters)
- Reference website of the proposal
You may include here a link to an explanatory website or video of the proposal.

Supporting Document:

- The uploaded document should be no longer than 10 pages/slides. Only PDF format will be accepted.

Proposal images/pictures:

- The photos should represent the award proposal, showing either the materialization of the solution or the city/country/group of people that benefit from it. Please include 5 landscape format images/pictures that better represents your proposal. Only JPEG format in high resolution (at least 2048px) will be accepted. If your proposal is selected as a finalist, the organizers may make public these images and use them in a large size projection screen. Please avoid infographics, PowerPoint presentations and screenshots (these ones can be included in the supporting document).

Leadership Award

Candidate's details:

- Salutation
- Name and surname
- Job position
- Organization
- City
- Country
- Twitter account
- Candidate's email address
- Candidate's contact phone number
- Candidate's picture

Nomination details:

- Candidate's merits (max. 300 characters)
Explain why the candidate should be awarded. You are encouraged to emphasize those projects and/or initiatives in which the candidate played a pivotal role, thus demonstrating outstanding leadership in the smart cities and/or urban innovation field.
- Candidate's main achievements and impact (max. 300 characters)
Provide a summary of the candidate's most noteworthy achievements in the smart cities and/or urban field and the difference it has made. You are encouraged to highlighting the current or potential outcomes and/or impact of the candidate's contributions.
- Leadership – Institution/Organization (max. 300 characters)
Explain how the candidate has shown leadership in contributing towards the mission of an organization/ institution widely recognized within the smart cities and/or urban innovation sector.
- Leadership – Dissemination (max. 300 characters)
Explain how the candidate has contributed to disseminating the concept of smart cities or other associated concepts related to urban innovation.
- Leadership – Innovation (max. 300 characters)
Explain how the candidate has led the development of innovative concepts, products, ideas, or approaches to the smart cities and/or urban sector more broadly.
- Thematic areas (max. 300 characters)
Indicate the principal thematic areas where the candidate has contributed chiefly. You may refer to the main topics of the congress (i.e., enabling technologies, environment / energy, mobility, governance & economy, living & inclusion, safety & security) and use some keywords.
- Other awards or prizes (300 characters)
Indicate whether the candidate has been awarded other relevant prizes or recognitions before.
- Curriculum vitae or professional resume (1 document upload - only PDF)
Upload a document that provides a comprehensive overview of the candidate's accomplishments and relevant experiences.
- Supporting images/pictures (max. 5 images - only high-resolution JPEG (2048px or more)
Provide pictures that illustrate or support the candidate's contribution to the field. They may be related to projects or initiatives the candidate has led. If the nominee is shortlisted, the organizers may make public these images and use them for dissemination and communication purposes, including during the Awards Ceremony. Please avoid infographics, PowerPoint presentations and screenshots.
- Additional supporting documentation (1 document upload - only PDF)
You can upload any additional supporting documentation.

9. Submission period

All entries should be submitted **starting on July 19th and before September 15th, 2021, 23:59:59 CET (Central European Time).**

10. Evaluation Criteria

City Award / Project Award / Recovery Innovation Award

The quality of each proposal will be evaluated according to the criteria described below. Each submission will be evaluated based on ten aspects. For each aspect, a score will be assigned based on the degree to which the submission demonstrably fulfils each listed criterion. The leadership award will be evaluated based on a distinct set of evaluation criteria (see below).

Aspects	Criteria considered
Innovation	<ul style="list-style-type: none"> The subject 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	<ul style="list-style-type: none"> Defines a need(s) or unresolved problem(s) being addressed in its context.
Impact	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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).
Citizen Engagement and Co-creation	<ul style="list-style-type: none"> Embraces considerations of citizen engagement and how to ensure the uptake of their ideas; AND/OR includes innovative methods and tools such as co-design or co-creation.
Inclusivity	<ul style="list-style-type: none"> Defines inclusion targets in terms of gender, ethnicity, class and poverty, and/or age.
Feasibility	<ul style="list-style-type: none"> Clearly makes a persuasive case for feasibility. <p>If <u>implemented</u>, the proposal has an established record of success, AND/OR includes some information on the development cycle, the current status of implementation, and questions of financial and logistical feasibility.</p>

	<p>If it is a <u>proposed project, initiative or idea</u>, it includes some information for developing, piloting, and scaling the idea; AND addresses questions of financial and logistical feasibility.</p> <p><i>Does not apply to research and comparative analysis or to a more analytical and theoretical proposal.</i></p>
Replicability	<ul style="list-style-type: none"> Proposal with the potential to be transferred onto other contexts different than those where they were originally conceived for; that is, that could be replicated in other sectors, regions, countries, or even different modes.
Multi-stakeholder Collaboration	<ul style="list-style-type: none"> Identification of People-Public-Private-Social/Citizens partnerships or other forms of multi-stakeholder collaboration aspects.
Soundness	<ul style="list-style-type: none"> The data being presented is reliable and sound.

Leadership Award

Nominees will be selected in accordance with the following award criteria, based upon the degree of demonstrated excellence and the impact of the nominees' actions. Strong nominees may exhibit several of the characteristics listed below.

Aspects	Criteria considered
Excellence and relevance of achievements	<ul style="list-style-type: none"> Outstanding quality of the projects and initiatives achieved by the candidate, which should represent the highest standard of achievement in the smart cities industry. Particular attention will be provided to achievements that have created a lasting value for the citizens who live in a particular community, AND/OR ensured environmental protection and enhancement; AND/OR tackled specific societal needs.
Impact of the achievements	<ul style="list-style-type: none"> The achievements of the candidate demonstrate a clear, significant, tangible impact on the community. The inclusion of data or figures which can quantify the scope of the impact of the initiatives led by the candidate will be positively valued.
Collaborative leadership	<ul style="list-style-type: none"> The candidate has effectively contributed towards the mission of an organization or institution widely recognized within the smart cities AND/OR urban innovation sector.

	<ul style="list-style-type: none"> The candidate has worked effectively with others to produce positive results. This includes, among others, the ability to establish effective partnerships across multiple actors.
Leadership – innovation	<ul style="list-style-type: none"> The candidate has shown outstanding creativity and innovation to tackle an urban challenge, proactively identifying novel ways to improve life in cities. Specifically, the candidate has played a critical leading role in the development of innovative concepts, products, ideas or approaches to the smart cities and/or urban sector more broadly.
Leadership – Dissemination	<ul style="list-style-type: none"> The candidate has effectively and successfully contributed to disseminating the concept of smart cities or other associated concepts related to urban innovation. This may include the participation in events, conferences, the implementation of communication and dissemination campaigns, or the development of initiatives to share knowledge/information in order to contribute to the global urban community.

11. Evaluation Process

The evaluation process is divided into two phases:

1) Regulation compliance and pre-selection of finalists

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

A pre-selection of 6 award finalists will be made for the City Award and the Recovery Innovation Award.

A pre-selection of 3 award finalists will be made for each of the following categories: Enabling Technologies Award, Energy & Environment Award, Mobility Award, Governance & Economy Award, Living & Inclusion Award, Safety & Security Award and Leadership Award.

Finalists from all categories will be informed starting on mid-October, **2021**. At this stage all finalists from each prize category will be **required to provide the organizers with graphic material** to be determined, such as high-quality images or a short video, **of the award proposal**. The organizers of the event will use such graphic material, which will be a mandatory condition to remain a finalist, for the promotion of the prize.

All finalist candidates in each prize category of World Smart City Awards 2021, are required to join the Award Ceremony either physically in Barcelona or virtually via the event’s online platform. The

Ceremony will be held during the celebration of Smart City Expo World Congress on November 17th, 2021, where the winners will be announced.

For the ceremony organization purposes, **all finalist candidates must confirm their attendance to the Award Ceremony and send the required graphic material.** The presence of the finalists to the Award Ceremony is a mandatory condition to be considered as finalist. In the event that any finalist candidate is unable to attend the ceremony, the organization reserves the right to select another candidate who fulfils all requirements to be a finalist.

Proposals will be exceptionally subject to change of category according to the observations of the Expert evaluators. The candidate will be informed in due time.

2) Winners' selection

A Judging panel appointed by the organization will select the winner of the City Award and the Leadership Award.

Proposals could be subject to additional request of information or clarification from the Judging panel of this last stage of evaluation.

The prize winners will be announced at the **World Smart City Awards Ceremony** to be held during the Smart City Expo World Congress, on **November 17th, 2021.**

Any prize award category could be declared void by the Judging panel.

12. Award Prizes

The **winners** will be awarded with the following prizes. All benefits are applicable to the 2021 edition of the Smart City Expo World Congress.

City Award

The winner of the 2021 City award will, during the 2021 edition of the Smart City Expo World Congress, have the right to:

- A free 30 square meters exhibition space in the Expo area with standard stand design pack;
- 1 speaking slot in the World Congress;
- Publicity of the award via various communication media.

Project Awards in the following topics: Enabling Technologies, Energy & Environment, Mobility, Governance & Economy, Living & Inclusion, Safety & Security.

The winner of the 2021 Project award in each topic will, during the 2022 edition of the Smart City Expo World Congress, have the right to:

- 1 speaking slot in the World Congress;
- 5 congress passes (three-day full pass to the expo and congress sessions);
- Publicity of the award via various communication media.

Recovery Innovation Award

The winner of the Recovery Innovation Award will, during the 2022 edition of the Smart City Expo World Congress, have the right to:

- 1 speaking slot in the World Congress;
- 5 congress passes (three-day full pass to the expo and congress sessions);
- Publicity of the award via various communication media.

Leadership Award

The winner of the Smart City Leadership Award will, during the 2021 edition of the Smart City Expo World Congress, have the right to:

- 1 speaking slot in the World Congress;
- 5 congress passes (three-day full pass to the expo and congress sessions);
- Publicity of the award via various communication media.

13. Publicity & Promoting the Prizes

1) Publicity by the winners

Both finalists and winners must promote the prize and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

Unless the organization requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) must:

- (a) display the Smart City Expo World Congress logo and
- (b) include the following text:

“This [city/organization] was [finalist/Winner] of the [City Award/Enabling Technologies Award/Energy & Environment Award/Mobility Award/Governance & Economy Award/ Living & Inclusion Award/ Safety & Security Award / Recovery Innovation Award / Leadership Award] at World Smart City Awards 2021”.

When displayed together with another logo, the Smart City Expo World Congress logo must have appropriate prominence.

For the purposes of their obligations, the finalists/Winners may use the Smart City Expo World Congress logo without first obtaining approval from the organizers.

This does not, however, give it the right to exclusive use.

2) Publicity by the organizers

For promotional purposes, all finalists will be required to provide the organizers a short video displaying the content of the award proposal in an attractive way. The organizers of the event will use those videos and images that were previously sent for the promotion of the prize.

Promotional video:

The video should present the proposal in a concise and attractive way.

Tentative requirements:

- Sound and use of chyrons recommended (always in English)
- Landscape format
- Final length of 1 min. - 1.30 min.

Example: <https://www.youtube.com/watch?v=6T4HDyFuH04>

As soon as the finalists are selected, the organization will provide them with a document of more specific guidelines for the short video.

The organizers may use, for their communication and publicising activities, information relating to the proposals, documents notably summaries for publication as well as any other material, such as pictures or audio-visual material that it receives from the participants (including in electronic form). The organizers will publish the name of both the finalists and the winners, their origin, and their nature and purpose — unless they have requested to waive this publication (because disclosure risks threatening its security and safety or harm its commercial interest).

Photos and videos taken by the organizers during the award ceremony are the sole property of the Smart City Expo World Congress and might be used for branding purposes.

14. Awards Schedule

Calendar 2021	Action
July 19 th	Call for Awards launched
September 15 th	Deadline for submitting proposals
Until October 5 th	All participants should be available to answer any request from the organization
Starting on mid-October	Finalists from all categories will be informed
Until November 15 th	Selected finalist participants should be available to answer any request from the Judging panel
17 th November	Winners of each prize category will be announced at the World Smart City Awards Ceremony

15. Intellectual and Industrial Property Rights

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

The participant is accountable for the proposal submitted not violating intellectual property rights, industrial property rights, copyright and/or image rights and assumes complete responsibility with regard to third parties: the Organization is free of all liability.

Should the proposal be short-listed, the participant authorizes the Organization to disseminate, reproduce and publish the proposal in any format and using any medium to publicize the Smart City Expo World Congress.

16. Data Protection

Due to the sensitive nature of the information supplied, the award organizers, the members of the Judging panel and Expert evaluators guarantee to keep the participants' identity and the content of their project confidential outside the sphere of the **World Smart City Awards**. This also includes any information about its current state of use or development.

Once the proposal has been selected as a finalist, the organizers of this award may make public any details considered as public (submission title, organization in charge, person in charge, websites, description, sent images or pictures, short video, purpose and category).

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 SLU and FIRA BARCELONA INTERNATIONAL EXHIBITIONS AND SERVICES SL. **Purpose:** To process your data in relation to your participation in the SMART CITY EXPO WORLD CONGRESS and to send you information about our products and services related to SCEWC. **Lawful basis:** Consent given by the data subject. **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 www.firabarcelona.com "Privacy Policy".

17. Queries and Suggestions

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

If you are interested in commercial opportunities to enhance your organization's profile at the Smart City Expo World Congress or Tomorrow.Mobility, please contact smartcityexpo.sales@firabarcelona.com

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