**AWARD FOR THE URBAN CHALLENGE "OPTIMIZATION OF HORECA DISTRIBUTION IN THE CITY OF BARCELONA"**

**ANNEX IV. EXTENDED EXECUTIVE PROPOSAL OF THE PROJECT**

*The executive proposal of the project can have a maximum of 25 pages, Arial font 11, line spacing 1.5.*

**Project identification details:**

Title:

Summary *(description):* Click here to write text. / Click here to write the text.

Applicant: Click here to write text. / Click here to write the text.

Budget: Click here to write text. / Click here to write the text.

Duration: Click here to write text. / Click here to write the text.

Target audience: Click here to write text. / Click here to write the text.

**BRIEF DESCRIPTION OF THE APPLICATION APPLICANT**

*Brief description of the applicant entities, detailing their professional qualifications, the fit of their skills and experience with the requirements of the project.*

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**EXECUTIVE SUMMARY OF THE PROJECT**

*Presentation of the project, opportunity/problem faced, description of the product or service, potential impact, added value*

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1. **EXCELLENCY PROJECT EXCELLENCE** 
   1. Clarity and relevance of the objectives and results of the project.

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* 1. Maturity and feasibility of the proposed solution. Credibility of the proposed methodology and the required pilots/demonstrators.

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* 1. Adhesion of representative user entities that confirm the validity and interest of the proposed solution.

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* 1. Innovative and differential component of the proposed solution.

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* 1. Robustness and reliability (technological and social) of the technologies to be used in the proposed solution (e.g. to guarantee a low level of error).

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**2. IMPACT OF THE PROJECT**

2.1. Relevance of the potential impacts on the challenge. Contribution and scope of the proposal in the proposed impacts. Inclusion of other additional impacts not associated with the urban challenge that may have a positive social return (e.g. inclusion potential, social return, positive environmental impact, etc.).

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2.2. Validity of the proposed indicators in relation to the identified impacts:

* Quantity and quality of indicators.
* Existence of basic (quantitative) data for the measurement of impacts.
* Procedure for verifying potential impacts.
* Contribution and scope of the impact of the proposal (value to be achieved for each indicator) to the urban challenge and the areas of action

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2.3. Potential for exploitation of the project results and the scalability and replicability of the proposed solution. Demonstration of the economic sustainability (sustainable business model proposal) of the project at the end of the subsidized phase.

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2.4. Quality and coherence of the actions planned to communicate and disseminate the project and its results.

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2.5. Capacity to attract and retain national and international talent linked to urban mobility.

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* 1. Compliance with current data protection regulations or procedures for doing so.

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**3. PROJECT IMPLEMENTATION**

3.1. Solidity, coherence and alignment with the project objectives of the work plan, activities, allocated resources, responsibilities, procedures and budget.

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3.2. Project management bodies: Soundness of the structure and the technical and administrative management procedures envisaged.

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3.3. Professional qualification of the applicant(s) and fit of their skills and experience with the project. Multidisciplinary perspective of both the work team and the planning of the project

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3.4 Validity of the proposed activities to demonstrate the ability of the solution to achieve its objective.

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3.5. Identification, qualification and quantification of the potential risks of the project, as well as definition of procedures or measures for their mitigation.

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3.6. Quality and coherence of the actions planned to enhance the scalability, replicability and future profitability of the project results.

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**OTHER PROJECT REQUIREMENTS**

It includes other requirements and needs for the successful development of the project (Focus group, public space, urban assets, contact with companies, etc.)

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