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

**ANNEX III. SIMPLIFIED EXECUTIVE PROPOSAL OF THE PROJECT**

*The executive proposal of the project can have a maximum of 4 pages, Arial font 11, line spacing 1.5.*

***MAXIMUM 4 PAGES***

**PROJECT DESCRIPTION**

*Description of the project, which provide the reader with a clear idea of the project.*

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**CRITERIA 1. EXCELLENCY PROJECT EXCELLENCE**

* *Relevance of both the solution and the proposed methodology and the associated pilots/demonstrators.*
* *Contribution of the objectives and results of the project to the challenge(s) and adaptation to the urban context in which it is posed.*
* *Innovative and differential component of the proposed solution.*

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**CRITERIA 2. IMPACT**

* *Quality and scope of the short- and long-term impacts, the associated indicators and the potential for exploitation of the project results.*
* *Potential for exploiting the results of the project and the scalability and replicability of the proposed solution.*
* *Robustness of the technologies to be used (e.g. to ensure a low level of error).*

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**CRITERIA 3. IMPLEMENTATION**

* *Consistency of the proposed work plan with the objectives and results proposed.*
* *Expertise of the proposing person/entity in relation to the proposed solution.*
* *Compliance with data protection regulations or procedures for doing so.*
* *Validity of the proposed activities to demonstrate the ability of the solution to achieve its objective.*

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