

CITY AWARDS - OPEN HOUSE MADRID

1. INTRODUCTION

More than ever, cities face public challenges. Many cities are taking advantage of the experience and talent of professionals, as much as of citizens to confront these challenges.

OPEN HOUSE MADRID organizes the first CITY AWARDS with the aim of recognizing the most innovative and social proposals, which will brand the future of the cities.

Innovative proposals are necessary to improve the world in which we live in. The globalization and technical revolution are generating economic and social changes that demand new responses. In order to respond to these new needs, entrepreneurial initiatives appear that focus on solving specific problems mainly through technological innovation.

These awards recognize both innovation and design as essential factors to bring quality of life to citizens. With them, it is also about fostering the culture of design and innovation in Spain, both in the professional field and in society as a whole.

Among the five categories, three are nominated by the Council Open House Madrid.

Best Citizenship Engagement and *Best Use of Social Media* are open prizes to international proposals.

2. CATEGORY

2.1 Best Urban Design

This award recognises projects about the creation of spaces, the construction of places and innovative projects that satisfy the current and future demands of urban life, taking into account the uses of energy and effective practice.

2.2 Best mobility programs

The award focuses on mobility initiatives that directly relate to our ways of life, especially related to the efficient use of transport. The projects may include the use of electric vehicles, individual and shared transport or the development of innovative strategies, to make the future of urban transport more ecological and comfortable.

2.3 Best innovation solution

This award recognises the innovation and technical solutions as the core of positive change in cities. It promotes the use and implementation of innovative technologies and progressive practices to support the design, the functioning of buildings, as well as the investigation within different practices and in the academic world.

2.4 Best Citizen Engagement

This category recognises the involvement of the community. It therefore is about projects that promote the participation of citizens in the transformation of their cities.

2.5 Best Use of Social Media

The digital footprint of a space can be a significant reflection of the space in the real world. The way in which we use social networks to involve the public, to promote politics, to attract tourism, investment or to create ideas, is an effective strategy to brand a space. We look for creative and innovative approaches and strategic methods in the world of social media that can produce effective results.

3. INSCRIPTION

The registration is FREE, online (www.openhousemadrid.org) in the section PREMIOS CIUDAD. It will be only considered valid if the documentation is delivered before the deadline specified in these rules.

Participation is open to students, citizens, organizations, enterprises or professionals who work, research or develop urban initiatives.

The documentation to deliver must be in pdf format A4 (maximum size of 5Mb) and it must include:

- Title and description of the project
- Representative images of the project
- Details of the person or group and a contact(email and mobile)

Consultations can be made to the email address: hello@openhousemadrid.org

4. JURY

The Jury will be composed of renowned professionals and academics who are part of the Open House Madrid Advisory Council.

The composition of the Jury will be published on the contest website.

5. PRIZES

The Prize will consist of an award and an accrediting diploma for the individual or legal entity responsible for the project. The Awards will be presented at a public ceremony, which will help to highlight the work of the winners. The finalists will receive a diploma.

The Prizes can not be declared void or granted ex aequo.

6. INTELLECTUAL PROPERTY RIGHT

The organization of the prizes reserves the right to reproduce information and images of the selected and awarded projects in all documental support that it deems necessary. The proposals presented in this call that have not been selected as finalists will not be made public.

The winning proposals, the finalists and those that have been mentioned, can state the distinction obtained in their technical documentation.

7. CALENDAR

Launch date	MAY 16th 2019
Deadline for submissions	SEPTEMBER 10th 2019
Jury assembly	SEPTEMBER 2019
Awards ceremony	DURING FESTIVAL OPEN HOUSE MADRID

8. ACCEPTANCE OF THE RULES

Participation in these awards implies acceptance of these rules.

9. DATA PRIVACY

The personal data contained in the application will be treated by CULTURE CARE as "responsible" and incorporated into the treatment activity «Actividad de promoción». The purpose of such processing of personal data will be the management and resolution of this call. Purpose based on the public interest of the call and its request to participate in it.

The data regarding the winners of the prizes will be published on the OPEN HOUSE MADRID website and on social networks.

The data will be kept during the processing of the procedure for awarding the prize and the claims that may be made, with the Spanish archives and documentary heritage regulations being applicable.

You can exercise your rights of access, rectification, deletion and portability of your data, limitation and opposition to its treatment, as well as not being subject to decisions based solely on the automated processing of your data, when appropriate, before the Agencia Española de Protección de Datos, c/ Jorge Juan, 6, 28001 Madrid or e-mail to dpo@openhousemadrid.org