

II CITY AWARDS

Open House Madrid

1. INTRODUCTION

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

CULTURE CARE, domiciled at calle Gutiérrez Solana, 4, 28036 Madrid, and with C.I.F. G87104832, hereinafter OPEN HOUSE MADRID, organizes the 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 to focus on solving specific problems mainly through technological innovation.

These awards recognise 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.

2. CATEGORIES

2.1. Best urban design

This award recognises projects related to the creation of spaces, the construction of places and innovative projects that satisfy the current and future demands of urban life, considering 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 a smart change in the cities. It aims to promote the use and implementation of innovative technologies and progressive practices, in support of the design and operation of



buildings, as well as the investigation within different practices and in the academic world.

2.4 Best Citizen Engagement

This category rewards citizens' initiatives to improve urban life. It, therefore, promotes the participation of citizens and encourage them to get involved 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 AND QUERIES

The registration is FREE, sending an email to hello@openhousemadrid.org. 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.

5. PRIZES

The winners will be contacted through the data provided in the registration email. The details of the winners will be published on the Open House Madrid website and on social networks.

The Prizes cannot be declared void or granted ex aequo.

The Prize will consist of an award and an accrediting diploma for the individual or legal entity responsible for the project. The finalists will receive a diploma.



The Awards will be presented at a public ceremony, which will help to highlight the work of the winners.

6. INTELLECTUAL PROPERTY RIGHT

Open House Madrid 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	JUNE 8th 2020
Deadline for submissions	JULY 20th 2020
Jury assembly	JULY 2020
Winners announcement and awards ceremony	DURING FESTIVAL OPEN HOUSE MADRID END-SEPTEMBER 2020

8. ACCEPTANCE OF THE RULES

Participation in these awards implies acceptance of these rules.

9. DATA PRIVACY

CULTURE CARE, as Responsible of the Data Treatment, according to the General Regulation (UE) 2016/679, of protection of data (RGPD) and L.O. 3/2018, of protection of data and guarantee of the digital rights (LOPDGDD), informs that personal data relative to identification data and of contact, will be incorporated to the Registry of activities of the treatment "Promotion Activity", with the purpose of carrying out the transaction and election of the awarded ones and finalists in the different categories. The legitimation will be the acceptance of the terms and conditions of the present call. The data relating to 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 procedure for the award of the prize and subsequently the legally required data for the processing of any claims that may be made, being applicable, the Spanish archive and documentary heritage regulations. You may exercise your rights of access, rectification, opposition, deletion, portability and limitation of processing by sending a reasoned and accredited communication to the following address of our Data Protection Officer at protecciondedatos@openhousemadrid.org. You may also file a complaint with the competent authority at www.aepd.es



10. CHANGES AND/OR ANNEXES

OPEN HOUSE MADRID reserves the right to modify, change, extend and introduce annexes referred to the conditions of this competition at any time and even its possible cancellation, before the closing date of the call, provided there is a justified reason, committing itself to notifying the new rules, conditions, or if necessary the final cancellation, through the same means in which the rules have been communicated.

11. APPLICABLE LAW AND JURISDICTION

The rules of the present contest will be governed by the provisions of Spanish law. Without prejudice to the provisions regarding the resolution of incidents for fraudulent participation, for the knowledge of any dispute that may arise from the interpretation and / or application of these rules, both OPEN HOUSE MADRID and participants, are expressly subject to the jurisdiction and competence of the Courts of Madrid.