



Quick Handbook for the Barcelona Creative Ring Challenge

Project website address:	http://www.creatifi.eu/barcelona-connected-and-participatory-arts/
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Registration	http://formularis.eicub.net/index.php/251727/lang-en

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1 Barcelona Creative Ring Challenge Summary

BARCELONA - CONNECTED AND PARTICIPATORY ARTS

The Barcelona Creative Ring Challenge (CRC), a new opportunity for creative professionals and tech entrepreneurs to receive up to 50.000€ funding to develop an innovative art performance.

The Barcelona's creative ring challenge

The target of this challenge is to create innovative **multi-site outdoor art performances** that will enhance the experience of citizens participating in city festivals using FIWARE and ICT technologies in order to keep the festivity closer to citizens and the city reality. The Barcelona hub is proposing this challenge as a cultural innovation activity in the city for technological and artistic companies, willing to bring their ideas into reality and boost its career at international level.

We are looking for artists, ICT developers, designers and creative companies eager to collaborate among them and produce their Future Internet Artistic Performances in the framework of the Barcelona **MAC festival** during **La Mercè 2016**.

The whole process starts with a public presentation at MWC, followed by informative sessions targeting developers and artistic communities. In late March there will be an Advisory Week. Those interested in the challenge should start building their team combining artistic excellence, IT skills and FIWARE proficiency. CreatiFI will provide support through online resources and its support service.

An Advisory event has been designed to provide thorough information on the challenge and its link with **La Mercè 2016**, FIWARE technologies as well as final recommendations to prepare a good proposal. The event will promote the networking among participants. A second session will focus on checking artistic and technological feasibility. Experts will assess artistic approach, FIWARE technology as well as the business plan of every artistic community.

Once the application period is closed, a jury, composed by experts in performing arts, FIWARE technologies and cultural industry will select the most promising proposals based on the following criteria: artistic excellence, transferability, technological excellence, business feasibility, idea potential and team excellence. These proposals will be invited to a pitching session in which the jury will select the 5 best proposals that will receive 25.000€ for the first conception and development phase. Participants will receive customised mentoring (including technological advise, production management, etc.) for 3 months.

A mid-term evaluation will take place at the end of June where the 5 projects will be shown and evaluated by the same jury.

The best 2 project¹(s) (according to the jury's criteria) will continue developing the idea during 3 months in order to create the final performance.

¹ A maximum of 2 projects can be selected for the 2nd phase

The city's festival *La Mercè*

Every year, in September the 24th, Barcelona celebrates the festivity of its local patron *la Mercè*, with a festival of festivals, drawing more than 2 million people during its week-long run. The traditional fests, concerts and cultural and artistic performances, that take place throughout the city, are a reference for the cultural industry in Europe and worldwide. With more than 600 different activities and 2.000 artists every year, Barcelona becomes the capital of culture.

La Mercè Tecnològica part of the ***MAC festival*** (MAC stands for *Mercè Arts de Carrer*-Street Art Festival) focuses on street performances in which the hybridation of art and technology plays a central role. It includes dance, circus, street theatre, fire, light and images in large scale events and large format installations.

With no doubt, ***La Mercè*** is one of the best catapults for innovative companies, at local level, but also at international level. The relevance of Barcelona, and its festivity, is for sure a reference event in the European agenda of culture and performing arts. ***La Mercè tecnològica*** is a perfect cultural test environment where to experiment and catapult new artistic creations.

Who can participate

Artists, entrepreneurs, cultural associations, cooperatives, micro companies, or SMEs established as a legal entity registered under the laws of an EU country and compliant with the EU tax and social security obligations.

Physical presence at the Advisory event is required.

Timetable

- February 25: CRC launch @MWC
- March 21 – 24: Advisory Week
 - March 21 and 22: F2F advisory sessions on different topics
 - Additional online support will be provided to those attending this event
 - **Only those present at the event will get their project evaluated**
- March 28, 23h59 CET: Final deadline to submit application
- April 6: Pitching & first selection of 5 projects
- April – June: Development and mentoring
- End Mid of June: Selection of 2 projects (phase 2)
- Phase 2, June – September: Implementation and production of the performance(s)
- September 23 – 26: Public show in ***MAC festival*** during ***La Mercè 2016***.
- October: End presentation together with the winners from the other regions in Europe (Brussels, Finland and Italy)
- November: Closing event @Smart City Expo

Grants

The 5 pre-selected projects will be funded with up to 25.000€ and benefit from high-end expert mentors to guide the development of the beta version of their performances.

The winner will be additionally funded with up to 50.000€ and join high-end expert mentors to help develop and produce the art performance during ***La Mercè 2016*** festival, in Barcelona. In addition, the winner will receive support to conduct a Living Lab validation during the live performances with real users and professionals of the sector.

Grants will be delivered in two instalments, the first at the end of the selection process and the second at the end of each of the development phases, once the quality of the

results and the accomplishment of the rules are evaluated milestones and requirements defined in the grant agreement.

Requirements

All performing arts are welcome: actors, performers, comedians, dancers, magicians, circus artists, musicians, singers...

The projects have to meet the following requirements:

- The project should deliver a performance that relies in FIWARE technology to make it possible. The use of FIWARE technologies is mandatory.
- The performance should involve three stages or sites situated in three different city districts.
- The project must be realistic and feasible (delivered on time and fit with the quality standards and with the available resources).
- All projects need to prove that can be replicated in other festivals and that the technology can be used by other artists.

Participation

The CreatiFI project invites those interested in taking part at the Barcelona CRC to build a team (it's highly recommended to be proficient in FIWARE technologies), participate at the Advisory event, and submit their project ideas.

Proposal should be submitted in English through the online submission page of Barcelona Creative Ring Challenge at the CreatiFI website in due time and format.

Each proposal should provide a technical description of the FIWARE technologies role in the project, a list and timeline of milestones per project, and a revenue model for the service/solution, demonstrating the performance replicability as well as the technological solution transferability.

Dissemination and exploitation

Dissemination and exploitation activities will be held during the whole process:

- Launching event at Mobile World Congress (February 25).
- InfoDays targeting artist, students and entrepreneurs at universities), business incubators and art centres (7th of March @UPF, 10th of March, tbc.).
- Web site, social networks, mailing and newsletters of the main culture and entrepreneurial associations and influencers.
- Advisory week: 2 days event with f2f meetings to improve proposals (21st and 22nd March 2016).

More information at <http://www.creatifi.eu/>

FIWARE Technologies information and Online support tool and at <http://www.creatifi.eu/wiki/fiware-tech/>

Application submission at <http://www.creatifi.eu/bcn>

Other questions contact Barcelona@creatifi.eu

This CRC is organized by the CreatiFI Consortium with the collaboration of Barcelona City Council.

1.1.1 Available Budget and Timeline

A budget of 0.7 Mio Euro is available for sub-grants. CreatiFI foresees a 2 stage selection process:

- A maximum of 5 sub-grantees will be selected after the incubation week, and during 3 months, they will be able to develop their prototype/product of multi-site street art performances.
- A maximum of 2 sub-grantees that scored best during the evaluation after this period, will receive an additional grant to continue their project for another period of 3 months, to be terminated latest in September 2016 and showcased during la Mercè 2016.

In the Barcelona Creative Ring Challenge, CreatiFI grants funding of 25,000 Euro to 5 applicants in phase 1 and 25,000 Euro to a maximum of 2 applicants².

Barcelona Creative Ring Challenge Timeline	
Challenge opens for entries	15/02/2016
Official launch at Mobile World Congress	25/02/2016
Advisory sessions ³	21-22/03/2016
Advisory week	21-25/03/2016
Submission of final proposals	28/03/2016, 23:59h CET
Pitches per hub (10 proposals invited, 5 projects selected per hub)	April 6
Start of winning projects	April 2016
1 st evaluation and decision of additional funding for 2 projects ⁴ per hub	June 2016
Start of 2 nd level winning projects	June 2016
evaluation and decision 2 nd level projects	September 2016

1.1.2 Eligibility criteria

The Creative Ring Challenge Selection Committee will assess the defined eligibility criteria as well as the completeness & correctness of provided information at submission. In order to participate to the Creative Ring Challenge, participants have to comply with the following eligibility criteria:

- Register for and attend the local advisory days on the local Creative Ring Challenge site (The participant will bear the travel cost),
- Have a working prototype/product in place and be ready to enhance it by integrating FIWARE to meet the specific needs of the Creative Ring Challenge (Proposers will only be eligible to receive a sub-grant under the rules of the Seventh Framework Program. For realisation of the proposed software based solution, the proposer is making use of available FIWARE Technology.)

² In the case that in phase 2 only 1 project is funded, then a maximum amount of 75,000 Euro will be granted.

³ It is mandatory to attend at least 1 day to get your proposal submission accepted.

⁴ A maximum of 2 projects

- Be an SME based in the EU or associated countries
 - Be a European SMEs following the definition in the Commission Recommendation 2003/361/EC, as well as SME type web entrepreneurs, meaning: less than 250 employees, annual turnover \leq 50 Mio EUR, and annual balance sheet total \leq 43 Mio EUR.
 - Participating SMEs or web-entrepreneurs need to be established in the European Union or associated countries Switzerland, Israel, Norway, Iceland and Liechtenstein, Turkey, the Former Yugoslav Republic of Macedonia and Serbia, Albania, Montenegro, Bosnia & Herzegovina, Faroe Islands or Republic of Moldova.
- Provide a VAT number or be able to provide one in the event Applicant proposal is accepted⁵.
- Submit the proposal online before the closing deadline of the local hub applications process, i.e. March 28, 23h59 CET (Brussels time).
- The proposal must be submitted in English.

⁵ In the event the Applicant has been accepted, in order to receive and spend the funds, he/she will have to create a legal entity that complies with all national legislation.

2 Proposal Template

Proposals must be submitted:

- Electronically through the Creative Hub Challenge portal,
- In the language stated in the call announcement (ENGLISH),
- Before the date and time given as the call deadline in the call announcement (March 28, 23h59 CET).

2.1 Contents of the application form for the Creative Ring Challenge

1. Company

1.2. Who is submitting this Application?

Company name, VAT number, Office Address, number of employees

Company size (select one):

- Registered Company, Medium Sized
- Registered Company, Small
- Registered Company, Micro
- Non-registered company, Registered self-employed (Applicant) with additional team members

(explanations on company size)

Company category	Employees	Turnover	or	Balance sheet total
Medium-sized	< 250	≤ € 50 m		≤ € 43 m
Small	< 50	≤ € 10 m		≤ € 10 m
Micro	< 10	≤ € 2 m		≤ € 2 m
Team of individuals	Group working together with at least one person self-employed	n/a		n/a

The official EC SME definition can be found here:

http://ec.europa.eu/enterprise/policies/sme/files/sme_definition/sme_user_guide_en.pdf

2. Team

Applicant: list name and contact information of main contact

Other team members and description: List the names and relevant experience of the people that will be involved in this project. Add links and descriptions about past projects which might be interesting to prove your experience to accomplish this one.

3. Description of the proposal (tell us about your idea)

Description of your idea: Please describe your proposal, introducing the project idea and justifying why and how it will be delivered an “*artistic project, with technological and media components, that connect multiple stages simultaneously*”. Please, make sure to include the following information:

- Concept and idea
- Objectives of your project and priorities
- References, State-of-the-Art (include how your project differs from the others)
- Specifications (infrastructure, technical requirements, etc.)

4. Budget plan (how much do you need?)

Please give us a budget plan on how you would spend the grants in the event your Application is selected. Please keep in mind that grants will be distributed as follows:

- EUR 10.000 April 2016
- EUR 15.000 July 2016

Please include an expected calendar of expenses, and a budget breakdown.

Additionally, add a high-level description on how you would spend the grants in the event your Application is selected for phase 2.

You can use the template given in <http://www.creatifi.eu/materials/>

5. Business Plan (how are you going to do this)

Please give us a basic business plan on how you would spend the grants in the event your Application is selected, and explain what is the strategy to get investment back. Moreover, if there are external investors, please describe how they are involved and what is their contribution to your project and strategy.

In case technology developments can be re-used in other scenarios, and there is a commercialisation potential, please add also a business plan for it.

6. Current product/prototype (where are you now with your product)

Give a description of your current product/prototype. Please provide:

- a description of the current state of technological development of the product/prototype; in particular a description of the architecture of your project, including software components and an architecture diagram.
- a presentation of the current status of the product/prototype.
- a URL linking to the website or app store where we can download the product/prototype.

7. Milestone plan (what will you do by when?)

Please, provide below the planning in the form of a series of milestones. Enter date in format (DD/MM/YYYY).

8. Intellectual property

Do you have any intellectual property rights with respect to the proposed business idea?

- No
- Patent pending
- Patents
- Copyrights
- Utility models
- Trade marks
- Design
- Licenses
- Other

9. FIWARE integration

9.1. FIWARE GENERIC enablers

Please indicate which FIWARE GEs (Generic Enablers) are already integrated in your prototype or which FIWARE GEs are not already integrated but you plan to integrate in the project during

the Creative Ring Challenge. Describe in short paragraphs the FIWARE GEs usage in your project and what kind of added value the FIWARE GEs give to your project.

You can find a description of the FIWARE generic enablers under catalogue.fi-ware.org/. Please only use the official names from the [FIWARE Catalogue](http://catalogue.fi-ware.org/). To help you identify the best enablers for your project, please look at the FIWARE recommendations for submitters: <http://www.fi-ware.org/fiware-usage-questionnaire/>

9.2. FIWARE SPECIFIC enablers

Please indicate which FIWARE SEs (Specific Enablers) are already integrated in your prototype or which FIWARE SEs are not already integrated but you plan to integrate in the project during the Creative Ring Challenge. Describe in short paragraphs the FIWARE SEs usage in your project and what kind of added value the FIWARE SEs give to your project.

You can find a description of the FIWARE Media & Content specific enablers in <http://lab.mediafi.org/discover.html> Please only use the official names from the [FIWARE Catalogue](http://catalogue.fi-ware.org/)

9.3. FIWARE LAB usage

Please indicate if and how you plan to use FI-LAB to build your product/solution. You can find more information on the FIWARE Lab in <https://www.fiware.org/lab/>

10. Declaration and submission

- The Applicant is aware that in case he/she is short-listed, he/she will have to attend the pitching session on April 6 and 7 in the location of the Hub where he followed the challenge week.
- The Applicant states that he/she will inform iMinds when they were accepted in an accelerator and provide full evidence of what was developed & how much funding was received. CreatiFI does not accept teams that received more than 100k€ FIWARE funding or projects that are still actively involved in another FIWARE accelerators.

2.2 Points of Contact

All information regarding the Creative Ring Challenges can be found on the CreatiFI site here: <http://www.creatifi.eu/creative-ring-challenge-2/>

Creative Hub Contacts:

Partner	Country	Contact
City of Barcelona	Spain	Marc Hernández Güell, Institut de Cultura
City of Barcelona	Spain	Pau Pamplona, i2CAT Foundation

Barcelona@creatifi.eu

CreatiFI Technical Support: techsupport@creatifi.eu or submit a ticket via <http://techsupport.creatifi.eu/>

3 Creative Ring Challenge Jury & Criteria

The list of experts will be created by each Creative Ring Challenge hub. The Creative Ring Challenge team will ensure that the experts do not have any conflict of interest in relation to the proposal or project on which they are required to give an opinion.

Jury members and reviewers will be nominated in each hub, on the basis of provided details such as area of expertise, level of expertise, professional experience, and scholarship.

Prior to the evaluation, reviewers and jury members will have to sign a non-conflict of interest statement and reviewer's code of conduct according to which they will commit to undertake a confidential, fair and equitable evaluation.

3.1 Selection Criteria

Applicants need to consider the following selection criteria when applying for the CreatiFI project:

Criteria		Points
Market Potential		75
1.1	Artistic concept	40
1.2	Project plan elaborated	10
1.3	Originality of the proposal	25
Technological excellence		75
2.1	Advancement of State of Art & readiness of prototype/product	25
2.2	Creativity and proposed usage of FIWARE GEs & SEs	25
2.3	Re-use of tech developments	25
Business Status & Potential		60
3.1	Project Maturity (from business point of view)	20
3.2	Involved end-users in the proposed solution	20
3.3	Planned replicability of the project in other scenarios	20
Team Excellence		60
4.1	Core Team Expertise	20
4.2	Core Team able to realise full development	20
4.3	Core Team able to deploy and scale market ready product	20
Creativity & Connected Cities		60
5.1	Product or solution is easily implementable in other Creative Cities or festivals , i.e. without huge additional development effort	20
5.2	Solution was developed through strong collaboration between creative professionals, artists and technologists	20

Criteria		Points
5.3	Solution provides societal / cultural impact	20
TOTAL		330

- **Market Potential:** this concerns the competitive positioning, the market potential of the proposed production plan. The questions we want to see answered here is: **will the market adopt the production and is there a strategy to reach that?**
 - a. **Artistic concept:** How strong is the artistic approach of it in order to have enough quality.
 - b. **Project plan elaborated:** How well defined, detailed, realistic, feasible and well elaborated the production plan is.
 - c. **Originality of the proposal:** How different it is from other performances.

- **Technological Excellence:** concerns the integration and adoption of FIWARE technologies, which and in which way they are used, as well as the potential for leveraging the solution beyond the individual business model into the FIWARE ecosystem and beyond. In particular applicants must have a prototype and provide a clear development plan in order to integrate FIWARE technology (at least 1 FIWARE GE) in their final solution at the end of the 3 month project in order to evaluate the FIWARE technology usage. The question we want to see answered here is: **is the proposer adopting and integrating FIWARE technologies in an optimal way?**
 - a. **Re-use of tech developments:** What potential have tech developments to be re-used in other scenarios/activities.

- **Business Status and Potential:** concerns the ability to leverage the provided funding into sustainable returns aiming for break-even in 2 to 3 years. Specific criteria are: maturity of the prototype, capability to plan and execute, and business potential in terms of annual revenue. The question we want to see answered here is: **Will the proposer be able to leverage the provided funding into growing returns and new future business opportunities?**
 - a. **Project Maturity** (from business point of view): How much realistic is the business plan according to what has been proposed. Is the artistic concept enough appealing to have its share of the market? Is the project enough realistic to fulfil what is described in the business plan?
 - b. **Involved end-users in the proposed solution:** How aligned is the proposal with the challenge expectations (multi-site interaction, citizens involvement, etc.)
 - c. **Planned replicability of the project in other scenarios:** The proposal can be hosted in other kind of events/scenarios (indoor) or with other purposes?

- **Team Excellence:** this concerns the quality of the team, the ideal mix of artistic and technical skills in the team and the willingness of the team to succeed. The

questions we want to see answered here is: ***will the team be able to build a realistic project and business?***

- a. **Core Team able to deploy and scale market ready product:** Is there a commitment of the entity to keep developing the product/production and capacity to do it?
- **Creative & connecte Cities:** this concerns whether the proposal can be re-used in other cities, or scenarios, if there is collaboration between creative/technology, and what the impact is on society/culture. The questions we want to see answered here is: ***is this a solid project linked to the creative industries?***
 - a. **Product or solution is easily implementable in other Creative Cities, events or festivals:** Enough artistic interest for other festivals, not huge production costs, etc.
 - b. **Solution was developed through strong collaboration between creative professionals, artists and technologists:** How linked is technology with art and culture.
 - c. **Solution provides societal / cultural impact:** Does this project means a step-forward at cultural and artistic level? Does it involve citizens?

4 Frequently Asked Questions

Please see the FAQ section on the FIWARE, CreatiFI and Creative Ring Challenge websites.

5 Creatify

Project Summary

CreatiFI, a FIWARE accelerator project, offers web entrepreneurs and small and medium sized enterprises (SMEs), the opportunity to get funding and support to create innovative internet and mobile apps for the creative industries, powered by FIWARE technologies.

CreatiFI's main objectives are to bridge the innovation gap between European Creative Industries and other regions in the world, while also boosting Europe's unique strengths of cultural diversity, which define its creative output.

This shall result in the development and operation of new Internet and mobile applications for the creative industries. Therefore, envisaged developments shall address the domains of advertising, architecture, arts and antique markets, crafts, (UX, communication) design, designer fashion, film, video and photography, software, computer games and electronic publishing, music and the visual and performing arts, publishing, television and radio.

Potential synergies with other fields like e.g. big and open data; health and wellbeing and other creative Internet solutions are welcome and shall be highlighted to see additional potential of a proposed solution.

The CreatiFI project is aiming at the sub-granting of proposals that have a clear business impact. Therefore, proposers shall identify and clearly outline the following:

- Business needs of user communities and
- Creative ideas & technological opportunities for the software SME/ web-entrepreneur.

CreatiFI recommends addressing local / regional creative hubs and communities that include close synergies with regional developments & policies to assure a large reach out and business success after developing the proposed solution.

It is the objective of CreatiFI to

1. Empower small & innovative ICT players to develop high-quality and high-impact solutions for the creative industries and cultural sector based on FIWARE technologies.
2. Develop a large set of innovative and technologically challenging services and applications for the creative industries and cultural sector.
3. Implement and validate the FIWARE technologies and concepts.
4. Support web entrepreneurs and SMEs in creating high-impact applications and helping to market their apps cross border in relevant EU markets and beyond.
5. Ensure business value of services/applications for the creative industries and cultural sector across Europe.