

## Challenge

### App per l'Europa – App for EU

The Communication Strategy of the Campania POR ERDF 2014/2020, approved by the Supervision Committee of POR ERDF, with acknowledgment of the Regional Council with Resolution no. 455 of 2 february 2016, intends to ensure the implementation of the best information and communication actions of the Operational Program. The objective of the integrated, participatory and transparent communication strategy is to promote the dissemination of the results achieved and greater awareness on the part of citizens and stakeholders on the role of European structural and investment funds and, more generally, on the usefulness of the European Union. An important challenge for the administration and for the local authorities of Campania Regional Council, called to deal with citizens who are often uninformed and above all eurosceptics.

In particular, the Strategy provides for the implementation of numerous communication activities, including digital communication actions, also thanks to applications for mobile devices. Through the development of these tools we want to improve:

- understanding of the role of the European Union and of Cohesion Policy;
- awareness of the action of the Campania Regional Council in the planning and management of resources;
- knowledge of the ERDF and the 2014-2020 Operational Program; Thus promoting
- knowledge of the actions taken and the results achieved;
- spirit of European citizenship;
- intercultural dialogue;
- knowledge of the regional territory and the development policies dedicated to it.

Sviluppo Campania is the subject entrusted with the implementation of the Communication Strategy of the POR ERDF Campania 2014-2020 (DD n. 45 of 20/03/2017 and ss.mm.ii.).

With this document Sviluppo Campania launches a challenge for the realization of design ideas (app, chatbot) to interact with different target groups in order to achieve the above-listed goals, thus promoting the knowledge of the POR ERDF Campania 2014-2020 and the interventions related to it, increasing the level of awareness of the general public on the role played by the European Union and the ESI funds and on the role of the Region as the institution that plans and manages strategies for the growth of territories, also promoting awareness of the role of European citizenship.

There are four areas in which the challenge is divided:

### Challenge A)

- To make known and accessible the list of projects financed by the POR ERDF Campania
- Improve the communication system of assests and projects financed by POR ERDF Campania



### Challenge B)

- Create a spirit of community among foreigners present, even temporarily (eg Erasmus students) in Campania
- Provide them with tools to enable them to move and discover the territory



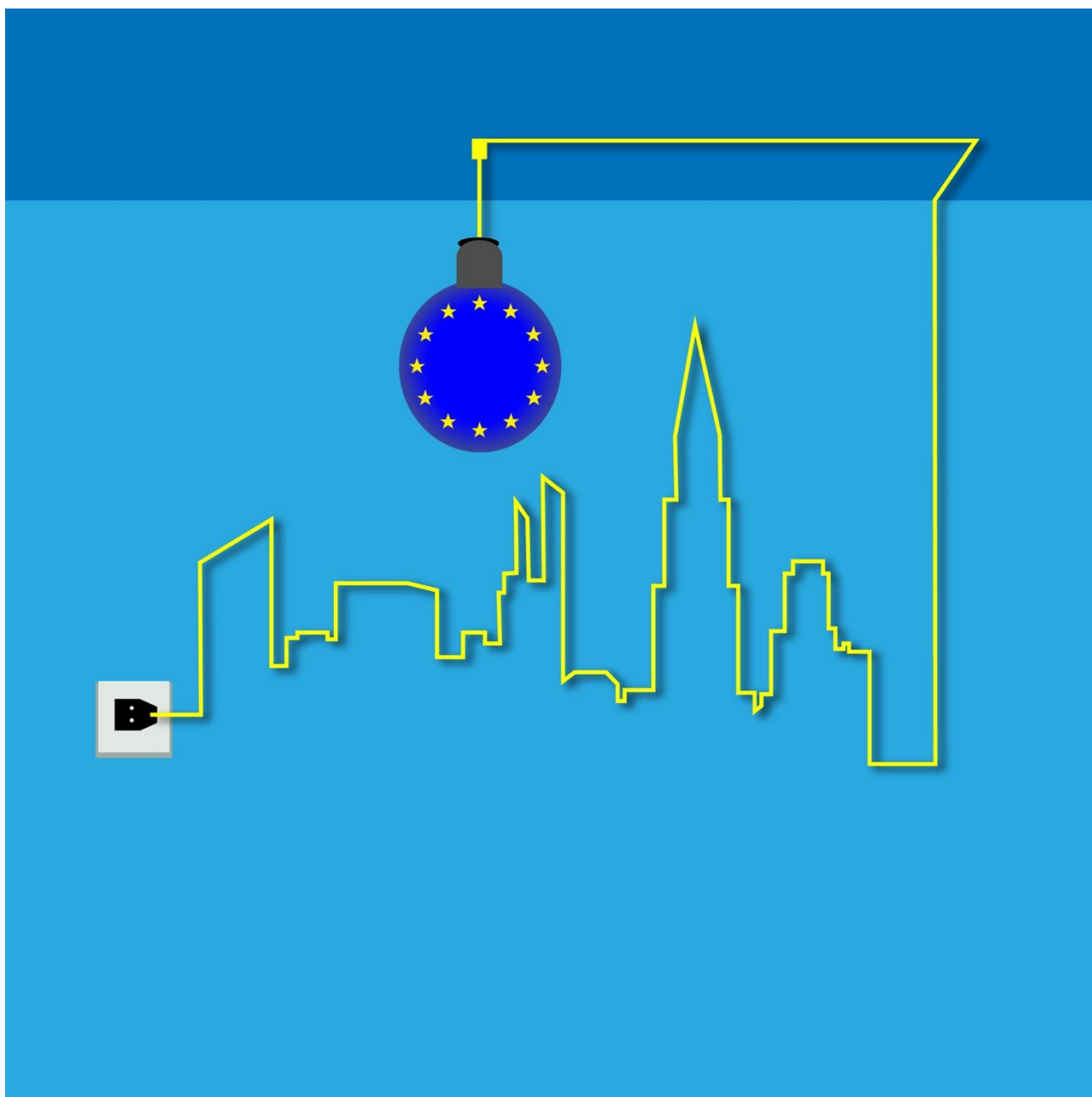
### Challenge C)

- A guide to the cultural heritage of Campania available, also updated with exhibitions, initiatives and events always available
- Knowing if around there is something interesting to visit from a historical, architectural, landscape and cultural point of view.



#### Challenge D)

- Telling about the opportunities that Europe offers to Campania through European funds
- Allow to propose innovative ideas, smart solutions for the development of the territory.





**The challenge is made of three phases:**

Phase 1) Registration to the challenge

Phase 2) Presentation of ideas

Step 3) Choice of the four best ideas.

**PHASE 1:**

From the day of the publication of this notice and until 12:00 of 3 may 2018 it will be possible to send a certified email to the address [sviluppo.campania@legalmail.it](mailto:sviluppo.campania@legalmail.it) to apply for the challenge. The email must have as its subject: COMUNICAZIONE FESR – APP followed by the indication of the chosen challenge "A" "B" "C" "D" (ed.: COMMUNICATION FESR - APP Challenge A)

The email must be attached in a single PDF file with a maximum weight of 5Mb containing:

- Brief description of the project idea with indication of the chosen challenge;
- Workgroup composition (minimum 3 components - maximum 5 components);
- Personal curricula of the working group members. CV EU format max 3 pages per component.

At the end of the indicated date (12.00 of 3 may 2018) the Unit for the Implementation of the Communication Strategy of the POR ERDF Campania 2014-2020 will appoint a commission of THREE experts who will evaluate the proposals sent in the terms indicated according to the following criteria:

- compliance with the question;
- originality and innovative character of the proposed solution;
- sustainability of the working group to develop the proposed idea.

**PHASE 2**

The commission, according to the above criteria, will proceed at the discretion of the selection of n. 12 project ideas and will convene (responding to the PEC through which the application was sent), the members of the individual work groups to keep a brief presentation of the project idea also supported by multimedia elements (exposure will last max 10min). The convocation will presumably take place on 8 may 2018 at 10.00 am at the University of Naples Federico II, Corso Protopisani 70 - San Giovanni a Teduccio - Naples.

**PHASE 3**

At the end of Phase 2, at least two work groups for each challenge will receive an email by May 14 that will invite them to develop a prototype to be submitted in June to a final event during which the commission will select the four groups of work (one for each challenge) that at the sole discretion of the commission will have realized the prototypes considered more:

- answering the question;
- Innovative;
- implementable.

The four selected work groups will be awarded with an iPad Wi-Fi 32GB – space gray (MR7F2TY / A) - one for each member of the work group.