

**BDigital Awards
for Digital Innovation 2010
8th Edition**

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The BDigital Global Congress is the congress of reference for the advances in Information and Communication Technologies (ICT) and for their application in the business, technological and social environment.

1. Purpose of the Award

The purpose of the BDigital Award for Digital Innovation is fostering innovative ideas and projects with a clear technological application, based upon results generated at companies, technological centres and universities, and innovative products and services, developed or under development, designed for encouraging an industrial use of the results and/or technology generated within the society of information and the digital world.

2. Who organizes it?

The BDigital Award for Digital Innovation is being organized by the Barcelona Digital Technology Centre with Fujitsu's sponsorship.

3. Who is it intended for?

Any physical or juridical person having an idea or project based upon digital innovation may participate, either individually or collectively.

4. Categories

There are three award categories:

Category I:	R+D+i Projects of large and medium-sized companies
Category II:	Projects of small companies and entrepreneurs
Category III:	Projects of universities and institutions

5. Presentation of Nominees

For presenting an award nomination, please fill in and submit the related form you may find on the congress website, www.bdigitalglobalcongress.net, under "Awards".

In no event it will be necessary to submit attached documents to the award organizers and/or co-ordinator, except where expressly requested to do so by the Technical Committee or the Jury.

Projects and nominations presented to previous editions may be submitted, provided they were not selected as winners, as such projects will be evaluated again according to the evaluation and selection criteria defined for the current edition.

6. Deadlines for this Edition

Nominations for this edition may be submitted until **Friday, the 16th April 2010**, 12h o'clock.

7. Instructions for Submitting an Online Nomination Form

The following fields of the award nomination form have to be filled in with the project data:

Field	Description
Project Name	Name of the project submitted for nomination Several projects may be submitted for the same entity, the project name being the identification key.
Name of the person responsible for the project and/or company	Name of the contact person responsible for the project submitted for nomination
Family Name(s)	Family name(s) of the contact person responsible for the project submitted for nomination
Position	Position of the contact person responsible for the project
Name of the organization/entity (Name and Tax ID Number)	Name of the company or entity submitting the nomination, and tax identification number of the company or representative
Address	Address of the company or entity submitting the nomination
Place	Place of the entity or responsible person
Country	Country of the entity or responsible person
Province	Province of the entity or responsible person
Telephone	Fixed telephone number of the contact person responsible for the project submitted for nomination
Mobile phone	Mobile telephone number of the contact person responsible for the project submitted for nomination
(Main) E-mail Address	Required for notification purposes of the awarding organization
The organization/company/entity's website	Website of the primary project promoter or creator
Project Website	Website representing the project In this award edition, the project website may refer to additional online information concerning the project.
Category in which project is submitted	One of the three award-representing categories must be chosen. The award organization reserves the right of changing a project category with the previous consent of the person responsible for the project.
Description	Short project description This field should contain the distinguishing features of the project or initiative from a marketing point of view.
Project Purpose	This section should include the following points: <ul style="list-style-type: none"> • Clear and concise definition of the project's main social purpose • Potential users of the infrastructures or services derived from the project • Identify possible applications of the product/service and the market it is intended for. • Description of the most important activities performed up to this moment. • Description of the technologies integrated in the project. Technical and functional characteristics, highlighting the most significant distinguishing aspects. • Results of the project application. In the event of an initial idea, explain the expected results.

Field	Description
Description of the digital innovation	<p>This section should include the following points:</p> <ul style="list-style-type: none"> • Is the project original and new on the local, regional, national or international level? • Which technical characteristics do distinguish this project from other existing projects? • If applicable, indicate whether there are any patent rights derived from the project or under way. • In the event of projects with a low technological level, specify why they are necessary
Initiative/Project Phase	<p>Development or implementation status of the project.</p> <p>Admitted values are closed, pilot, commercialization, initial design.</p>
Problem it solves, requirement it covers or opportunity it presents	Specify the necessities the implementation of the product or service is satisfying or will satisfy.
Technological Advantages	<p>Description of the possibility that the project's technological aspects might allow to create new R+D+i or technological innovation lines for the company or for the market (incorporation of new features, alternative applications, application to different processes), and of its local, regional and national scope.</p> <p>If applicable, description of the company's participation in international or European Union programmes, such as the European Union's frame programmes for technological research, demonstration and development actions, as well as a list of cooperation agreements with other entities, companies or user groups for realizing, spreading or putting into practice national and international research and development results.</p>
Competitive Advantages	<p>Specify the advantages and value-added technological innovations the product/service is contributing to the customer/user with respect to the existing offer, and the organizational changes or innovations involved.</p> <p>Where applicable, description of the success on national and international markets.</p>
Did you submit any applications to previous award editions?	<p>Yes or No</p> <p>When it was submitted? (year in the YYYY format)</p> <p>Under which category?</p>
Other observations	Field left free for the candidates to describe other aspects they may deem necessary or which are not included under any previous question.

8. Nominee Selection Process and Evaluation Criteria

The process followed for evaluating all projects will consist of two phases:

Phase I: Selection of the finalists

Upon closure of the nomination period (16th April, 2010), a Technical Committee constituted by professionals renowned in the sector will evaluate the projects according to different criteria, pondered depending on the category under which the project was presented:

- Innovative technological features
- Degree of the project definition, maturity and feasibility
- Originality and applicability of the project
- Problem it solves or requirements it covers
- Impact and social benefit

- Fostering or cooperation between companies and other agents involved in the development of the Society of Knowledge

After having evaluated the projects, there will be a meeting of the members of the Technical Committee, during which 3 finalists per category will be chosen.

Phase II. Selection of the Winners

As soon as the finalist projects are chosen, there will be a meeting of the jury members to choose the 3 winning projects, 1 winner per category.

Finalists' Actions

Prior to the 28th April, 2010, finalists will receive a notification informing them that they were chosen finalists. At this moment, the award coordinator will ask the finalists to prepare specific documentation for use during the Jury meeting.

Finalists will be given the opportunity to submit additional supporting material, to be delivered to the Jury constituted for this award edition together with the original application, so that the Jury may have all the information necessary for evaluation.

9. Member Institutions and Companies constituting the Technical Committee

- ACCIÓ CIDEM-COPCA (Generalitat de Catalunya)
- Abertis
- Barcelona Digital Centre Tecnològic
- ESADE Business School
- Fujitsu
- HP
- IBM
- "la Caixa"
- La Salle
- Secretaria de Telecomunicacions i Societat de la Informació (Generalitat de Catalunya)
- Telefónica I+D Barcelona
- Universitat Politècnica de Catalunya
- Universitat Pompeu Fabra

10. Member Institutions and Companies constituting the Jury

- ACCIÓ CIDEM-COPCA (Generalitat de Catalunya)
- Abertis
- ESADE Business School
- Fujitsu
- HP
- IBM
- "la Caixa"
- La Salle
- Secretaria de Telecomunicacions i Societat de la Informació (Generalitat de Catalunya)
- Telefónica I+D Barcelona
- Universitat Politècnica de Catalunya
- Universitat Pompeu Fabra

11. Prize Amount

For the winners:

Fujitsu and Barcelona Digital Technology Center provide an opportunity for the winners of the Bdigital's Awards to attend the exclusive event **VISIT 2010**.

This congress will be organized by Fujitsu and will be held on November 25th-26th in Munich.

We will be glad to count with the participation of IT experts as well as an impressive demonstration area, practical sessions, focus groups and networking areas. The last edition had more than 6,000 international CIO's.

This is a great opportunity for your business to be related internationally and to be acknowledged of the last trends and opportunities of IT world.

The prize for the 3 categories' winners is composed of (one person per category):

- Flights and two night accommodation in Munich
- Agenda set for attending VISIT2010 and other activities.
- A next-generation Fujitsu laptop.
- Media impact of the project during the BDigital Global Congress 2010.

12. Data Confidentiality

Due to the confidential character of the information supplied, the Awarding Organization, the Award Coordinator, and the Jury Members will guarantee the confidentiality of the participants' identity and of the contents of their projects, as well as of any information concerning their current utilization or development status, outside the scope of the BDigital Award for Digital Innovation, except where previously authorized to disclose such data by their holders.

As soon as the project is chosen as finalist, the awarding organization may publish the details considered public (project name, responsible entity, responsible person, web addresses, description, purpose and category).

All project data received on the application form will be stored in the database of the Barcelona Digital Technology Centre and will be used for communicating future events organized by the Barcelona Digital Technology Centre. Such data will in no event be disclosed to third parties without the previous consent of the related data holders, who will be able to make use of their right to cancel their data by sending an e-mail to info@bdigital.org specifying as reference "BDigital Innovation Award Data Cancellation".

13. Questions and Suggestions

For any question or suggestion please contact the coordinators of the 8th Edition of the BDigital Digital Innovation Awards.

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The participation in this edition implies full acceptance of these bases.