Challenge:

How could we improve the management of demand for the use of natural public spaces (recreational areas)?

Sub-Challenges:

- How could we provide / know information about the **level of occupancy** of the different itineraries or routes so that the user can choose which one to take?

- How could we **show alternatives** or determining factors that could influence the experience of users?

- How could we reach the greatest number of users with **messages about recommendations or indications** of use to improve the user experience and the preservation of the environment?

Context:

The Directorate-General of the Environment of Bizkaia Provincial Council (hereinafter BPC) seeks to fulfil two objectives: to protect and preserve the natural environment, while at the same time satisfying the needs of the users who frequent these recreational spaces or areas.

To this end, they have assets and services that help users to have a satisfactory and friendly experience with the natural environment (e.g. educational panels, recreational tables, litter bins, etc.). Likewise, they provide relevant information for users on the website or on physical signs: recommendations for use, information on hunting, etc.

After the pandemic, the use of natural spaces has increased, which leads to two problems: on the one hand, being able to provide this information and services to this new profile of users and, on the other, to improve the management of the demand for these spaces to avoid overcrowding.

In this sense, it is considered that the GovTech programme can be a way, using technology, to bring key information to users to enjoy and make a friendly use of nature. Understanding as key information: the occupancy of spaces so that it is possible to evaluate other alternatives and

avoid overcrowding of the natural environments, the recommendations and indications for use shown on the physical signs, and activities, events or situations that may condition their visit / itinerary (e.g. sporting events, hunting, etc.).

Objectives

We seek solutions that allow the environment team to:

- Collect information on the occupancy of natural spaces (recreational areas) to favour decision-making.

- Show occupancy information to users so that they can take other alternatives to the most overcrowded routes.

- Proactively and automatically display key information to users in a summarised and effective manner.

- Ensure that as many users as possible are aware of the conditions of use, constraints, and other relevant information, using channels and technologies with critical mass.

What are we are looking for?

The following aspects will be assessed:

- A value proposal that is clear and relevant to the challenge.

- A technological solution with traction in the market.

- Ease of adoption and implementation.

- Availability of information in real time.

- Personalisation of the information.

- Accessibility and simplicity: A solution suitable for people with different levels of digital skills.
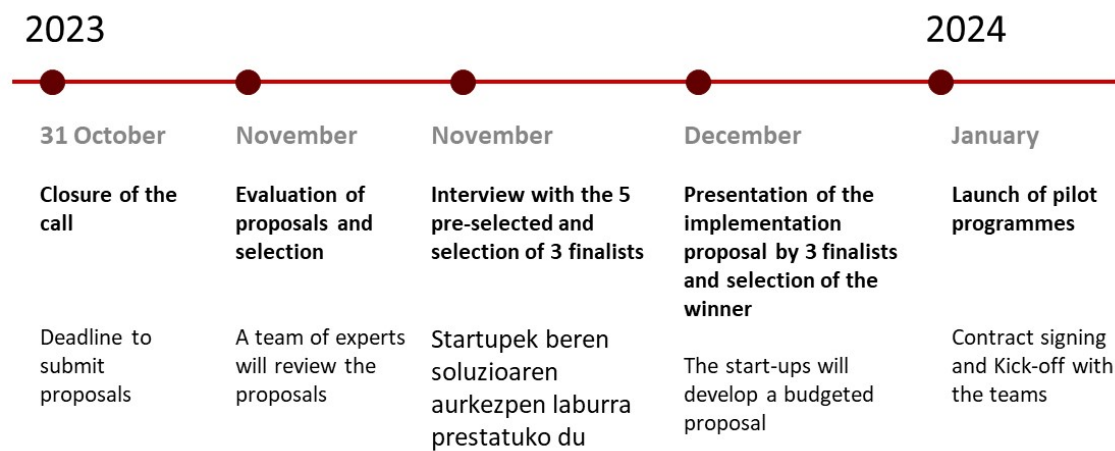
- Scalability of the solution.

Process and key dates:

The **deadline** to receive the response to the proposal is: **31/10/2023**.

The selection process consists of the following steps:

- The selection of up to 5 candidate companies depending on their relevance and how their solution fits in with the challenge proposed.

- Interviews with the 5 companies to learn about their activity and differential value.

- Selection of 3 finalist companies.

- Presentation of the pilot programme proposed by the 3 finalists.

- Selection of the winning company and solution.

The pilot programme to implement the winning solution in January 2024 and will have a duration of 5 months.

2023				2024
31 October	**November**	**November**	**December**	**January**
Closure of the call	**Evaluation of proposals and selection**	**Interview with the 5 pre-selected and selection of 3 finalists**	**Presentation of the implementation proposal by 3 finalists and selection of the winner**	**Launch of pilot programmes**
Deadline to submit proposals	A team of experts will review the proposals	Startupek beren soluzioaren aurkezpen laburra prestatuko du	The start-ups will develop a budgeted proposal	Contract signing and Kick-off with the teams

What do you get?

Pilot programme remunerated with a maximum of 15,000 euros.