



Challenge:

How could we give value to the activity of promoting the use of Basque in Bizkaia, with the collaboration of the ecosystem of active agents in the Territory?

Sub-challenges:

- How could we **have and share information about the activity** of ecosystem agents?
- How could we **improve collaboration and cooperation between agents in the design, organization and communication of their services and activities**?
- How could we **improve the communication of the offer to users** in such a way that it is **more direct, proactive, and attractive**?

Context:

The **Basque Directorate** of the Department of Basque, Culture and Sports **works to revitalize and strengthen the use of Basque in different areas of society**. It plays a supporting and intermediary role for agents promoting activities and services in Basque.

The Basque Directorate, **faced with the need of improving knowledge and communication of the offer of activities and services in Basque**, decided to launch a challenge to the entrepreneurial ecosystem through the GovTech Bizkaia Program.

Currently, each agent operates independently and isolated announcing its offer mainly through its social networks and web portal, but **without promoting synergies and coordination with the rest of the agents in the ecosystem**. This situation results in a fragmented and dispersed offer which does not effectively reach the society of Bizkaia. Likewise, **there is not a common digital space to integrate and communicate information** related to the offer in a structured and accessible way, both for the agents themselves and for the end users.

Consequently, it is considered that the GovTech Bizkaia Program can be **a way to identify and test technological solutions that make it possible**, on the one hand, **to improve knowledge of the offer**, both at the level of ecosystem agents and citizens, as well as **to give value to the activities and support services to promote the use of Basque** promoted by the DFB.

Objectives:

With the **aim of the ecosystem agents' offer promoting the use of the Basque language is known, shared and valued** through attractive and effective communication, we seek solutions that allow:



- **Obtaining updated information of the activity in Basque carried out by the different agents**, currently available in various independent sources of data and internal and external information (RRSS, website, reports...)
- **Placing and integrating the information about the offer of the activity available in a single digital space** to promote coordination and collaboration between the agents of the ecosystem
- **Enabling the use and knowledge of the information through searching criteria segmented** by the type of activity, agent, location, date, etc.

What are we looking for?

The following aspects will be assessed:

- Clear, relevant, and valuable proposal for the challenge
- Technological solution with traction in the market
- Integrable with current systems and with all the parties involved in the process
- Ease of adoption and implementation
- Accessibility and simplicity: Suitable solution for people with different levels of digital knowledge
- Scalability of the solution

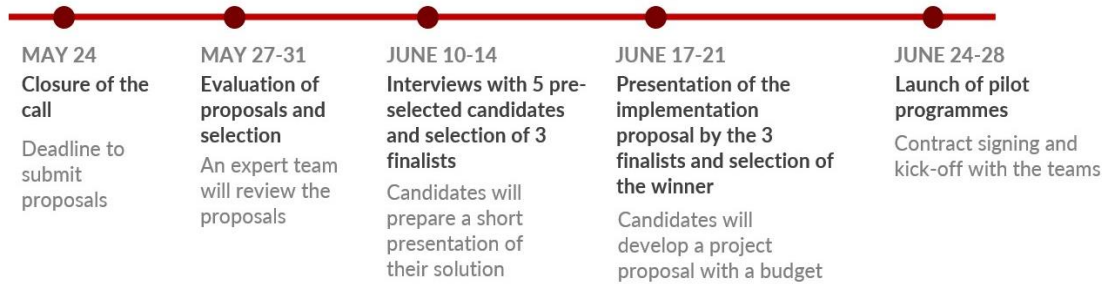
Process and key dates:

Deadline to submit the proposal is: **05/24/2024**.

The selection process consists of the following steps:

- Selection of 5 candidates companies based on the relevance and fit of their solution with the challenge
- Interviews with the 5 selected companies to learn about their activity and differential value
- Selection of 3 finalist companies out of the 5 interviewed
- Presentation of the pilot programme proposals by the 3 finalists
- Selection of the winning company and solution

The pilot programme to implement the winning solution will take place **between June and October 2024** with a **duration of 4 months**:



In case of having any question about the challenge or the process, write an e-mail to info@bizkaiaok.eus

What do you get?

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