



## Challenge:

How could we improve the visual information of the work building, introducing new signage and ambiance tools, to help improve the mobility and livability of the building?

## Sub-challenges:

- How could we increase the precision of the indications to guide to the desired location on a continuous basis?
- How could we introduce elements of assistance in moments of information need in order to avoid losses?
- How could we guide in a moment of need for displacement by making contextual guidance information within the building more intuitive?
- How could we support the emergency system with warning measures in case of emergency?
- How could we improve the zoning of the different areas that make up the space by helping to differentiate departments?

## Context:

The Department of Organization and Innovation manages the Treasury and Finance building of the Provincial Council of Bizkaia, where more than 1,000 people work every day using the different work spaces. The space is composed of several floors connected to each other, with a total area of more than 25,000 m<sup>2</sup>.

Currently, there is **room for improvement when it comes to providing directions within the building**. Since the workers' workstations are fixed, when they have to go to a new area or department for the first time, they do not know how to locate it or find the directions. Instead, they ask their colleagues. Therefore, we want to improve the way in which directions are given to guide inside the building with the use of passive signage, orientation/zoning elements and the generation of good practices when it comes to orienting the users of the building.

Three main workspaces are observed where the application of new ideas and digital solutions could help the team:



1. Introduce **new signage tools and indications**, that is to say, that does not require the use of smartphones and adaptive devices that help in times of need to move around the building.
2. Introduce **new ambience tools that allow the zoning** of the areas that make up the workspace.
3. Explore whether these new components can **support warning systems in case of emergency**.

## Objectives:

We seek solutions that meet at least two of these objectives:

- Incorporate new passive signage tools that help improve the orientation and use of the building.
- Incorporate a technology that guides at the time of the need to move to a new area of the space.
- Use innovative techniques when zoning the different areas that make up the common workspace in order to help distinguish different zones or departments.
- Explore how this new technology can contribute to the emergency field.
- Explore the possibility of hybridizing the physical and digital realm to enhance the experience of movement and guidance.

## What are we looking for?

The following aspects will be positively evaluated:

- A clear and relevant value proposition for the challenge.
- A market-proven technological solution.
- A user-friendly experience with minimal burden on internal staff.
- Ease of adoption and implementation
- Accessibility and simplicity: A solution suitable for users with varying levels of digital literacy.
- An interoperable solution.

## Process and key dates:

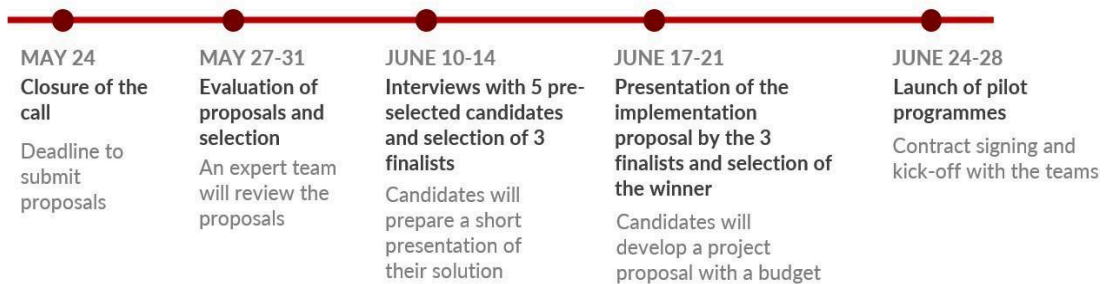
Deadline to submit the proposal is: **05/24/2024**.

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 **on June 28, 2024 and will have a duration of 5 months.**



In case of having any question about the challenge or the process, write an e-mail to [govtechlab@bizkaia.eus](mailto:govtechlab@bizkaia.eus)

## What do you get?

Pilot programme will pay a maximum of 15,000 euros.