

LATAM Smart City Awards

Terms & Conditions

Entering the competition implies full acceptance
of its rules

1. Introduction	2
2. Smart City Expo LATAM Congress.....	2
3. Call for Awards.....	3
4. Who can participate?.....	3
5. Awards Categories.....	4
6. Deadline	7
7. Evaluation Criteria	7
8. Evaluation Process	11
9. Prizes	13
10. Restrictions	14
11. Awards Schedule	14
12. Intellectual and Industrial Property Rights.....	15
13. Data Protection	15
14. Queries and Suggestions.....	16
15. Keywords	17
16. Additional information.....	18

1. Introduction

According to United Nations predictions, in 30 years' time the urban world population will double, from 3,400 million in 2009 to 6,400 in 2050. That gives cities a very important role in the future of our planet, since they will be dealing with challenges of growth, climate change, traffic congestion and pollution, lack of adequate and affordable housing, education and health, the integration of refugees and migrants into urban life, among many other pressing issues and inequalities.

In Latin America, 1 out of 3 people is living in urban areas, which represents an 80% of the total population of the continent. This number is forecasted to increase in 2050; indeed, it will represent a 90%. This exponential urban growth represents one of the biggest dichotomies in the development of the region. On one side, it brings prosperity and opens up opportunities for its development (economy, innovation, multiculturalism, etc.). However, it also represents a big challenge, since it will bring with its obsolescence and lack of infrastructures, less quality of public services and public spaces, mobility issues, pollution and climate change effects, among other social issues such as growing inequalities.

In order to face this situation, a smart urban management and planning can be a powerful tool to reach a sustainability of cities and territories. The "Smart City" concept came up in the last years as an umbrella to face all these challenges, aiming to achieve, through innovation and new technologies, sustainable development for cities and good quality of life for their inhabitants.

2. Smart City Expo LATAM Congress

Initiated in 2011 by Fira Barcelona, Smart City Expo World Congress has become the reference event on Smart Cities, worldwide. Thanks to its success, several cities around the world have shown their interest in organizing a spin-off of the event. For this reason, the SCE Abroad editions emerged and are now present on four continents.

The biggest of all the editions of the event organized abroad is the Smart City Expo LATAM Congress, which will celebrate its 10th edition in Puebla, Mexico, from the 10th to the 12th of June of 2025.

3. Call for Awards

As the event in Barcelona organizes the World Smart Cities Awards, and owed to their success, the Smart City LATAM Congress is also creating an open call for awards named LATAM Smart City Awards. The purpose of this open call is to appreciate the work of the cities, which have been implementing sustainable and innovative projects in Latin America. The categories of this year are: LATAM City, Digital Transformation, Sustainable Urban Development and Mobility, Equitable and Collaborative Society.

The LATAM Smart City Awards are organized by Smart City Expo LATAM Congress, promoted by Fira Barcelona International and with the support of the State Government of Puebla and the City Government of Puebla.

4. Who can participate?

The LATAM Smart City Awards are aimed at both, public and private sector organizations and companies who have implemented projects in Latin America: cities, companies, entrepreneurs, startups, digital innovators, developers, research centers, universities, civic techs, civil society representatives, non-governmental organizations, cooperatives, consortiums (public-private) and social activists, with innovative ideas, researches, analyses, studies, visions and solutions for the management and development of our cities

5. Awards Categories

The LATAM Smart City Awards have four categories:

LATAM City Award

The LATAM City Award, considers a global strategy developed by a city, metropolitan area or Latin American territory, achieving considerable progress that reflects an increase in the quality of life of its citizens and a reduction in disparities at various levels. That may have been through the development of urban projects related to economic, social and territorial aspects, such as: long-term strategic city development plans; long-range sectoral plans for sustainability, climate change, mobility, water management, quality of life, etc.; also, comprehensive global plans such as recovery of neighborhoods of specific areas of a city, socio-environmental recovery plans for urban places, smart tourist destinations, among others.

The evaluation will include the impact of the strategy demonstrated to date, and will seek to recognize, in particular, the transversal nature of the initiatives, their scope throughout the city, their long-term vision, etc.

Submissions to the LATAM City Award must only be made by city governments. Any submissions from private or non-governmental entities will be subject to disqualification from consideration.

We strongly recommend cities with a clear urban strategy, or relevant projects, in several fields to submit their candidacy combining the different projects/initiatives developed. And if they consider it appropriate, they can also submit these projects or initiatives as individual entries.

Digital Transformation Award

The Digital Transformation Award recognizes the achievements of organizations that have successfully planned and executed projects that provide solutions in innovation and technology as the axis of change in cities, transformation through new digital infrastructures that function as support and impulse in all areas of the Smart City model in the region such as improving governance or reducing social and economic disparities.

A proposal can address multiple topic areas or apply an in-depth approach to a single topic area. The best proposals in this category will show a balance of innovative characteristics, proven impact to date, and clear proof of continuing feasibility.

This award is intended to include (but is not limited to) public service design and implementation, hardware and/or software developments, technological systems and infrastructures, buildings, parks and public spaces and policy implementations. The possibilities are not limited to the aforementioned items so, in case of any doubt, please contact the technical secretariat using the email in the section “14. Queries and Suggestions”.

Submitted proposals must be already implemented or be in the process of implementation.

Proposals can be submitted by businesses and entrepreneurs, research centers, public or non-governmental organizations, and by public-private consortium. The participants must have implemented projects in the public service of, at least, one city.

Sustainable Urban Development and Mobility Award

The Sustainable Urban Development and Mobility Award considers the initiatives which, through plans, policies, technological solutions and collaboration of several transformation actors, impact on the increase of the quality of life, economic

development, preservation of the environment, energy, resilience, security, funding, legislation, territorial integration and optimization of the transport in the city.

The aim is to achieve sustainable integrated development that are in any stage of development and that are particularly remarkable for their innovative and bottom-up approach. In addition to their innovative characteristics, submissions will also be evaluated for projected impact and demonstrated feasibility of implementation.

This award is intended to include (but is not limited to) public service design and implementation, hardware and/or software developments, technological systems and infrastructures, buildings, parks and public spaces, transport planning, urban regeneration projects, new urban developments, public transport initiatives and policy implementations. The possibilities are not limited to the aforementioned items so, in case of any doubt, please contact the technical secretariat using the email in the section “14. Queries and Suggestions”.

Submitted proposals must be already implemented or be in the process of implementation.

Proposals can be submitted by businesses and entrepreneurs, research centers, public or non-governmental organizations, and by public-private consortiums. The participants must have implemented projects in the public service of, at least, one city.

Equitable and Collaborative Society Award

The Equitable and Collaborative Society Award considers the concepts that promotes citizen engagement and that fosters it to have an active role in the transformation process of the city, with initiatives and innovative solutions allow a diminution of inequalities and poverty, an active social participation and an open government.

This recognition considers the concepts that promote the development of new ideas aimed at improving quality of life and equality, reducing poverty, and fostering collaboration between governments, companies and civil society organizations, highlighting their importance and inclusion in their traditional roles.

This award is intended to include (but is not limited to) public service design and implementation, community development initiatives, access to public services initiatives, cultural projects, projects dedicated to reducing inequalities, civic technology developments, social innovation projects, public spaces projects, cultural initiatives and policy implementations. The possibilities are not limited to the aforementioned items so, in case of any doubt, please contact the technical secretariat using the email in the section “14. Queries and Suggestions”.

Submitted proposals must be already implemented or be in the process of implementation.

The participating institutions must have implemented projects in the public service of Latin America in at least one city.

6. Deadline

All applications should be submitted before February 17th, 2025, 23:59:59 UTC - 5 (Central Daylight Time).

7. Evaluation Criteria

The quality of each proposal will be evaluated according to the criteria shown in the rubric below. Each submission will be evaluated based on three aspects: Innovation, Impact, and Feasibility. For each aspect, a score will be assigned based on the degree to which the submission demonstrably fulfils each listed criteria. Evaluations of Innovative Idea submissions will consider slightly different criteria than City or Project submissions (quantified in the rubric below).

Innovation – Criteria considered:

- Demonstration of an innovative approach.
- Identification of a need or an unresolved problem being addressed.
- Identification of a critical aspect not being identified.

Impact – Criteria considered:

- Demonstration of clear, significant, and tangible impacts (or potential impacts).

- Quantification of the scope of the impacts (or potential impacts).
- Focus on sustainability or citizen engagement.
- Demonstration that the impacts have not been achieved by other initiatives.
- In case of research or comparative analysis, demonstration of clear contribution to future action plans and to decision making processes.

Feasibility – Criteria considered:

- Demonstration of a track record of success, including current status along development timeline.
- Identification of the People-Public-Private collaboration aspects of the proposal.
- Demonstration of financial and logistical feasibility.
- Does not apply to research and comparative analysis or to a more analytical and theoretical proposal.

Evaluation Rubric:

Score	Innovation	Impact	Feasibility
4	<p>>Clearly demonstrates highly innovative approach towards mainstream paradigm, including survey of existing approaches and explanation of why the submission is innovative in comparison;</p> <p>AND</p> <p>>Clearly defines strong need(s) or unresolved problem(s) being addressed</p>	<p>>Demonstrated impacts (or potential impacts) are clear, tangible, and significant over an established period of time; includes focus on sustainability or citizen engagement;</p> <p>AND</p> <p>>Scope of impact/size of impacted population is demonstrably significant;</p> <p>AND</p> <p>>Demonstrated impacts (or potential impacts) are shown to have not been achieved by other interventions</p>	<p>>(Implemented Project) Has established track record of success; Clearly lays out development cycle, including information about current status; addresses questions of financial and Logistical feasibility; involves public-private-social/citizens partnership.</p> <p>>(Proposed Project) Clearly establishes the model for developing, piloting, and scaling the idea, including KPIs; addresses questions of financial and logistical feasibility; involves public-private-social/citizens partnership</p>

3	<p>>Clearly demonstrates innovative approach; AND</p> <p>>Clearly defines strong need(s) or unresolved problem(s) being addressed</p>	<p>>Demonstrated impacts (or potential impacts) are clear, tangible, and significant over an established period of time; includes focus on sustainability or citizen engagement;</p> <p>AND</p> <p>>Scope of impact/size of impacted population (or potential impacts) is demonstrably significant</p>	<p>>(Implemented Project) Clearly lays out development cycle, including information about current status; addresses questions of financial and logistical feasibility</p> <p>>(Proposed Project) Clearly establishes the model for developing, piloting, and scaling the idea</p>
2	<p>>Demonstrates an innovative approach that is limited or minimally innovative;</p> <p>OR</p> <p>>Defines a need or unresolved problem being addressed that is limited or relatively non-urgent</p>	<p>>Demonstrated impacts (or potential impacts) are clear and tangible, but not significant;</p> <p>OR</p> <p>>Scope of impact/size of impacted population (or potential impacts) is limited or replicated elsewhere</p>	<p>>(Implemented Project) Lays out development cycle, including information about current status, but feasibility remains doubtful or not all questions of financial and logistical feasibility are addressed</p> <p>>(Proposed Project) Establishes the model for developing, piloting, and scaling the idea but feasibility remains doubtful.</p>

1	<p>>Does not demonstrate innovation: other projects, initiatives, or strategies have already taken a similar approach; OR > Does not respond to a need or unresolved problem</p>	<p>>Demonstrated impacts (or potential impacts) are minimal or negligible; OR > Scope of impact/size of impacted population (or potential impacts) is minimal or negligible</p>	<p>>Does not make persuasive case for feasibility</p>
0	<p>>Does not include any information regarding the innovative characteristics of the proposal > Does not include any information regarding the need(s) or unresolved problem(s) being addressed</p>	<p>> Does not include any information regarding the impact of the proposal > Does not include any information regarding the scope of impact or size of impacted population</p>	<p>> Does not include any information regarding the feasibility of the proposal</p>

8. Evaluation Process

The evaluation process is divided into two phases:

- a) Regulation compliance and pre-selection

The organization and a technical committee of experts that work in the thematic areas covered by the awards will conduct a first evaluation to check whether the proposal complies with the requirements and selection criteria defined.

Proposals could be subject to additional request of information or clarification from the technical committee of experts. All participants should be available to answer any request from the entry date until March 21st, 2025.

A pre-selection of 3 award finalist candidates per category will be made. Pre-selected finalist candidates from all categories will be informed starting on April 9th, 2025.

On June 11th, 2025, during the celebration of the Smart City Expo LATAM Congress, there will be the ceremony of the LATAM Smart City Awards, where all the winners will be announced.

All selected finalist participants in each prize category will be required to join the ceremony. For organizational purposes, all pre-selected finalist candidates must confirm their attendance in the Award Ceremony before May 9th, 2025.

The organization will cover for each finalist:

- Reimbursement of round flights in economy to Ciudad de México, for 1 person.¹
- Accommodation during the event (2 nights) in a single room.
- Transfers from/to the airport and from/to the congress according to the available schedule offered by the organization.
- 2 VIP accesses for the 3 days of the congress.

*The three first benefits of the mentioned above will not apply when the finalists are companies for profit.

¹ Maximum amount for round flights departing from Mexico \$5,000 MXN.
Round flight Central America – Mexico – Central America \$10,000 MXN.
Round flight South America – Mexico – South America \$15,000 MXN
Round flight Europe – Mexico – Europe \$20,000 MXN

The presence of a high-level representative of the organization is a mandatory condition to be considered as finalist. In case any pre-selected candidate is unable to attend the ceremony, the organization reserves the right to select another candidate who fulfill all requirements to be a finalist.

Once the finalists are announced, the organization will then be able to request additional information to complete the information regarding their proposals.

Proposals will be exceptionally subject to change of category according to the observations of the technical committee. The candidate will be informed in due time.

b) Winners selection

A panel of international judges will evaluate the projects, selecting the winner for each prize category. Proposals could be subject to additional requests of information or clarification from the judging panel of this last stage of evaluation. Selected finalist candidates should be available to answer any request from April 9th to May 9th and prepare the **audiovisual content (30 second video about the project)** for the Award Ceremony.

The representatives of the finalist projects undertake to maintain the confidentiality and secrecy of their condition as finalist or winner until the Organization makes said lists public. This includes the commitment not provide information about the status of finalist or winner, specially to the public media, social networks or any other means. Failure to comply with this obligation will in any case result in the elimination of the candidacy from the final decision process of winners.

The composition of the panel will be communicated during the LATAM Smart City Awards. The prizewinners will be announced at the Awards ceremony, which will be held on Smart City Expo LATAM Congress, in Puebla, Mexico, on June 11th, 2025. Any prize award category could be declared void by the judging panel.

9. Prizes

The Smart City Expo LATAM Congress will award the winners with the

following prizes. All benefits are applicable to the 2026 edition of the Smart City Expo LATAM Congress.

LATAM CITY AWARD

- Space for a 18m2 stand in the Expo area.
- 1 speaking slot in the LATAM Congress 2026.
- 10 congress accesses for the 2026 edition (including Congress and Expo Zone).
- 2 VIP accesses for the 2026 edition.
- Publicity of the award via various communication media.

DIGITAL TRANSFORMATION/URBAN SUSTAINABLE DEVELOPMENT AND MOBILITY/EQUITY AND COLLABORATIVE SOCIETY AWARDS

- Space for a 9m2 stand in the Expo area.
- 1 speaking slot in the LATAM Congress 2026.
- 8 congress accesses for the 2026 edition (including Congress and Expo Zone).
- 1 VIP access for the 2026 edition.
- Publicity of the award via various communication media.

10. Restrictions

Institutions represented in the judging panel and organizers CANNOT compete in the LATAM Smart City Awards.

11. Awards Schedule

Calendar LATAM Smart City Awards 2025	Action
December 13th, 2024	Call for Awards launched
February 17th, 2025	Deadline for submitting proposals

Until March 21th, 2025	All participants should be available to answer any request from the technical committee of experts
From April 9th, 2025	The selected finalists of all categories will be informed and the Technical Secretariat will provide support to manage their trips, as well as their participation in the final decision process and in the ceremony
Until April 30th, 2025	The finalists will confirm their participation in the ceremony
From April 9th to 30th, 2025	All finalists should be available to answer any request for information or clarification from the jury that will make the final decision on the winners
June 10th, 2025	Inauguration of the 9th edition of SCEL C
June 11th, 2025	Winners of each prize category will be announced at the LATAM Smart City Awards
June 12th, 2025	Closing of the 10th edition of SCEL C

12. Intellectual and Industrial Property Rights

The participant is responsible for the authorship of the submitted proposal; the participant organization is the owner of the intellectual and, where applicable, industrial property rights thereof.

The participant is accountable for the proposal submitted not violating intellectual property rights, industrial property rights, copyright and/or image rights and assumes complete responsibility concerning third parties: the Organization is free of all liability.

Should the proposal be short-listed, the participant authorizes the Organization to disseminate, reproduce and publish the proposal in any format and using any medium to publicize the Smart City Expo LATAM Congress.

13. Data Protection

Due to the sensitive nature of the information supplied, the award organizers, the coordinator, and the members of the judging panel and technical committee guarantee to keep the identity of participants and the content of their project confidential outside the sphere of the LATAM Smart City Awards. This also includes

any information about its current state of use or development.

Once the proposal has been selected as a finalist, the organizers of this award may make public any details considered as public (submission title, organization in charge, person in charge, websites, description, sent images or pictures, purpose and category).

14. Queries and Suggestions

If you have any queries or suggestions, please email scelc.techsec@firabarcelona.int.com or call +34 934 097 482.

15. Keywords

Please find in this section the topics that will be covered in 2025 edition and a guidance of main keywords that will be considered to participate in the Award. You will need to prioritize and select only one topic that your proposal mostly refers to. Submissions should be dealing with one or several keywords of this list. Additional keywords can also be suggested in the online form. Do not hesitate to contact the organization in case of doubt.

Topics 2025	Keywords
LATAM City	Urban Strategy · Strategic Plans · High-Impact Public Policies · Urban and Environmental Regeneration · Accessibility · Reduction of Inequalities · Local Economic Development · Quality of Life
Digital Transformation	Data · Govtech · AI · Big Data · Connectivity · Cybersecurity · Privacy · IoT · Cloud Computing · Industry 4.0 · Digital Business · Digital Infrastructure Financing · Living Labs · Innovative Ecosystem · Technological Innovation · Talent and Knowledge · Entrepreneurship · Startups · Technology and Innovation Parks · Digital Economy · Digital Inclusion · 3D Printing · Knowledge Society · Digital Participation · Collaborative Economy · Open Government · WeGov · Civic Technologies · Government-Citizen Interaction · Collective Intelligence · Digitalization of Public Services · Training · Accessibility · Transparency
Sustainable Urban Development and Mobility	Public Spaces · Urban Green Spaces · Land Use Planning · Metropolitan Management · Urban Design · Green Belts · Social Life in Cities · Street Culture · Universal Design · Accessibility · Urbanism · Land Use Planning · Metadesign · Urban Redevelopment · Quality of Life · Historical Heritage · Historic Centers · Natural and Archaeological Areas · Energy Efficiency · Renewable Energy · Urban Naturalization · Water Management · Sustainable Management · Green Infrastructure · Transit-Oriented Development · Electric Mobility · Accessibility and Mobility · Cyclist Mobility · Pedestrian Mobility · Mobility as a Service (MaaS) · Infrastructure · Last-Mile Logistics · Micromobility

Equitable and Collaborative Society	Active Citizenship · Citizen Participation · Reduction of Social and Economic Gaps · Equality · Education · Inclusion · Community Development · Bottom-Up Initiatives · Social Innovation · Poverty Reduction · Health and Education · Well-Being and Quality of Life · Open Government · Collaboration · Civil Society · Accessible Public Services · Cultural Projects · Civic Technologies · Social Innovation
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16. Additional information

If you are interested in commercial opportunities to enhance your organization's profile at the Smart City Expo LATAM Congress, please contact magali.castro@pronus.events

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EXPO **LATAM CONGRESS**

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