



2019
2nd edition

Competition “Travesía de la Innovación”

Call for ideas

The second edition of the **Innovation Competition “Travesía de la Innovación”**, sponsored by the APBA, is addressed to all those employees of Algeciras Port Authority as well as external agents who would like to join the initiative with innovative proposals that respond to the different challenges.

The final target is to improve the competitiveness of the PBA and create value for its users and customers.

Competition rules

1. Aim

- To solve four key innovation challenges for Algeciras Port.
- To systematize innovation, support entrepreneurship and recognize the creativity and ideation of people.

2. Awards categories

The current call is divided into two categories:

- Best innovative idea proposed by the employees of the APBA
- Best innovative idea proposed by an external agent to the APBA.

In addition, the idea that receives the greatest support through the voting system of the idea's open platform will receive a special recognition.

3. Innovation challenges

The proposal of ideas or initiatives must fit into one of the following challenges:

1. How to improve the passenger and truck driver experience at Algeciras Port.
2. New business models based on data and analytics, IoT and collaborative platforms for achieving the operational excellence at Algeciras Port.

3. The progressive decarbonization of Algeciras Port and the reduction of the environmental impact in the port-city interface.

4. How to transform the daily work at the Port Authority.

4. Terms of participation

- The candidates should be registered in the [Innovation Portal](#) of the Algeciras Port Authority.

5. How to take part

Those people (individually or as a group) who would like to participate and opt for the prizes must conveniently complete all the fields within the application forms available at:

<http://innovacion.apba.es/en/challenges-and-ideas/ideas-portal/>

The idea will be considered as officially submitted once all gaps within the application forms will be satisfactorily filled and the proponent received a confirmation email.

The mandatory fields are:

- Identification of the idea.
- Identification of the proponent or group of proponents.
- Characterization of the idea.

Each participant could submit as many ideas as they wish.

**«Have a brilliant Idea?
¡Let's hear about it!»**

6. Timetable

Each candidate shall submit his ideas before the end of **December 15th, 2019** (included).

All ideas submitted after this deadline will not be accepted for the current contest, although they will also be included in the platform and will be evaluated to analyze their attractiveness and viability.



7. Board and selection criteria

The ideas will be evaluated by a Board constituted for that purpose and formed by members of the Innovation Committee and the Technical Office of Innovation of the APBA. The Board will evaluate the ideas according to the **selection criteria** as follows:

➤ Attractiveness of the idea (30%)

- Strategic adjustment and importance of the topic in relation to the innovation strategy and the current challenges (10%).
- Competitive advantage of the product / service / business model (10%).
- Impact of the innovative solution on the competitive advantage / image / reputation of the port (10%).

➤ Feasibility of the idea (30%)

- Technical feasibility of the solution (15%).
- Availability of internal resources and administrative procedures (15%).

➤ Expected impact (15%)

- Expected impact on throughput, quality of service, level of satisfaction of users and employees and/or the impact at socioeconomic level in the port and its surroundings (15%).

➤ Popularity of the idea (15%)

- Votes received by the proposed idea through the [Innovation Portal](#) (15%).

➤ Disruptive rate and originality of the idea (10%)

- Level of revelation and novelty of the idea in relation to the market and state of the art (10%).

8. Competition grants

- An electric bicycle or similar and a diploma for both the winners of each category and for the most popular idea.
- Development of the idea in collaboration with the proponent and other external entities (Best internal initiative).
- Economical aid up to 15,000€ for the co-development of a prototype or PMV of the proposed idea (Best external initiative).
- Publication / dissemination of the awarded ideas.

(*) This booklet just contains a summary of the bases. For more details, see the complete competition rules at: <http://innovacion.apba.es/actividades-y-eventos/premios-innovacion/>