



Rule Book

Hacking the City

Design a Circular Future

1. Objective

Hacking the City - Design a Circular Future is an event organised by Tondo which aims to give university students, PhD students and recent graduates the opportunity to tackle some of the challenges that cities need to consider as they begin their transition towards a more circular system. The event will consist of a 2-day Hackathon at the end of May 2023 and it can be attended **both remotely and in presence**, with physical headquarters in Milan, Turin and Vicenza.

The aim of the Hackathon is to spark new innovative projects, expand the knowledge and culture of the circular economy and connect the ecosystem working on these issues. Participants will have the opportunity to put their knowledge and passion for the circular economy into practice and apply its principles to redesign the urban context by working on predefined challenges. The focus will be on 5 thematic macro-areas: **Consumer goods, Water, Energy, Digital** and **Waste**. For each area, 1 challenge was defined and proposed by the companies involved and participants will have to develop a circular solution for the chosen challenge.

2. How to attend

The Hackathon is open to university students, recent graduates (within 12 months of graduation, but longer periods may also be considered), PhD and post-doctoral students from any Italian university. We are looking for creative students and researchers who work well in teams, who are passionate about the circular economy and who want to test themselves developing innovative projects on cities.

To apply for the Hackathon, participants are kindly requested to fill in this [form](#). The candidature can be made **individually**, without a project hypothesis and



indicating only a preference of area of interest, or **by already proposing a first hypothesis of a project idea and a team** of a minimum of 2 people and a maximum of 5. For those who present a first hypothesis of an idea, certain fields must be filled in to describe the project idea, the impact generated by it, the level of innovativeness, the stakeholders to be involved and an implementation plan. There is also the possibility of uploading one's own CV and those of the other team members. Tondo team will then examine the applications received, trying to ensure the widest possible participation in the Hackathon, and giving priority to those who have already proposed an initial idea hypothesis over applicants without a project hypothesis.

In structuring the idea, it is important to consider the following elements:

- **Circularity** - how circular is the idea and how much does it contribute to the long-term development of a circular city?
- **Innovation** - how innovative and unique is the idea?
- **Relevance** - is the idea adequate to meet the challenge?
- **Impact** - how does the idea support social and environmental dimensions?

For those who want to apply as part of a team, but are not part of it at the time of application, they can search for other possible teammates on the [Hacking the City - Design a Circular Future](#) community on LinkedIn and form one. For those who apply individually, without a project idea, we will try to allocate them to pre-established teams, according to their preferences, or to join them to form new teams.

Whether you want to pre-construct a team, it is advisable to create one with a heterogeneity of skills (technical-scientific, economic, communication), so as to cover the different parts essential for the definition of the project.

Each applicant, when applying, guarantees that the personal information provided with the application is true. Sending in the application does not guarantee participation in the Hackathon, although it is our aim to try to give as wide a participation in the Hackathon as possible, giving priority to those who present an initial idea hypothesis, over those who apply individually, without the project hypothesis. The candidature of projects will also be possible for a team of only one member, but in that case, we will look for other members and try, as far as possible, to create a team of at least 2-3 people.

Each candidate must fill in the documents by entering all the required data and accepting: these Rules and Regulations; the granting of consent to the processing of personal data and the use of images and videos that will be taken

Tondo APS

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during the initiative by the organisers; the release of the winning ideas/projects developed during the Hackathon under a *Creative Commons licence* ([CC BY-SA](#)) to encourage possible further evolution and prototyping by the ecosystem and the companies involved, also possibly in collaboration with the proposing teams.

3. Selection of the winning ideas

At the end of the 2 days, each team will present a pitch deck in PDF format detailing their solution to the selected challenge. The teams will present their pitch deck for 5 minutes to a jury of experts created specifically for their challenge. The jury will consist of members from Tondo, the company that launched the challenge of reference and any other partners and experts involved.

The jury will evaluate the pitch deck and its presentation and select a winning idea with the highest score for each of the challenges in the 8 macro-areas themes.

The ideas will be evaluated based on a series of criteria:

- **Circularity** - how circular is the idea and how much does it contribute to the long-term development of a circular city?
- **Innovation** - how innovative and unique is the idea?
- **Relevance** - is the idea adequate to meet the challenge?
- **Social impact** - how does the idea support social dimensions?
- **Economic sustainability** - how sustainable is the idea financially?
- **Pitch presentation** - how good is the team's pitch? Did it meet the time requirements?
- **Pitch Deck** - how complete and clear is the team's pitch deck?

Each criterion will be assessed by the jury on a 5-point scale: 5 = highest score, 1 = lowest score for a maximum total score of 35 points. The ideas with the highest score will be selected as the winner of the challenge. Each challenge will have a winning team.

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4. Awards

The winning teams will be awarded prizes by the partner companies involved in the Hackathon. The prizes will be determined at the discretion of the partner company and may consist of: an internship at the organisation, a voucher, or other modalities to be defined.

In addition to that, every team will receive an Open Badge by the Università di Torino (more information available on the university website), they will receive a participation certificate from Tondo and they will get to become Tondo associates with a discount.

For each challenge the prize will be the following:

- Waste: **A2A** will give the winning team the opportunity to enter the company's selection process to serve an internship period. Should none of the profiles be interested or prove eligible, A2A will provide electric scooters as a prize;
- Digital: **NTT Data Italia** will offer each member of the winning team accessibility to the company's selection process for a possible internship at the institution, which will be awarded only upon passing this process;
- Consumer good: **Humana** will offer a discount on their e-commerce for the winning theme and the opportunity to visit their sorting centre in Pregnana Milanese and the community garden in the immediate vicinity;
- Water: **Viacqua** will offer an online purchase voucher worth 250 euros per participant from the winning team. In addition, the winning team will have the opportunity to learn more about the various activities carried out on the circular economy by the water management company through a company visit.
- Food: **Lavazza** will provide the winning team with the publication of the Training centre Lavazza and a supply of coffee.

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5. Intellectual property of submitted ideas

By applying to the Hackathon, participants acknowledge their full responsibility for the originality of the ideas they submit: the ideas are fully available and do not violate the rights of third parties (including intellectual property, copyright and image rights) or national and international legal provisions.

Furthermore, the Hackathon presents itself as an opportunity to unleash the creative potential of our communities to address the most pressing challenges of our time. The ideas developed during the Hackathon have the main aim of cooperatively improving the circularity and sustainability of our cities by sharing common benefits across our communities. Therefore, all participants and organising partners agree that the solutions proposed and developed during the Hackathon will be released under a *Creative Commons licence* ([CC BY-SA](#)).

This means that the proposed ideas could be further developed by third parties, respecting the credits given and maintaining the collaborative nature of such innovations. However, **we strongly encourage the participation of ideas with innovation potential**, including patenting, as the Hackathon is a unique opportunity to accelerate these projects in collaboration with market-leading companies. We also reiterate that it is up to the proposing teams to design the final presentations and **define the technical depth of the information disclosed**.

The winning teams acknowledge that the release of the project solution developed by their team during the Hackathon entails the possibility of modifying the original project, and that the organisers accept no liability in the event of use and/or development by the companies involved in the Hackathon, waiving any claims for damages and/or compensation against the organisers for any reason and/or cause.

Participants guarantee that the design solution developed is original and entirely conceived and studied by the team during or prior to the Hackathon; is not protected by industrial property rights or copyrights owned by third parties; does not violate applicable laws or the rights of third parties (including patents, trade secrets, rights arising from contracts or licences), rights of publicity or privacy rights, moral rights or any other right worthy of protection is not the subject of a contract with a third party; does not contain defamatory content and does not insult or harm the organisers or any other person or company; does not contain threats or intimidation; does not harass or abuse people and does not encourage lawlessness.

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6. Personal data, image and copyright

Participants authorise the organisers to capture, process and store data submitted during the event, including images and audio-visual recordings of participants and their submitted ideas, as well as the use and publication of such data for the purposes of the organising partners, including seminars, conferences, educational and commercial uses in the social channels and websites of the organisers and partner organisations.

The organisers assure that such data may be used exclusively for dissemination purposes to document and report on what emerged during the Hackathon and in relation to the project through social channels and websites dedicated to the initiative, seminars, conventions and other initiatives at educational institutions or promoted also in collaboration with other entities for the dissemination of the projects on dedicated websites, in print and/or in any other medium.

The authorisation does not permit the use of the participant's image in contexts that may in any case undermine his or her personal dignity and decorum for uses and/or purposes other than those indicated above.

7. Processing of personal data

Participants and Hackathon partners authorise Tondo to process their personal data in order to participate in this event. The data will be processed in a manner that guarantees security and confidentiality.

Selected teams authorise Tondo to:

- Use their name, image and, if applicable, their branding on Tondo's website and social channels concerning the Hackathon;
- Share their information with Tondo's designated project evaluation partners;
- Disclose the contact information, provided by the winning teams during the registration phase of the call, to companies involved in the event that might be interested in investing or contributing in some way to the further development of the participating ideas.

In order not to harm participants and teams that were not selected as winners or participants, their evaluations will not be made public or disclosed.

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8. Code of Conduct

The organisers reserve the right to exclude participants who do not comply with the provisions of these Rules and Regulations, who disrupt the smooth running of the competition, who behave in an offensive, defamatory or vulgar manner towards the organisers or any other person or company involved in the Hackathon or who do not comply with the above provisions.

9. Acceptance of the Rules

When applying and participating in the Hackathon, participants declare that they accept the terms of the current Rules and Regulations.

For any further information, please do not hesitate to contact us at: info@tondo.tech

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