

TERMS & CONDITIONS OF THE CALL FOR SOLUTIONS FOR THE “mSchools Lab” PROGRAMME

CHALLENGE: How can technology contribute to motivation, personalised learning approaches, and academic success?

These terms & conditions regulate participation in the Call within the framework of the challenge “How can technology contribute to motivation, personalised learning approaches, and academic success?” launched by the Fundació Barcelona Mobile World Capital Foundation (hereinafter, “**MWCapital**” or “**Organizer**”) through its programs Digital Future Society (“**DFS**”) and mSchools (“**mSchools**”).

Participation in this Call for Solutions implies full acceptance and compliance with these terms & conditions.

The organizer of this Call for Solutions is Fundació Barcelona Mobile World Capital Foundation, with an address in Barcelona (08039), Pau Vila Square, 1, sector 2-C, Palau de Mar building, with the CIF G-65760431.

1. Introduction

MWCapital is a non-profit entity that aims to promote the digital transformation of society, helping to improve people's lives globally. With public and private support, MWCapital focuses its activity on four (4) areas: the acceleration of **innovation** through digital entrepreneurship; the transformation of the industry through digital **technology**; the growth of digital **talent** among new generations and professionals; and the **reflection** of technologies' impact on our **society**.

As part of its initiatives, MWCapital promotes the DFS programme, an initiative promoted by the Ministry of Digital Transformation of the Government of Spain and Mobile World Capital Barcelona to build an inclusive, equitable and sustainable future in the digital era and improve technology's impact on society. To achieve that, DFS engages technology experts and social scientists to explore, experiment, and exchange knowledge in four (4) verticals: public innovation; digital trust and security; inclusion and citizen empowerment; and sustainable growth.

The DFS Think Tank (“**DFS Think Tank**”) is the research and deliberation body of the DFS programme, to foster a greater understanding of digital technologies' impact on society through research and discussions focused on four verticals. Throughout the year, DFS transforms global

reflections into local actions and creates solutions that seek to respond to the most urgent challenges caused by technological disruption through the DFS Lab (“**DFS Lab**”). In this context, the “DFS Lab” is responsible for validating the recommendations of the DFS Think Tank’s recommendations and for identifying and testing solutions in response to the challenges defined within the four above-mentioned verticals.

Through its collaborative approach, DFS Lab launches calls to identify, share and scale ideas and solutions to overcome social challenges.

mSchools is a program driven by the collaboration of the Fundació Barcelona Mobile World Capital Foundation in partnership with the Government of Catalonia, the City Council of Barcelona, and GSMA, consisting of a global community of teachers, researchers and policy officers, committed to driving change in education through the promotion, integration and use of technology.

2. Objective

In recent years, society has changed profoundly and rapidly, and this has not necessarily shown in the practices and content of educational institutions. In 2022, with 13.9%, Spain topped the early school dropout rates in the European Union, which went hand in hand with poor academic performance. Experts partly attribute this failure to the Spanish education system's absence of flexibility and excessive rigidity. Within schools, learning paths tend to be uniform to comply with a single curriculum for all and do not respond to diverse and personal contexts, interests or objectives.

Considering this context, the Call seeks to identify, and then pilot, innovative digital solutions at national and international levels that contribute to motivation, improvement of personalised learning approaches and academic success through the transformative, healthy and safe use of technology in the classroom.

This Call seeks to achieve its objectives by selecting a maximum of two (2) winning proposals that will lead to collaborations to validate the chosen technological solution as well as its impact in a real environment.

The winning initiatives will be adapted and piloted in **public and charter schools in Catalonia** from different environments, contexts, and levels of complexity, specifically in the **3rd and 4th years of Compulsory Secondary Education**.

This Call will look for proposals that guarantee the transformative use of technology, promote the safe and healthy use of devices protect data privacy and guarantee the protection of user's rights in line with digital wellbeing principles.

3. Objectives of proposals

There are many initiatives to contribute to academic success through the use of technology. In this case, we are looking for proposals that align with at least one of the following **focus or thematic areas**:

A. Student motivation: Strategies to find personal value, purpose and relevance in learning and thus increase concentration and active involvement in pedagogical processes.

- Recover the meaning and personal value that children and young people assign to school learning;
- Link school learning with students' interests, experiences and desires
- Integrate community and local initiatives into educational centres while actively involving young people and connecting available learning resources;
- Increase the interest of young people to continue their academic/professional careers;
- Increase the ability to concentrate;
- Promote less conflictive and more proactive, resilient, curious and results-oriented behaviours;
- Improve personal and digital well-being.

B. Improvement of personalised learning approaches: Diverse and flexible teaching strategies to identify, re-significate and create interests and skills.

- Generate strategies for the identification and creation of students' interests and abilities;
- Improve the acknowledgement of each student's strengths and weaknesses;
- Implement more flexible and diversified learning itineraries;
- Diversify the means for students' participation, interaction, representation and expression;
- Create networks, generate synergies and involve local and community agents in schools to take learning processes to outer spaces and contexts.

C. Lifelong learning: Strategies to develop agency, self-responsibility, soft skills and 21st-century skills to "learn to learn" throughout life with agency and auto-responsibility.

- Promote responsibility to own the personal learning process;
- Improve 21st-century skills such as critical thinking, problem-solving, collaboration and other metacognitive skills such as self-efficacy, adaptive capacity or self-regulation of emotions;
- Provide opportunities for autonomous learning;

- Provide tools, resources and spaces to students to enhance their role as agents of change from an early age and thus contribute to the fulfilment of the United Nations Sustainable Development Goals (SDGs).

D. Academic success and reduction of school dropout rates: Strategies to develop skills, improve school outcomes and increase access to opportunities after compulsory education.

- Develop technical capabilities while strengthening and improving soft skills;
- Contribute to discovering one's abilities and talents through community programs and proposals;
- Rethink the teaching role and actively involve students in processes that add value to traditional learning;
- Improve the connection with the labour market and post-educational opportunities.
- Improve academic results;
- Reduce the rates of school failure, absenteeism and grade repetitions.

The participation form details the information required for the formal presentation of the proposal, always following these terms and conditions (title of the proposal, implementation plan, etc.).

4. Benefits of participating

The winning proposal will benefit from:

- A. Project coordination** MWCcapital will lead the winning proposals implementation, assuring the coordination among all partners and defining the project calendar, its objectives, and key milestones.
- B. Project funding** Each winning proposal(s) will receive financing from MWCcapital up to a maximum amount of TWENTY-FIVE THOUSAND EUROS (€25,000), VAT excluded, that is, a maximum of FIFTY THOUSAND EUROS (50,000.-€), VAT excluded, for the winners of this call.

Financial support will only be available to activities directly related to the implementation of the winning proposal's pilots and will not include any expenses in personnel, travel or subsistence allowances, which must be assumed by the winner(s).

The winner(s) must assume at least 20% of the total budget to implement their proposal (in cash or in-kind).

C. Testing ground. The winning proposal(s) will be implemented in a pilot format in a real context, in one or several educational centres in Catalonia, in collaboration with MWCcapital, mSchools, the school and its community. An external evaluation will coordinate the measurement of results to guarantee that the technology responds to the needs of the students and the set pedagogical objectives.

D. Visibility. MWCcapital will coordinate the communication activities throughout the project's life cycle, highlighting the major goals and positioning the project in the field.

5. Key dates

Admissions for proposals will begin on the **12th of December 2023 at 12:00h (CET)** and will be finalised on the **6th of February 2024 at 12:00h (CET)**.

The winner will be announced in March 2024.

No application for participation after the deadline will be accepted. However, MWCcapital reserves the right to extend the deadline for submitting proposals and/or modify the deadlines described in these Terms and Conditions if the circumstances so require, communicating it promptly through the usual communication channels and on the Call's website. If this is the case, the new dates of the process's different stages will also be communicated on time.

6. Language of participation

Proposals must be submitted in English, Spanish or Catalan.

7. Eligibility criteria

Participation in the Call is voluntary, free and open to any legal entity, without any restriction based on size or geographical location.

Proposals submitted must meet the following criteria:

- Respond to the challenge and issues raised by this call;
- Ensure that the use of technology is safe, respecting the privacy and rights of users;
- Ensure that the use of technology promotes the principles of digital well-being;
- Ensure the proposal is prepared to be piloted in a real educational context during the 2024/2025 academic year.
- The technological elements of the proposed solution must be prepared for the execution of the pilot (Technology Readiness Level > 5).

Proposals received after the deadline and/or that fail to comply with the requirements established in these Terms and Conditions will not be considered valid and, therefore, will not be evaluated.

The Organizer reserves the right to discard, without prior notice, all participants who manifest, through acts or omissions, fraudulent, abusive or contrary behaviour to the law, the rights of third parties, and/or good faith, including, in a non-exhaustive manner, those participants who carry out fraudulent actions to obtaining higher scores or altering the Call's results in any way, whether in their favour or otherwise; as well as to reject those proposals that it considers inappropriate or damaging to the image of MWCcapital.

The data participants provide when registering for this call must be true, so that those participants whose data is incorrect or incomplete will lose any option to participate.

8. How to participate

The submission process is divided into three (3) rounds of evaluation. Only proposals that meet the eligibility criteria described in the previous section will be considered for evaluation.

All received applications will be analysed using the same criteria.

a. Round one - Evaluation of all eligible proposals

Participants can submit their proposals by filling in the submission form on the mSchools programme webpage [here](#).

In this round, all eligible proposals will be evaluated, once the admission period is finalised, by a panel of judges consisting of MWCcapital and mSchools members.

The maximum score for this round is **50 points**, following the criteria set out below:

- **Relevance and Focus** – relevance of the solution to respond to the challenge and the thematic areas of the Call. **(8 points)**
- **Impact** – benefits and improvements expected after implementing the solution. **(8 points)**
- **Degree of innovation** – how innovative and disruptive the proposal is in comparison to what already exists on the market. **(6 points)**
- **Implementation plan** – summary of the pilot's implementation including phases and indicative calendar, as well as the adaptation process to the local school. **(6 points)**
- **Scalability** – the possibility of scaling the solution to other schools, contexts or geographical areas. **(6 points)**
- **TRL (Technology Maturity Level)** – how mature the solution is and its readiness to be piloted in a real context. **(4 points)**
- **Safe use of technology** – the initiatives' consideration and application of security and privacy aspects for users (including minors) and compliance with Spanish and European regulations and guidelines. **(4 points)**

- **Healthy use of technology** – how the proposal promotes healthy use of devices in line with digital well-being principles. **(4 points)**
- **Ecosystem** – degree of connection and integration with the local community and ecosystem (families, organizations, etc.) beyond students and teachers. **(4 points)**

b. Round two - Evaluation of the ten (10) proposals with the highest scores

Of the total number of received proposals, only ten (10), as a maximum, that obtain the highest score in the first round will be considered semi-finalists. That is, the Organizer may evaluate less than ten (10) proposals in this second round if less than ten (10) have been received during the call's application.

The entities that submitted the semi-finalist proposals will be notified in February.

Semifinalist proposals must send additional information between February 19th 2024 at 12:00h (CET) and February 29th, 2024 at 12:00h (CET). This information will focus, among other aspects, on the pilot implementation plan, the budget and the feasibility plan of the proposal, based on the scoring criteria indicated below. With this additional information, the MWCcapital and mSchools program teams will carry out a new round of evaluation for the semi-finalist proposals.

The maximum score for this phase is **50 points**, following the criteria set out below:

- **Context** – summary of the ideal context to pilot the solution **(6 points)**
- **Details of the implementation plan** – level of detail and description of the pilot's objectives, activities and running time **(3 points)**
- **Feasibility** – how viable is the implementation of the pilot based on the proposed planning **(6 points)**
- **Requirements and needs for the implementation** – how feasible is the pilot's implementation based on the technical needs and requirements **(6 points)**
- **Physical infrastructure** – level and/or amount of needed physical infrastructure, if applicable, to implement the solution **(2 points)**
- **Impact evaluation** – plan to measure and evaluate the pilot's results **(3 points)**
- **Economic viability** – how viable is the implementation of the pilot from an economic perspective, budgetary needs and available resources **(6 points)**
- **Co-funding** – minimum percentage of the participant's contribution to the pilot budget per these terms and conditions **(1 point)**
- **Perdurability** – viability and feasibility of the solution beyond the pilot **(6 points)**
- **Team profiles and experience** – suitability of the team members and their experience to the pilot needs **(2 points)**

- **Team organization and responsibilities** – adequacy of the organizational structure and distribution of responsibilities among the team for the correct execution of the pilot (**3 points**)
- **Previous experience in similar projects** – demonstrable level of experience in the thematic area of this Call (**3 points**)
- **Partnership** – details about the existence and/or need of partners and/or counterparts for the proper implementation of the pilot (**3 points**)

c. Round three - Selection of the winners

The six (6) proposals that have obtained the best score in the second round will be considered finalists. A jury made of experts from MWCcapital, the mSchools program, and the EdTech ecosystem, together with the schools interested in participating in the pilot, will be in charge of evaluating the finalist proposals based on all the information provided.

To select the six (6) proposals that will be considered finalists, if several proposals obtain the same score in the final evaluation, the tie-breaking criterion will be the number of women included in the management team. If there are no women in said teams, or the number of women is the same, the tiebreaker will be the highest score obtained in the first round.

Finally, an online, in-person or hybrid meeting will be held, called the Pitch Day, where the six (6) finalists will have approximately 15 minutes to present a summary of their proposals, and approximately 10 minutes to answer the jury's questions.

Within a maximum period of one week from Pitch Day, the jury will select a maximum of two (2) winning proposals, which will lead to a maximum of two (2) future collaborations for carrying out the corresponding pilots.

Once the third evaluation round ends, the winning projects will be informed they have been selected and must sign a participation agreement with MWCcapital in which they commit to actively participate in the implementation of the proposal as a pilot in the educational centre(s), under the conditions established by these terms and conditions, and ensuring that the circumstances they have indicated in the previous rounds of the Call have not been altered.

9. Intellectual property and communication of results

The intellectual and/or industrial property of the submitted projects will belong to the participants who submitted them.

Without prejudice to the above, when applying to the Call, participants authorize MWCcapital to use the name of the organization and/or first and last name of the members of the participants' teams, a summary, or basic information of their proposal, and the photos and biographies

provided in any of the initiative's promotional materials. The participants guarantee to MWCcapital that they have informed and obtained the needed consents from all natural persons involved, and undertake to hold MWCcapital harmless for any breach of the above.

MWCcapital reserves the right to disseminate the different phases, events, or milestones during the Call, and to communicate the results through any means, (internet, media, television, radio, etc.) format or channel.

Thus, when applying to the Call, the participants transfer to MWCcapital the rights to use the images, voice, audio and videos, as well as the names and explanations about their projects, in any media and under any channel or format, for the exclusive purposes of the project's promotion, dissemination and development, including but not limited to the communication of the call and the implementation in schools of the winning proposals' pilots.

This transfer includes the intellectual, industrial and image property rights necessary for the purposes indicated in the previous paragraph and is carried out with the power of transfer to third parties, without geographical or temporal limitation and free of charge.

10. Limitation of liability

MWCcapital reserves the right to reject any proposal if a participant fails to comply with these terms and conditions or in the event of a potential conflict of interest. If a participant withdraws or is withdrawn from the Call during the evaluation rounds, MWCcapital may select a new participant to replace them, but will not be obliged to do so.

MWCcapital will not be responsible for, or reimburse any costs as a consequence of submitting materials or information related to the Call, including evaluation, responses, follow-up, negotiation or any other costs incurred to comply with the requirements of the Call together with the implementation of the proposal.

Participants must have internet access since the Call can only be accessed through online means. Participants must provide an email address and a valid contact number that will be used to request any necessary additional information as well as to communicate the results.

When applying for the Call, participants:

- Are responsible for the authorship and originality of the submitted proposals, as well as for the copyright and other intellectual or industrial property rights on any material, product and/or computer programs or software and/or any other element used in the proposal regardless of its format or support.
- Guarantee that they do not infringe any third-party rights, be they industrial, intellectual, image, data protection or any other type of property.

- Acknowledge that they are holders, or legitimate assignees, of the full ownership of the supports of any kind, including, by way of example and without limitation, of the documentation and any analogue, magnetic and/or digital supports or materials, in which the object of the project is materialized and fixed, in whole or in part.
- Guarantee they own the intellectual and/or industrial property rights related to the submitted proposals to this Call and generally of all related creations, databases, tools, methodologies, processes, technologies, know-how, software and products.
- They undertake to comply, at all times, with all regulations applicable to their activity and, in particular, to the proposal they submit to the Call and its potential implementation in educational centres, including, but not limited to, the applicable regulations on intellectual property, data protection, protection of children and adolescents, labour and taxation.

The results of the evaluations of each round are final and binding. MWCcapital and, where applicable, the collaborating entities, are exempt from any liability, sanction, claim or demand or civil, commercial, criminal, and administrative proceedings, including compensation of any kind or nature and from any expenses (including lawyers' and solicitors' fees expressly). The decision of the jury members during the three (3) rounds of evaluation is final, and MWCcapital will not enter into any discussion on the outcome.

11. Personal data protection

The personal data provided within the framework of this Call, as well as their updates, will be processed by MWCcapital under the provisions of this clause to manage participation in this Call.

MWCcapital will only communicate data when strictly necessary. In any case, the data will be treated with a level of protection under the applicable rules on Data Protection and will not be subject to automated decisions.

If personal data of third parties are provided, MWCcapital is guaranteed that they have been informed before their inclusion of the points contained in this clause, being personally liable to MWCcapital for any damages that may arise in the case of a breach.

Participants may at any time, under the terms established in current legislation, exercise their rights of access, rectification, deletion of data, request to limit or oppose the processing thereof, as well as request the portability of their data, by writing to the address Plaça Pau Vila, number 1, Sector 2-C, 08039, Barcelona, or to the e-mail address lopdp@mobileworldcapital.com, clearly indicating the right to be exercised and attaching the National Identity Card or a similar identification document that proves the corresponding identity. Likewise, a complaint may be filed with the Spanish Data Protection Agency.

12. Invalidity of clauses and consultation and resolution of doubts

If any section of these terms and conditions were declared, totally or partially, null or ineffective, such nullity or ineffectiveness will only affect this provision or the part of it that is declared null or ineffective, while the rest of the bases subsist and considering the affected part or provision as not included, unless, in case of they being essential for these terms and conditions, it would integrally affect them.

Thus, any situation not resolved in these terms and conditions will be raised directly with MWCcapital, as the organizer of this Call, who will dictate, under these terms and conditions, how to solve the raised incident, which will at all times be binding and communicated in writing to the affected participant.

To make inquiries or solve any doubt related to the objective of the Call or how to participate, the interested parties may contact the organizing entities through the following e-mail address: lab@mschools.com

13. Applicable law and jurisdiction

The law applicable to this Call for applications shall be Spanish law.

By submitting a proposal, participants irrevocably accept the jurisdiction of the Courts of Barcelona for any dispute or litigation that may arise concerning these rules.

14. Language of these terms and conditions

These terms and conditions may be consulted in three languages, Spanish, Catalan and English, although the Spanish version will prevail over the others in the event of any discrepancy between the versions.