

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

### **CHALLENGE: How can technology enhance inclusive learning from the initial school stages?**

These terms & conditions regulate participation in the second “mSchools Lab” call under the challenge “How can technology enhance inclusive learning from the initial school stages? Technological innovation to enable early detection, timely intervention, and socio-emotional support to foster students' personal and academic growth.” The "mSchools Lab" program is an initiative promoted by the Barcelona Mobile World Capital Foundation (“MWCcapital” or “Organizer”) and the GSMA through its program 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**

MWCcapital is a nonprofit organization aimed at driving society's digital transformation and improving lives globally. With public and private support, MWCcapital focuses its efforts on four main areas:

- Accelerating innovation through digital entrepreneurship,
- Transforming industries via digital technology,
- Cultivating digital talent among new generations and professionals,
- Reflecting on the societal impact of technology.

One of MWCcapital's core areas is "Tech4Good", which promotes technology-driven projects addressing social challenges. This is achieved by engaging experts, policymakers, civil society organizations, and entrepreneurs, fostering commitment to ethical, legal, and inclusive digital transformation challenges and opportunities. Additionally, MWCcapital generates and shares

strategic knowledge and best practices globally, supporting a sustainable digital transition and advancing impactful technological projects.

Tech4Good, through its laboratory, translates global discussions into local action, identifying and testing solutions to address the urgent challenges posed by technological disruption. With a collaborative approach, it connects global and local actors facing similar issues, scaling the best solutions.

mSchools is a program led by the Barcelona Mobile World Capital Foundation, the Generalitat de Catalunya, the Barcelona City Council, and GSMA. It fosters digital transformation in education, promoting a positive classroom impact by empowering and facilitating collaboration among teachers, researchers, and policymakers. The program focuses on responsibly innovating and integrating technological practices, tools, and resources inclusively and equitably.

## 2. Purpose of the Call

The need to refocus and expand the education system's efforts to improve students' academic performance has become evident in recent years. This requires personalized strategies to address specific learning difficulties at their root. Biological and psychoeducational conditions often lead to neurodevelopmental challenges affecting areas such as attention, concentration, behaviour, reading, writing, and math. These difficulties significantly impact academic success, social integration, and emotional well-being.<sup>1</sup>

It is estimated that, in Spain, learning disorders affect between 5% and 15% of the school population.<sup>2</sup> A recent study by Bosch R. found that 18.3% of children in Catalonia exhibited significant learning challenges related to at least one neurodevelopmental disorder.<sup>3</sup> However, in Spain, only one in five children with learning difficulties receive adequate early diagnosis and timely intervention alongside the necessary support. These unmet needs can hinder academic and personal development, becoming major factors in school failure and dropout rates.<sup>4</sup>

---

<sup>1</sup> "El Baix Rendiment i el Fracàs Escolar en la Població Infanto-juvenil Catalana". Hospital Sant Joan de Déu Barcelona. Bosch, R. et al. 2021

<sup>2</sup> "Trastorns del neurodesenvolupament i l'aprenentatge: Abordatge des de pediatria d'atenció primària". Gatell Carbó, A., Vergés Castells, A., Serra Amaya, C., Alda Díez, J. A., Grau, N., Elias Abadías, M.; Gatell Carbó, A. i Vergés Castells, A. (coordinació); Morales Hidalgo, V., Sans Fitó, A. i Serra Grabulosa, J. M. (col·laboració); Bosch Hugas, J. (il·lustracions), 2022.

<sup>3</sup> "Els trastorns del neurodesenvolupament, com predictors del baix rendiment acadèmic". Bosch, R. Universidad Autónoma de Barcelona. 2022.

<sup>4</sup> "El Baix Rendiment i el Fracàs Escolar en la Població Infanto-juvenil Catalana". Hospital Sant Joan de Déu Barcelona. Bosch, R. et al. 2021

Scientific evidence demonstrates that timely and appropriate interventions can mitigate poor outcomes and even reverse the effects of these dysfunctions, enabling students to lead healthy, productive, and autonomous lives.<sup>5</sup>

Considering this context, this call seeks to identify and pilot innovative digital solutions—nationally and internationally—that enable early detection and timely intervention in key areas such as attention, concentration, communication, speech, reading, writing, and math. The goal is also to provide socio-emotional support to create an educational and social environment that allows students to overcome barriers and thrive academically and personally.

This objective will be pursued by selecting up to two (2) winning proposals, which will be adapted and piloted in public and semi-private schools in Catalonia across diverse contexts and levels of complexity. The aim is to validate their impact in a real-world setting. The focus will primarily be on solutions targeting primary education students or teacher interventions, though proposals addressing other educational stages, such as secondary education, will also be considered.

### 3. Objectives of proposals

We are looking for technological solutions to increase access and reduce the inequality gap in early diagnosis and treatment for students, intending to identify and address learning difficulties.

The solutions must be scientifically validated, intuitive, easy to use, seamlessly integrated into educational practices, and should support teachers rather than impose an additional burden.

Additionally, they must address at least one of the following thematic areas:

- A. **Early Detection:** Early, effective, and efficient identification of neurodevelopmental conditions leading to learning difficulties such as dyslexia, dyscalculia, dysgraphia, ASD, and ADHD.

Examples of functionalities or use cases:

- Assisting teachers in observing signs of difficulty in the classroom and facilitating the continuous tracking of key indicators.
- Developing automated or guided screening tools to detect early signs of neurodevelopmental conditions.

---

<sup>5</sup> “Trastorns del neurodesenvolupament i l’aprenentatge: Abordatge des de pediatria d’atenció primària”. Gatell Carbó, A., Vergés Castells, A., Serra Amaya, C., Alda Díez, J. A., Grau, N., Elias Abadias, M.; Gatell Carbó, A. i Vergés Castells, A. (coordinació); Morales Hidalgo, V., Sans Fitó, A. i Serra Grabulosa, J. M. (col·laboració); Bosch Hugas, J. (il·lustracions), 2022.

- Applying predictive analysis to assess and prevent patterns of academic performance or behavioural difficulties.
- Monitoring and analyzing data to identify, for instance, patterns and potential challenges linked to brain activity, behaviour, or language development.
- Supporting teachers in interpreting results to recognize warning signs in students.
- Other functionalities that could contribute to early detection.

**B. Timely Intervention:** Personalized strategies to, ideally, reverse specific needs caused by neurodevelopmental conditions such as dyslexia, dyscalculia, dysgraphia, ASD, and ADHD.

Examples of functionalities or use cases:

- Adaptive learning tools to improve student's performance by adjusting content and difficulty levels in real-time based on their needs, abilities, and progress.
- Multisensory support resources integrating visual, auditory, and kinesthetic tactics tailored to specific challenges.
- Cognitive training through methods like gamification to foster skills such as memory, attention, and planning.
- Tools for learning specific skills safely and effectively according to personalized diagnosis.
- Alerts to detect struggling students and provide real-time suggestions for strategies or exercises.
- Other functionalities that could contribute to timely intervention.

**C. Socioemotional Support Linked to Neurodevelopmental Conditions:** Promoting an inclusive culture that fosters well-being and connection between schools, homes, and other stakeholders.

Examples of functionalities or use cases:

- Preventing exclusion caused by learning difficulties and promoting supportive social environments.

- Tools for practising self-regulation, emotional management, or changing negative patterns to reduce anxiety and improve focus.
- Strengthening communication and coordination between schools, families, professionals, and entities involved in the detection and intervention process.
- Monitoring emotional well-being.
- Other functionalities that could contribute to socio-emotional support.

The participation form details the information required to formally submit proposals, following these terms and conditions (proposal title, implementation plan, etc.).

#### 4. Benefits of participation

The winning proposals will benefit from the following:

- Project Coordination:** mSchools Lab will lead the coordination of the implementation process for the winning proposals, ensuring effective communication among all stakeholders and defining the project's timeline, objectives, and key milestones.
- Project Funding:** The winning proposal(s) will receive funding from MWCcapital, up to a maximum of **€25,000 (excluding VAT)** per project (a total maximum of **€50,000** for this call). This funding will be allocated exclusively to activities directly related to the implementation of the winning proposal. Personnel, travel, and accommodation expenses are **not covered** and must be borne by the winner(s). The winner(s) are required to contribute at least **20% of the total implementation budget** (in cash or in-kind contributions).
- Implementation in a Real-World Environment:** The winning proposal(s) will be piloted in one or more educational centers in Catalonia, collaborating with MWCcapital, mSchools, the educational centers, and its community. External evaluation will be provided by a university or research group, to measure results and ensure the technology meets students' needs and achieves the proposed pedagogical objectives.
- Visibility:** mSchools Lab will coordinate communication activities throughout the project's lifecycle, highlighting key achievements and promoting the pilots on the ground.

#### 5. Key dates

Admissions for proposals will begin on the **26<sup>th</sup> of November 2024 at 12:00 (CET)** and will be finalised on the **4<sup>th</sup> of February 2025 at 12:00 (CET)**.

The winner will be announced in April 2025.

No applications submitted after the deadline will be accepted. However, MWCcapital reserves the right to extend the submission deadline and/or modify the timelines outlined in these terms if circumstances require it. Any changes will be communicated promptly through the usual communication channels and, in all cases, on the call's official website. Should this occur, the new dates for the various stages will also be announced on time.

## **6. Language of participation**

Proposals must be submitted in English, Spanish or Catalan.

## **7. Eligibility requirements**

Participation in the call is voluntary, free of charge, and open to any legal entity, without restrictions regarding size or geographic location.

Proposals submitted must meet the following requirements:

- Address the challenge and thematic areas outlined in this call.
- Ensure that the use of technology is safe by guaranteeing that the proposal complies with the main Spanish and European regulations regarding data processing, including security, privacy, and data usage standards.
- Promote the principles of digital well-being.
- Be prepared for pilot implementation in a real educational context during the 2025/2026 academic year.
- Ensure the technological components of the proposed solution are ready for pilot execution (Technology Readiness Level  $\geq 5$ ).

Proposals submitted after the deadline or failing to meet the established requirements will be considered invalid and excluded from evaluation.

The Organizer reserves the right to disqualify participants who, through acts or omissions, engage in fraudulent, abusive, or unlawful behaviour, including but not limited to fraudulent actions aimed at gaining higher scores or altering the results of the call or proposals deemed inappropriate or damaging to MWCcapital's image.

Participants must provide accurate and complete information during registration. Any participant providing false or incomplete data will lose eligibility.

## 8. How to participate and evaluation criteria

The submission process involves three (3) evaluation rounds. Only proposals meeting the eligibility criteria will be considered for evaluation. All applications will be assessed using the same criteria.

### a) Round One – Evaluation of Eligible Proposals

Participants can submit proposals from **November 26, 2024**, to **February 4, 2025**, via the submission form available on the mSchools Lab website: [here](#). After the submission deadline, all eligible proposals will be evaluated by a jury composed of MWCcapital and mSchools program members.

The maximum score for this phase is 50 points, based on the following criteria:

- **Relevance and Focus (8 points):** How effective is the solution to addressing the challenge and thematic areas of the call.
- **Impact (8 points):** The magnitude of expected benefits and improvements from implementing the solution.
- **Degree of Innovation (6 points):** How innovative and disruptive the proposal is compared to existing market solutions.
- **Implementation Plan (6 points):** A summary of the proposed pilot implementation process, including phases and an indicative timeline, considering its adaptation to the school context.
- **Safe Use of Technology (6 points):** How the proposal ensures privacy, security, and data usage, with a particular focus on the processing of personal data, exceeding the requirements of current regulations.
- **Healthy Use of Technology (6 points):** How the solution promotes healthy use of devices in line with digital well-being principles.
- **Scalability (4 points):** The potential to scale the solution to other schools, contexts, and geographic areas.
- **Technology Readiness Level (4 points):** Maturity of the solution and readiness for piloting in a real context.

- **Ecosystem Integration (2 points):** Degree of connection with the local community and ecosystem (e.g., families, organizations) beyond students and teachers.

**b. Round two - Evaluation of Up to Fifteen (15) Proposals with the Highest Scores**

From the total number of proposals received, only the fifteen (15) highest-scoring proposals in the first round will proceed to the second round and be considered semifinalists. If fewer than fifteen (15) proposals are submitted during the call, the Organizer may evaluate fewer than fifteen (15) semifinalists.

The entities responsible for the semifinalist proposals will be notified of their status in February 2025.

Semifinalists must submit additional information between **February 21, 2025, at 12:00 (CET)** and **March 7, 2025, at 12:00 (CET)**. This additional information will focus on the pilot implementation plan, sustainability, impact assessment, and data privacy management, among other aspects, all aligned with the scoring criteria outlined below. Based on this additional information, MWCcapital and the mSchools program team will conduct the second-round evaluation.

The maximum score for this second round is **50 points**, based on the following criteria:

- **Context** – Summary of the ideal context for piloting the solution (7 points).
- **Implementation Plan** – Level of detail, feasibility, and description of pilot objectives, activities, and duration (8 points).
- **Implementation Requirements** – Feasibility of implementing the pilot based on technical requirements and needs (6 points).
- **Impact Assessment** – Plan for measuring and evaluating pilot outcomes (6 points).
- **Data Privacy Management** – Details that ensure security, privacy, and the use of data, including, for example, data encryption, pseudonymization, and access control mechanisms (3 points).
- **Perdurability** – Feasibility and durability of the solution beyond the pilot (6 points).
- **Economic Feasibility** – Economic viability of pilot implementation, budget needs, and available resources (3 points).



- **Co-financing** – Minimum participant contribution percentage to the pilot budget per these terms (1 point).
- **Team Profile and Experience** – Alignment of the team’s experience and skills with pilot needs (4 points).
- **Experience in Similar Projects** – Demonstrable experience relevant to the call’s objectives (3 points).
- **Partnerships** – Details on existing or necessary partnerships and collaborators for successful pilot implementation (3 points).

**c. Round three - Finalist Selection**

The six (6) proposals with the highest scores from the second round will be designated as finalists. A jury of MWCapital and mSchools program experts and members, representatives from educational institutions, and other EdTech ecosystem specialists will evaluate the finalists based on all submitted information.

In cases where multiple proposals receive the same final score, the tiebreaker criteria will be:

1. The number of women in the leadership team.
2. If no women are part of the leadership team or the number is identical, the proposal with the higher first-round score will prevail.

A final meeting called Pitch Day will be held online, in person, or in a hybrid format. During this session, the six (6) finalists will present a summary of their proposals in approximately 15 minutes and respond to the jury’s questions for an additional 10 minutes. Within one week of Pitch Day, the jury will select up to two (2) winning proposals, resulting in a maximum of two (2) collaborations to implement pilots in educational centers.

After the third round, the winning projects will be notified. Winners must sign a participation agreement with MWCapital, committing to actively implementing their pilot in educational centers under the terms outlined in these conditions. They must also confirm that no significant circumstances have changed from those described during the different rounds of the call.

**9. Intellectual property and communication of results**

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

Notwithstanding the above, by participating in the call, participants authorize MWCcapital to use the organization's name and/or the full names of individuals on participant teams, a summary of the proposal or key references to it, and the photos and biographies provided in any promotional materials for the initiative. Participants guarantee MWCcapital that they have informed and obtained consent from the individuals involved, agreeing to indemnify MWCcapital against any breach of these obligations.

MWCcapital reserves the right to publicize various phases, events, or milestones of the call and communicate the results through any medium (e.g., internet, media outlets, TV, radio), format, or platform.

By submitting to the call, participants agree to grant MWCcapital the rights to use images, voice, audio, videos, names, and project explanations in any media or format, exclusively for promotional, dissemination, and project development purposes. This includes communicating the call and implementing the winning proposals in pilots at educational centers.

This transfer includes the intellectual, industrial, and image rights required for the purposes outlined above and is granted with the ability to transfer these rights to third parties, without geographical or temporal limitation, and at no cost.

#### **10. Limitation of liability**

MWCcapital reserves the right to reject any proposal if a participant fails to comply with these terms or if there is a potential conflict of interest. Should a participant withdraw or be removed during the evaluation rounds, MWCcapital may select a replacement participant but is not obligated to do so.

MWCcapital is not responsible for reimbursing any costs associated with submitting materials or information under the call, including evaluation, responses, follow-up, negotiations, or any other expenses incurred to meet the call's requirements or implement the proposal.

Participants must have internet access, as the call can only be accessed online. They must provide a valid email address and contact number to facilitate requests for additional information and to communicate results.

By participating in the call, participants:

- Assert authorship and originality of submitted proposals, including intellectual and industrial property rights over materials, products, programs, software, or any other elements used in the proposal, regardless of format or medium.

- Guarantee that no third-party rights, including industrial, intellectual, image, data protection, or others, are infringed.
- Confirm ownership or legitimate assignment of rights to all documentation, analog, magnetic, and/or digital materials related to the project.
- Ensure ownership of intellectual and/or industrial property rights connected to their proposals and all related creations, databases, tools, methodologies, processes, technologies, know-how, software, and general products.
- Commit to complying with all applicable regulations concerning their proposal and its potential implementation in educational centres, particularly those relevant to intellectual property, data protection, child and adolescent protection, labor, and tax laws.

The results of the evaluations in each round are final and binding. MWCcapital and, where applicable, its collaborating entities are exempt from all liabilities, penalties, claims, demands, or legal proceedings, including compensation and legal expenses (e.g., attorney fees). The jury's decisions during all three (3) evaluation rounds are final, and MWCcapital will not enter into any discussions regarding the outcomes.

## 11. Personal data protection

Personal data provided within the framework of this call and any updates will be processed by MWCcapital following this clause to manage participation in the call.

MWCcapital will only share data when strictly necessary. All data will be processed per applicable data protection regulations and will not be subject to automated decision-making.

If personal data from third parties are provided, the participant guarantees MWCcapital that those individuals have been informed in advance of the provisions in this clause. The participant assumes liability for any damages arising from a breach of this obligation.

Participants may exercise their rights to access, rectify, or delete their data, request restrictions on its processing, object to processing, or request data portability at any time under applicable laws. Requests can be sent in writing to **Plaça Pau Vila, Number 1, Sector 2-C, 08039, Barcelona**, or by email to **lopd@mobileworldcapital.com**, clearly stating the right being exercised and attaching a valid identification document. Participants may also file a complaint with the Spanish Data Protection Agency.

## **12. Invalidity of clauses and consultation and resolution of doubts**

If any sections in these terms are declared null or ineffective, such nullity or ineffectiveness will apply solely to that provision or the relevant part, without affecting the remaining terms. The unaffected sections will remain in force unless the null provision is essential, which may impact the entire terms.

Any unresolved issues will be addressed directly by MWCapital as the organizer, whose decision will be binding and written to the affected participant.

For inquiries or clarifications about the call's objectives or participation methods, interested parties may contact the organizing entities via email at [mschoolslab@ext.mobileworldcapital.com](mailto:mschoolslab@ext.mobileworldcapital.com).

## **13. Applicable law and jurisdiction**

This call is governed by Spanish law.

By submitting a proposal, participants irrevocably accept the jurisdiction of the Courts of Barcelona for any dispute or litigation arising from these terms.

## **14. Language of these terms and conditions**

These terms and conditions are available in Spanish, Catalan, and English. In case of discrepancies, the Spanish version will prevail.