

BASIS 1ST "CALL FOR STARTUPS CM MÁLAGA"

CM MÁLAGA, Culture & Museums International Tech Forum is a commitment to promote the implementation of technological and innovative solutions in the field of culture to raise it to a new dimension in which it is sustainable, accessible, and further improve its position as an engine of economic and social development.

The digital domain has undergone a large-scale breakthrough during the year 2020, favored by the pandemic situation. The cultural sector has been one of the great beneficiaries of this progress, implementing major changes to achieve its necessary technological transformation and above all becoming aware that digital is not optional but an obligation, a challenge to manage, preserve and disseminate culture.

BASIS

In this "Call for Start-ups" we join to the challenge of the digital transformation of the cultural sector and we also want to make you part of it. From the organization of CM Málaga we are looking for the startups that are providing the most innovative solutions to the challenges of the digitization of the cultural sector.

Categories

- Best start-up in social sustainability
- Best start-up in environmental sustainability
- Best start-up in economic sustainability
- Special mention: Art and technology

The execution of this call will be developed with the following dates:

- Submission of applications: Monday, April 18th, 2022 at 9.00h until Tuesday, May 10th, 2022 at 23:59h.
- Evaluation and deliberation from the jury: from Thursday 5th to Sunday 15th May 2022.
- Notification of the selected proposals: Monday, May 16th, 2022.
- The awards ceremony will be held as part of the events planned for the forum.

Requirements

1. The objective of this "Call for Startups" is to boost digital entrepreneurship in the cultural sector, give national and international visibility to companies with innovative solutions for the cultural sector, create a community at an international level that drives and consolidates the growth of cultural management based on technological innovation and improve the competitiveness of cultural companies through innovation strategies.
2. This call is aimed at startups and technology development companies in the cultural segment, with innovative capacity both nationally and internationally. They must offer solutions to the main future challenges facing the management of the cultural sector, in general, and museums and cultural spaces, in particular.

3. The profile of the company must be related to: artists, cultural and creative industries, tech companies specialized in culture, as well as suppliers of products, technological coverage and services related to museums and emerging cultural spaces.
4. The information form must be accompanied by the following: Name and surname, e-mail address and contact telephone number of the company.
5. The Jury will be made up of one person representing each of the following entities:
 - FINNOVA Foundation
 - Asociación de Museólogos y Museógrafos de Andalucía (AMMA)
 - ElektrART
 - Apuntes de Arte
 - University of Málaga (UMA). Vice-rectorate for Social Innovation and Entrepreneurship
 - Diario Sur
 - Regional Government of Andalusia:
 - Consejería de Cultura y Patrimonio Histórico
 - Andalucía Emprende, Fundación Pública Andaluza. Consejería de Empleo, Formación y Trabajo Autónomo
 - Agencia Andaluza del Conocimiento. Consejería de Transformación Económica, Industria, Conocimiento y Universidades
 - Polo de Contenidos Digitales
 - Malaga City Council
 - ICOM Spain

Technical entity: Palacio de Ferias y Congresos de Málaga (FYCMA)

6. The 4 selected candidates will receive a cash prize of €1,000 and a package of promotional actions, visibility and branding valued at €4,000:
 - Coverage of travel expenses from their place of origin to Málaga and accommodation (max 2 nights in a 4* hotel in Málaga) for the startup representative
 - Participation in CM Málaga
 - Registration at CM Málaga as a professional visitor, with access to the exhibition area and access to the forum
 - Institutional agenda
 - 1 invitation to the networking lunch (June 20th)
 - 1 invitation to the networking dinner (June 20th)
 - Logo included in the digital catalog of participants and link to your website
 - Networking agenda to arrange B2B meetings with visitors and exhibitors
 - 5 passes to invite partners, customers or suppliers to attend the forum
 - Presence in the exhibition area with a 4 m2 information point
 - 5 minutes presentation of the selected project within the forum programme
 - Dissemination from CM Málaga
 - Publication of a post on CM Málaga's social media profiles
 - Specific press release on the 4 selected candidates
 - Publication of the 4 selected candidatures on the CM Málaga website

7. A committee of experts will assess and evaluate the proposals submitted based on:
 - Impact of the project in the field of sustainability.
 - Reach and repercussion of audiences.
 - Innovation and use of disruptive technologies.
 - Team with management capacity.
 - Internationalization.
 - Long-term objectives.

8. Participation in this competition implies full acceptance of the rules and regulations for participation in FYCMA Fairs and Events, which will be notified together with the selection email.