

MIND EDUCATION 6

CALL 4 IDEAS

BIG DATA FOR GENDER EQUALITY

MIND Milano Innovation District, coming to life at the gates to Milan, invites students, graduates, and graduate students to conceive and develop solutions and initiatives that leverage Big Data for the development of MIND services and infrastructure oriented toward and furthering actions and measures to reduce or eliminate gender disparities and allow everyone populating MIND to fully experience the city of the future.

The Call 4 ideas is open to students, graduate students, and recent graduates of Italian universities and students enrolled in post-secondary technical institutes (*Istituti Tecnici Superiori – ITS*) in Italy.

A jury composed of professionals and researchers from the principal MIND institutes will choose the top three ideas, which will be awarded total prize money amounting to 10,000 euros.

Submit your idea by 21 May 2023!

BACKGROUND AND CONTEXT

[MIND Milano Innovation District](#) is a new part of the city of Milan and an Italian centre of scientific excellence. It is a large, contemporary international district and a centre for knowledge and sustainable development reaching out to all those who study, perform research, or innovate, to institutions and businesses, and generally to those concerned with the quality of human life.

MIND has allowed Italy to take advantage of a unique opportunity: to create a vital space for the local geographical community and an engine for collective development in a strategic location in northern Italy – the one-million-square-metre area immediately adjacent to Milan, already connected into major transportation networks, that once hosted Expo 2015.

The goal of the project is to establish and nourish an ecosystem to further Italy's socioeconomic growth through an urban regeneration plan grounded in a public-private partnership between [Arexpo](#) and [Lendlease](#). The objective is a European hub of global relevance focusing on progress in science and technology, the interchange between research institutes and economic enterprises, and the engagement of society and the local community.

The vision took form with the project and then the masterplan for the Milano Innovation District, a locus based on a deep union among different vocations: an innovation hub hosting its own areas of scientific specialization (life sciences and the city of the future) bringing public and private excellence into dialogue and attracting talents and resources. At the same time, it is a dynamic, green, and well tended urban district shared by 60,000 people every day. It is a new neighbourhood in Milan, part of the city, conceived to host all the activities of a space projected into the future, from housing to entertainment. There is no other space like MIND in Italy or anywhere else. It is a vibrant neighbourhood that fosters encounters and social energy, implementing a regeneration model of new conception.

Together with Arexpo S.p.A., a majority share public company and owner of the area, and Lendlease, a leading infrastructure and real estate company, private MIND partner and developer, a number of other important public-interest and private institutions are guiding the development of MIND: University of Milan, whose new science campus will be built at MIND; [Fondazione Triulza](#), which has continued operating on the site since 2015 with its network of tertiary-sector organizations to promote projects and activities contributing to the sustainability and social and environmental benefits of MIND and its engagement with local geographical communities and civil society; the [Human Technopole](#), a large-scale life sciences research institute whose mission is to promote and contribute to improvements in the health and wellbeing of individuals through biomedical research and to develop new approaches to personalized and preventive medicine via a five-area research focus – genomics, neurogenomics, structural biology, computational biology, and health data science; and [IRCCS Galeazzi](#), one of the cornerstones of the MIND ecosystem of research, innovation, and healthcare, Italy's first “Hospital of the Future” based on the close integration of research, university instruction, and healthcare; a unique initiative in Europe and among the most advanced in Europe, with a new 16-floor facility designed to the most rigorous and innovative standards of sustainability and functionality inaugurated at MIND in August 2022, bringing together in a single location the specialized competencies of two existing institutes in the Gruppo GSD – IRCCS Istituto Ortopedico Galeazzi and Istituto Clinico Sant’Ambrogio.

These public anchors are complemented on the MIND site by established businesses, start-ups, public services, retail outlets, leisure and entertainment services, student housing, sports facilities, and green areas.

The businesses in the MIND ecosystem have organized into the [Federated Innovation@MIND](#), a new business networking model among private companies that goes beyond classic open innovation. Benefiting from the MIND ecosystem and championing the key principle in the Manifesto of Federated Innovation @MIND, “Collaborate to Compete”, they will develop innovative projects regarding the life sciences and city of the future.

A key point in the design of the district is the application of the most innovative technologies typical of smart cities in order to maximize people’s wellbeing, experience, and lives in an approach that also values inclusion and the elimination of inequalities.

The primary MIND objective is to create an exemplary sustainable ecosystem, a new district in Milan that looks to the future with a vision that unites science, academics, and care for the environment. A central element in this ecosystemic vision is the concept of district – community, hub, network – of collaboration and resource sharing among different innovation players (academia, training and research institutes, established businesses, start-ups, business incubators/accelerators) and the surrounding urban territory (the Milanese districts adjacent to MIND, nearby municipalities, tertiary sector associations, the Bollate Prison, etc.)

The purpose of MIND is to offer an interactive system contained within a distinct urban context and keyed to improving the quality of life. It aims to create a community-oriented district where businesses and people become an active part in a process of continuing development, a heterogeneous Milanese innovation district that kindles a sense of inclusion and belonging among the inhabitants and focuses on the health and wellbeing of individuals.

The entire district (one million square metres) will be fully developed over the course of 10 years. One of the immediate goals is to create a sense of community and integration with the local area even before the physical works have been completed, leveraging the period of transformation to test temporary activities

promoting the inclusivity, health, and wellbeing of individuals, activities that may develop and become permanent elements in the district as it evolves physically.

CALL 4 IDEAS RULES

1 – OBJECTIVE

Reducing inequality, especially gender inequalities, is one of the UN Agenda 2030 sustainable development goals as well as a goal of primary importance in the creation and development of the MIND district and for its stakeholders.

Within the MIND ecosystem, public, academic, and research institutions partner with excellent members of the business community and private start-ups to pursue the objective of developing research, models, projects, and best practices revolving around reduction of gender discrimination and other types of inequality using digital technologies, Big Data, and other means: from data collection to the extraction of useful information from them.

With this Call 4 Ideas, we ask you to create new solutions, projects, initiatives, services, infrastructure, etc. that leverage the potentials of MIND (as an innovation ecosystem and living lab) through the collection, analysis, and use of Big Data to:

- **detect and monitor possible gender inequality in one of the various realms (health and wellbeing, smart cities, mobility, services to individuals, etc.)**
- **eliminate/reduce gender disparities/inequalities**
- **construct an inclusive city of the future that will allow all people who populate MIND to fully experience and enjoy it.**

Each Proposal must expressly state:

- the target population: who the solution is intended to benefit;
- the supporting data and their flows (i.e., their sources, such as existing databases) or how they can be generated, collected, and aggregated (sensors, wearables, applications...), indicating solutions to possible privacy and informed consent issues;
- outcomes and performance indicators for measuring them;
- the impact on the quality of life in the district with respect to the gender gap considered;
- intrinsic value;
- forecast project costs.

2 – RECIPIENTS OF THE CALL

Teams consisting of a minimum of 2 and a maximum of 5 members are eligible to submit their ideas:

- students or PhD students regularly enrolled in a degree/doctorate programme at Italian universities accredited by the MUR or at Swiss Italian universities accredited by an analogous agency or body;
- Recent graduates who received a degree in the year 2022 or 2023 from an Italian or Swiss-Italian university;
- lecturers, researchers or tutors working at the university;

- Students enrolled in a post-secondary technical institute (ITS) in Italy.

Please note that each Team must include at least one lecturer, researcher or tutor. No member of any Team may work with any Team other than their own.

3 – PROPOSAL SUBMISSION METHOD, CONTENT, AND PRESENTATION

The Proposal must be submitted via email to the address mindeducation@mindmilano.it no later than 7:00 pm on 21 May 2023 and must contain the following documentation, signed by the appropriate Team representatives.

The email containing the Proposal must bear the words “**BIG DATA FOR GENDER EQUALITY_Call 2023**” in the subject line.

Each Team shall attach a zip file to or include a WeTransfer or Dropbox link in the email. The zip file must contain, or the WeTransfer or Dropbox link must provide access to, the following documentation:

1. **the completed participation form (Annex no. 1) signed by every member of the Team**
2. **a project summary of a maximum of 2,500 keystrokes (characters with spaces) in PDF format;**
3. **a multimedia presentation using one of the following formats:**
 - PowerPoint (protected);
 - PDF;
 - Video;
 - Web page.
4. **documentation demonstrating:**
 - the enrolment of Team students and doctoral students in a degree/doctoral programme at an Italian university;
 - the employment relationship between the Team's lecturer or researcher or tutor and the university.

4 - AWARDS

A jury composed of professionals and researchers from the promoting bodies will select the three best ideas, which will be awarded the following prizes

- 1st prize, 5,000 euros
- 2nd prize, 3,000 euros
- 3rd prize, 2,000 euros

In addition, the three Teams that produce the best work will have the opportunity to present their projects at the MIND Education closing event in June 2023, where they will have the opportunity to meet and network with the MIND protagonists.

5 – EVALUATION CRITERIA

- clarity of the Proposal and degree of depth of content;
- coherence of the Proposal with the MIND context and the local socio-demographic setting (context analysis and needs assessment; suitability of the proposed activities to the characteristics of MIND and the surrounding area);

- adequacy, technical-operational feasibility, and innovativeness of the proposed initiatives;
- effectiveness in reducing gender inequalities and the social impact of the initiative;
- economic and financial sustainability of the project.

6 - INTELLECTUAL PROPERTY RIGHTS

It is also understood that any document produced by the participating Teams in execution of this Call shall remain the exclusive property of the promoters of the Call: Fondazione Triulza, Arexpo S.p.A, Lendlease S.r.l., Irccs Galeazzi and Human Technopole. The awards specified above are also understood to imply transfer of economic exploitation rights pursuant to articles 12-19 of Law no. 633/1941 relating to the aforementioned documents, without prejudice to the moral rights of the author pursuant to the laws in force.

In agreeing to take part in this Call 4 Ideas, each Team Participant expressly declares that all submitted ideas, projects, or part thereof are original and do not infringe in any way, in whole or in part, on the intellectual property rights of any third party. To this end, each Team Participant agrees to hold the Promoters and Partners harmless from any and all liability and claims for damages and/or compensation that may be made by third parties in this regard.

7 - PRIVACY, AUTHORIZATION, AND USE OF IMAGE

- a) Pursuant to Article 13 of Regulation EU 679/2016, by registering and participating in the competition, the Participant authorizes the Competition Promoter and its Partners to collect and process, by computerized or other means, the Participant's personal data and to use it for purposes necessary for participation in the initiative. The collected personal data may be consulted, edited, updated, or deleted at any time by contacting the Data Controller, Fondazione Triulza, as organizational body of the Hackathon, with registered offices at Via Bernardino Luini 5, 20123 Milan;
- b) Participants acknowledge that any communication, dissemination, and/or publication of the Projects presented within the context of the Competition and/or through media or means of communication that may be used to promote the Competition (even after its completion), will make said Projects visible to all Participants in the event and to the community addressed by the communication. The Promoters and Partners assume no liability in the event of use/abuse of the idea or work and/or any development and implementation of the same and/or the Project related thereto by anyone who may have become aware of it, waiving any right to claim damages and/or compensation from Fondazione Triulza or the other Promoters and Partners for any reason and/or cause whatsoever.
- c) Each Participant consents to and authorises Fondazione Triulza and the promoting Partners, without any compensation being due in this regard, to use his/her name, surname and any description of his/her Team's Project for purposes relating to promotional campaigns, internal and external publicity relating to the Competition by any means, including but not limited to the event website or any website of Fondazione Triulza and the other Promoters and Partners, through press releases and any other means of communication to the public, for an unlimited number of reproductions and distribution worldwide.

8 - ACCEPTANCE OF COMPETITION RULES

By registering and participating in the Competition, the Participant fully and unreservedly accepts the Rules contained herein.

9 – APPLICABLE LAW AND DISPUTE RESOLUTION

The Rules are governed by Italian law. All disputes that may arise in connection with the Rules, including those concerning their validity, effectiveness, interpretation, execution, and termination, shall be the exclusive competence of the Court of Milan.

REQUESTS FOR CLARIFICATION AND CONTACTS

For further information and requests for clarification, please write to mindeducation@mindmilano.it.

Requests for clarification will be processed by the organizational office with the support of the evaluation jury. Answers to any queries will be posted on www.fondazionetriulza.org.

The Promoters reserve the right to change, subject to prior notice, the days, times, duration, and venue of the Competition or to cancel it due to any supervening technical or organizational constraints, with no implication of liability on their part. Any changes will be communicated to candidate or registered Participants via email.