

## CONDITIONS OF PARTICIPATION

### CASA DO IMPACTO | SANTA CASA CHALLENGE PROGRAM

#### Framework

The Santa Casa Challenge (SCC) is a contest promoted by Casa do Impacto da Santa Casa da Misericórdia de Lisboa (SCML). In the last seven editions since 2016, it has awarded innovative technological solutions that give rise to devices, applications, and digital content, services, web or communication linked to an annual challenge, per edition, related to the Sustainable Development Goals of the United Nations.

The program aims to support a new generation of solutions that actively look at a societal structural problem. We want to bring innovation to ways of keeping a population with high levels of isolation and loneliness, with very outdated physical structures and where Caregivers still do not have access to training or the technical and emotional support they need.

In the 8th Edition of the SCC, the SCML Hub and the initiative's partners intend to deepen the impact. Therefore, in addition to financial support, a program was structured with a vital component of non-financial support that will include training sessions, masterclasses and specialized mentoring with the help of the Ageas Portugal Group and the Ageas Portugal Foundation.

#### 1) Objectives

1.1 The “Santa Casa Challenge” initiative aims to:

1.1.1. Stimulate digital social innovation by developing innovative technological solutions that respond to societal needs and challenges.

1.1.2. Create or adapt products and services already developed to respond to the challenges of ageing;

1.2 The “Santa Casa Challenge” initiative seeks innovative technological solutions that give rise to platforms, devices, applications, digital content, and web or communication

services. These solutions may result from new ideas that have already been tested and are feasible from a technological point of view or from the adaptation of existing solutions or available on the market and used in other contexts.

## **2) What is SCC scope?**

The “Santa Casa Challenge” initiative aims to find solutions that respond to the following challenges:

### **1. Aging in the right place**

Where to age? Rethink and expand the options currently present in the country, as the right place to grow old depends on the needs and interests of each one. Many seniors choose to stay in the house where they have always lived. However, for the house where they live to be a safe place, it must adapt, remote monitoring solutions must create, and the essential services adopted must be easily accessible. What is the best space for those looking to live in a community or whose health condition requires constant monitoring? Can we reinvent traditional nursing homes?

### **2. Social connection & engagement**

Demand an inclusive society where prejudice towards the elderly is fought. Promote cultural activities better adapted to the elderly, considering intergenerational interaction. Create contact spaces and communication channels that combat loneliness. How can this area be made more attractive to young people of all backgrounds and genders?

### **3. Taking Care of Caregivers**

Looking at Caregivers as a fundamental pillar in the journey of ageing. Whether Formal or Informal Caregivers need training and emotional support, the need for support systems is becoming increasingly crucial. Combating the loss of autonomy and training the population on prevention issues will postpone the need to resort to Caregivers or redesign their role in today's society.

## **3) Recipients**

Projects in the ideation phase or startups set up within a maximum period of two years of any size and area of activity can apply for the “Santa Casa Challenge” initiative.

#### **4) Program Phases**

- Application and disclosure phase – December 13, 2022 to February 28, 2023;
- Project Formation Phase – March 20, 2023 to March 31, 2023:

The training phase lasts ten days for 9-12 selected projects. Mandatory attendance at training sessions will follow the defined methodology, plus mentoring by Casa do Impacto/Partner(s) and mentoring by the training team. It aims to enhance the business model and sustainability of the projects and put newly formed projects and teams to work together through a continuous training period of 10 days, during which the teams will receive training, technical mentoring, dedicated mentoring, masterclasses and a final presentation (pitch). The face-to-face event will take place at Casa do Impacto at the end of the training period;

- Incubation Phase - From April 10, 2023, for a period of 2 years

At the end of the training phase, the three teams or projects selected that access the Incubation phase will have the opportunity to be accompanied by the Casa do Impacto team for two years.

#### **5) Applications**

3.1 Applications must be formalized on the website <http://mais.scml.pt/casadoimpacto/> by completing and submitting the application form and uploading a video with a maximum of 3 (three) minutes, and a pitch with the motivation that leads to apply as an individual entrepreneur, or a short description of the idea or solution if it is a project or Startup.

3.2 Only applications submitted through the electronic form available on the website and that meet the requirements of recipients described above, will be accepted.

3.3 No changes are allowed once the application form is submitted.

3.6 The deadline for submission of applications is between December 13 and February 28, 2023.

## **6) Evaluation and Selection of Applications**

6.1. Applications received are weighted and pre-selected by a jury composed of members of SCML and the initiative's partners: Grupo Ageas Portugal and Fundação Ageas Portugal.

6.2. The SCML jury pre-selects 10 candidacies, announcing the result from March 08, 2023 through publication on the competition website at <http://mais.scml.pt/casadoimpacto/> and by email to [casadoimpacto@scml.pt](mailto:casadoimpacto@scml.pt).

## **7) Evaluation Criteria**

7.1 Applications evaluated considering the following criteria:

- a. Adequacy of the profile and involvement of candidates in implementing the solution;
- b. Degree of innovation of the solution;
- c. Applicability of the solution to the challenge;
- d. Degree of replicability of the solution;
- e. Impact on the target audience of the application of the solution;
- f. Technological feasibility of the solution.

7.2 The evaluation and weighting of the projects carried out by the jury take as reference the elements presented by the applications (form and video) according to the following selection criteria:

<b>CRITÉRIA</b>	<b>VALUATION</b>	<b>Weighting</b>

Adequacy of the project team profile	1 a 5	10%
Degree of innovation and applicability	1 a 5	20%
Applicability of the solution to the challenge	1 a 5	20%
Degree of replicability of the solution	1 a 5	15%
Impact on the target audience	1 a 5	20%
Technological feasibility of the solution	1 a 5	15%

Following the criteria set out in point 7, the final score assigned by jury to each application at the end of the training phase is calculated according to the following weighting:

- i. Evaluation of the application/participation elements according to the indicated criteria: 70%;
- ii. Pitch: 30%.

## **8) Awards**

8.1 Each winning solution awarded a cash prize of €5,000.00 (five thousand Euros), up to three winning projects;

8.2 Each winning solution is assigned 2 years of incubation at Casa do Impacto, under a Flex-desk system, for up to three winning projects;

8.3 Each winning solution is awarded an Alpha Pack for the 2023 edition of the Web Summit in Lisbon.

## 9) Personal data privacy and protection

1. Personal data collected in accordance with this conditions of participation will be used exclusively for the purpose of applications to the Santa Casa Challenge.
2. The entity responsible for processing personal data is Santa Casa da Misericórdia de Lisboa, abbreviated to SCML - a legal entity of public administrative interest with taxpayer number 500 745 471, and head office located at Largo Trindade Coelho, 1200-470 Lisbon.
3. Applicants to the Santa Casa Challenge Fund must give their free, specific and informed consent to the processing of their personal data, without which it will not be possible to proceed with the application process.
4. Should the data owner withdraw their consent to the data processing, this will lead to the exclusion of the application.
5. Notwithstanding the preceding paragraphs, free, specific and informed consent may be requested for data processing regarding other purposes, such as the collection and assignment of image and sound rights, which shall be expressly identified on a specific form, at the time of the respective collection.
6. Pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council, as well as Law no. 58/2019 of 8 August, data owners are ensured the right to information, access, rectification, portability, limitation of processing, opposition or deletion of their personal data. In addition, they are entitled to withdraw their consent at any time, without compromising the lawfulness of the data processing and as long as legally prescribed conditions are verified, without prejudice to the obligation to publicize the benefits granted by the Public Administration to individuals, under Law No. 64/2013 of 27 August.
7. The rights mentioned above can be enforced by sending an e-mail to [casadoimpacto@scml.pt](mailto:casadoimpacto@scml.pt) or to [dadospessoais@scml.pt](mailto:dadospessoais@scml.pt) as well as by letter addressed to the Data Protection Officer, at Largo Trindade Coelho, 1200-470 Lisbon.
8. Notwithstanding any other administrative or judicial remedy, you have the right to lodge a complaint with the Portuguese Data Protection Authority (CNPD) or another competent supervisory authority, according to law, if you believe that the personal

data processing by SCML does not comply with the applicable legislation, in accordance with this Regulation.

9. Further information on the terms, rules and conditions of personal data processing can be found in SCML's Privacy Policy, available at [www.scml.pt](http://www.scml.pt)

## **10) Confidentiality**

The parties undertake to keep confidential the content of all information to which they have access during the programme, including information liable to affect intellectual property rights, even after the programme's termination, except to the extent strictly necessary for the implementation of the Initiative its promotion and dissemination.

## **11) Final Provisions**

11.1 The evaluation and selection of applications carried out by the jury within the scope of this contest of the “Santa Casa Challenge” initiative are binding and definitive, with no appeal against the decisions taken.

11.2 The organization cannot be held responsible for the cancellation, postponement or alteration of the “Santa Casa Challenge” competition due to unforeseen circumstances or cases of force majeure.

11.3 The omissions in these conditions of participation will be duly analyzed and defined by Casa do Impacto as the organizer of the competition of the “Santa Casa Challenge” initiative

11.4 The organization reserves the right to change these participation conditions at any time. For this purpose, it must publish a revised version on the competition website of the “Santa Casa Challenge” initiative, available at <http://mais.scml.pt/casadoimpacto/>.

11.5 Participation in the contest of the “Santa Casa Challenge” initiative implies, on the part of the candidates, the full acceptance of the present conditions of participation and

the waiver of claims or appeals, judicial or of any other nature, regarding any decisions of the organizing entity.





**SANTA CASA  
CHALLENGE**  
Investimento para o Impacto