Las Rozas Launches the Blockchain Hackathon to Solve the City´s Great Challenges

#HackathonLRZS #BlockchainLRZS

- **Las Rozas Innova and Alastria have teamed up once again to launch an open call to the blockchain ecosystem in order to engage innovative agents in the search for solutions to the challenges that the city faces.**

- **We seek disruptive technological solutions that enable the city to be more competitive, efficient and safe to be applied in four areas: mobility, energy, climate change and *fintech*.**

- **Jointly with Alastria, we have launched the Las Rozas Blockchain Hackathon, which is committed to open innovation, talent and technology to turn Las Rozas into a laboratory for the application of blockchain pilot projects that are applicable in other cities.**

- **We intend to identify and reward BIPs, or a *Blockchain Interesting Project*. There will be monetary and project acceleration prizes with the opportunity of running a pilot project in the city.**

- **It is an open call for a variety of projects and is a broad, concrete opportunity for Alastria partners who will be able to present new developments and also identify, observe, mentor and/or sponsor new projects.**

- **Starting today until June 11, all entrepreneurs, big companies, SMEs, startups, universities and technology centers may submit their solutions via a web form.**

May 12, 2021. How could blockchain technology help Las Rozas in the areas of mobility, energy, climate change and *fintech*? This question has led to the **Las Rozas Blockchain Hackathon,** which starts today with the help of Alastria and Las Rozas Innova. Through this initiative of open innovation, we invite the entire blockchain ecosystem to present proposals and valuable solutions to be applied in Las Rozas.

Las Rozas Innova, a municipal innovation company of Las Rozas, and Alastria, a non-profit association that promotes digital economy with the use of blockchain, announce an open call for the first **Las Rozas Blockchain Hackathon** in order to find valuable, innovative solutions that help solve the challenges faced by the city. It is required that these solutions have the capacity to be implemented in other cities around the world**.**

From today until June 11, Las Rozas Innova will receive proposals from entrepreneurs, companies and universities to evaluate, select and develop them in the city.

The two highest rated **BIPs,** will receive financial and in-kind compensation according to the acceleration of the project. This will allow them to develop their solution in Las Rozas, an innovative, participatory and *Sandbox* city to be used for the implementation of innovative pilot projects.

THE CHALLENGE, ITS PHASES AND AWARDS

How Could Blockchain Technology Help Las Rozas in the Fields of Climate Change, Mobility, Energy and *Fintech*?

Las Rozas Blockchain Hackathon will take place in different phases**.**

- **LAUNCH PHASE [MAY 11 - JUNE 11]**. Starting May 11 until June 11, participants may submit proposals for the four selected areas by filling out a simple form.
  LINK TO FORM.

- **EVALUATION PHASE [JUNE 12 - JUNE 30].** There will be two winning BIP solutions for which Las Rozas Innova will award €9,000 to the first-place winner and €4,000 to the second place winner. However, the amount may be increased if the initiative includes additional collaborating entities. During *Pitching Day,* there will be a special mention that will also receive an award and a prize.

- **IMPLEMENTATION PHASE [JULY 1 - SEPTEMBER 5].** Once the evaluation phase is completed, the proposals will enter the implementation phase. From July 5 until September 5, the winners will be able to start developing their ideas in Las Rozas .

SOLUTIONS IN FOUR AREAS

MOBILITY. The mobility needs of people and cities are constantly evolving and consumer habits have generated new business models. Blockchain application can be a key disruption in the sector to manage needs such as improving the sale, cancellation and booking of tickets and to obtain data by, for example, gathering information about passenger numbers and routes.

ENERGY. The energy sector has not stopped changing in recent years. We are moving toward an autonomous and renewable decentralized system. Blockchain technology can make it easier for people to generate, market and record energy by guaranteeing its origin and, ultimately, providing traceability, speed and greater safety.

CLIMATE CHANGE. Blockchain technology has been identified by the United Nations as a way to achieve the Paris Agreements and the implementation of the 2030 Agenda. Blockchain can be the basis for generating traceability mechanisms in supply chains, monitoring cities and forests to measure the impacts of climate action, building confidence among actors and improving transparency and cost-efficiency.

FINTECH. Blockchain has entered the financial sector as a useful new technology to provide safety, transparency and confidence in economic transactions. Some studies highlight that 77% of fintech plans to adopt this technology as part of their systems and processes in the coming years. In the case of payment methods for companies, the adoption rate of blockchain has

risen to 90%. Blockchain can improve process automation, perform ultra-fast international transfers and increase safety and privacy in financial operations.

LAS ROZAS BLOCKCHAIN HUB

Blockchain technology has enormous potential and can play an important role in meeting cities' challenges. This is a disruptive technology, which can generate an advanced, safe and sustainable urban management model. Las Rozas Innova wants to attract this to the city by applyingmethhods that have been used.

Las Rozas Innova and Alastria have established an agreement to develop in the city of Las Rozas a "laboratory" of blockchain testing solutions, which have an impact on its citizens. The solutions can be validated in a real environment and thus can be applied and implemented in other cities. Las Rozas Blockchain Hackathon is part of the collaboration agreement signed last February between the public innovation company of Las Rozas and Alastria, one of the main associations in Europe that promotes digital economy through blockchain, which is a technology that allows for storing and transferring data with total safety, transparency and confidence. This technology eliminates intermediaries and allows blocks of information to be stored and exchanged without the possibility of fraud or manipulation.

LAS ROZAS INNOVA

Las Rozas Innova is a municipal innovation company in Las Rozas and was created in 2020 to promote the development of the city as an international reference in technology and innovation. It is the commitment of the city council to turn Las Rozas into a sustainable and Smart City 4.0 that focuses on the people and is based on the efficient digitization of services for its citizens. The company has a ten-year strategic plan with thirty-five actions to be carried out over the next two years to connect the ecosystem, attract talent and investment, and generate growth and employment. Through Las Rozas Innova, the municipality will become an innovation *Sandbox*, an incubator and an accelerator of ideas and solutions to the city's challenges.

ALASTRIA

Alastria is a non-profit association that promotes digital economy with decentralized blockchain technologies. It is one of the largest public-private and multisectoral consortiums in the world in terms of number of members and diversity. It was started in Spain and has a strong commitment to internationalization. It is currently made up of over 500 members from different companies (micro-enterprises, SMEs and large companies), academia (universities, business schools, training centers, technology and science parks) and public administrations. Alastria is considered a benchmark in all key international organizations for the future of decentralized technologies (EBP, EBSI, ESSIF in Europe and LACCHAIN in Latin America and the Caribbean) and in blockchain-related standardization bodies (UNE, CEN/CENELEC, ISO, ITU). Alastria has been used in over 60 cases, which aids in the understanding of blockchain's economic potential.

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