DEFINITION OF THE CONTEXT

The project proposal is based on the search for new ideas to support an improvement in the city’s usability, seen from a different point of view, that of a category of users who use different means of travel (feet, bikes, public transport, and in less measure private vehicles) and that have the need to reach certain points of the city: in this case the most sensitive points are the city educational centers, the station (both trains and buses) and the Cisanello Hospital, where a further educational center will be built.

It would therefore be useful to identify the points of criticality and congestion between these main points of movement in the city, and to propose ideas and methodologies to overcome these problems, both with a humanistic and technological logic.

An example, not exhaustive or unique, could be the one identified in one of the points recently approved by the Municipality of Pisa: the evaluation of flows (or of possible alternatives), in order to quantify the effectiveness of a public mobility system that can reduce the private one in a certain way; this objective passes, as an example, for the evaluation of the current flows between Stazione FS and Cisanello through solutions that, based on existing survey data (some of which made available by Pisamo), or on experiential elements detected in a heuristic way by the same proponents of the project (such as the analysis of critical connecting / congested intermediate points or the creation of alternative flows and routes), can be the starting point for new solutions, and for example provide new matrices or data to an aggregation platform (both local than regional), where these can be processed with appropriate analytics and displayed on dashboards.

From all this we can draw ideas and proposals for alternative urban mobility, or a new idea of viability and efficient use of the city.

WHAT WE ARE LOOKING FOR

It requires the conception of a new vision of urban mobility, to support the existing one, for a better use of the city, and the development (at least in demo version) of an alternative road project, at least on certain critical sections of the city of Pisa, based on algorithms or technologies suggested by the proponents.

By way of example, new routes can be developed that can obviate the congestion of intermediate points between urban poles (eg Station - Cisanello) that have been the subject of analysis and data collection already in the past, or new Dashboard / visualizations that are based on such studies.

WHO CAN PARTICIPATE

Participation in the competition is reserved for participants in the Phd + 2018 course organized by the University of Pisa.

Students can participate individually or in groups.

Participation is free.

WHAT WE MAKE AT DISPOSAL

The materials produced up to now for the analysis of well-defined sections flows are available on request from Pisamo. Participants in the project can also make available other experiences previously developed by
Pisamo, such as feasibility studies and preliminary project on alternative viability, or technologies already adopted for measuring in the field through sensors.

It will also be available to make use of the data made available by the Km4City platform, for which the Municipality of Pisa has adhered to an agreement protocol for the testing of an integration platform, which presents many data already integrated in the Pisan and Tuscan territory, and represents a system that allows the development of analytics and the creation of dashboards to control mobility strategies.

PRIZE

Pisamo s.r.l., through a determination of the Director, offers a prize of € 2,000,00 (two thousand / 00) to be awarded to the proposal that will be declared the winner at the discretion of the evaluation commission.

The prize will be awarded to the proponent or to the proposing team, distributed in equal parts.

INFORMATION AND CLARIFICATIONS

Any requests for clarification can be sent exclusively via e-mail to segreteria@pisamo.it indicating in the subject "Design Idea Contest for the City".

REGULATION

The Contest is part of the competitions organized for the production of literary, artistic or scientific works, as well as for the presentation of projects or studies in a commercial or industrial context, where the awarding of the prize to the author of the chosen work is equivalent of performance of work or represents the recognition of personal merit or a title of encouragement in the interest of the community; therefore it is configured as an exclusion pursuant to art. 6 paragraph 1 letter a) of Presidential Decree 430/2001 Regulations concerning the organic revision of the discipline of competitions and prize operations

The winning concept will therefore become the property of Pisamo, which reserves the right to any development intended for the purpose of improving mobility. In any case, the use will include the citation of the title of merit: "Winning idea of the contest # Design idea for the city".

The award ceremony will take place during the closing ceremony of the Phd + 2018 course

EVALUATION COMMISSION

The commission will be appointed by Pisamo and composed of internal staff and staff of the University of Pisa

The Commission will decide in total autonomy and at its own unquestionable judgment. By way of example and not exclusively, the evaluation criteria can be evaluated: originality, effectiveness, development costs, sustainability.

It is the Commission's assessment that no proposal is worthy of winning the Contest.

METHOD OF PARTICIPATIONS AND TERMS

Applications must be submitted by 4 March. Each student enrolled in PhD + 2018 can present, individually or in a team, no more than two proposals.

The application form must be completed on the appropriate form published on the https://www.unipi.it/index.php/phd-plusd website or by all the members of the team. In this
case, however, a representative must be indicated to whom any communications concerning the Contest will be sent.

The application must be accompanied by all the material produced and deemed useful to appreciate the proposed solution.

PROTECTION OF PRIVACY AND CONFIDENTIALITY

The data provided by the participants will be processed pursuant to art. 13 of Legislative Decree 196/2003 ex. me. (Code regarding personal data).

TREATMENT OF PERSONAL DATA

The personal data provided by the participant for participation in the Contest will be processed by Pisamo (Organizer with University of Pisa) for the realization of the Contest itself, registration and selection of participants, promotion and communication of the winner and any other activity required exclusively for the purpose of carrying out the initiative itself.

The aforementioned data will be handled either manually or through computer and/or telematic tools and in any case with methods designed to guarantee the security and confidentiality of the data.

The holder of the aforementioned treatments are the University of Pisa and Pisamo.

The provision of personal data for the purposes referred to in this Regulation is mandatory to access the Contest.

LIABILITY LIMITATIONS

Given the modalities of participation in the initiative referred to in this Regulation, the Organizers do not assume any responsibility for technical malfunctions, hardware or software, network connection interruptions, failed, incorrect, inaccurate, incomplete, illegible user registrations, damaged, lost, delayed, incorrectly addressed or intercepted, or about records of participants, that for any reason have not been received, electronic or other communications that have been delayed or about other technical problems related to the registration and upload of contents under this initiative.

GUARANTEES

Each participant participating in the contest guarantees that the proposal:

it is an original work, of which the participant has the relative rights of intellectual property and economic exploitation;

does not contain any trademark, logo or other element protected by the industrial property right or copyright of third-party ownership, or that, where rights of third parties exist, the participant has previously provided all the necessary authorizations and licenses from the relative holder;

does not violate other rights of third parties, including, inter alia, patents, industrial secrets, rights from contracts or licenses, rights of publicity or rights related to privacy moral rights or any other right worthy of protection;
it does not constitute the object of a contract with third parties;

it does not constitute a violation of applicable laws and has no content that encourages unlawful conduct.

The participants expressly express their loss and for their claimants to indemnify and hold harmlessly the Organizers and their partners from any claim, claim for compensation or request for damages made by any third party, for the violation of one of the provisions referred to in this paragraph "Guarantees", for the maximum term allowed by law.