



**Multi-layered  
Security  
Technologies**  
for hyper-connected  
smart cities

**M-Sec Online Contest Handbook**

July 2021



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## Glossary

List of abbreviations and acronyms	
<b>App</b>	Application
<b>CET</b>	Central Europe Time
<b>EU</b>	European Union
<b>IoT</b>	Internet of Things
<b>M-Sec</b>	Multi-layered Security technologies to ensure hyper-connected smart cities with Blockchain, BigData, Cloud and IoT
<b>NICT</b>	Commissioned Research of National Institute of Information and Communications Technology of Japan
<b>PDF</b>	Portable Document Format





## 1. Introduction

The M-Sec Project Online Contest – Business ideas for smarter, sustainable, and more secure cities (hereinafter referred to as “the online contest”) is organised by the M-Sec Project (hereinafter referred to as “M-Sec”), jointly funded by the European Union’s Horizon 2020 research and innovation programme (contract number 814917) and by the Commissioned Research of National Institute of Information and Communications Technology (NICT) (contract number 19501).

### 1.1 Overview of M-Sec

[M-Sec](#) – Multi-layered Security technologies to ensure hyper-connected smart cities with Blockchain, BigData, Cloud and IoT – is a research and innovation-oriented project jointly funded by the European Union’s Horizon 2020 research and innovation programme and by the Commissioned Research of National Institute of Information and Communications Technology. The project, consisting of [12 organisations \(6 from European countries and 6 from Japan\)](#), including leading European and Japanese Universities and Research Centres, as well as companies in the areas of BigData, IoT Cloud Computing and Blockchain, runs from July 2018 to September 2021.

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The M-Sec Project is a collaborative project between the EU and Japan that is developing a multi-layer secure IoT framework that is compatible with the transfer and processing of personal data between the EU and Japan, to ensure hyper-connected smart cities and empower IoT stakeholders with an innovative platform which leverages blockchain, BigData, Cloud and IoT security, upon which they can build innovative smart city applications.

The main motivational factor arises from the fact that many data sources in the IoT and smart city domain may contain sensitive information that raises issues on privacy and data protection. Thus, the main objective sought by M-Sec is to develop a framework that provides security and integrity of data traffic, end-to-end, from the device to the Cloud and to the application, in a secure and transparent way.

M-Sec will validate its approach through [5 different smart city use cases](#) by having 2 important European and Japanese cities on board – Santander, in Spain, and Fujisawa, in Japan -, each recognised as having already developed a long-term smart city approach.

### 1.2 Objective of the online contest

The objective of the online contest is to engage industrial and academic sectors towards the adoption and/or development of M-Sec project findings that support the creation of new business ideas that address smart cities challenges.

The M-Sec online contest intends to be a space in which developers, entrepreneurs, startups, data scientists, University students, research community and persons interested in making their city a better place can gather to develop, in a collaborative and interdisciplinary way, a business idea that makes our cities more efficient, intelligent, sustainable, and secure.





Participants are invited to submit their entries – in the form of business ideas – to one of the proposed smart city challenges. They must be, at least, a team of 3 members and put together a business idea that addresses a city challenge and uses the M-Sec framework as a security and privacy element of that business case. The main goal is to leverage the M-Sec framework and, at the same time, provide other business models and use cases where M-Sec can be used, to make cities smarter and more cyber secure.

The online contest welcomes all ideas to the proposed challenges, particularly those in a concept phase and that consider the M-Sec framework as part of their business case. Business ideas must be based on the development of an original software (web/mobile app) and/or hardware (sensors, cameras) solution (also concept phase) that solves one of the city challenges. Submissions to the online contest should be original ideas and are not expected to go beyond concept phase. Contestants are invited to propose new and innovative business ideas for a smarter and secure city related to one of the city challenges. Exact copies of any business idea will not be accepted.

As part of the online contest evaluation process, contestants will be required to demonstrate the novelty of their business idea and its relevance for solving a smart city challenge. Furthermore, contestants should also describe how their business idea will be implemented and scaled as a real business solution and how the integration of the M-Sec framework will impact the security and privacy component of that business case. Applications will be accepted in a “first-come first-served” basis, until the contest reaches 20 finalized applications.

The online contest has been designed to offer contestants support in the form of technical assistance regarding the M-Sec framework, business mentoring and visibility. Through individual online sessions and workshops, contestants will receive support in the design and development of their new and early-stage business ideas, helping them better prepare to present the idea to city council representatives of a given smart city challenge. Contestants will also have the chance to present their business idea before an international panel of experts.

The M-Sec team will support the top 3 winners of each challenge in maturing and refining their ideas through 5 dedicated sessions, and depending on the awarded business ideas, make available materials and tools to support their materialisation. These sessions aim to help winners turn their ideas into tangible business solutions. Awarded contestants will also be provided with visibility of their ideas through M-Sec communication channels. No prize money will be awarded.

### 1.3 Contest period

The online contest applications period runs from 7 July 2021 to 25 August 2021 (5pm CET/Brussels Time). Selected candidates will be invited to take part in the online contest, which will be held between 6 and 10 September 2021. The relevant dates for the contest are identified in Table 1.

**Table 1: Contest period**

Activity	Date
Opening date for submissions	7 July 2021
Closing date for submissions	26 August 2021 (5pm CET/Brussels Time)



Notification of selected candidates	27 August 2021
Online contest	6-10 September
Pitch and selection of contest winners	10 September 2021
Start date for delivery of the awards	13 September 2021 <sup>1</sup>

## 1.4 Contest challenges

Overall, contestants can apply to 1 out of 2 challenges.

The 2 challenges have been defined by M-Sec’s smart cities of Santander and Fujisawa, based on their current needs for new business models and use cases to make them smarter, more sustainable, and cyber secure (taking into consideration the main goal of leveraging the M-Sec framework) cities.

Each city has identified 1 challenge that submissions can address. Participants are invited to submit their business ideas to only one of the challenges, detailed below (Table 2).

**Table 2: Contest challenges, smart cities challenges**

City	Challenge and description
Santander, Spain	<p><i>A better city for the elderly</i></p> <p><b>Challenge description:</b> The population of cities is ageing rapidly and there is a need to provide solutions to the problems of the elderly, such as isolation in their homes, poor social relations, lack of physical activity, urban mobility difficulties or barriers, and so on. The challenge is to propose a business idea that helps address one or more of senior’s citizens problems.</p>
Fujisawa, Japan	<p><i>Improving the efficiency of road administration. How to effectively develop a repair plan for pavements, etc.</i></p> <p><b>Challenge description:</b> Propose a business idea on how to prioritize the maintenance and repair of city-managed roads in an efficient manner. Ideas for maintenance/repair/renewal of sewers, parks, or playground equipment are also welcome.</p>

<sup>1</sup> The end date for the delivery of the awards will depend on the scheduling of the technical and mentoring sessions between award winners and the designated M-Sec consortium partner and the scheduling of the virtual or physical presentation meeting with the city council representatives of the given smart city challenge.



## 1.5 Prizes

3 winners will be identified per city challenge, in a total of 12 awarded business ideas. No distinction between the top three ranked entries will be made and all three entries per city challenge will receive the same prize. The prizes awarded are detailed below (Table 4). No prize money will be provided.

Table 3: Contest prizes

Contest prizes for the top 3 ranked winners per city challenge	
Online or face-to-face meeting with representatives of the city challenges <sup>2</sup>	Possibility to meet with city council representatives to present the business idea and potentially implement it
5 dedicated 1-hour sessions (of personalised online technical assistance and business mentoring)	The M-Sec team will support the top 3 winners from each city challenge in maturing and refining their ideas through 5 dedicated sessions, and depending on the awarded business ideas, make available materials and tools to support their materialisation. These sessions aim to help winners turn their ideas into tangible business solutions and better prepare to present the idea to city challenge representatives
Visibility of the business idea and of the team	Award contestants will be provided with visibility and exposure of their business ideas through M-Sec’s main communication channels (i.e., featured article, social media, etc.)

The distribution of the online support hours should be agreed with the M-Sec team. Each winning team will be assigned an M-Sec mentor, with whom to schedule the online personalised meetings.

## 2. General information

### 2.1 General conditions

By participating in this online contest, entrants agree to abide by the terms of this online contest rules and guidelines and by the decision of M-Sec and the contest jury, which will be final and binding on all aspects related to this contest.

<sup>2</sup> Since no prize money will be provided, the M-Sec Online Contest will not provide financial support to travel and accommodation arrangements, should a winning team decide to meet in person with representatives of the city challenges.





## 2.2 Means of submission

All submissions to the online contest must be submitted via the M-Sec page on the F6S platform: <https://www.f6s.com/m-sec-project-online-contest/apply>. Submissions received by any other platforms or channels will not be considered and automatically discarded.

Any additional information or documentation that is required or requested by the M-Sec project for the purposes of this online contest must be submitted via a dedicated channel that will be indicated to participants.

## 2.3 Language

English is the only official language for the M-Sec online contest. Contestants must submit their applications in English. Submissions done in any other language will not be eligible for participating at the online contest, between 6 and 10 September 2021. Any additional information or documentation requested must also be submitted in English.

English will be the primary language during the whole online contest period. In the 5 dedicated 1-hour sessions of technical assistance and business mentoring, other languages may be used if the involved parties agree.

## 2.4 Documentation formats

Any documentation requested in any phase of the online contest must be submitted electronically in PDF format without restrictions for printing.

## 2.5 Data protection

To process applications, M-Sec will need to collect Personal Data. Worldline Iberia SA, as the Project Coordinator, will act as Data Controller for data submitted through the F6S platform for this purpose. The F6S platform system design and operational procedures ensure that data is managed in compliance with The General Data Protection Regulation (EU) 2016/679 (GDPR). Each applicant will accept the F6S terms to ensure coverage.

Please note that M-Sec requests the minimum information needed to deliver the process applications or the online contest. Please refer to <https://www.f6s.com/terms> to check the F6S platform data privacy policy and security measures.

## 3. Eligibility

The online contest is open to teams with a minimum of 3 members and a maximum of 5 members. Each team can be composed of only legal entities, only natural persons or by a mix of legal entities and natural persons



established or from an EU Member State or H2020 Associated Country<sup>3</sup> or Japan. Natural persons must be, at least, 18 years old.

Submissions from all sources, sectors and all types of organisations and people (developers, entrepreneurs, startups, data scientists, University students, research community and interested persons) are welcome. Submissions that involve several organisations (including for-profit, not-for-profit, or private companies) and/or from various eligible countries are possible, if they apply with up to 5 team members and present themselves as an interdisciplinary team.

Applications to the online contest will be accepted based on a **“first-come first served”** criteria, up to a maximum of 20 applications. After reaching 20 applications, M-Sec is entitled to close the application process at the F6S platform. A reserve list can be considered, should an eligible applicant decide not to participate at the online contest.

Each applicant team may submit only 1 application that clearly addresses 1 city challenge. Should there be more than one application from the same team, only the latest application submitted to the F6S platform will be considered and the oldest will be discarded. The defined eligibility criteria must be complied with for the entire duration of the online contest.

*Note for teams from the UK or with UK members: applicants from the UK remain eligible and can, therefore, apply and participate in this online contest.*

Moreover, the following criteria should also be considered when applying to the online contest:

- Applications must be original innovative and relevant business ideas that address one of the proposed city challenges, detailed in section 1.4 Contest challenges.
- Applications must also consider the use and integration of the M-Sec framework as part of the business case, to address security and privacy concerns related to the city challenge.
- Business ideas should be at concept phase. However, more advanced stages of implementation (e.g., prototyping, implementation) are also welcomed.
- Business ideas must be based on the (future) development of an original software (web/mobile app) and/or hardware (sensors, cameras) solution (also concept phase) that solves one of the proposed cities challenges.

## 4. Contest procedure

### 4.1 Submission of applications

The application period for teams to apply and have the chance to participate in the online contest starts on 7 July and ends on 26 August 2021 (5pm CET/Brussels Time). Please note that, once the contest reaches 20 submitted applications, M-Sec is entitled to close the application process at the F6S platform even if the application process is still running.

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<sup>3</sup> The list of H2020 Associated Countries can be found here:

[https://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/3cpart/h2020-hi-list-ac\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf)





The application process to the online contest is supported by the following documentation: **M-Sec Online Contest Handbook**, the current document, that contains all the online contest guidelines and rules.

All applications must be submitted via the M-Sec page on the F6S platform: <https://www.f6s.com/m-sec-project-online-contest/apply> before the deadline of 26 August (5pm CET/Brussels Time). There will be no deadline extensions unless there is a Force Majeure situation (e.g., a major problem caused by the F6S platform and not by the applicant teams, making the system unavailable for a long period, or if the number of applications does not reach the minimum number of 20 teams).

When submitting your application, please consider the following:

- Only teams that fulfil all eligibility criteria as described in section 3 Eligibility should apply.
- For the application preparation, applicants are requested to exclusively apply online and answer to all mandatory questions (with no exception), at the M-Sec page on the F6S platform, at <https://www.f6s.com/m-sec-project-online-contest/apply>.
- Be concrete and concise in your online application and respect the defined character limitations. Applicants that do not accept the terms and conditions for participation in the online contest will not be eligible.

Applications must be submitted before the deadline of 26 August (5pm CET/Brussels Time). If the contestant identifies an error in their application, and provided the application deadline has not passed or a total of 20 teams have not submitted yet, the contestant may request for a re-submission of their application (for this purpose, please contact us at [hello@msecproject.eu](mailto:hello@msecproject.eu)). However, M-Sec is not committed that resubmission in time will be feasible in case the request for re-submission is not received by the M-Sec team, at least, 48 hours before the applications deadline.

It is highly recommended to submit your application before time, due to the “first come first served” criteria. Also, failure of the application to arrive in time for any reason, including network communications delays or working from multiple browsers or multiple browser windows, is not acceptable as an extenuating circumstance. The time of receipt of the application as recorded by the submission system will be definitive.

A full list of applicant teams will be drafted containing their basic information for statistical purposes and clarity, which will be also shared with the European Commission for transparency and reporting purposes.

## 4.2 Eligibility check

After the application period is closed, or if submissions reach a maximum of 20 finalized applications, eligible teams (as described in section 3 Eligibility) will be notified of their participation at the online contest on 27 August, by email and through the F6S platform. The eligibility check will be made by the M-Sec consortium to all received applications.

Applications identified as non-eligible (for not meeting one or more of the eligibility criteria) will be contacted with this justification. No additional feedback on the process will be given.

## 4.3 Online contest

The online contest will run between 6 and 10 September 2021 (5 days), which will be carried out by representatives of the M-Sec project.



At 10am CET/Brussels Time of the first day of the challenge, teams will join a virtual room for challenge kick-off. The challengers, i.e., smart cities of Santander and Fujisawa will present the problem, followed by a period of questions and answers. The kick-off takes at most 2 hours.

After the kick-off until the selection event, teams can organize themselves as they please. The organization will make available structured contact points defined below. Teams and mentors are free to meet outside the structured contact points, although mentors will try to be fair in terms of availability to all teams. Structured contact points, which again are no mandatory for teams, are as follows:

At 10am CET/Brussels Time day 2, there will be an online workshop available to all teams on technical and business basics for participants, to provide a first support to the development and presentation of the business idea. The workshop takes at most 2 hours.

On day 3 and 4, a technical and/or business mentor from the M-Sec consortium will be available to have 2 online meetings of up to 2 hours per team. Each team will be previously assigned a mentor and put into direct contact with him/her.

At 10am CET/Brussels Time day 5, starts the public selection event where each team presents their business idea for 3 minutes and answers to questions for 2 minutes. The presentation is then graded by the jury using the criteria as described in section 5.2 Evaluation criteria. At the end of the presentations, the jury will have an internal online meeting to share evaluations and rank participants. After the internal meeting, the final event will reconvene with the announcement of the results, the top 3 winners per challenge.

## 5. Evaluation

### 5.1 Jury

Each contest challenge will have a jury made by 3 representatives: a representative from the M-Sec consortium, a representative from the challenger and an invited guest with interest and knowledge on the topics of the online contest.

The jury will assess all teams based on the criteria as described in section 5.2 Evaluation criteria. Each criterion is given a mark from 1 to 5. The final mark of each jury is the sum of the weighted single attributed. The final mark for a team is the arithmetic mean of the 3 assessments given by each jury member.

### 5.2 Evaluation criteria

The evaluation of the teams will be done at day 5 of the online contest and carried out by a jury as described on section 5.1 jury. All teams will be scored against the following criteria (Table 5):

Table 4: Contest evaluation criteria

Criteria	Description	Score
Innovation	How creative or innovative is the business idea	5 <i>Weight: 20%</i>



<b>Value</b>	How relevant is the business idea for solving a smart city challenge	5 <i>Weight: 20%</i>
<b>Functionality and scalability</b>	Can this business idea be implemented and scale as a real business solution	5 <i>Weight: 20%</i>
<b>Link to M-Sec</b>	Extent to which the business idea considers the use and integration of the M-Sec framework	5 <i>Weight: 20%</i>
<b>Pitch</b>	Did the team present a solid, persuasive pitch in English	5 <i>Weight: 20%</i>
<b>TOTAL</b>		25

### 5.3 Scoring

Each criterion will be scored between 1 and 5. Half point scores will not be given. For each criterion, score values will indicate the following assessments (Table 6):

**Table 5: Evaluation scoring guidelines**

Score	Assessment
<b>1   Poor</b>	The business idea fails to address the criterion or cannot be judged due to incomplete or missing information
<b>2   Medium/Satisfactory</b>	The business idea broadly addresses the criterion, but there are significant weaknesses
<b>3   Good</b>	The business idea addresses the criterion well, but several shortcomings are present
<b>4   Very good</b>	The business idea addresses the criterion very well, but a small number of shortcomings are present
<b>5   Excellent</b>	The business idea successfully addresses all relevant aspects of the criterion. Any shortcomings are minor

The threshold for each criterion is 4. A final weighted average score will be calculated considering the respective weights of the 5 criteria. The overall score threshold, considering this final weighted average score, is 20. This indicates that teams need to score 4 or more in all criteria or an overall (weighted) score of 20 or more if they intend to be among the top winning teams for each challenge.

The evaluation will be carried out by the jury, as described in section 5.1 jury. Each team will be evaluated by the jury representatives assigned to the challenge they are running for. Each team will be scored against the





defined criteria and using the presented scale. The final score of each team will be the average weighted scored received from the jury members.

An internal online meeting involving the jury will be held to validate the scores, after the end of the presentations on day 5 of the online contest.

## 5.4 Ranking and selection of contest winners

After graded and ranked in a single list, per challenge, from the highest to the lowest score, the top 3 teams per challenge are notified live during the online contest that they are the challenge winners, and the other teams are notified that they will not receive the online contest prizes.

If two or more teams are tied in the 3<sup>rd</sup> place, priority will be given to the one that:

**Rule 1** – has the highest score in criterion 4 “Link to M-Sec”.

**Rule 2** – After applying Rule 1 and if there are teams in the same position, priority will be given to teams that have the highest score on criterion 2 “Value”.

**Rule 3** – After applying Rule 2 and if there are teams in the same position, priority will be given to teams that have the highest score on criterion 1 “Innovation”.

**Rule 4** – After applying Rule 3 and if there are teams in the same position, priority will be given to teams that have the highest score on criterion 3 “Functionality and scalability”.

**Rule 5** – After applying Rule 4 and if there are teams in the same position, priority will be given to teams that have the highest score on criterion 5 “Pitch”.

## 5.5 Award announcement and prize acceptance

After the internal jury meeting, all jury representatives, M-Sec consortium partners, challenge teams and remaining participants will go back to the live online event, where the top 3 winners per challenge will be announced (day 5 of the online contest).

Afterwards, the top 3 teams per challenge will be contacted with more information and next steps to receive the prizes as described in section 1.5 Prizes. Each participant will also receive by email a participation certificate, attesting their participation at the online contest.

## 6. Other conditions

### 6.1 Promoting and giving visibility to the online contest

All challenge winners can promote their business idea, the prizes, and results, as well as links to the M-Sec project, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

Unless the European Commission, NICT or M-Sec agrees otherwise or unless it is impossible (requiring a valid justification), any promotion activity related to the action (including in electronic form, via social media, etc.),



any publicity (including at a conference or seminar) or any type of information or promotional material (brochure, leaflet, poster, presentation, etc.) and any major results supported by the online contest and the prizes provided should:

- Display the EU and the NICT emblems
- Display the M-Sec logo
- Include the following text:

*This team/business idea was a winner of the M-Sec Online Contest – Business ideas for smarter, sustainable, and more secure cities, part of the M-Sec Project jointly funded under the European Union’s Horizon 2020 research and innovation programme (contract n°814917) and by the Commissioned Research of National Institute of Information and Communications Technology (NICT), Japan (contract n°19501)*

When displayed in association with a logo, the EU and NICT emblems should be given appropriate prominence. This obligation to use the EU and NICT emblems in respect of projects to which the European Commission and NICT contribute implies no right of exclusive use. It is subject to general third-party use restrictions which do not permit the appropriation of the emblem, or of any similar trademark or logo, whether by registration or by any other means. Under these conditions, the teams are exempted from the obligation to obtain prior permission from the European Commission or NICT to use the emblems.

## 6.2 Promotion by the European Commission, NICT or M-Sec

The European Commission, NICT and M-Sec shall be authorised to use, for communication and publication activities, information related to the online contest and other material, such as pictures or other audio-visual material that it receives from the contestants (including in electronic form).

The European Commission, NICT and M-Sec shall be authorised to publish the names of the teams and winners, their origin, the prizes, its nature, and purpose (unless a request to waive this right is provided, due to risks threatening the security and safety or the commercial interest of the winners).

## 6.3 Conflict of interest

The participants must take all measures to prevent any situation where the impartial and objective award of the prize is compromised, including cases of shared interest ('conflict of interests'). They must inform and/ or question M-Sec of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation.

## 6.4 Liability for damages

M-Sec cannot be held liable for any damage caused to the participants or to any third parties because of the prizes awarded. M-Sec cannot be held liable for any damage caused by any of the participants in the context of the prizes.





## 7. Contacts

Apply via: <https://www.f6s.com/m-sec-project-online-contest/apply>

For more information, please check the M-Sec website: <https://www.msecproject.eu/m-sec-online-contest/>

Or ask your questions at the M-Sec F6S discussion group: <https://www.f6s.com/m-sec-project-online-contest/discuss>

F6S support team (for platform issues during the application): [support@f6s.com](mailto:support@f6s.com)

Other support: [hello@msecproject.eu](mailto:hello@msecproject.eu)

Follow the project's [Twitter](#) and [LinkedIn](#) accounts for information related to the online contest.

Worldline



ITST



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