



PARTECIPANT GUIDE 2024

Veneto stars Challenge

Veneto Region

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1. Veneto stars Challenge: "Space Data for Cultural Heritage and UNESCO sites"

Veneto stars is a *Space Data driven challenge* promoted by the Veneto Region in Italy and open to European residents. The aim of the challenge is to SELECT, AWARD and EXPLOIT *innovative ideas focused on Cultural Heritage and UNESCO sites of the region.*

Cultural Heritage is intended as the broad range of sites, locations, monuments and artistic assets characterising the Veneto Region, that are also greatly representing part of the Italian beauties. Personalised services, innovative applications to protect, monitor, valorize (not exhaustive list) such priceless assets are some of the ideas suitable for the challenge but nonetheless also new business models, integration with other applications and original ideas are welcome. The Veneto Region is proud of hosting some of the most renowned UNESCO heritage sites in Italy https://www.veneto.eu/EN/UNESCO_Heritage/.

The ideas submitted shall make use of Space Data or Space Technology and must be relevant/applicable in the Veneto Region. Potential areas of interest could be (not exhaustive list):

- Mountain environment, trekking, outdoor activities (eg Dolomites)
- Forest, greenland, fauna and flora (eg The botanical Garden of Padua)
- Art, culture, peculiar landscape (eg Venice and its lagoon)
- Waterways, architecture, urban area (eg The City of Verona)
- Buildings, design, living environment (eg The City of Vicenza and Palladian villas)
- Archaeology, site detection, preservation (eg The pile-dwelling sites)
- Agri-food, vineyards, water (eg The prosecco hills)
- Climate change, environment safety, marine life (eg The Venetian defences)
- Paintings, mixed reality, education (eg The frescoed cycles of Padua)

Additional Information about the Veneto Region and examples of Space Data sources can be found in chapter 2.

Veneto stars twofold objectives are to boost the interest of the European young generation for Space Data/Tech and promote the use of Space-connected applications in the Region to

preserve and valorise the cultural heritage. The core of the challenge is composed of three steps:

- **SELECT** and invite to pitch in Venice the 10 best ideas/concepts submitted through an online form
- **AWARD** the best advancement from ideas/concepts to mock-up/prototype during the finalists pitch session at the Veneto Space Meetings (May, 20-22, 2024)
- **EXPLOIT** the winner mock-up/prototype by hosting the winning team for one week in Veneto to learn, develop, enhance and potentially apply their prototype to a real context.

1.1 Eligibility

The challenge is open to teams composed of *fresh graduates, students, and young professionals* aged 18-25, resident in EEA¹+Switzerland. Teams can be made of min. 2 and max. 7 members.

1.2 Timeline

The Veneto stars Challenge covers a five months period and is composed of:

- **SUBMISSION**
Teams can register and submit their ideas/concepts from February 1st to April 15th hrs 23:59 CET.
- **SELECTION**
Ten (10) ideas/concepts will be selected and the correspondent teams notified before the 19th of April hrs 23:59 CET.
The selected teams will have the opportunity to pitch during the Veneto Space Meetings² in Venice (May,20-22, 2024) and meet, among others, investors, end-users, and stakeholders.

After receiving the notification, each team shall communicate to the organisers the name of max. 3 members by the 26nd of April who will be sponsored by the Veneto Region to attend the Veneto Space Meetings and pitch their mock-up/prototype i.e. advancement of the idea.
- **VENETO TOUR (June, 2024)**
The selected teams will be invited to discover the Veneto Region and get free access to the Veneto Space Meetings.

¹ European Economic Area

² <https://spacemeetingsveneto.com/>

Potential activities include, but are not limited to, training and workshops with experts, visits and lectures at local universities (e.g. Padua, Venice etc), presentations to innovation centres and incubators, field experts, Venture Capital funds etc. A detailed program will be delivered to the selected teams before the trip.

Veneto Space Meetings will gather professionals from SMEs, multinational organisations, governments, space corporations, space agencies, academicians and space technology providers. The event will be a unique opportunity to showcase your products and capabilities to an international audience of buyers and procurement professionals with budget authority to spend.

In the context of the Veneto Space Meetings, teams will have the chance of exposing themselves and presenting their ideas to a selected jury (AWARD phase).

NOTE: travel and lodging expenses will be covered for a maximum of 3 members per team.

- AWARD
Within the official program of the Veneto Space Meetings, the 10 winning teams will pitch their idea in front of a jury composed of experts and stakeholders' representatives that will select the overall winner of the competition. The overall winner will be selected according to the advancement of the idea/concept versus a mock-up/prototype that has occurred from the notification date (19th April) to the pitching session (May, 21th TBC). Special mentions can be applied according to the jury members.
- EXPLOITATION (June 2024)
The winning team will be invited to spend one week in Veneto Region in June 2024. A maximum of 3 members will be covered expenses. A tailor-made program will be designed to favour meetings, coaching and advisory activities to further advance the prototype and maybe run a pilot test in a real environment thus interacting with interested stakeholders.

TIMELINE



1.3 Enrolment and ideas submission

1. Ideas can be submitted ONLY via the official form on the challenge website www.venetostars.com
The contact person will be asked to provide details of all the other team members.
2. The majority of the team members must be aged 18 - 25 at the time of the submission.
3. The submission material will consist of
 - a. Deck of maximum 10 slides structured as follows:
 - i. Problem
 - ii. Solution
 - iii. How can your idea be applied to the Veneto Region?
 - iv. Comparison with other existing solutions/similar ideas (if any)
 - v. Team
 - vi. Development Timeline
 - vii. What will be the final concept you will bring to Venice in May?
 - viii. What kind of support Veneto Region can provide to further develop your idea (in case of overall winning)?
 - b. Acceptance of the Privacy statement in the submission page
4. The requested material shall be submitted between February 1st and April 15th hrs 23:59 CET. Deadline extensions, if any, will be appropriately advertised through communication channels, social media and official web pages.
5. Intellectual property will remain to the idea owners and team members who submitted it.

1.4 Ideas - Selection Committee and Criteria

The selection committee of the first phase (**SELECTION**) will be composed of Veneto Region experts supported by representatives from regional research centres and Space Data/Tech expert(s).

The selection criteria will consider:

- Relevance → the coherence of the idea with respect to the purpose of the Veneto stars challenge, ie the applicability of the idea to the Veneto Region and the compliance with the topics (see section 1);
- Impact → at which time and socio-economic scale is the idea bringing concrete benefits to the region? What could be the main and measurable outputs from the application of the idea?

- Feasibility → can your idea be exploited using existing technologies? What is the service/product Technology Readiness Level (TRL)³? How much time do you need to transform your concept/idea into a prototype?
- Scalability → (SELECTION phase) how well you explained the steps you could do to shift from your idea to a “mock-up/prototype” (or a demo) to be presented during the Veneto Space Meeting in case of selection
- Presentation → quality, organisation and overall presentation
- Team → gender balance and multidisciplinary

The table below gathers each of the judging criteria along with the respective evaluation range.

Criteria	Weight
Relevance	0 - 5
Impact	0 - 5
Feasibility	0 - 5
Scalability	0 - 5
Presentation	0 - 5
Team	0 - 5

Only 10 teams will be selected and the decision of the jury is unquestionable. After the evaluation, selected teams will be properly notified via email by 19th April 2023 at 23:59 CET.

Please notice that an incomplete submission can lead to an exclusion from the challenge. Passing the threshold of ‘2’ scoring per each criteria is mandatory.

1.5 Space Meetings Veneto

The (10) ten selected teams will be invited to visit Veneto and attend the unique three-days event “Veneto Space Meetings” in Venice <https://spacemeetingsveneto.com/>

A maximum of 3 members per team will be covered for travel and lodging expenses.

A purely indicative schedule for the teams representatives could be:

19th May: arrival and welcoming

20th May: meeting and lecture - meeting and visit to VENICE (UNESCO site since 1987) - social dinner

21st May: exhibition access - pitching session

22nd May: pitching session - winners announcement and award ceremony

Details can be found at <https://spacemeetingsveneto.com>

1.6 Pitch - Jury and Criteria

The (**AWARD**) jury will be composed of experts representing the sponsors, the Veneto Region, national and international stakeholders, the Italian Space Agency, space companies (i.e. downstream and upstream), the National Copernicus User Forum, start-ups, investors, end-users and experts.

The selection criteria can be summarised as follows:

- Relevance → the coherence of the idea with respect to the purpose of the Veneto stars challenge, ie the applicability of the idea to the Veneto Region and the compliance with the topics (see section 1);
- Impact → at which time and socio-economic scale is the idea bringing concrete benefits to the region? What could be the main and measurable outputs from the application of the idea?
- Feasibility → can your idea be exploited using existing technology? What is the service/product Technology Readiness Level (TRL)⁴?
- Scalability → (AWARD phase) how well you explained the steps to move from the mock-up/prototype or the demo to a final product
- Presentation → quality, organisation and overall presentation
- Team → gender balance and multidisciplinary

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https://www.esa.int/Enabling_Support/Space_Engineering_Technology/Shaping_the_Future/Technology_Readiness_Levels_TRL#:~:text=The%20scale%20ranges%20from%201,a%20flight%20mission%20in%20space.

Criteria	Weight
Relevance	0 - 5
Impact	0 - 5
Feasibility	0 - 5
Scalability	0 - 5
Presentation	0 - 5
Team	0-5
Overall advancement of the idea/concept since the <u>SELECTION</u> communication	0-5

As already anticipated, the overall winner will be selected according to the advancement of their idea/concept from the notification date (19th April) to the pitching session (21st or 22nd May).

For example if you submitted a ‘historical monument monitoring tool using GNSS and Copernicus data’ by 15th April and you have been selected to fly to Venice, during the “Veneto Space Meetings” live pitch you can showcase a working demo or prototype screenshot or beta version of the tool.

The decision of the jury is unquestionable. The overall winner team will be invited to spend a period in Veneto Region tentatively in September. According to the sponsors decision some runner-up teams could be awarded a special mention/prize.

1.8 EXPLOITATION (June 2024)

The winning team members will be invited to spend one week in Veneto Region in June 2024 and a maximum of 3 members will be covered expenses. A tailor-made program will be designed to favour meetings, coaching and also advisory activities to further advance the prototype and maybe run a pilot test (i.e. real case application).

2. Available Resources

The challenge objective is twofold:

- Raise participants’ awareness on Space Data/Tech sources and accessibility
- Exploit innovative ideas that starting from the Veneto Region needs in the Cultural heritage and with special focus to the UNESCO sites could expand their reach

The below information are examples of Space Data sources followed by some insights about the Region.

2.1 Space Data

The main Space Data sources related to the EU Space Programme can be divided into five main packages:

- Copernicus
- Galileo
- EGNOS
- Gvsatcom
- EUSST

The Veneto stars Challenge: "Space Data for cultural heritage and UNESCO sites" is interested in ideas using the first three.

[Copernicus](#) is the European Union's Earth observation programme, looking at our planet and its environment to benefit all European citizens. It offers information services that draw from satellite Earth Observation and in-situ (non-space) data.

EUSPA has created a [simple guide on how to access Copernicus data](#) for people who hear about it for the first time.

Galileo Galileo is Europe's Global Navigation Satellite System (GNSS), providing improved positioning and timing information with significant positive implications for many European services and users.

<https://www.euspa.europa.eu/european-space/galileo/What-Galileo>

EGNOS The European Geostationary Navigation Overlay Service (EGNOS) is Europe's regional satellite-based augmentation system (SBAS) that is used to improve the performance of global navigation satellite systems (GNSSs).

<https://www.euspa.europa.eu/european-space/egnos/what-egnos>

2.2 Veneto Region cultural heritage and UNESCO sites Insights

UNESCO (United Nations Educational, Scientific and Cultural Organization)

www.unesco.org aims to contribute to peace and safety of people and promotes cooperation among the countries around the world through the channels of education, science and culture. One of the tasks of UNESCO is to encourage the identification, protection and preservation of cultural and natural heritage: it represents the history and identity of each people and the legacy of the past is to be transmitted to future generations. The World Heritage List currently includes more than one thousand sites, and Italy is the country with most sites so far: 59 in total (December 2023). To be included in the list, a site must demonstrate an "outstanding universal value", that is a cultural and / or natural significance so outstanding to overcome national boundaries and to be of common importance for present and future generations.

What do the Botanical Garden of Padua, the Venetian Villas of Andrea Palladio, Vicenza and the Dolomites, the islands of the Lagoon of Venice and the City of Verona all have in common? They all are cultural or natural heritages, to be preserved for all mankind.

This is a legacy of absolute excellence, which keeps the precious marks left by our predecessors, allowing us to maintain those "universal values" that underpin our cultural identity. UNESCO inscribed these sites of the Veneto in the World Heritage List, belonging to the whole human race. Veneto Region is therefore a "world heritage" land. There are many jewels boasted by the Venetians, several sites protected by UNESCO for their beauty which, become places of attraction for national and international tourism.

After the full houses recorded last summer, Veneto Region is trying to launch new proposals for tourists, as well as new ways to protect, valorize and monitor the beautiful cultural heritage of the region.

More information at www.venetostars.com or at https://www.veneto.eu/EN/UNESCO_Heritage/