

APP2ACTION CHALLENGE

Hosting Guide



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INTRODUCTION

In today's world, non-traditional concepts, better use of open data, and innovative tools are needed to respond to evolving development challenges. With the global expansion of mobile network coverage and mobile phone usage in developing countries, smart technologies can now offer innovative solutions that are low-cost, scalable, and accessible.

Data availability goes a long way to increasing public trust in municipal services and improving the systems that govern them. Data inaccessibility is a major hurdle in promoting evidence-based municipal decisions along with fostering citizen awareness and trust. Data inaccessibility can range from data illiteracy, lack of clarity of existing data, unaligned governance models with storage of data only in central government or agencies, gaps in practicality, or the lack of citizen usage of the data in daily lives.

Smart app challenges are one way to solve that. A smart app challenge is a virtual competition of brainstorming and computer programming that spans several months. It draws together the talent and creativity of software developers, designers, and subject-matter experts all working towards the creation of a winning application. The winning application is then refined and piloted during an incubation period, allowing for a more fully-formed and sustainable tool.

In many cases, the main goal of a smart app challenge is to create a usable product such as a mobile application or website. However, the success of a smart app challenge does not solely rely on the product, but can include improved multilateral governance models, citizen engagement, and government transparency.

While smart app challenges are already considered a useful concept in the international realm, most have occurred at a global scale, implemented by donors or external NGOs. Because CityLinks focuses on municipal governance and capacity building, the CityLinks App2Action Challenge is a tailored, localized, and implementable model for direct use by municipal governments and USAID Missions.

Implemented by the International City/County Management Association, and funded by the U.S. Agency for International Development, CityLinks was designed as a way to enable municipal officials in developing and decentralizing countries to draw on the resources of their international counterparts to find sustainable solutions tailored to the real needs of their cities. It is based on the premise that well-managed cities are the key to efficient service delivery, economic growth, sound management of resources, and political stability.

**THIS GUIDE WAS CREATED TO SERVE AS
A RESOURCE FOR USAID MISSIONS AND
MUNICIPAL GOVERNMENTS INTERESTED
IN RUNNING AN APP2ACTION
CHALLENGE OF THEIR OWN.**

PROJECT OVERVIEW

Over the course of several months, the App2Action Challenge pilot brought together software developers, designers, and subject-matter experts to develop phone or web-based tools that helped address one of three water sector challenges in Nablus Municipality. Nablus is a Palestinian cultural and commercial center about 50 km north of Jerusalem in the West Bank with a population of over 125,000. It is one of the oldest cities in the world yet hosts a thriving IT sector with over 160 software development companies. The App2Action Challenge takes the form of a contest, with teams and individuals competing to develop the best app to win cash prizes and the chance to secure additional funding for an incubation phase.

The App2Action Challenge is a unique model that tailors the mechanism of an international smart app challenge to the local level by:

- Working directly with the local government and USAID Mission to identify a specific challenge that is relevant to the community
- Creatively using publicly available resources and tool to develop a practical, replicable model for future use
- Focusing efforts on the incubation period to ensure sustainability and local ownership of results

OVER THE COURSE OF SEVERAL MONTHS, THE APP2ACTION CHALLENGE PILOT BROUGHT TOGETHER SOFTWARE DEVELOPERS, DESIGNERS, AND SUBJECT-MATTER EXPERTS...

OBJECTIVES

- Enhance municipal decision-making and quality of services by increasing the use of technology and data.
- Address WASH challenges in municipalities by developing innovative software solutions that utilize data for municipal government use and provide tools replicable through USAID programs.
- Build connections between community members, civic organizations, the private sector, and local government to foster transparency, civic engagement, and multilateral collaborations.
- Create a replicable model as a tool for Missions and local governments in developing collaborative locally tailored technical solutions.

OUTCOMES

A total of five teams submitted apps for consideration. Each app was developed with open source software and is available for free.

The municipality selected an app that will allow customers to upload maintenance requests to municipality servers. The reports will include location, photo, description, and phone number. In the interest of transparency, all users will be able to see reports and interact with them using a like feature to let the municipality know how many people the issue is affecting.

The first prize winners moved forward with a plan for the Incubation phase which was approved by stakeholders from the municipality. The municipality will utilize the app to respond and update the status of each report for customers to see its progress. Results from the incubation phase were not available at the time of the writing of this guide.

Two of the winners, Radi Barq and Mohamad Sayeh, students from An Najah University in Nablus, attended the 2016 Esri Users Conference where they gained a broader understanding of how different open data and mapping tools can be utilized to create stronger, healthier, and smarter communities.

PROCESS

The App2Action Challenge was comprised of multiple phases that take place over a nine to twelve month period. The phases are as follows:

DIAGNOSTIC + KICK-OFF

A 3–5 day visit with the municipality to meet with department heads, officials, and other local partners to define and hone challenge statements, formally determine rules, regulations, and expectations.

TECH JAM

A one day workshop between local water and sanitation sector experts and local government officials from Nablus Municipality, partner organizations, and participants. It is a chance for Challenge participants better understand the problem statements and the technical areas. It is integral to the development of relationships between the civic community and municipal officials.

CONTEST PERIOD

A three month period when participants remotely develop an application based on information learned from the Tech Jam and sample data provided by the municipality.

SHOWCASE

A one day award ceremony where all participants were invited to demonstrate their app to a panel of judges to compete for cash prizes as well as network with private and public sector stakeholders.

INCUBATION

A three month testing and implementation period where the winning team will further develop, test, and integrate their app into the municipality's infrastructure.

HOSTING CHECKLIST: PREPARATION

- ❑ **SELECT A SECTOR OR THEME.** Things to consider: What are the local government's priorities? What are its challenges? What are the regional challenges? Where have innovative solutions been piloted in the past? Where is there funding or other interest? Choosing this will drive the next step of the planning process.
- ❑ **CREATE, CONTACT, AND MEET WITH A STAKEHOLDER LIST.** Identifying key players in the community at the outset paves the way for generating municipal buy-in and support and aids in finding sponsors, panelists for the Tech Jam, judges for the showcase, and outreach channels to connect with potential participants.
- ❑ **IDENTIFY CHALLENGES.** Work closely with the local government to identify major 3–4 challenges in the given sector. These broader challenges then need to be refined into concrete problem statements that participants can use to generate solutions from.
- ❑ **DETERMINE INTELLECTUAL PROPERTY PARAMETERS** (open source or privately held). With volunteers as the main participants, it is important to discuss the intellectual property requirements for the apps developed as contest submissions. Who owns the code created? Can the code be reused for free by other organizations? Does the developer have to use a certain tool? For example, the 2014 Esri Climate Resilience App Challenge required all developers to create an app using the Esri ArcGIS platform. The World Bank 2011 Water Hackathon however, required that no solutions could be platform specific (i.e. only compatible with Android) and any code developed during the project would be posted on a publicly available code repository such as GitHub for anyone to use or modify.

Examples from Nablus

SELECT A SECTOR OR THEME

Water, Sanitation, and Hygiene (WASH)

Millions of urban residents in the developing world lack clean water supplies and adequate sanitation facilities—both of which put people's health at risk and hamper economic productivity and growth. Because of insufficient and ineffective utilities in many cities and towns, the urban poor often must line up for hours to get water from public taps or purchase water from vendors at high prices. Additionally, because of poor sanitation, people are vulnerable to outbreaks of cholera and other diseases. Water is also the primary medium through which climate change will impact people, economies, and ecosystems, especially in the wake of natural disasters.

CREATE, CONTACT, AND MEET WITH A STAKEHOLDER LIST

Nablus's initial stakeholder list consisted of contacts from:

Nablus's initial stakeholder list consisted of contacts from:

- Nablus Municipality
- High level government officials
- Neighboring municipalities
- Universities
- ICT community & organizations
- NGOs
- Private businesses & banks
- Accelerators
- Angel investors
- Water sector organizations & companies

- **CONSIDER PARTNERSHIPS.** Narrowing down the problem statements and deciding on the intellectual property parameters will help determine if and what kind of partnerships are appropriate. Partnerships differ from sponsorships in that partners play a substantial role in organization, promotion, and budgeting of the Challenge.
- **ASSEMBLE A CASH BUDGET.** Things to consider: the cost of prizes, venues, catering, professional photography and video, advertising and promotion, and incubation funding.
- **ESTABLISH CONTEST RULES.** Clear and concise rules ensure that everyone is on the same page—from the organizers to the local government to the participants. Rules set the stage for the type and quality of submissions received, as well as set a fair playing field for all participants. Several rounds of revisions may be required before all stakeholders sign off. At a minimum, rules should include: a definition of the contest, what participation entails, the selection process for winners, eligibility, how to enter, the number of entries permitted per individual or team, firm dates of the contest period. An example of the complete rules used during the pilot project can be found at the end of this guide and are available for adapted use.
- **ESTABLISH TERMS AND CONDITIONS.** Not to be confused with the contest rules, the terms and conditions are to prevent any potential legal trouble further down the line. Complete terms and conditions include the contest rules and address items like intellectual property rights, privacy policies, anti-terrorism statements, etc. All participants must agree to these during the registration process. An example of the complete terms and conditions used during the pilot project can be found at the end of this guide and are available for adapted use.

Examples from Nablus

IDENTIFY CHALLENGES

From Challenges to Problem Statements

1. Limited control and ability to monitor the quality of treated waste water discharged from the factories, the percentage of chloride contents in the domestic supplied water networks, water and waste water properties.
2. Difficulties in communication between the municipal management and the Water and Waste Water Department staff.
3. Low percentage of fee collection for water bills leading to accumulated debts incurred on a number of subscribers.
4. Limited opportunities to connect with experts, innovators, and service providers in the urban water and waste water field.

Problem Statements

The winning application must achieve one or more of the following:

1. Increase the efficiency of water distribution
2. Automate communication systems for water management concerns
3. Incentivize and encourage on time payment for water services

CONSIDER PARTNERSHIPS

ICMA chose to partner with Esri, an international supplier of GIS (geographic information system) software, web GIS and geodatabase management applications. Esri was chosen because of its wide reputation and the technical resources and knowledge it could provide. Esri's incentive for partnering with ICMA was increasing brand visibility in the West Bank by creating an app challenge that would ensure use of its software. To satisfy everyone's needs and allow for flexibility, one of the three problem statements was created specifically to be mapping focused.

Esri was an invaluable partner, providing participants with a lesson on and access to its developer's platform as well as supplementing prize offerings.

HOSTING CHECKLIST: PREPARATION

- ❑ **DETERMINE PRIZES.** Prizes are key to attracting participants; they are the main incentive for participation. Prizes also serve as the basis for the majority of marketing and outreach efforts. Establishing a budget and prize tiers early in the planning process will give maximum lead time for growing registration numbers. If the budget is limited, consider using sponsorships to supplement the offerings.
- ❑ **LAUNCH A WEBSITE.** Creating a website or landing page on an existing site is essential to the success of an App2Action Challenge. There is a huge amount of information that needs to be shared with participants, partners, and sponsors. A website allows for quick and easy dissemination. At a minimum, the website should include the problem statements; rules (especially how to enter and who is eligible); dates for the Tech Jam, contest deadline, and showcase; information on prizes; sponsorship opportunities; registration forms; contact information; and any other useful resources. The website can be updated in varying stages—new information and resources can be added once they become available. For example, though helpful, knowing the exact date of the Showcase is not critical to launching the website.
- ❑ **CREATE REGISTRATION FORMS.** The recommended tool for this is Google Forms because it is free, easy to use, neatly aggregates data into spreadsheets, and can be embedded directly on a website. If you are not familiar with using Google Forms, a full tutorial can be found [here](#).

Three separate registration forms will need to be created. Two for the Challenge, one for individual competitors and one for teams; and one for the Tech Jam. Registration for the Tech Jam differs from Challenge registration—Challenge registration is a commitment to participate and requires acceptance of all terms and conditions.

Requiring participants to register for both the Tech Jam and Challenge is important for several reasons. Firstly, it provides an estimate of the numbers of attendees. Note, registration numbers are often slightly higher than actual turn out. Secondly, it provides an opportunity to capture valuable information about the participants.

Examples from Nablus

DETERMINE PRIZES

Grand Prize Package valued at over \$8,000: An all-expense paid trip to California for the 2016 Esri User Conference + \$5,000 USD cash prize

2nd Place Prize: \$2,500 cash prize

Because of ICMA's partnership with Esri, there was also a Best Use of Esri Prize that included free registration to the 2016 Esri User Conference (valued at over \$1,000) + travel stipend. This prize could have been awarded separately from or concurrently with the grand or second place prizes.

CREATE REGISTRATION FORMS

Information collected through registration forms included:

First + last name

Email address

Github username

Organization

Job title

Participation as a team or individual—if participating as a team, a separate form was required to list team members and team name

Country

Agreement to all terms and conditions

How did you hear about this opportunity?

HOSTING CHECKLIST: PREPARATION

❑ **SIGN UP FOR A CODE REPOSITORY.** A source code repository is a file archive and web hosting facility where large amounts of source code for software, but also for web pages are kept, either publicly or privately. They are often used by open-source projects and other multi-developer projects to handle various versions.

An online code repository is what will be used to collect submissions from Challenge participants. This allows judges to check the soundness of code and ensure there is a functioning app, not just a flashy video demonstration.

Access to the code repository can be shared with participants via the emails and usernames collected on the registration form.

❑ **SEEK SPONSORSHIP.** Sponsorships help maximize the budget, and more importantly, create valuable connections in the community. Sponsorship can come in many forms—from prizes to lunch to supplies or software to incubation funding. Major players will vary from community to community. A good place to start is by looking within the local IT community or companies working in the sector addressed by the challenge. It is important to approach potential sponsors with a clear idea of what is needed from them and what can be supplied in return. An example from Nablus can be found on the next page.

❑ **SOCIAL MEDIA SUPPORT.** Where possible, social media should be used to generate buzz, share information, supplement events, and connect participants. Plan to incorporate it into each phase of the process.

Examples from Nablus

SIGN UP FOR A CODE REPOSITORY

Github was used as the code repository for the pilot in Nablus. This comprehensive online guide will teach you how to:

- Create and use a repository
- Start and manage a new branch
- Make changes to a file and push them to GitHub as commits
- Open and merge a pull request

Find out about other government agencies at the national, state, and local level use GitHub to share and collaborate here.

HOSTING CHECKLIST: TECH JAM

The daylong workshop is organized around panel presentations for each of the problem statements. Attendees should include local sector experts, municipal officials, partner organizations, and participants. The goal is for Challenge participants to walk away with a better understanding of the problem statements and basic knowledge of the sector they fall under. The interactive nature of the workshops allows them to generate ideas and provides a chance to network with each other and community stakeholders.

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- IDENTIFY PANELISTS.** Each panel should consist of 3 to 4 people knowledgeable on the selected challenges, such as representatives from municipal departments and service providers (refer to the original stakeholder list here). Information should include an overview of the challenge, solutions the municipality has tried before, and available data and technology. Though optional, asking panelists to prepare PowerPoint presentations is highly recommended. Panels should run roughly one hour to 90 minutes, including time at the end for audience questions. Small gifts or tokens of appreciation for panelists is recommended.

- SET A DATE AND RESERVE A VENUE.** Be mindful of holidays or if targeting university students, exam schedules and semester breaks. Because it is a day-long event, providing snacks and lunch is recommended; for this a caterer should be hired. Venue options can include community centers, university lecture halls, hotel ballrooms, or one provided by a sponsor. Be mindful of the audio/visual and catering needs when reserving a venue.

Examples from Nablus

SET A DATE AND RESERVE A VENUE

The Tech Jam was held Wednesday, December 9, 2015 from 10 AM – 4 PM at An-Najah National University's Korean Center, which was provided free of charge due to the number of University students participating. Coffee and snack breaks were provided throughout the day as well as a full lunch.

HOSTING CHECKLIST: TECH JAM

- PROMOTION.** Because the Tech Jam represents the formal launch of the Challenge, promotion should begin as far in advance as possible. Options for promotion include: paid or unpaid advertising via social media, creating an event page on Facebook, posting in relevant LinkedIn groups, in-person or virtual presentations at universities, newspaper ads, or emails to available listservs. Sending formal invitations to municipal representatives a high-level stakeholders is also recommended.
- OPTIONAL: CREATE A MATERIALS PACKET.** Consider preparing a folder with the day's agenda and important contact information along with a notepad and pen for all participants.
- RECORD.** Filming each panel to post online after the event will increase the number of people reached. It is helpful for both those who couldn't attend in person but want to participate and those who attended but want a refresher. If recording is not an option, sharing the PowerPoint presentations from each panel is also a good alternative.
- COLLECT SIGN IN SHEETS.** Capturing names and email addresses of attendees is important for follow-up after the Tech Jam. Keeping in contact with interested parties by encouraging them to register and compete will increase participation rates.



HOSTING CHECKLIST: COMPETITION PERIOD

The competition period can range from one to three months, and encompasses the time participants spend working on their submissions between the Tech Jam and the submission date. Planning for the Showcase begins during this time.

- CROSSCHECK REGISTRATIONS.** It is important to make those who registered for and attended the Tech Jam also registered for the Challenge as a whole. Use the Google spreadsheets generated from the registration forms along with the paper sign-in sheets from the Tech Jam to make sure all individuals and teams are appropriately registered. Send email reminders in necessary.
- DEVELOP AN EMAIL NURTURING CAMPAIGN.** It is critical to keep participants interested and engaged during the competition period. Achieve this with an email campaign centered on updates, helpful information, and deadline reminders. The email list used for this is generated from Tech Jam and Challenge registrations.
- OPTIONAL: ORGANIZE A COFFEE MEET-UP.** Meet with participants midway through the competition period to address any questions/concerns as well as gauge the level of interest/quality of submissions. This can also be factored into the email nurturing campaign. Promotion options include: an email blast to all registrants and/or a paid or unpaid social media campaign.

Examples from Nablus

DEVELOP AN EMAIL NURTURING CAMPAIGN

The schedule for a potential email nurturing campaign for a three month competition period following the Tech Jam could look like this:

| | |
|---|--|
| Immediately following the Tech Jam | Thank for you attending. Information on when panel recordings are available, sample data from the municipality, any voucher or login information needed. |
| Week Two | Notification of panel recordings being made available online. |
| Week Five | In-depth information about prize offerings to generate enthusiasm. |
| Week Seven | Invitation to a coffee meet-up |
| Week 9 | Deadline reminder + list of resources |
| Week 11 | Deadline + submission requirement reminder |

HOSTING CHECKLIST: SHOWCASE

An event where all participants are invited to demonstrate their submission to a panel of judges to compete for cash prizes as well as network with other community stakeholders. This should occur within 2–4 weeks of the competition closing date. Depending on the number of participants, the Showcase could be presentation-based or exhibition style. Presentation-based is recommended when there is a smaller number of participants. Catering and a professional photographer are optional considerations.

- SET A DATE AND RESERVE A VENUE.** Extend invitations to participants, interested community members, municipal staff, and representatives from academic, IT, and other professional sectors. Returning to the original stakeholders list is helpful here. Be mindful of the audio/visual and catering needs when reserving a venue.
- JUDGE SELECTION.** Judges should be selected carefully and include a mix of representatives from the department within the municipality that will actually use the winning app and tech experts who can judge the soundness of the code. Representatives from partner or sponsoring institutions should be considered as well.

Examples from Nablus

SET A DATE AND RESERVE A VENUE

The Showcase was held Thursday, March 17 from 11 AM to 2PM at the Alqaser Hotel in Nablus. A professional photographer was on hand to capture presentations and the award ceremony. Coffee and snack were provided in the morning as well as a late lunch. Judges used lunch time to select the winners.

JUDGE SELECTION

| NAME | TITLE | ORGANIZATION |
|-----------------|--|--|
| Imad Massri | Manager of Water & Sanitation Department | Nablus Municipality/ Water & Sanitation Department |
| Mahmoud Bishawi | Head of Programming Section | Nablus Municipality/ Development & Programming Section |
| Zaher Bassiouni | Operations Manager | Leaders Organization |
| Salah Amleh | Country Director | BEEADEE project |
| George Khadder | Founder & CEO | Circle Out |
| Carlos Rishmawi | Developer | GSE Company |

HOSTING CHECKLIST: SHOWCASE

- **WINNER SELECTION.** After the judges have seen demonstrations of each submission, they should be taken to an isolated room to deliberate. Having an agreed upon selection system is critical to avoid too much confrontation or dissent. An example of the scoring matrix used during the pilot project can be found at the end of this guide and are available for adapted use.

Examples from Nablus

WINNER SELECTION

A critical lesson emerged from the judge's selection during the Showcase. Though there was a scoring matrix and a clear winning score, the selection method had not been agreed upon by everyone. As a result, municipal officials on the judging panel felt that the winning app did not accurately reflect their wants or needs. As invaluable as the opinions of all other judges were, it was ultimately the municipal officials that needed to decide and take ownership of the winning app. The scoring matrix was therefore overridden, leading to an overlong, impassioned dissent.

HOSTING CHECKLIST: INCUBATION

First prize winners of the Challenge are given the option to complete a grant application for additional funding during a three month testing and implementation phase. The team will work closely with the municipality to further develop, test, and integrate their app into the municipality's infrastructure. If the first place team does not submit an acceptable grant application, the opportunity is offered to the second place team, and so forth.

- GRANT APPLICATION.** *An example of the grant application used during the pilot project can be found at the end of this guide and are available for adapted use.*

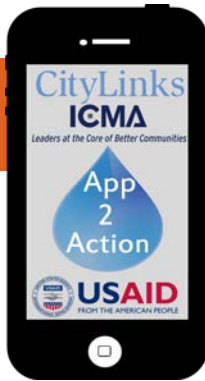


ANNEXES

IDENTIFY PANELISTS

| NAME | TITLE | ORGANIZATION |
|--|-------------------------------------|--|
| Panel 1: Increasing the efficiency in water distribution | | |
| Eng Hana Hashem | Head of GIS Section | Nablus Municipality/ Water & Sanitation Department |
| Eng Anas Barq | SCADA System Engineer | Nablus Municipality/ Water & Sanitation Department |
| Eng Feras Wadi | Water Loss Section | Nablus Municipality/ Water & Sanitation Department |
| Dr Ehab Hijazi | Civil Engineering, Water Management | An-Najah University |
| Eng Michael Younan | ESRI Representative | GSE Company |
| Dr Abdulfattah Mallah | Civil Engineering, Water Management | An-Najah University |
| Panel 2: Automating communication systems for water management concerns | | |
| Eng Mahmoud Bishawi | Head of Programming Section | Nablus Municipality/ Development & Programming Section |
| Mohammad Hmeidi | CEO | Water Sector Regulatory Council |
| Naim Noubani | Municipalities Projects Manager | Municipal Development & Lending Fund |
| Eng Ibrahim Abu Baker | Engineer | Ministry of Technology & Information Technology |
| Panel 3: Incentivizing and encouraging on time payment for water services | | |
| Eng Mahmoud Bishawi | Head of Programming Section | Nablus Municipality/ Development & Programming Section |
| Mohammad Hmeidi | CEO | Water Sector Regulatory Council |
| Sima Baarah | Assistant Director | Nablus Municipality/ Finance Department |
| Eng Ibrahim Abu Baker | Engineer | Ministry of Technology & Information Technology |
| Naim Noubani | Municipalities Projects Manager | Municipal Development & Lending Fund |
| ESRI Development Platform Presentation | | |
| Michael Younan | CEO | GSE |
| Carlos Rishmawi | Developer | GSE |

SPONSORSHIP FLYER



Sponsorship Opportunities

Housed under the USAID-funded, ICMA CityLinks program, the App2Action Challenge brings together software developers, designers, and subject-matter experts to develop phone- or web- based tools that help address water challenges in Nablus Municipality.

Sponsorship provides a tremendous opportunity to raise your organization’s visibility in the West Bank and among USAID Missions and local governments around the world. As one of the first of its kind, this event will produce a how-to guide for other local governments interested in hosting a smart app challenge of their own. As a sponsor of this event, your organization will be featured in this guide as an example of a successful public-private partnership. These public private partnerships will be promoted worldwide through USAID and ICMA social and print media.

Digital Level

\$5,000 - \$10,000

2 Available

- Judges Panel—A representative from your organization will be accorded one (1) seat on a multi-person judges panel to select the winning apps.
- Logo Placement—Your logo will appear alongside ICMA, USAID, and Esri wherever they are placed, including but not limited to banners, signs, brochures, flyers, websites, and video footage.
- Onstage recognition during the awards ceremony at the showcase event.
- Guaranteed exhibit booth space at the showcase event.
- Ad space—One (1) full page ad in the showcase event program
- Content of your choosing featured in a CityLinks blog post.
- Social Media Recognition

Analog Level

\$1,000 - \$4,999

4 Available

- Logo Placement—Your logo will appear alongside ICMA, USAID, and Esri in select, including but not limited to banners, signs, brochures, flyers, websites, and video footage.
- Onstage recognition during the awards ceremony at the showcase event.
- Guaranteed exhibit booth space at the showcase event.
- Ad space—One (1) half page ad in the showcase event program
- Social Media Recognition



CHALLENGE OFFICIAL RULES AND TERMS OF AGREEMENT

PAGE 1

App2Action Challenge Official Rules and Terms of Agreement

Sponsor: International City County Management Association (ICMA)

The Challenge: hereinafter referred to as “the Challenge”, is defined by the three statements posed by Nablus Municipality which are: (1) Increasing the efficiency in water distribution (2) Automating communication systems for water management concerns (3) Incentivizing and encouraging on time payment for water services.

Participation: You or your team (consisting of no more than four (4) individuals) hereinafter referred to as the “Applicant” must submit a video showcasing the software, web, or mobile solution application “App” that addresses the water challenges posed by Nablus Municipality that has been independently developed. The video should demonstrate how the App will:

- impact one or more of the key issues introduced by The Challenge
- utilize software and/or technologies
- be used

In addition to the video the source code for the application must be uploaded to the provided location on Github. Applicants should also provide a signed cover letter with their submission that includes:

- A statement that they accept the Rules and Terms of Agreement laid out herein
- an overview of the App and how it addresses the Challenge
- the technology used
- the applicant composition that includes the names and roles of the team members
- a brief action plan that proposes how the app could be developed and deployed at the Nablus municipality

Eligibility: This Contest is open to all developers who are residents of the West Bank.

How to Enter: All entries must be submitted by February 9, 2016. Entries are to be submitted to citylinks@icma.org. Entries must include, the signed cover letter, a link to the video on YouTube, and a confirmation that the code has been uploaded to the ICMA Github account. All Video entries must be shared publicly during the Contest Period for consideration.

Number of Entries: Applicant may enter the App2Action Challenge multiple times so long as each submission is a unique Video and is submitted separately. Applicants may not submit the same Video more than once during this Contest.

Contest Period: Video entries, cover letters, and source code may be submitted after November 15, 2015 and must be received no later than February 9, 2016 (“Contest Period”). Video entries received before or after these dates and times will not be considered. Video is considered received when it is received by citylinks@icma.org.

Judging: A panel of judges will be selected by ICMA and will determine winning applications based on the usability, creativity, and problem solving explained in the Video. In the event of a tie, ICMA staff will decide the final winner.

Prizes: One (1) Applicant will be given professional acknowledgment by having their name and company announced on the CityLinks Twitter, Facebook, and Instagram channels. The Applicant will also receive a cash prize and an opportunity to have their application developed and incubated for use at the Nablus Municipality. ICMA reserves the right to award runner up prizes based on the number and quality of entries.

Please note: Failure of a winner to claim the prize awarded may result in disqualification and selection of an alternate winner. Prizes are nontransferable, and no substitutions will be made.

Notification of Winners: Winner(s) will be announced in February 2016 at the App2Action showcase. Finalist Applicants will be contacted ahead of time and will be expected to be present at the event to win. If ICMA is unable to reach the winner by phone and/or e-mail within three (3) separate attempts, the corresponding prize will be awarded to an alternate winner. Should multiple Applicants using the same e-mail account enter the App2Action Challenge and a dispute thereafter arises regarding the identity of Applicant, the authorized account subscriber of said e-mail account at the time of entry will be considered the Applicant. "Authorized account subscriber" is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address.

Publicity: Except where prohibited, participation in this Contest constitutes consent for ICMA to use Applicant's name, likeness, voice, opinions, country of residence, and Video for promotional purposes in any media without payment or consideration. As a condition of prize acceptance, Contest winner agrees to allow ICMA to publish their name, their organization's name, and a description of the work on the CityLinks website as well as in all media of communication now known or later developed. Contest winner agree to execute an Affidavit of Eligibility and Waiver/Release of Liability and Publicity.

Statement of Originality and Redistribution Rights: This Contest is intended for the free exchange of samples, tools, or videos that address the water and sanitation challenges facing Nablus Municipality.

By submitting a Video, Applicant asserts that the Video and the App depicted on the Video is original and has been independently produced and grants ICMA and its agents the unconditional, irrevocable worldwide right to publish, redistribute, use, adapt, edit, and/or modify such Video in any way, in any and all media, without limitation and without consideration to Applicant, whether or not such Video is selected as a winning Video. Any Video that is not produced by Applicant or that violates patent, copyright, trademark, or trade secret laws is ineligible.

BY SUBMITTING A VIDEO, APPLICANT REPRESENTS AND WARRANTS THAT APPLICANT HAS ALL RIGHTS, TITLE, AND INTEREST NECESSARY TO GRANT ICMA THE WORLDWIDE, IRREVOCABLE, AND UNRESTRICTED RIGHT AND LICENSE TO ADAPT, PUBLISH, USE, EDIT, AND/OR MODIFY SUCH VIDEO IN

CHALLENGE OFFICIAL RULES AND TERMS OF AGREEMENT

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ANY WAY AND POST THE ORIGINAL VIDEO ON THE INTERNET OR USE THE ORIGINAL VIDEO IN ANY OTHER WAY, AND APPLICANT AGREES TO INDEMNIFY AND HOLD ICMA HARMLESS FROM ANY CLAIMS TO THE CONTRARY.

By submitting a Video, Applicant agrees that Applicant's submission is gratuitous and made without restriction and will not place ICMA under any obligation, and that ICMA is free to disclose the ideas contained in the Video on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to Applicant. Applicant acknowledges that, by acceptance of the submission, ICMA does not waive any rights to use similar or related ideas previously known to ICMA, developed by its employees, or obtained from sources other than Applicant.

Disclaimers: Applicant shall assume all responsibility for ensuring Applicant's entry is received by ICMA within the Contest Period. No liability or responsibility is assumed by ICMA resulting from Applicant's participation in or attempt to participate in this Contest or download any information in connection with participating in this Contest. No responsibility or liability is assumed by ICMA for technical problems or technical malfunctions that may affect the operation of this App2Action Challenge including, but not limited to, any of the following occurrences: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless, or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, or hosts; garbled, jumbled, or faulty data transmissions; failure of any e-mail transmissions to be sent or received; lost, late, delayed, or intercepted e-mail transmissions; inaccessibility of the website, in whole or in part, for any reason; traffic congestion on the Internet or the website; unauthorized human or nonhuman intervention in the operation of this Contest including, without limitation, unauthorized tampering, hacking, theft, viruses, bugs, or worms; destruction of any aspect of this Contest; or loss, miscount, misdirection, inaccessibility, or unavailability of an account used in connection with this Contest. ICMA is not responsible for any typographical errors in the announcement of prizes or these official rules or any inaccurate or incorrect data contained on the website. Use of the website is at Applicant's own risk. ICMA is not responsible for any personal injury or property damage or losses of any kind that may be sustained to Applicant's or any other person's computer equipment resulting from participation in this Contest, use of the website, or the download of any information from the website.

By participating in this Contest, Applicant thereby releases and indemnifies ICMA from any and all claims, damages, or liabilities arising from or relating to such Applicant's participation in this Contest and agrees to resolve any dispute individually, without resort to any class action. By accepting a prize in this Contest, winner agrees that ICMA shall not be liable for any loss or injury resulting from participation in this Contest, acceptance or use of any prize, or any travel related thereto.

Applicant agrees to comply with all export laws, rules, and regulations applicable to the entry in this Contest and agrees not to submit any entry except in compliance with such laws, rules, and regulations.

ICMA RESERVES THE RIGHT TO DISCONTINUE THIS CONTEST WITHOUT PRIOR NOTICE OR TO NOT GRANT ANY PRIZES IF THE SUBMITTED ENTRIES DO NOT MEET THE CRITERIA SET FORTH HEREIN. ALL JUDGING IS FINAL AND IS NOT SUBJECT TO APPEAL. APPLICANT EXPRESSLY CLAIMS OWNERSHIP OF ANY

VIDEO SUBMITTED AND AGREES TO HOLD ICMA HARMLESS FOR ANY CLAIMS OF OWNERSHIP OR RIGHTS TO THE VIDEO BY THIRD PARTIES. APPLICANT AGREES TO DEFEND, INDEMNIFY, AND HOLD ICMA HARMLESS FROM AND AGAINST ANY LOSS, LIABILITY, COST, OR EXPENSE, INCLUDING REASONABLE ATTORNEYS' FEES, THAT MAY BE INCURRED BY ICMA AGAINST ANY CLAIMS, ACTIONS, OR DEMANDS BY A THIRD PARTY ALLEGING THAT THE VIDEO INFRINGES THE RIGHTS OF A LEGITIMATE PATENT, COPYRIGHT, TRADEMARK, OR TRADE SECRET. IN NO EVENT SHALL ICMA BE LIABLE TO APPLICANT FOR COSTS RELATED TO THE DEVELOPMENT OF THE ENTRY; COSTS OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOST PROFITS OR WINNINGS; LOST SALES OR BUSINESS EXPENDITURES, INVESTMENTS, OR COMMITMENTS IN CONNECTION WITH ANY BUSINESS; LOSS OF ANY GOODWILL; OR ANY INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES ARISING OUT OF THIS CONTEST, HOWEVER CAUSED, ON ANY THEORY OF LIABILITY AND WHETHER OR NOT ICMA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE. THESE LIMITATIONS SHALL APPLY NOTWITHSTANDING ANY FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY.

Privacy Policy: ICMA's privacy policy will apply to this Contest and to all information that ICMA receives from Applicant's entry. By entering this Contest, Applicant gives express consent for the collection, reproduction, use, storage, and distribution of personal information as it relates to this App2Action Challenge.

Anti-Terrorism: By participating in this Challenge, Applicant certifies that it does not and will not promote or engage in violence or terrorism. Further, Applicant agrees that it shall at all times comply with all relevant laws prohibiting transactions with individuals and organizations associated with terrorism, including, without limitation, Executive Order 13224 and the Patriot Act. Without limitation, Applicant agrees that it will ensure that it is not on the "Specially Designated Nationals" list maintained by the United States Department of the Treasury, or on a terrorist list maintained by the United Nations or the European Union.

THIS CHALLENGE IS VOID WHERE PROHIBITED BY LAW.

GRANT PROPOSAL

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APPLICATION COVER PAGE

| | |
|--|--|
| Names of Grantees: | |
| Contact Name: <i>(legal responsibility for signing grant)</i> | Telephone: Email: Website: |
| Project Title: | Total Requested Amount: \$10,000 |
| Requested Grant Period: From : _____ To: August 1, 2016 | |
| Location: Nablus Municipality | District/Community: (If Relevant) |

Signature: _____ **Date:** _____



APPLICATION SECTION 1: PROGRAM EXECUTIVE SUMMARY (one page limit)

This section should include brief description of your app and how you plan to execute it at Nablus Municipality. Please include goals, purpose, key activities and expected results.

APPLICATION SECTION 2: TEAM INFORMATION (1/2 page limit)

This section should include information about your team, their qualifications and roles, and how it will be organized.

Key staff

Identify key management positions and the individual who will fill each position.

| Title | Name (or “vacant”) |
|-------|-----------------------|
| 1. | |
| 2. | |
| 3. | |
| 4. | |

APPLICATION SECTION 3: PROBLEM STATEMENT (1 page limit)

Provide a summary analysis of the water challenge that your app addresses and how it will contribute to a solution for the municipality.

APPLICATION SECTION 4: PROGRAM DESCRIPTION (1 pages limit)

This section focuses on what does the proposed project seek to achieve. The key factor in this section is to provide a description of the interrelationship between the goal of the project, activities to be carried out, inputs to be provided and results to be achieved. We provide below what we refer to when we speak of project goal, objective, activities and inputs.

Goal and Objectives: The goal of the project should be stated in broad terms. The goal represents achievements to which the project is intended to contribute in the long term as a result of achieving the project objectives. This is the level at which project beneficiaries are able to sustain the positive benefits without the project inputs.

GRANT PROPOSAL

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The objectives are specific to the proposed project and state what the project itself is expected to achieve. What do you expect to happen as a result of the project? What will change? E.g. increase the production and sale of high quality apples by small farmers.

Activities: Activities consist in the specific tasks to be carried out under the project to achieve the objectives. These are what project staff and target population are going to do. Activities have to be explained in the application in order to give ICMA a clear understanding of why they are needed, how they will be carried out, how they are inter- related and how the sum of activities will result in the project objectives.

Inputs: List the inputs required to carry out the project’s activities i.e. what resources the project is necessary for performing the project activities. Inputs can be in the form of personnel, equipment, supplies and funds.

APPLICATION SECTION 5: IMPLEMENTATION AND MANAGEMENT PLAN (2 page limit) Please complete the following action plan table. Below also include text that will explain who you will need to engage with, and how you will engage with them in order ensure that the app is usable and continues as part of municipal operations after the period of this grant.

| Task | Deliverable | Expected Completion Date |
|------|-------------|--------------------------|
| | | |
| | | |
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| | | |
| | | |

APPLICATION SECTION 7: RESOURCE CONSIDERATIONS (1 page limit)

This section should include an outline of what is needed from ICMA and Nablus Municipality to execute the action plan outlined above. Please specify any additional training, coaching, or technical resources you will need and how you will attain them.



Agreed Upon Payment Schedule: Output / Milestones: This grant will be broken up into 3 payments, the total of which should not exceed \$10,000. Please propose milestones, dates of completion (between submission and August 15, 2016) and a value for each milestone.

| # | Output / Milestone | Payment Value |
|---|--|---------------|
| 1 | Description: Estimated Date of Delivery: | |
| 2 | Description: Estimated Date of Delivery/Completion: | |
| 3 | Description: Estimated Date of Delivery/Completion: | |
| | Total Payments | |

