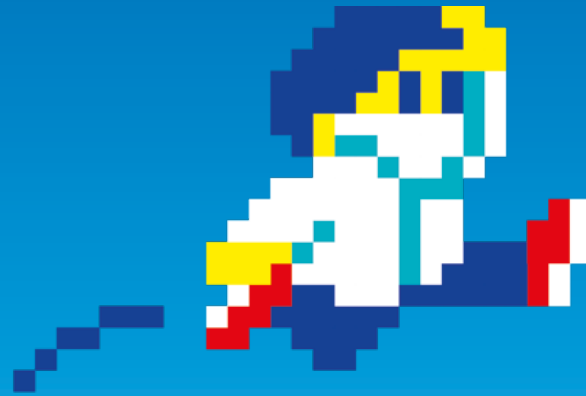


CITY'ZEN
CHALLENGE
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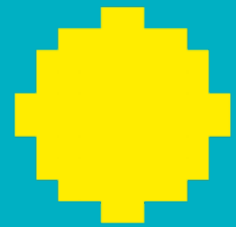
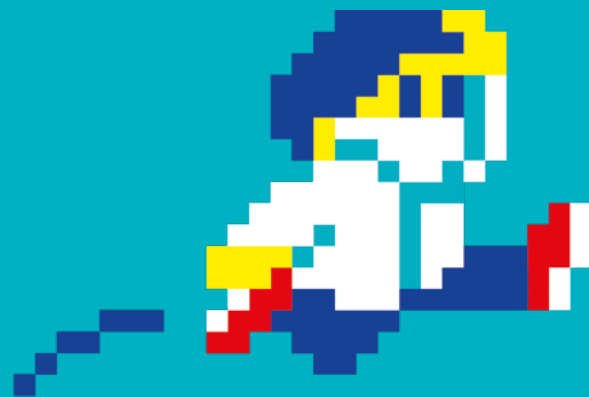
BEYOND COVID

REBOOTING
SOCIETY



ACCELERATE THE DIGITAL DISRUPTION!

1. PRESENTATION



Berger-Levrault

Berger-Levrault is a leading software publishing company in France and since 2012 a rapidly developing international group whose primary mission is to empower both cities and citizens with the incredible potential of the digital age.

Berger-Levrault provides solutions for all types of administrations, including cities, regions and state governments, as well as educational, health and medico-social institutions, both private and public. Its objective is to accompany public actors in their vocations and citizens in their daily lives (citizen services, health, education, social services, elections, etc.).

In sum, Berger-Levrault is a company dedicated to enhancing, simplifying and improving the efficiency of public services through the digitalization of city-citizen interfaces.

Go visit our website

berger-levrault.com





The City'ZEN Challenge by Berger-Levrault

A competition for the future of cities

Be the creator of **the Smart City of tomorrow** and improve the life of the citizen.

The **City'ZEN Challenge** is at the heart of Berger-Levrault's international strategy to encourage and to invest in the next generation of leaders who will transform urban life through innovation and technological evolution. This initiative aims to support, to incubate and to reward the efforts of IT students in the crystallization of their technological projects in order to re-imagine the future of cities and thus, to meet the major societal challenges of the 21st century.

Jump-smart your city and kick-start your career.

Special 5th Edition

BEYOND COVID: Rebooting society

Unprecedented disruption. Without question, the COVID crisis has engendered one of the most significant disruptions of human society in modern history. And while the economic consequences of this crisis are only beginning to be felt, on the horizon is a force majeure that is threatening the very survival human civilization: the climate crisis.

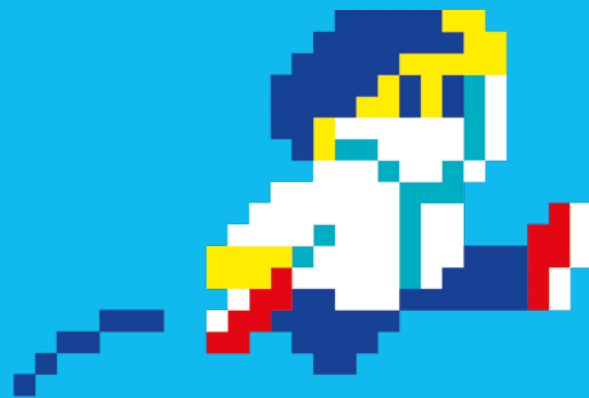
Taken together, these converging, menacing forces clearly demonstrate that our societies need a fundamental rethink...a radical reboot - by design, now.

Change is possible. We at Berger-Levrault believe that a new operating system can be built. During our four centuries of existence, our company helped French society to facilitate one of the most important reboots in human history: the transition from monarchy to democracy. We know that change is possible.

Through the acceleration of technological disruption and digital innovation we can establish a new, more sustainable equilibrium and thus, transform the current crisis into a force for hope, a force for good.

Help us be the change we need. We welcome projects related to every sector of the 'Smart City' domain: education, the environment, work, health care and social services, government and public services, urban management, culture and tourism, transportation and mobility, telecommunications, e-commerce and retail, etc.

2. ADVANTAGES





An international, inter-school competition reserved exclusively for our partner-schools

Unlike other international innovation competitions, the City'ZEN Challenge is exclusively reserved for students at our partner-schools.

Adding to our two original partner-schools in France, **ECE Paris** and **ESILV Leonardo de Vinci**, we are proud to welcome **Epitech Toulouse** to the 5th edition.

In Spain, we are pleased to welcome back our partner **Epitech Barcelona**; and in Canada, **ETS Montreal**.

For more information about the possibility of becoming a partner-school, please write us at : contact@citizenchallenge.com



Multiple winners and significant prize money

At stake, a total of **15,000 euros** that will be shared by 3 winning teams (out of about 15 finalist-teams):

- **1,500 €** for each member of the 1st team*
- **1,000 €** for each member of the 2nd team*
- **500 €** for each member of the 3rd team*

Each grant will be disbursed directly to the respective partner-school.**

(*All grants are awarded on the condition that the student in question graduates or is admitted to the following year of study in the same partner-school.)

(**Each partner-school has it's own policies in terms of how and when it distributes the grant money to its students. For more information, please contact your school administration.)



Customized and professional coaching for each finalist-team

ADVANTAGES

One unique advantage of the City'ZEN Challenge which clearly sets it apart from other competitions is the coaching services provided to each finalist-team. From start to finish, Berger-Levrault provides each team professional and customized coaching services designed to help incubate and crystallize their projects and prepare them for the final jury.

First, for each team Berger-Levrault will select an 'internal coach' who has significant experience and expertise in a domain directly related to the team's project. By providing guidance, orientation, advice, insights and strategy, the internal coach helps to engender incubation and optimize success.

In addition, each team will have several coaching sessions with the competition coordinator whose principal role as the 'external coach' is to help them prepare for the moment of truth – the final jury in June.

In sum, unlike other competitions, the City'ZEN Challenge provides each finalist-team with invaluable incubation coaching that not only helps them to realize their project, but also provides a genuine 'start-up' experience to help them kick-start their careers.



Domestic and international internship offers

Every year Berger-Levrault makes available to members of our finalist-teams numerous summer internship opportunities, both domestic and international (France, Spain and Canada).

With a view to promoting their professional development, Berger-Levrault interns are given the chance to work on concrete projects with trained professionals and thus, develop important skills and gain valuable experience.

Internship offers are announced in January and February of each year, with recruitment beginning in March and April.

For more information concerning current internship offers, please visit this [webpage](#).



Post-Competition: Project incubation and commercial partnership possibilities

In its quest to support IT students and foster innovation, Berger-Levrault is often inclined to propose various forms of incubation support (technical, logistical, financial, etc.) to certain finalist-teams* in order to help them transform their projects into bona fide start-ups, and, potentially, become commercial partners with Berger-Levrault.

(* including non-laureate teams)

A winning competition

In sum, the **Berger-Levrault CityZEN Challenge** has numerous advantages that are very attractive and not offered by other competitions:

- An international, inter-school competition reserved exclusively for students at our nine partner-schools
- Multiple winners and significant prize money
- Professional and customized coaching for each finalist-team
- Domestic and international internship offers
- Project incubation and commercial partnership possibilities



PLEASE REACT ABOUT
(y)OUR CHALLENGE
ON TWITTER

#citizenchallenge
@berger-levrault

3. CITY'ZEN CHALLENGE 5 CALENDAR



What follows is an overview of the various phases of the CityZEN Challenge 5, from the call for projects in October to the awards ceremony in June.

Call for projects 19 October - 30 November 2020

Student-teams are invited to submit their project proposals from the 19th of October to the deadline on the 30th of November. Students must complete the application forms on our website and send their dossiers to: register@cityzenchallenge.com.

Announcement of the finalist-teams 11 December 2020

A selection jury will be held during the first week of December in order to choose the +/- 15 teams that will compete in the official competition.

The finalist-teams will be announced and notified on the 11th of December.

FOR MORE INFORMATION
ABOUT APPLYING

cityzenchallenge.com



The official launch of the competition 12 January 2021

The competition coordinator will organize a kick-off meeting with each team in order to explain the nuts and bolts of the competition, the evaluation criteria, give strategic advice and to respond to questions.

Coaching activities January to May 2021

All coaching activities with the internal coaches begin in January and finish in May. Sessions are scheduled periodically and according to the needs and the availability of each team and their internal coach.

In contrast, coaching sessions with the competition coordinator take place once a month at a specific date and time, from February to May, and typically last 30-45 minutes.

Coaching sessions usually take place remotely (via dedicated Microsoft Teams channels), but can sometimes take place in person, when possible.

Internship offers are announced February/March 2021

As mentioned above, all internship offers, both domestic and international, are announced in February and/or March of each year, with recruitment following in March and/or April.

The precise nature and length of each offer will vary according to multiple factors. However, in general, internship offers are in the field of IT and last between two and six months.

The qualification round **24 April 2021**

The qualifying round usually takes place near the end of April, when 8 teams will be selected to advance to the final jury. The selection process is based on evaluations provided by the internal coaches and the competition coordinator.

The selection criteria for the qualifying round are, in general, three elements: level of motivation, level of progress realized and level of feasibility.

Submission of the final project report **24 May 2021**

A central competition criterion, each team is required to submit a written report which summarizes their project, introduces their team and details their progress in a number of pre-determined areas.

Each report must contain the following elements:

- A project summary (context, problematic, objectives, etc.)
- Presentation of the team
- State of the art: an overview of competitors and existing solutions
- Technical and functional specifications of the project
- The monetization model
- Deployment roadmap (steps leading to the launch)
- A short promotional video (3-4 minutes)

The final jury June 2021

The final jury is the moment of truth, when each team will defend their project in front of a jury composed of executives and managers of the Berger-Levrault Group.

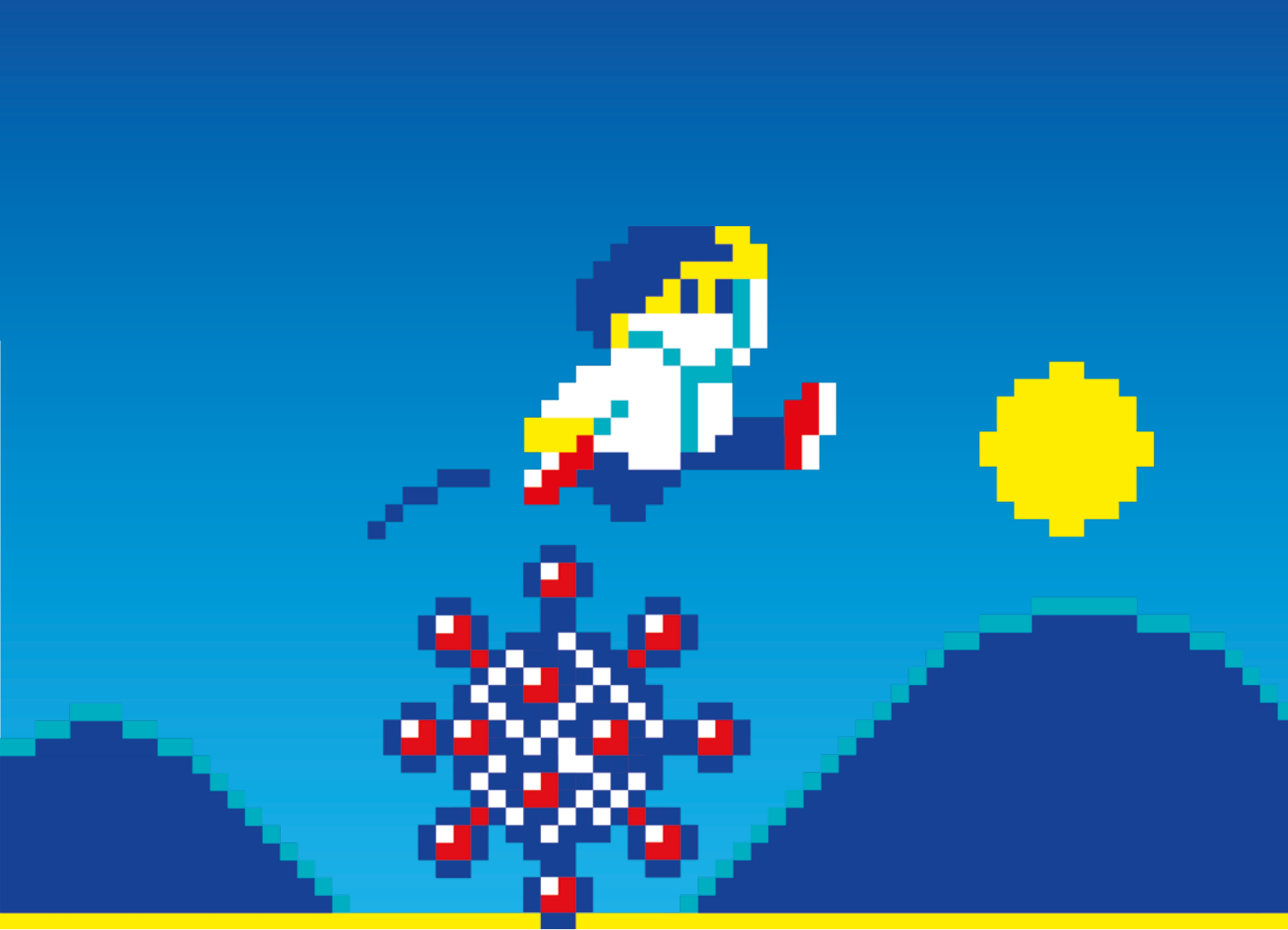
Each team will have 25 minutes to present their project, show their promotional video and, if applicable, give a demonstration using their prototype. Each presentation will be followed by a question and answer period of 20 minutes.

The 3 winning teams will be announced on the evening of or the day after the final jury during the official awards ceremony.

(Information concerning the date and location of the final jury and the awards ceremony will be announced before the end of March 2021.)

The post-competition 'start-up' pitch July 2021

The 3 laureate-teams will give a pitch of their projects to an ensemble of managers and employees of the Berger-Levrault Group with a view to winning a start-up incubation and/or commercial partnership.



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