



North Atlantic Corona Challenge

Rules and Code of Conduct

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What is the North Atlantic Corona Challenge?

The North Atlantic Corona Challenge (NACC) is an online 48-hours hackathon organised by Nordic Atlantic Cooperation (NORA) and Highlands and Islands Enterprise (HIE) with support from other partners. This will take place online on 29-31 May 2020 across Greenland, Iceland, Faroe Islands, Coastal Norway and Scotland.

What are the prizes?

1st prize: DKK 30,000 2nd prize: DKK 20,000 3rd prize: DKK 10,000

Additional prize: Highlands and Islands Enterprise's (HIE) entrepreneurship support to the winning team with a Highlands and Islands participant (up to 2 days of the most appropriate business development support)

When is the NACC?

The NACC takes place on 29-31 May 2020. It starts on Friday with idea collection at 18:00 (Icelandic time zone) and ends on Sunday with a final webinar at 17:00-18:00 where the winners are announced.

Event Schedule (Icelandic time zone)

FRIDAY 29 MAY	SATURDAY 30 MAY	SUNDAY 31 MAY
18:00 IDEA COLLECTION	12:00 MENTORING STARTS	11:00 MENTORING CHECKPOINT
20:00 KICK-OFF WEBINAR	17:00 MENTORING CHECKPOINT	15:00 DEADLINE TO SUBMIT PROJECT RESULTS
20:30 TEAMS ANNOUNCED WORK STARTS	18:00 PRELIMINARY SUBMISSION DEADLINE	17:00-18:00 FINAL WEBINAR

On the last page you can see the event schedule based on the time zone of Greenland, Faroe Islands and Scotland, as well as of Norway.

Who can participate?

We welcome all participants living in or coming from **Greenland, Iceland, Faroe Islands, Scotland** and **Coastal Norway** (counties bordering the Atlantic Ocean). Especially young people between 18 and 30 years of age are encouraged to join. All backgrounds are relevant - the main criterion about the North Atlantic Corona Challenge is your idea to combat the crisis!

How are teams formed?

The teams will be formed by the organisers to ensure a good mix of backgrounds and skills. We would like as many transnational teams as possible, to enable good knowledge exchange. A team can consist of up to 5 participants.

What are the challenges?

There are three overarching themes: Save Lives, Save Businesses, Save Communities. Under each, a number of challenges are suggested below, but we want to generate other ideas as well in response to the challenges our regions are facing. So creativity is very much encouraged!

SAVE LIVES

Coronavirus is a threat not only to our physical health – especially for our most elderly and fragile citizens; it can also cause mental health issues and other illnesses as people are less likely to seek medical help during the Covid-19 pandemic. Lockdowns and isolations can be a real struggle to people in our most rural and remote areas.

We need solutions on how to overcome long distances to access medical and social care; how to protect our most vulnerable people; how to address loneliness and mental health issues due to isolation; how to support families through lockdowns and abusive relationships during the pandemic.

SAVE BUSINESSES

The pandemic is having a real impact on our rural economies – our businesses, especially those in tourism, services and food and drink industries are struggling. The markets and supply chains are disrupted by closures and lockdowns. Small and

micro companies and self-employed are unable to survive. Adapting to post-corona times will also be a challenge.

We need solutions on how to operate a safe business whilst practicing social distancing; how to diversify and innovate; how to reconfigure premises and production lines to ensure safety in the new environment.

SAVE COMMUNITIES

Social distancing is preventing us from spending time with friends and families. Birthday parties and weddings are cancelled or postponed. Sporting activities and social events are banned. Schools and nurseries are closed. A lot of people are working from home and isolating.

We need solutions on how to support citizens in rural areas with getting essential shopping; how to help parents working from home and balancing work, care and homeschooling responsibilities; how to support communities with their response to the pandemic.

What do I need to participate?

Participants will need to register online and have access to a computer with good Internet connection, to enable live streaming. Platforms such as Slack, Zoom and YouTube will be used as main communication tools between participants, mentors, jury and organisers. For the project result each team will need to have access to their own YouTube channel (which is free to create).

Where do I find the kick-off webinar and the final webinar?

Both the kick-off webinar and final webinar will be held on a dedicated YouTube channel called North Atlantic Corona Challenge.

What is meant with mentoring?

Each team will be assigned a mentor who will assist you throughout the competition. Your mentor will contribute with his or her skills and experience and provide tips and advice on how to best structure and develop your idea. Each mentor will support 2-3 teams. You will communicate with your mentor through the communication tool 'Slack'. There will be 3 checkpoints with your mentor throughout the 48 hours of the event. The checkpoints will be on Saturday at 12.00 and 17.00, and on Sunday at 11.00 (Icelandic time zone).

How do participants deliver their solution?

The teams will be asked to produce their project result as a **2-minute video presentation** and upload it on YouTube as well as on the ProposalPot (which is a system developed by Tökni) - along with some basic information about the project. Submission deadline is **Sunday at 15:00** (Icelandic time zone).

What if I need technical support?

Tökni will be providing technical support before and throughout the event on the communication tool 'Slack'.

What are the judging criteria?

The jury will choose winners in accordance with three main criteria:

Originality

The project needs to create new solutions or apply existing solutions in a new, innovative way.

Realistic

The project must be realistic in terms of the legal, technological and scientific aspects of the solution. It should be possible to realize the project within a few months (exceptions can be made for particularly impactful solutions with a long-term perspective).

Impact

The project should make a real difference in the struggle to help local communities and/or companies in the North Atlantic region. It should make a significant positive change for a large number of people or for businesses particularly affected by the corona virus.

In addition, the project should be demand-led and with a commercial potential.

Who owns the IP?

The IP developed through this competition will reside with the developers themselves.

Code of conduct

All participants are required to treat others (such as other participants, mentors, judges and organizers) with respect throughout the whole event. You are expected to behave professionally at all times. No harassment or inappropriate comments or behaviours will be tolerated and may result in disqualification.

Photo release waiver

By participating in the NACC, you hereby grant the organisers permission to use the photographs, video, or other digital media created throughout the event for marketing purposes.

The event schedule in local time zones

Here you can see the event schedule based on the time zone of Greenland, Faroe Islands and Scotland, as well as of Norway.

Greenland, Nuuk (GMT-2)

Friday 29 May	Saturday 30 May	Sunday 31 May
16:00 IDEA COLLECTION	10:00 MENTORING START	09:00 MENTORING CHECKPOINT
18:00 KICK-OFF WEBINAR	15:00 MENTORING CHECKPOINT	13:00 DEADLINE TO SUBMIT PROJECT RESULTS
18:30 TEAM ANNOUNCED WORK STARTS	16:00 PRELIMINARY SUBMISSION DEADLINE	15:00-16:00 FINAL WEBINAR

Faroe Islands and Scotland (GMT+1)

Friday 29 May	Saturday 30 May	Sunday 31 May
19:00 IDEA COLLECTION	13:00 MENTORING START	12:00 MENTORING CHECKPOINT
21:00 KICK-OFF WEBINAR	18:00 MENTORING CHECKPOINT	16:00 DEADLINE TO SUBMIT PROJECT RESULTS
21:30 TEAM ANNOUNCED WORK STARTS	19:00 PRELIMINARY SUBMISSION DEADLINE	18:00-19:00 FINAL WEBINAR

Coastal Norway (GMT+2)

Friday 29 May	Saturday 30 May	Sunday 31 May
20:00 IDEA COLLECTION	14:00 MENTORING START	13:00 MENTORING CHECKPOINT
22:00 KICK-OFF WEBINAR	19:00 MENTORING CHECKPOINT	17:00 DEADLINE TO SUBMIT PROJECT RESULTS
22:30 TEAM ANNOUNCED WORK STARTS	20:00 PRELIMINARY SUBMISSION DEADLINE	19:00-20:00 FINAL WEBINAR