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4th CASSINI Hackathon

**Local Organiser Application Template**

Application template

Please use this application template to apply as a local organiser for the 4th CASSINI Hackathon in November 2022. You also need to fill in and attach the associated budget template. Please submit your application documents via the website [**https://hackathons.cassini.eu/organisers**](https://hackathons.cassini.eu/organisers) before the 23rd of June 2022 23:59 CET.

Please note that the dates for the 4th CASSINI Hackathon stated above are tentative and can be subject to change due to decisions of the European Commission or the European Union Agency for the Space Programme (EUSPA). In case the dates change after your application or selection as local organiser, you will have the opportunity to decide if you still want to be a local organiser for this edition of the CASSINI Hackathons.

Introduce yourselves

* Explain more about your organisation, why you want to become a local organiser of the CASSINI Hackathons, and how your organisation will benefit?
* Tell us about your organising team. Who will be supporting the planning, preparation, and execution of the event on a local level and what are their professional backgrounds?

Hackathon concept & overall approach

All hackathon locations are part of a large Europe-wide event and will take place simultaneously. While a framework to execute your hackathon will be provided, local organisers are responsible for the planning, preparation, and execution of the event on a local level. This section asks you to explain how you will bring the local connection to the event and how you will tackle the organisational processes.

* The 4th CASSINI hackathon will challenge participants to develop new products and services using the EU space technologies to contribute to the future of finance, insurance, and investments. This hackathon will be named ‘Space for the financial sector’. Explain why this thematic is relevant for your organisation or how it could relate to your local ecosystem.
* How will your organisation and local ecosystem support participants during the event? The overall hackathon agenda will be determined by the core team. However, you will have the ability to add local elements at key points and times throughout the weekend. Explain how you would use these dedicated sessions to engage with your hackers and make your event even more interesting.
* What experts do you intend to engage in your hackathon? Include a short bio for any experts you mention.
* Local restrictions allowing, all local hackathons will take place physically and will connect to the virtual hub remotely. In the case of a physical hackathon, explain what facilities and physical resources you will provide. In the case of a virtual hackathon or with remote participants, explain how you intend to create an engaging, informative, and relevant virtual environment for your remote hackers.
* How many participants/teams do you expect to attend the hackathon in your location?
* Do foresee any local prizes for the local winner(s)? Note, that this can be a part of your general expense budget if desired.

Communication approach

Communication of the CASSINI Hackathons are key to reaching a diverse selection of participants from across Europe. Each local hackathon will receive in kind communication and promotion services to the value of 10,000 euro to support the marketing efforts for their location. This will include support with the design and copywriting of dedicated landing pages on the CASSINI Hackathon website, press releases, teaser texts and social media marketing. This section asks you to explain how you would look to complement these activities with your own networks and outreach efforts.

Which of the digital marketing channels listed below do you own as an organisation? If you own one or more, please also provide us a link and number of followers for each channel of followers if applicable:

|  |  |  |
| --- | --- | --- |
| **Channel** | Link | Number of followers |
| Website |  | N/A |
| Instagram |  |  |
| Facebook |  |  |
| LinkedIn |  |  |
| Twitter |  |  |

Explain how you plan to use your social media channels to reach potential participants.

In addition to social media promotion, what other channels do you regularly use to reach out to your networks and those networks of key partners? Explain how you plan to leverage these channels to share your messages.

Do you have any additional ideas or unique ways in which you would like to engage your network and potential participants? E.g., quizzes, games, social interactions, etc.

*Note: If you have a dedicated marketing/PR team member in your hackathon organisation team. Please do not forget to mention them in the introductory section of this application.*

Involvement of partners

As a local organiser you can partner with organisations from your ecosystem to contribute to the local hackathon. These partners can help to promote the event, support one of the challenges, help with the facilitation, provide advice and training to participants and/or sponsor a local prize.

Which partners will you involve for the local hackathon? What is their role and contribution?

|  |  |  |
| --- | --- | --- |
| Partner name | Type  (Governments, universities, research centres, corporates, incubators, accelerators, promotion partners, etc.) | Role and/or contribution |
| … |  |  |
|  |  |  |

You can attach letters of interest from these partners to support your application.

Previous experience

What is your organisation’s previous experience with organising hackathons?

What expertise with space and/or information technology do you and your partners have? (e.g., earth observation, satellite positioning and navigation, geospatial data analytics, big data, data analytics, machine learning, augmented/virtual reality, blockchain etc.)

**In case you are having a similar event planned in the proximity of the hackathon, how do you plan to assure that the results will be met, and activities will be run according to plan?**

Proposed budget

How will you allocate the 24,000-euro general expense budget? Please fill in and attach the budget template for your local hackathon. Add any comments on the budget spreadsheet here.

Will you complement the 24,000-euro general expense budget with additional grants, sponsors, in-kind support etc.? If the contribution is monetary, please include this already in the budget spreadsheet.

Confirmation

**I hereby declare in name of [insert organisation] that my application is compliant to the requirements stated in the Application Guide for local organisers.**

**Signature:** **Date:** 18 May 2022