

# Managing demand for use of natural recreational areas

## Summary

Profile type	Company's country	POD reference
<b>Technology request</b>	<b>Spain</b>	<b>TRES20230920004</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Commercial agreement with technical assistance</b>	<b>• World</b>
Contact Person	Term of validity	Last update
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## General Information

### Short summary

Organization from Biscay (north of Spain) has launched an open-innovation challenge: to improve the management of demand for the use of natural public spaces (recreational areas).

The type of cooperation envisaged is that of a commercial agreement with technical assistance.

### Full description

This is a non-profit organization created by the Provincial Council of Biscay. Its main aim is that of modernising municipal councils with the incorporation of new technologies. In short, they want to attract technological innovation to the local administration.

In this case, they are collaborating with the Directorate General of the Environment Department of the Provincial Council of Biscay to fulfil a twofold objective; protect and preserve the natural environment while satisfying the needs of the users who enjoy these recreational spaces or areas.

There are quite a few outdoors community areas that allow users have a friendly experience with the natural environment. The services vary according to the place (parking space, bar, water fountains, bins, tables and benches, shade areas, tours adapted for the disabled...). Relevant information is provided either on the website or

on physical signs (recommendations for use, information on hunting, etc).

After the pandemic, the use of these natural spaces increased significantly which brought about the need for providing information to this new profile of users to avoid overcrowding these spaces.

The use of technology is again crucial as it brings key information for users on the occupancy of these spaces. This means that a user can have access to information about a certain space that might condition his or her visit and therefore, be able to evaluate other alternatives.

The sub-challenges involved are:

- To provide information on the level of occupancy of the different itineraries in the areas so that the user can have a choice,
- To show alternatives or determining factors that could influence the experience of the user,
- To reach the greatest number of users with messages about recommendations or indications of use to improve the user's experience and the preservation of the environment

Solutions are sought that allow the environment team to:

- Collect information on the occupancy of natural spaces (recreational areas) that favour decision-making,
- Show occupancy information to users so that they can take other alternatives to the most overcrowded routes,
- Proactively and automatically display key information to users in a summarised and effective manner,
- Ensure that as many users as possible are aware of the conditions of use, constraints and other relevant information, using channels and technologies that rely on a critical mass.

This is an open-innovation challenge that involves the undertaking of a pilot project. Those interested in participating will have to submit their proposal via a platform link that will be provided upon generating an expression of interest. Likewise, the link contains further information and indications on how to proceed.

Deadline: 31/10/23

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Advantages and innovations

Technical specification or expertise sought

Digital solutions are sought by unconventional partners such as start-ups, scale-ups, technological SMEs involved in the ICT field. A clear value proposal relevant to the challenge is expected.

The prospective partner must be a specialist in bespoke software / app design / development. They must provide maintenance and support services. Most important of all, they are required to work on a trust and effective cooperation basis.

Stage of development

Sustainable Development goals

- **Goal 9: Industry, Innovation and Infrastructure**

IPR Status

## Partner Sought

Expected role of the partner

The partner must come from the ICT field and therefore, must provide a digital technological and market-oriented tool. It must also be user-friendly (different levels of digital skills), simple, scalable, easily adoptable and implemented. The information must be available in real time.

Experience with the administration will be highly valued.

Type of partnership

**Commercial agreement with technical assistance**

Type and size of the partner

- **Other**
- **SME <=10**
- **SME 11-49**
- **SME 50 - 249**



## Dissemination

### Technology keywords

- **01003006 - Computer Software**
- **01003022 - Smart Appliances**
- **01004005 - e-Government**

### Targeted countries

- **World**

### Market keywords

- **01006004 - Communications services**
- **02007007 - Applications software**
- **02006005 - Big data management**
- **02007004 - Program development tools/languages**
- **02006007 - Databases and on-line information services**

### Sector groups involved

## Media

### Images



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