

MOAI LABS. Call for solutions.

Project Name: **“MOAI LABS: Collective Intelligence and Health Technology Laboratories to fight against the social isolation and loneliness of the elderly”**

Acronym: **MOAI LABS**

Programme: **INTERREG V B SUDOE**

Code: **SOE4/P1/E1078**

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1. ABOUT MOAI LABS

The **loneliness** experienced by our seniors brings with it the risk of premature death, worsening health, physical and cognitive deterioration, mental illness, and loss of quality of life. Considered the biggest pandemic of this century, difficult to detect, and with no specific comprehensive programmes to manage it, it signifies society's failure to care for its most vulnerable members. Today more than ever solutions are urgently needed as its incidence and malignancy increase due to the COVID-19 pandemic happening at the same time. Lockdown and social distancing measures have severe repercussions for lonely older people.

MOAI LABS: COLLECTIVE INTELLIGENCE AND SOCIAL AND HEALTH TECHNOLOGY LABORATORIES TO COMBAT ISOLATION AND LONELINESS AMONG THE ELDERLY

MOAI LABS aims to promote business investment in innovative solutions to combat loneliness, creating the FIRST EUROPEAN TRANSNATIONAL LIVING LAB SPECIALISED IN LONELINESS AND OPEN INNOVATION, thanks to the integration of "Experts by Experience" (older adults who have the need), "Early Demand Groups" and potential buyers (demand), and the environment (Community), which will ensure the solutions are adopted to reduce the loneliness of the elderly, increase their connections and their empowerment.

The MOAI LABS project brings together relevant players in the field:

- Five Living Labs in the field of health and personal autonomy: [Fundacion INTRAS](#) (Spain), [Healthcare Living Lab Catalonia](#) from [Leitat Technological Center](#) (Spain), [MFL/MADoPA](#) (France), [I2ML](#) (France) and [CINTESIS Research Unit from University of Aveiro](#) (Portugal).
- Care service providers: [Gerencia de Servicios Sociales de Castilla y León](#) (Spain), and other demand organisations involved in the "Early Demand Group"
- A cluster with business and go-to-market expertise in the e-health sector: [Ticbiomed](#) (Spain).
- A FabLab: [FUNGE](#) (Spain).
- An innovation broker: [INOV](#) (Portugal).

Jointly, they are launching an open call **to solve two challenges around loneliness and social isolation**. One innovative proposal per challenge will be selected. **The awarded proposals will enter an acceleration and co-creation programme delivered by MOAI LABS** partners to fine-tune their solution and accelerate their go-to-market strategy. In addition, each selected innovative proposal will get a **€17.000 voucher to spend in**

external services of their choice that boost the commercialization and uptake of their solution in the market.

The MOAI LABS project is co-funded by the **Interreg Sudoe Programme through the European Regional Development Fund (ERDF)**.

For more information about the project please visit www.moailabs.eu/en/

2. MOAI LABS OPEN CALL FOR SOLUTIONS

2.1. THE CHALLENGES TO TACKLE

The MOAI LABS project is looking for innovative solutions to help older adults who feel unwanted loneliness to make them feel less lonely or socially isolated.

The MOAI LABS partners have conducted five co-creation sessions with up to 40 Experts by Experience (older adults experiencing unwanted loneliness and / or social isolation) in Spain, Portugal, and France to understand how they live their loneliness and identify their pain points. In addition, the older adults' needs have been further explored with a committee of external experts made up of health and social care organisations, and other organisations involved in elderly care (the Early Demand Group). **As a result, the MOAI LABS partners are proposing two challenges to be solved with innovative approaches:**

Challenge 1: CONNECT

Digitally enabled community to support older adults in fighting social isolation and loneliness

The aim is to help older adults who feel unwanted loneliness to feel less lonely or socially isolated by increasing their meaningful social connections in a community enabled by digital technologies, that also involves face-to-face activities. Innovative approaches must be leveraged to dynamize the community to facilitate participants interaction, based on topics of interest for the end-users to encourage participation and build meaningful relationships among users. The solution could provide support to teach older adults how to cope with unwanted loneliness in a healthy way through educational materials in an easy-to-digest format.

Challenge 2: ACTIVATE

Innovative solutions that support older adults in staying healthy through physical and/or cognitive activities

The aim is to promote physical activity and cognitive stimulation. The solution could lead to personalised plans according to the users' needs (e.g., health status, existing conditions, mobility degree) and their preferences. It should explore innovative approaches targeted specially at older adults and account for motivation and adherence. The innovative solution should be ICT-enabled but involve also human interaction as much as possible.

More information about the challenges can be found on the document [Challenges Description](#).

2.2. WHO CAN APPLY? APPLICATION REQUIREMENTS

The following **eligibility criteria** must be met:

- The applicants must participate as a **single entity or in consortia**.
- If the applicants participate in consortia, they must group **UP to three entities** (i.e., only two participants are also a valid possibility) and **appoint a lead partner** that acts as coordinator on behalf of the rest.
- **Applicants must be legal entities.**
- The **single entity applicant must be an enterprise**. An enterprise is any entity engaged in an economic activity directed towards the market, irrespective of its size (micro, small, medium, large) and its legal form. Therefore, other types of organisations such as research organisations or foundations are excluded.
- **In a consortium, at least one member of the group must be an enterprise.** Therefore, other participants such as research organisations or foundations can participate as long as an enterprise is part of their consortium.
- **Applicants must be in a situation to receive public funding** (Commission Regulation (EU) [No 651/2014 of 17 June 2014](#) declaring certain categories of aid compatible with the internal market in application of Articles 107 and 108 of the Treaty).
- **Absence of double public funding.** The activities that have already been funded by other public funds, cannot be funded again via public funds.
- **Technology Readiness Level (TRL) 7 or higher is required.** MOAI LABS is looking to support solutions that have the potential to scale-up in the international market.
- The applicants must **be based in the SUDOE area**:
 - **España**: ES11 Galicia, ES12 Principado de Asturias, ES13 Cantabria, ES21 País Vasco, ES22 Comunidad Foral de Navarra ES23 La Rioja, ES24 Aragón, ES30 Comunidad de Madrid, ES41 Castilla y León, ES42 Castilla –La Mancha, ES43 Extremadura, ES51 Cataluña, ES52 Comunidad Valenciana,

- ES53 Islas Baleares, ES61 Andalucía, ES62 Región de Murcia, ES63 Ciudad Autónoma de Ceuta, ES64 Ciudad Autónoma de Melilla.
- France: Nouvelle-Aquitaine (FR53 Poitou-Charentes, FR61 Aquitaine, FR63 Limousin), Occitanie (FR62 Midi-Pyrénées, FR81 Languedoc-Roussillon), FR72 Auvergne
- Portugal: PT11 Norte, PT15 Algarve, PT16 Centro (PT), PT17 Lisboa, PT18 Alentejo
- United Kingdom: GIBR Gibraltar
- The applicants must be **the owner of the proposed technology or have its exploitation rights**.
- The application must be submitted **before the deadline in English and must be complete** by containing all requested elements. Uncompleted proposals will not be taken into consideration.
- The applicants must submit proposals to ONE of the MOAI challenges (CONNECT or ACTIVATE), or a global solution that tackles BOTH CHALLENGES (CONNECT + ACTIVATE).

2.3. HOW TO APPLY? APPLICATION PROCESS

Applications will consist of the following items:

- The applicants must follow ***the application form*** provided for this purpose in the [MOAI LABS website](#). Max. 9 pages per application. See instructions in the application form.
- ***Declaration of honour*** duly signed by the applicant(s).

The main steps to apply are as follows:

1. Check compliance with eligibility criteria (see section 2.2).
2. Prepare the application. All applicants must follow the templates available on the web site <https://www.moailabs.eu/en/moai-challenges-en/>.
3. All applicants must submit their application via the [online form¹](#) accessible at <https://www.moailabs.eu/en/moai-challenges-en/> before the **7th of March 2022 at 17.00h Brussels time**. Applications (application form and declaration of honour) must be sent in **.pdf format** and **signed by legal representative** of the applicant organisation where needed.

3.1. In case of consortia:

- 3.1.1. Application: only the coordinator must sign.

¹ Applicants must be aware that the online form has a size constraint for the uploaded documents. Each document cannot exceed 10 MB.

3.1.2. Declaration of Honour: each member of the consortia must fill in a different declaration of honour and sign it.

3.2. Certified electronic signatures are allowed. Scanned signatures are not valid.

4. Once your proposal is submitted an automatic confirmation email will be sent to acknowledge the application submission.
5. You can submit your proposal several times, but after the deadline, only the latest submission will be accounted, and all the prior submissions will be disregarded.

All applications must be completed in English. Uncompleted proposals will not be taken into consideration.

2.4. EVALUATION PROCESS

The evaluation process is structured as follows:

1. **Eligibility check.** An internal reviewer from the MOAI LABS consortium will perform an initial eligibility check (*check eligibility criteria in section 2.2*).
2. **Evaluation.** If the eligibility criteria are met, two external reviewers (Evaluation Committee), subject matter expert will review and score the proposal individually according to the evaluation criteria (*check section 2.4.2*). Then, virtual consensus meetings will be scheduled where the scorings are shortly discussed between the reviewers that will help in the ranking of the applications.
3. **Proposal selection.** The MOI LABS team will undertake all possible efforts to complete the call evaluation process within a maximum time of one month.
4. **Applicants notified of award decision.** All the applicants will be contacted to announce the results of the call and will be notified whether they have been awarded or not. The awarded applicants will be contacted to start the contract signature process and will be invited to a project kick-off meeting.

2.4.1. Eligibility criteria

See eligibility criteria in section 2.2.

The eligibility check will be performed based on the following:

Criteria	Evidence
Applicants must be legal entities in a situation to receive public funding	Declaration of Honour
Absence of double public funding	Declaration of Honour
Owner of the proposed technology or has its exploitation rights.	Declaration of Honour
Single applicant or at least one member in the consortia is an enterprise	Application form
<u>Technology Readiness Level (TRL) 7 or higher</u>	Application form

The application is in English, complete, and containing all requested elements.	Application form
The applicants are based in the SUDOE area	Application form
In a joint application, the consortia groups up to three entities, and has appointed a coordinator	Application form
Applicants submit proposals to ONE of the MOAI challenges (CONNECT or ACTIVATE), or a global solution that tackles BOTH CHALLENGES (CONNECT + ACTIVATE).	Application form

After such verification, MOAI LABS partners will transfer the full applications to the Evaluation Committee.

Please note that only complete applications will be considered, those with missing information or missing answers will be discarded. During the eligibility check the applicants might be requested to provide additional explanations if their application raises questions such as, but not limited to, ambiguity of the information, inconsistencies which are obvious error, among others. In that case, applicants may dispose **2 working days from the day of notification** to correct or provide additional documents to complete their initial application.

2.4.2. Evaluation criteria

The Evaluation Committee will evaluate each proposal according to a grid consisting of a quantitative score for each evaluation criteria:

Criteria	Weight	Scoring	Explanation
Fit with the challenge	10%	Scale 1-5. Threshold 3/5	Alignment of the proposal with the MOAI challenge. Relevance of the proposal to the objectives of the MOAI challenge.
Expected impact	30%	Scale 1-5. Threshold 3/5	Extent that the proposal is ambitious, has innovation potential, and is beyond the state of the art, to improve older adults' quality of life and to combat social isolation and unwanted loneliness.
Work Plan viability	20%	Scale 1-5. Threshold 3/5	The work plan is realistic, fits with the MOAI LABS project and calendar. For the voucher scheme, the services proposed are feasible and relevant within the project framework.

Team experience	10%	Scale 1-5. Threshold 3/5	Appropriateness of the team to meet the MOAI challenge. Technical capacity, excellence, and quality of the team.
Business sustainability	30%	Scale 1-5. Threshold 3/5	Credibility of the applicants' strategy to exploit the solution beyond the MOAI LABS project. Technological capacity is aligned with a real interest in following up commercially

Each criterion will be scored out of 5:

SCORING	MEANING	EXPLANATION
1	Poor	The criterion is addressed in an inadequate manner, or there are serious inherent weaknesses;
2	Fair	While the proposal broadly addresses the criterion, there are significant weaknesses;
3	Good	The proposal addresses the criterion well, although improvements would be necessary;
4	Very good	The proposal addresses the criterion very well, although certain improvements are still possible;
5	Excellent	The proposal successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor.

The average for each criterion will be calculated from all reviewer evaluations. The average of all reviewer evaluations for a particular criterion must be at least 3. If a criterion is rated on average below 3, the application will not be selected. The sum of these averaged scores results in the total evaluation score for each application. The projects will be selected based on those scores. A ranking list of applications per Challenge will be prepared. The first application in the ranking for each Challenge will be awarded. The other eligible applications will not be automatically considered, but integrate a reserve ranked list because of having fulfilled all evaluation criteria and thresholds.

Please note that if the quality of applications is insufficient for any of the challenges, MOAI LABS will not award a contract.

2.4.3. Liability of the reviewers

All external reviewers will have to sign a non-disclosure and non-conflict of interest declaration prior to the evaluation. The evaluation will be based solely on the application

documents. Evaluators are not allowed to contact the applicants at any stage of the evaluation (except for the eligibility check).

2.5. QUESTIONS

Any requests for information or question regarding this call can only be sent through the [online form](#) that is available on the [website](#). The questions, anonymised, and their answers will be published on the website in a FAQ section.

MOAI LABS partners will do their best to **provide an answer 7 working days after receiving the question**.

Questions can be sent, at latest, until the 21st of February 2022 and, therefore, MOAI LABS partners will provide the final answers by the 28th of February 2022.

2.6. AWARDED TEAMS: SIGNATURE OF THE FRAMEWORK AGREEMENT

Awarded companies will be requested to sign a **framework agreement**, whose objective is to establish some minimum ground rules for receiving support from the MOAI LABS project.

For each Challenge, such a framework agreement will be signed between the MOAI LABS partners, the awarded applicants, settling the specific conditions, rights and obligations. The MOAI LABS partners will be represented by INTRAS and I2ML.

After sending the notification of being awarded, INTRAS and I2ML will send the framework agreement to the awarded applicants to be signed by their legal representative(s).

All documentation for signature must be submitted electronically via email. The MOAI LABS partners may request translation of documents submitted in a language that cannot be processed by the consortium. The awarded applicants are obliged to provide the signed framework agreement before the 20/04/2022.

The provision of the framework agreement duly signed and listed documents to the MOAI LABS partners duly constitutes proof of acceptance to enter the MOAI LABS programme by the awarded applicant.

Once completed the signature process, INTRAS and I2ML will send one copy back to the awarded applicant and will keep a copy of the framework agreement.

If negotiation with the first candidate of the ranking list eventually fails, negotiation will be initiated with the second candidate (or ulterior candidates).

A Kick-off meeting with the awarded applicants will be scheduled to define the detailed planning and workplan. The day of this meeting will formally open the co-creation and acceleration programme, that will last until January 2023.

During the co-creation and acceleration programme, it is possible to amend the framework agreement upon the request of the parties and due to justified reasons. MOAI LABS will evaluate if the requested amendments are still in line with the objectives of the call, the evaluation criteria, and all other requirements, without a change of the overall score of the project. If the application of amendments is considered as not fulfilling all requirements and evaluation criteria, it will be rejected and MOAI LABS partners, who will notify the beneficiary by email, will give the reasons of refusal. In case of acceptance, an annex to the Framework Agreement will have to be signed by following the same procedure stated before. Claiming against this decision will not be processed.

2.7. TENTATIVE CALENDAR

Activity	Timeline
Applicants can send questions until	21/02/2022
MOAI LABS will publish the answers to the latest questions before	28/02/2022
Call closes (deadline for applications)	07/03/2022 at 17.00h Brussels time
Eligibility check	08-09/03/2022
Applicants requested to provide additional explanations (if needed)	10/03/2022
Applicants send additional explanations	14/03/2022
Individual Evaluation	15-22/03/2022
Consensus Meeting of the Evaluation Committee	23/03/2022
Applicants notified of award decision	25/03/2022
Public announcement of awarded proposals	01/04/2022
Kick-off meeting: MOAI LABS partners and awarded proposals	05/04/2022
Spring break	10-18/04/2022
Deadline signature framework agreement	20/04/2022

2.8. USEFUL DOCUMENTS

All the Open Call documents and templates can be downloaded from the [website](#). The Open Call documents contains:

- ***Call for solutions***

- **Challenges description**
- **Application Template**
- **Declaration of Honour**
- **Framework agreement**

3. MOAI LABS CO-CREATION AND ACCELERATION PROGRAMME

3.1. WHAT'S IN IT FOR ME

The awarded organisations will have the following benefits:

- **Co-creation programme:** development and test of the solutions with older adults (Experts by Experience Group) in the 5 living labs.
- **Acceleration programme** by the MOAI LABS partners.
- **17.000 € voucher per challenge** to spend on consultancy services of their choice that accelerate their go-to-market strategy. In the case that the awarded organisations submitted a proposal to solve both challenges with a global solution, they will receive a 34.000€ voucher (as the solution solves both challenges).

3.1.1. Co-creation programme

The awarded organisations will have **the opportunity to work with the 5 living labs in Spain, France and Portugal, members of MOAI LABS** ([Fundación Intras](#), [Healthcare Living Lab Catalonia](#) from [Leitat](#), [Mutualité Française Limousine](#), [Universidade de Aveiro](#) and [i2m](#)) that through participative innovation will test the solutions through prototypes with end-users. Experts by Experience will participate in this co-creation process. This method provides a large amount of information to achieve a result that meets the needs and expectations from end-users.

The 5 Living Labs from the consortia will perform 3 testing sessions each with their Experts by Experience Group (total n=40). MOAI LABS awarded companies will be able to test their prototypes (mock-up, partial and final) with elderly people that suffer from unwanted loneliness and/or social isolation and improve their product with their feedback.

3.1.2. Acceleration programme

The MOAI LABS partners will organise several sessions with the awarded organisations throughout 2022 that include **mentoring, intensive training, and digital empowerment** with the aim of accelerating their go-to-market strategy. These sessions will have different themes:

- **Innovation on loneliness and isolation:** The implementation/use of digital solutions has been facing some resistance and underuse by older adults. One explanation for poor uptake could be the lack of consideration of older adults' (end-users) perspectives and needs, from limited, late, or no involvement during the digital solutions' development. Through this service, awarded organisations will learn about the causes, needs and implications of loneliness and social isolation in older adults.
- **Social innovation:** In the social innovation field, living labs and the participatory approach and co-creation methodologies are key factors. A Living Lab (LL) is a user-centred methodological approach where all relevant stakeholders can come together to create, test and validate innovative ideas in real-life environments. It is crucial to involve all relevant stakeholders from the very beginning.
- **Business modelling:** many eHealth solutions fail to achieve commercial traction, as start-ups do not validate their business hypothesis early on with the market. MOAI LABS will help building a validated business model for their solution. In this service, awarded companies will learn how to get out of the building and search for the real pain points and unmet needs of users and customers. They will learn how to systematically test their business model hypotheses with the market, allowing them to create a sound business model.
- **Digital enabling technologies:** participants will gain experience in modelling a business process using BPMN. A standard Business Process Model and Notation (BPMN) will provide businesses with the capability of understanding their internal business procedures in a graphical notation and will give organizations the ability to communicate these procedures in a standard manner. Participants will experience the role of a business process designer, structuring a workflow in which the identified actors can perform specific tasks within a specified process.
- **Maker philosophy:** Following the methodologies of Learning by Doing, an experienced coach will coordinate sessions with the awarded organisations, focused on the Maker Movement, analysing virtual communities and the concepts of Do It Yourself, Open Source and Creative Commons. Awarded organisations will be introduced to the FAB LAB network, showing how to make (almost) anything through custom design and digital fabrication.

3.1.3. 17.000€ Voucher

Each innovative proposal will receive a **€17,000 GO-TO-MARKET voucher to contract external consultancy services** to boost the commercialisation and market acceptance of their solution. The awarded organisation(s) will be **free to choose the providers that best fit their needs** and allow them to bring the proposed solution to market.

Important note: MOAI LABS will directly pay for the consultancy services to the selected providers. Thus, the awarded organisations will not be transferred the amounts to make the payments.

3.2. IPR

Intellectual Property Rights (IPRs) stay with the awarded companies (solvers). The companies keep the ownership of the IPRs attached to the results they generate during the project, and they can widely exploit the newly developed solutions commercially. The awarded organisations are, therefore, responsible for the management and protection of their IPRs and bear the costs associated with this.

However, the ownership of the IPRs will be subject to the following:

- MOAI LABS consortium can access results, on a royalty-free basis, for their own use.
- MOAI LABS consortium has the right to require the solvers to transfer ownership of the IPRs if the Solver fail to exploit the results generated because of its participation on the MOAI LABS programmes.

Parts of their works will be requested to be public for MOAI LABS dissemination purposes (mainly summaries, pictures, etc.) but this does not change the confidentiality obligations of the MOAI LABS partners.

3.3. LANGUAGE

The working language with the MOAI LABS partners will be English. However, the co-creation sessions with the Living Labs and the Experts by Experience Group (older adults) are in local languages (French, Portuguese, and Spanish). Nonetheless, it is not necessary that the awarded organisations speak the three local languages, but **they must closely collaborate with MOAI LABS partners** as they will be the ones that facilitate the co-creation sessions with the older adults.

3.4. CALENDAR OF ACTIVITIES AND DELIVERABLES

3.4.1. Tentative calendar

Activity	Timeline
Kick-off meeting with MOAI LABS partners	05/04/2022
Spring break	10-18/04/2022
Deadline signature framework agreement	20/04/2022
Programme implementation	April to December 2022
Communication and dissemination of results	January 2023

3.4.2. Deliverables

Templates of the reports will be provided to companies by the MOAI LABS partners.

Deliverables	Description	Deadline
Progress report	Short document describing the work conducted in the first months and the external services subcontracted as part of the voucher scheme.	30/09/2022
Final report	Short document describing the work conducted and the external services subcontracted as part of the voucher scheme.	20/12/2022

3.5. OTHER CONSIDERATIONS

3.5.1. Ethics and data protection

All data collected within this project will be carefully protected in compliance with relevant national data protection legislation of the EU member states implementing the General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679), which replaces the European directive 95/46/EC. All research is designed and undertaken to ensure *"the right to privacy, the right to protection of personal data, the right to the physical and mental integrity of a person, the right to non-discrimination"*, following article 19 of the Regulation 1291/2013 of the European Parliament and of the Council. Personal data will be of qualitative and quantitative nature encompassing also audio-visual formats. Personal data will be stored in a way to not allow the identification of the subjects. Publications based on personal data will only report aggregated data and shall not contain information that may permit the identification of individual participants unless otherwise agreed.

The Entity undertakes to process the personal data to which it has access as a result of the execution of the contract, observing the principles required by the legislation on data protection, in particular those relating to data quality, data security and duty of secrecy, as well as in accordance with the specific instructions received from the data controller, not using the data for any purpose other than the provision of services described in the object of the contract. Likewise, it undertakes to observe professional secrecy, maintaining absolute confidentiality and confidentiality on any data it may come to know on the occasion of compliance with the contract, in accordance with the level of protection established in the European data protection Regulation (EU 2016/679) of the European Parliament and of the Council, of 27 April 2016, relating to the protection of individuals with regard to the processing of personal data, Organic Law 3/2018, of 5 December, on the Protection of Personal Data and the guarantee of digital

rights, as well as any other legal provision applicable to the Processing of Personal Data and any others which may amend, replace or implement the former; French Data Protection Act n°78-17 and the European Regulation 2016/679 on the protection of personal data, you have the right to access, rectify, delete, limit, oppose and port your data; Portuguese Consent created under the conditions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation), not communicating to any third party the data provided by the data controller. The data controller will determine whether, at the end of the services provided by the data processor, the personal data should be destroyed, returned to the data controller or handed over, where appropriate, to a new data processor. The destruction of the data shall not proceed when there is a legal provision obliging their conservation, in which case they shall be returned to the data controller, who shall guarantee their conservation for as long as such obligation persists. This obligation will continue even after the end of their relationship with the person in charge. The rules on security of processing obligate to implement appropriate technical and organisational measures to prevent any unauthorised interference with data processing operations.

The Entity will ensure and be responsible for its employees and / or collaborators receive the data only to the extent that it is necessary to their knowledge for the provision of the object of the contract. If the Entity uses the data for purposes other than those stipulated, communicates them or uses them in breach of the instructions set out in this contract, it shall be liable for the infringements set out in Articles 70 et seq. of Organic Law 3/2018, of 5 December, on the Protection of Personal Data and the guarantee of digital rights, in which it has incurred.

All the actions carried out within MOAI LABS project must follow these ethic rules:

- Participants will be ensured with full protection for their personal data unless they agree otherwise. Moreover, participants will be informed that researchers shall protect them when desired. Personal data will be anonymized and pseudonymized, and not be shared with third parties. Data will be collected and stored securely.
- Participants will sign an informed consent that will provide as much information as possible about the project so that they can take an informed decision about their possible involvement and the continuation of their involvement. The purpose of the project will be explained both orally and through an information sheet. The consent form and information sheet which will be prepared shall be in the participant language and will use terms fully understandable to the potential participants. Participants will be asked to read, fill in, date and sign it in written declaring that they have read and understood the information.

- Informed consent must be expressed in written form, in clear, accessible, positive language, free from value judgments and must allow for the data subject's understanding and autonomy, namely regarding:
 - a) The purpose of data processing;
 - b) The identification of the controller;
 - c) The categories of personal data collected and processed;
 - d) The way in which personal data is collected and processed;
 - e) To entities to whom the data can be communicated;
 - f) The possibility of transferring data to other countries;
 - g) The period of retention of data;
 - h) The forms of exercising the right of access, rectification or forgetting.
- If participants inform the researchers of their decision to withdraw the consent which they may have given previously to participate in the action, either in the light of their experience of participating in the study, or as a result of the debriefing which takes place after data collection is complete, the researchers will proceed to permanently destroy the data provided.

The mere fact of participating in this Open Call means that the participants know and fully accepts the present rules.