Privacy via IT Security: Innovating Mobile App Competition is launched!

MAPPING project, December 1, 2015. A brand-new competition that gives young European innovators the chance to create or develop a contemporary app that will enhance privacy on mobile devices is underway. With a wide range of prizes awarded to the best proposals, including an amount of **20 000 EUR** for the overall winner and the chance to deploy the winning app onto the market, this competition provides a great opportunity for talented individuals with inspiring ideas to get involved in online security.

As one of the MAPPING project[1] activities, the competition addresses the requirement of society to deal with security threat encounters and the exposure of personal data through the call for innovative IT security tools which enhance **integrity**, **authenticity** and **confidentiality** of **personal data** in mobile and online environments. The detailed Call for Applications can be found at http://mapping-competition.uni-hannover.de/.

Judged by a jury of independent experts, the top three proposals will participate in a special Award Ceremony at **CeBit Scale11** on 14 March 2016 in Hannover, Germany. CeBit is one of the most prestigious annual Computer Expo events in the world, and a week-long workstation that is to be awarded to each of the three winners will give the three candidates a strong platform to market their app and generate interest from influential parties across the globe. The Award Ceremony, like the competition, will receive plenty of media coverage and will include a panel discussion and an extended introduction of the three winning apps, generating further exposure.

The general topic of the competition is **"Privacy via IT Security"**, thus the task of the competition is to enhance user privacy through developing an app for IT security on mobile devices in a range of sub-topics including privacy, services, anonymization, cyber security, authentication and block chain technology. Proposals could include new ideas or developments of existing apps, but must be topical and tailored to the requirements of this competition.

The deadline for submissions is **31 December 2015** and candidates can submit their initial proposal idea online via the competition website (http://mapping-competition.uni-hannover.de/submission.html) from 1 December 2015. Also a word template can be downloaded on the same web page that can be sent to mapping@iri.uni-hannover.de. All proposals must meet the basic eligibility criteria as outlined on the competition website, before subsequently entering a development stage whereby at minimum a ´proof-of-concept´ must be developed before the final submission. The jury will then evaluate the submissions using a variety of criteria, with each criterion assigned a weighting factor from 1 to 3 depending on its importance. The result of the competition will be based on the total overall score of each competitor.

Contacts:

Competition coordinator: Institute for Legal Informatics, Leibniz University Hanover (DE), mapping@iri.uni-hannover.de

Project coordinator: University of Groningen (NL), projectoffice@mappingtheinternet.eu

Dissemination coordinator: EPMA (CZ), info@mappingtheinternet.eu

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[1] MAPPING (Managing Alternatives for Privacy, Property and INternet Governance) is a Mobilisation and Mutual Learning Action Plan on Societal Challenges project and is funded by the European Union's Seventh Framework Programme for Research and Technological Developments. It is carried out by a consortium of 12 European organisations and 1 International organisation, coordinated by the University of Groningen, the Netherlands.