

OPEN CALL FOR START-UPS

Date: October 1 and 2, 2025

Venue: Greencities, FYCMA - Malaga Trade Fair & Congress Centre (Malaga, Andalusia, Spain)

Format: on-site

Language: English

Registration: before July 6, 2025, at 11:59 PM

GREENCITIES

The main business, networking and knowledge event for companies and territorial managers. Experts and leaders from technology companies, global institutions and governments connect at Greencities to address the challenges of sustainable development in cities and municipalities.

Advanced solutions in sustainability, mobility and digitalization for a new urban paradigm. Be part of the meeting where territories and companies come together to transform urban environments into more efficient and intelligent spaces.

Website: [Greencities, Urban Intelligence and Smart Mobility](#)

START-UP

An independent organisation, newly established or in its early stage, with great growth potential and aiming to create, improve and expand a scalable, innovative, technology-based product with high and fast growth.

OBJECTIVE

The objective of this call is to highlight and give visibility to start-ups leading projects and initiatives tackling the challenges of the urban agenda, thereby providing real solutions to the needs of municipalities, regardless of their size and geographical location.



PARTICIPATION REQUIREMENTS

1. Be seeking investment.
2. Have been incorporated as a company for no more than 5 years (as of January 1, 2025).
3. Correctly complete the registration form.
4. Not have benefited from this award in the past.
5. Be a startup with its registered office in one of the following countries:
 - Austria
 - Belgium
 - Bulgaria
 - Croatia
 - Cyprus
 - Czech Republic
 - Denmark
 - Estonia
 - Finland
 - France
 - Germany
 - Greece
 - Hungary
 - Iceland
 - Ireland
 - Italy
 - Latvia
 - Liechtenstein
 - Lithuania
 - Luxembourg
 - Malta
 - Norway
 - Poland
 - Portugal
 - Rumania
 - Slovakia
 - Slovenia
 - Spain
 - Sweden
 - The Netherlands
 - United Kingdom



EVALUATION COMMITTEE

The evaluation committee is composed of members from the following entities:

- Andalusia Entrepreneurship Foundation (Andalucía Emprende)
- Association of Scientific and Technological Parks of Spain (APTE)
- Business Agency for the Transformation and Economic Development of Andalusia (TRADE)
- Conexo Ventures
- Deloitte
- Finnova
- HNA
- Málaga City Council
- Madrid World Capital
- National Hub of Digital Content
- Official College of Surveyors and Technical Architects of Malaga (COAAT)
- Official College of Telecommunication Engineers of Western Andalusia and Ceuta (COITAOC) and Association of Telecommunication Engineers of Western Andalusia (ASITANO)
- Official College of Telecommunication Engineers of Eastern Andalusia and Melilla (COIT-AORM)
- Polo Nacional de Contenidos Digitales
- Promalaga
- Solvere Capital
- Technological Corporation of Andalusia (CTA)
- Tecnalía Ventures
- University of Malaga (UMA)

SELECTION CRITERIA

The criteria that the evaluation committee will consider for the pre-selection of candidates are as follows:

- Market visibility
- Scalability
- Cleantech. Environment impact
- Suitability of the human team
- Adaptability to any size of municipality and its resources
- Degree of innovation and applied technology



SELECTION PROCESS

REGISTRATION (until July 6, 2025, at 11:59 PM)

Interested start-ups must **complete the pre-registration** on the official SIMED website. After pre-registration, they must access the private area of the platform where they must fill in the **specific form**.

PRE-SELECTION (July 16 to August 6, 2025)

The evaluation committee will select **10 start-ups** which will meet the evaluation committee online on **August 6, 2025, from 10:00 AM to 12:00 AM**. During this session, each start-up will have **5 minutes for a brief presentation** and **3 minutes to answer questions** from the evaluation committee.

Thereafter, the committee will select the **5 start-ups** that **will present** at Greencities 2025.

FINAL SELECTION OF THE WINNER

The organization will contact the selected start-ups **from august 8, 2025**. To retain the right to the acquired benefits, the start-ups must confirm or decline **before august 20, 2025**. If any of the selected start-ups cannot participate or do not confirm before the deadline, they will lose this right, and the organization reserve the right to contact the next highest-rated start-up(s).

The selected start-ups will make their presentation at Greencities on **October 1, 2025**. This pitch will be attended by a specialized audience, consisting of the evaluation committee, investors, municipal technicians and corporates, who will vote on-site for the best start-up of Greencities 2025. The winner will be announced on October 2, 2025, during the award ceremony.



BENEFICIOS DE PARTICIPACIÓN

REGISTERED START-UPS

All start-ups registered in the call and meeting the requirements will benefit from **an access pass**.

SELECTED START-UPS

- Two Access passes to Greencities 2025
- Access to the networking agenda: a tool that allows requesting more than 30 B2B meetings with other visitors, potential partners and investors during the event.
- A 6-minute presentation in front of investors, experts and municipal technicians (3 min pitch + 3 min questions).

WINNING START-UP

- Money Prize: 1.000€ ¹
- Branding:
 - Visibility on social media as the winning start-up of Greencities 2025.
 - Mention in the press release.
 - Inclusion of its logo on the official event website.
- Participation in Greencities 2026:
 - Presence in the exhibition area with an attention-point.
 - 6 access passes as professional visitors, access to the exhibition area and forums.
 - A 10-minute presentation in the content programme, to share the experience and project continuity.
 - One access to the networking agenda: a tool that allows requesting more than 30 B2B meetings with other visitors, potential partners and investors during the event.

¹Subject to current withholding taxes.



KEY DATES

The execution of this call will proceed with the following dates:

- Submission of applications: until July 6, 2025, at 11:59 PM.
- Evaluation: from July 16 to August 6, 2025.
- Online presentation for the evaluation committee: August 6, 2025.
- Notification of selected proposals: from August 8, 2025.
- Deadline to confirm or decline participation in the event: before August 20, 2025.
- Presentations, final voting and the award ceremony will take place during the scheduled activities of the event.

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ⁱParticipation in this Call implies full acceptance of the official rules.

