

## V OPEN CALL FOR STARTUPS

**Date:** September 15-16, 2026

**Location:** Greencities, FYCMA - Palacio de Ferias y Congresos de Málaga (Spain)

**Format:** In person

**Idioma:** The official language of the call is English. This applies to the application form, all supporting documents, and any presentations given to the evaluation committee or during the event.

**Registration deadline:** June 25, 2026 at 23.59 h. [Call for startups - Greencities](#)

### GREENCITIES

The leading business, networking, and knowledge event for companies and territorial managers. Experts and representatives from technology companies, global institutions, and governments come together 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 event where territories and companies join forces to transform urban environments into more efficient and intelligent spaces.

**Web site:** [Greencities - Urban Intelligence and Sustainability Forum](#)

### STARTUP DESCRIPTION

The purposes of this call, a startup or emerging company shall be understood as an independent legal entity that is newly created or recently established, and that develops an innovative entrepreneurial project with a scalable business model, in accordance with the terms set out in Law 28/2022, of 21 December, on the promotion of the ecosystem for emerging companies.



## OBJETIVE OF THE CALL

The purpose of this call is to highlight and give visibility to startups that are leading projects and initiatives addressing the challenges of the urban agenda, thereby offering real solutions to the needs of municipalities, regardless of their size or geographical location.

Priority will be given to solutions applicable to urban and municipal environments in areas such as sustainability, energy, water, waste, mobility, decarbonization, urban governance, resilience, digitalization of public services, and smart infrastructures, among others.

## AWARD

Greencities Award for the Best Innovative and Technological Solution

## EVALUTION COMMITTEE

The **evaluation committee** is composed of one representative from each of the following entities:

- Andalusian Agency for Business Transformation and Economic Development (TRADE)
- Andalucía Emprende
- Andalusian Technology Corporation (CTA)
- Association of Science and Technology Parks of Spain (APTE)
- Conexo Ventures
- Deloitte
- Finnova
- HNA
- Madrid World Capital
- Málaga City Council
- Official Association of Quantity Surveyors and Technical Architects of Málaga (COAAT)
- Official Association of Telecommunications Engineers of Eastern Andalusia and Melilla (COIT-AORM)
- Official Association of Telecommunications Engineers of Western Andalusia and Ceuta (COITAO) and Association of Telecommunications Engineers of Western Andalusia (ASITANO)
- Polo Nacional de Contenidos Digitales
- Promálaga



- Solvere Capital
- Tecnalía Ventures
- Unicaja Foundation
- University of Málaga (UMA)

## PARTICIPATION REQUIREMENTS

1. Be actively seeking investment
2. Have a maximum age of 5 years from the date of registration in the Commercial Registry (7 years for biotechnology, energy, industrial or strategic sectors) as of 1 January 2026, in accordance with the [BOE \(Ley 28/2022\)](#) (content not available in English)
3. Correctly complete the registration form and provide the information required for the evaluation of the Application
4. Not have been a beneficiary of this award in previous editions.
5. If selected as a finalist, it will be an essential requirement to attend Greencities in person.
6. Have their registered office in one of the countries admitted in the call.<sup>i</sup>

## SELECTION CRITERIA

Each member of the Evaluation Committee shall assess the submitted applications individually, applying the following indicative criteria to determine their quality and relevance. These criteria are non-exhaustive and non-exclusive:

- **Impact on urban and territorial development**  
The extent to which the proposed solution addresses key challenges faced by cities and municipalities, and its potential to generate measurable positive outcomes.
- **Market viability and deployment potential**  
The maturity of the proposed solution, including its potential for further development, market uptake, and long-term sustainability.
- **Scalability and replicability**  
The capacity of the solution to be scaled, replicated, or adapted across different territorial, socio-economic, or administrative contexts.



- **Quality and suitability of the project team**  
The adequacy of the team’s expertise, experience, and operational capacity to successfully implement and drive the proposed initiative.
- **Innovation dimension and technological soundness**  
The degree of innovation embedded in the proposal and, where relevant, the added value provided by the technological components or methodologies applied.
- **Environmental performance and cleantech contribution**  
The contribution of the solution to environmental sustainability, climate neutrality, resource efficiency, or other cleantech objectives.
- **Adaptability to municipalities of varying sizes and capacities**  
The feasibility of implementing the solution in diverse municipal contexts, including those with limited resources or smaller populations.

## SELECTION PROCESS

### REGISTRATION (April 22 – June 25, 2026)

Applicants must complete the **pre-registration** on the official Greencities website. They will then receive login credentials by email to access the **private area** and complete the project form **within the deadline**.

### EVALUATION PHASE (June 26 – July 15, 2026)

The evaluating committee will review all proposals that meet the participation requirements and have correctly completed the form. Based on this assessment, 10 startups will be selected.

The 10 selected startups will be contacted for the online session **starting July 16, 2026**. To retain their benefits, finalists **must confirm or decline participation by June 21, 2026**.

### SELECTION PHASE (July 28, 2026)

The **10 startups** with the highest evaluation scores will **meet with the Evaluation Committee** in an online session on **28 July 2026 between 10:00 to 12:00 AM**. During this session, each startup will have **5 minutes for a brief presentation** and 3 minutes to answer questions from the committee. Following this session, the committee will **select the 5 startups** which will give their presentation **within the framework of Greencities 2026**.



### COMMUNICATION PHASE (July 29 – August 05, 2026)

The organisation will contact the 5 finalist startups **starting July 29, 2026**. To retain their right to the associated benefits, they **must confirm or decline their participation by August 05, 2026**. Failure to confirm will result in forfeiture of benefits, and the organization may contact the next highest rated proposal(s).

### FINAL EVALUATION PHASE (September 15 – 16, 2026)

The selected startups will have a **3-minute pitch**, followed by 3 minutes for questions, within the framework of Greencities on **September 15, 2026**. The pitch will take place before a specialised audience composed of the Evaluation Committee, investors, municipal technicians, and corporates, who will **vote on site** for the best startup of Greencities 2026.

The **winner** will be **announced on September 16, 2026**, during the closing ceremony and awards presentation.

### PARTICIPATION BENEFITS

BENEFITS	REGISTERED	10 SELECTED	5 FINALISTS	WINNER
Professional visitor pass	1	1	2	2
Professional visitor pass + Networking Agenda		1	1	1
Online pitch 5' presentation + 3' Q&A		✓	✓	✓
On-site pitch 3' presentation + 3' Q&A			✓	✓
Visibility package and promotional actions for finalists			✓	✓
Cash Prize € 1.000				✓
Visibility package and promotional actions for the winner				✓
Featured participation in the next edition of Greencities				✓

### REGISTERED PROPOSALS



All startups registered in the call and meeting the requirements will receive an **access pass**.

### 10 SELECTED STARTUPS

- One professional visitor pass for Greencities 2026
- One professional visitor pass with access to the networking agenda (tool for requesting B2B meetings with visitors, potential partners, and investors during the event)
- Online pitch: 5-minute presentation + 3 minutes for Q&A before the evaluation committee

### 5 FINALIST STARTUPS

- Two professional visitor passes for Greencities 2026
- One professional visitor pass with access to the networking agenda
- On-site pitch at the event: 6-minute presentation + 3 minutes for Q&A before investors, experts, and municipal technicians
- Visibility and promotional package:
  - Mention in the official event press release as a finalist
  - Inclusion on the Greencities website as a finalist startup
  - Presence in the digital participant catalog

### WINNING STARTUP

- Cash prize of €1,000
- Visibility and promotional package:
- Social media visibility as the Greencities 2026 winning startup
  - Mention in the official press release
  - Logo included on the official event website
- Participation in Greencities 2027:
  - Presence in the exhibition area with an information point
  - 6 professional visitor passes with access to the exhibition area and forums
  - 1 professional visitor pass with access to the networking agenda (official online tool submitting meeting requests prior to the event with professional visitors and exhibitors. All meetings take place on-site during the event)
  - 10 minutes presentation in the content program to share the experience and project continuity

### KEY DATES



The execution of this call will follow the schedule below:

- **Submission of applications:** April 22 to June 25, 2026 at 23:59
- **Evaluation:** June 26 to July 15, 2026
- **Notification of the 10 selected startups:** July 16 – 21, 2026
- **Online presentations before the evaluation committee:** July 28, 2026
- **Notification of selected proposals:** from July 29, 2026 onward
- **Deadline to confirm participation:** before August 05, 2026
- **Final presentations, voting, and award ceremony will take place within the official program of the event**

## VERIFICATION OF INFORMATION AND EXCLUSION OF APPLICATIONS

The organization may verify, at any stage of the process, the accuracy of the data and information provided by participating entities, as well as compliance with the requirements established in these terms. Additional supporting documentation may be requested whenever deemed necessary.

Any essential inaccuracy, falsification, or omission in the data or information included in the application or submitted documentation — as well as failure to provide required documents within the indicated timeframe, non-compliance with eligibility requirements, or inability to properly substantiate the declared information — may result in the rejection, exclusion, or loss of the status of selected, finalist, or winning candidate, depending on the phase in which the issue is detected. This is without prejudice to any other actions that may apply.

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<sup>i</sup> Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Norway, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, and United Kingdom.

<sup>ii</sup> Participation in this call implies full acceptance of the official terms and conditions.