

Citython is a datathon applied to urban and metropolitan data (gentrification).



THE CHALLENGE

Management of crowded public spaces.

The challenge of the Citython is to propose management and intervention strategies for the most visited touristic spaces in Barcelona. These spaces are often overcrowded, due to the opportunities and facilities they offer: mobility nodes, tourism, leisure and commercial activities and many different events. Because of the touristic use and the overcrowding at these spaces, specific tools of management are needed which would guarantee a normal life to the locals. Tourism needs to be integrated as a transversal element to urban planning.

The consequences of the growth of public space usage are problems and challenges such as: specialization of the services, activities or exceptional uses aimed at the tourists, or at the huge volume of mobility and the difficulty of the locals to lead a normal life.

For this reason, an analysis of urban data is required which contemplates the dimensions of time and space in order to give a solution to the overuse of the public spaces through proposals that have as many goals as possible:

- Improve the collection of data and information in real time for better decision-making and planning of spaces.
- Improve the accessibility to the overcrowded public spaces and the management of the flow of visitors.
- Reduce the pressure in the public spaces, especially the pressure during events taking place at these spaces.
- Decrease the overuse of crowded spaces.
- Promote civic behaviours.
- Promote the awareness of the user towards a responsible and respectful use of space;
- Encourage the protection or recovery of tangible and / or intangible heritage elements in ordinary landscapes.
- Identify informal or non-normalized uses that generate negative externalities and propose the corresponding action measures.
- Promote anti-gentrification measures and strategies.
- Support the decision-making of policies and programs for the management of the phenomenon.

- Develop integrative strategies for economic activities which involve different stakeholders in order to create liveable and vibrant spaces.
- Emphasize on the urban design and urban planning to propose useful solutions for these spaces.
- Propose intervention strategies to improve the security in the overcrowded spaces.
- Foster and enhance community participatory processes.
- Promote local economic development strategies which fit the needs of the residents and the territory.

Key subjects:

- Public space;
- Gentrification;
- Tourism/mobility;
- Local business.

AWARDS

AWARD BARCELONA - 1500 euros

An award for the best long-term approach (policy / strategy), that intervenes at city scale, and is adapted for the city of Barcelona

AWARD BIT HABITAT - 1500 euros

An award for the best idea with the ability to implement it and replicate it in contexts of global cities with similar conditions.

AWARD CISCO - 1500 euros

Award for the best technological proposal for immediate implementation (service / product).