

Bocconi

**B4DPA
BOCCONI FOR DIGITAL PUBLIC
ADMINISTRATION AWARD**

Guidelines for project submission

Edition 2018/2019



Università
Bocconi
MILANO

Please read the following guidelines carefully before submitting the project proposal for the "Bocconi for Digital for Public Administration Award."

This document contains all the necessary instructions for the correct submission of the project and its content.

BASIC INFORMATION

Registration closes and proposal due: **13 January 2019 (11:59pm)**

Language: Italian or English

How to register and submit proposal: complete all sections of the **form available online**

Pre-Registration

The project representative must pre-register the group and its members in order to receive a unique code to permit submission of the proposal.

Pre-registered groups may have the opportunity for consultation with mentors while formulating their proposals.

Submission

By 13 January 2019 (11:59pm), the pre-registered groups must prepare and submit a proposal structured into two documents as detailed below.

For more information, please see the [Rules](#).

SUPPORTING DOCUMENTS

A complete project submission requires 2 documents:

- **PRESS RELEASE** of one page (maximum 600 words) with the aim of communicating to citizens and

the public in general the distinctive elements of the project and its expected impact on the territory (in the short and long term);

Tips for submission:

- **The title should be clear, simple, and should summarize the objective of the press release in a few key words;**
- The introduction should capture the reader's attention and concisely explain the project;
- Paragraphs should be simple and methodical;
- The language used should be easily read and understood by a wide public audience;
- The results sought through the project and the public value generated should be explicit.

- **PROPOSAL** of a maximum of 4 pages (2,000 words excluding additional materials such as tables, graphs, appendices) which illustrates the objectives, content, expected results, phases and timeline of the project.

The following structure is suggested for the proposal submission:

- Title: as will appear when project is presented and shared;
- Synthesis: Presentation of the distinctive elements of the project proposal (maximum 200 words) with clear explanation of how it will promote change and innovation processes in Public Administration in Italy;
- Objectives: details of the objectives sought via the proposed project. The objectives should address the short and long term and must be concretely pursued;



- Project contents: indicate the environment where the project will be applied, how the project will be realized, creative/innovation aspects of the proposed project. Regarding this last point, specify what will be the level of realization of the identified objectives, especially in light of possible external dynamics.

The project content must be **SMART**:

Specific regarding the goals of the B4DPA competition;

Measurable in terms of proposed objectives;

Aligned with the needs of the Public Administration;

Relevant to the context of digital transformation of the PA in Italy;

Time-bounded, that is, with a specific timeframe.

- Expected results, phases, timing: explain the expected results of the whole project by defining a set of measurable qualitative and quantitative indicators. Within the document, please detail the method of execution, measurement/evaluation of the results in relationship to the initial objectives and specify the various phases/timeframe (images and graphics such as Gantt may be used).

EDITORIAL NOTES

Recommended format for the submission of the supporting documents ("Press Release" and "Proposal"):

- **Font and spacing:**
 - Single spacing
 - Font size: 11 pt.
 - Alignment: Justified
- **Additional materials:** in addition to the proposal (maximum 6 pages/4000 words), it is possible to include at the end of the uploaded document images, tables of text, app screenshots etc. to improve the comprehension of the proposed project. The uploaded document may not be more than 4MB;
- **References:** bibliographical references must be cited within the body of the text and listed in the bibliography;
- **Footnotes:** the use of footnotes should be limited to the explanation of specific terminology.

