



SMART • Challenge !

Ideate. Iterate. Experiment.

REGULATIONS 2026

This regulation is deemed to be known, understood, and unconditionally accepted by any person submitting an application to the SMART Challenge 2026.

The organizer reserves the right to modify these regulations at any time if circumstances require it. Any modification will be communicated to participants through publication on the official SMART Challenge channels.

1. Purpose of the Challenge

CimArk (hereinafter referred to as the “organizer”), together with the partners of the SMART Confluence ecosystem, is organizing the SMART Challenge 2026, a call for projects dedicated to the theme of movement and daily physical activity.

The SMART Challenge 2026 aims to bring forward ideas, concepts, services, products, approaches, or innovative projects that address concrete issues related to promoting movement, reducing sedentary behavior, and encouraging more active lifestyles.

The Challenge also seeks to identify high-potential initiatives and support their transformation into concrete projects, in particular through tailored support, networking with relevant stakeholders, and, where appropriate, financial support.

2. Challenge Process

The SMART Challenge 2026 takes place in two phases:

1.

OPEN CALL - CALL FOR IDEAS

Individuals or teams with ideas or projects are invited to submit their application via the online form available on the official Challenge page: smartconfluence.ch/appel-a-projets/smartchallenge.

Only complete applications, submitted within the deadline and in compliance with these regulations, will be considered.

The organizer conducts an initial review of the applications in order to verify their eligibility and identify the preselected projects.

2.

PITCH DAY - EVALUATION, SELECTION AND SUPPORT

Preselected candidates are invited to present their proposal during a pitch session in front of a jury composed of representatives of the organizer, Challenge partners, and, where applicable, invited experts.

At the end of this phase, the jury selects one or more winners.

The selected projects may benefit from financial support, tailored guidance, and networking opportunities to support their development.

3. 2026 Theme

The 2026 edition of the SMART Challenge is dedicated to the theme “Promoting movement and daily physical activity.”

Despite growing awareness of the benefits of physical activity, and the existence of infrastructure and available offerings, a significant portion of the population remains insufficiently active.

The main challenge lies in the ability to integrate movement into everyday life contexts and to facilitate the transition to action.

The SMART Challenge 2026 encourages innovative, practical approaches grounded in real-world contexts, aimed at making movement more accessible, attractive, and sustainably integrated into lifestyles.

Proposals must address at least one of the following challenges:

Challenge 1

GETTING THE POPULATION MOVING IN DAILY LIFE

Despite growing awareness of the benefits of physical activity, it is often pushed aside due to everyday constraints.

Challenge

To sustainably integrate physical activity into people’s daily lives by adapting to lifestyles, increasing the attractiveness of activities, and removing barriers to engagement.

Particular attention will be given to approaches that:

- Offer forms of movement that are accessible, flexible, and not restrictive;
- Leverage behavioral, social, or cultural drivers that encourage people to take action.

Défi 2

TRANSFORMING SPACES INTO PLACES FOR MOVEMENT

Many infrastructures and public spaces already exist (schoolyards, parks, streets, buildings, sports facilities), but remain underused. The issue is not a lack of supply, but rather how these spaces are used, their attractiveness, and how they are embraced by the population.

Challenge

To transform existing, underutilized spaces into attractive, accessible places that actively encourage movement and are genuinely used by the population.

Particular attention will be given to projects that:

- Promote regular and long-term use;
- Build on real practices and local dynamics.

Proposals must demonstrate their ability to be tested and implemented quickly in a real-world context. They must provide a useful, practical response adapted to the realities of the target audiences.

4. Eligibility Criteria

4.1. Eligible Project Leaders

The Challenge is open to any individual or legal entity, team, collective, start-up, company, association, academic institution, or other organization, in Switzerland or abroad.

Applications are only accepted if the submission is complete and submitted within the specified deadlines.

Candidates preselected at the end of the open call (phase 1) commit to being present in Sion (Switzerland) for the pitch session (phase 2) and to participating in the entire program in order to fully benefit from the network and services offered as part of the SMART Challenge.

Participation implies full and unconditional acceptance of these regulations.

5. Timeline

- **April 21, 2026:** Launch event and opening of applications
- **May 31, 2026:** Application deadline
- **June 9, 2026:** Pitch session before the jury and selection
- **End of June 2026:** Announcement of the winners
- **From early July 2026:** Project development and support phase

The organizer reserves the right to modify this schedule.

6. Application Procedures

Applications must be submitted via the online form, in French, German, or English, available at the following address: <https://smartconfluence.ch/appel-a-projets/smartchallenge>.

Anyone submitting an application agrees to provide all the information necessary for the evaluation of their proposal. An incomplete application or one that does not meet the requirements of these regulations may be rejected without detailed review.

Any request for information regarding the SMART Challenge must be sent exclusively by email to contact@smartconfluence.ch.

Participation in the Challenge is free of charge.

Any costs related to the preparation and submission of the application, travel, or participation in events shall be borne by the candidates, unless otherwise decided by the organizer.

7. Evaluation Criteria

Applications are evaluated in particular based on the following criteria:

1. Relevance and alignment with the defined challenges

The ability of the proposal to address the identified issue.

2. Innovative or creative nature

Originality of the idea, novelty of the approach, or added value compared to existing solutions.

3. Feasibility

Realism of the development, feasibility of implementation, adequacy of resources, and accessibility for the target audiences.

4. Scalability and impact

Potential for deployment, medium- to long-term sustainability, and social, cultural, educational, sports-related, territorial, or public health impact.

5. Clarity of the proposal and motivation

Quality of the presentation, coherence of the idea, and the candidate's motivation to collaborate with the organizer and the Challenge partners.

8. Application Selection Process

The organizer conducts an initial eligibility check of the applications.

Eligible applications are then reviewed and evaluated by a jury composed in particular of:

- representatives of CimArk SA (organizer of the Challenge);
- SMART Challenge partners;
- where applicable, experts or qualified individuals related to the theme.

Preselected candidates are informed personally by email and invited to present their proposal during a pitch session held on June 9, 2026. The physical presence of at least one representative of the project is mandatory.

The decisions of the selection committee and the jury are confidential and final. The organizer is not required to provide individual justification for its decisions.

9. Pitch Day Session Process

Preselected project leaders are invited to present their proposal during the Pitch Day as part of an in-person session before a jury. The physical presence of at least one representative of the project is mandatory.

Each project is given a presentation slot, followed by a discussion with the jury to further explore the proposal and assess its relevance.

The Pitch Day aims to select one or more winners based on a demonstration of the project's potential, particularly in light of the evaluation criteria defined in Article 7 of these regulations.

Detailed information regarding the day (schedule, timing, presentation format) will be communicated at a later stage to the selected projects.

The main language of the event is French. However, presentations may be delivered in French, English, or German.

10. Selection of the Winners

At the end of the candidate presentations during the evaluation phase, the jury meets to select one or more winners based on the quality of the proposals received, their development potential, and their alignment with the objectives of the SMART Challenge 2026.

The jury may decide to:

- not select any project if the quality of the applications is deemed insufficient;
- select multiple winners;
- freely allocate the available support among the selected winners.

Candidates are informed of the results by email and/or telephone before the end of June 2026.

The deliberations are confidential, and the jury, acting at its sole discretion, is not required to justify its decisions.

11. Nature of Support and Awards

Winning projects may benefit from all or part of the following support:

- A prize of up to CHF 20,000 in the form of financial support and tailored guidance to transform the idea into a concrete project;
- Networking opportunities with relevant partners and experts;
- Priority access to a testing environment;
- Regional visibility as part of the communication related to the SMART Challenge.

The organizer freely defines, together with the selected winners, the terms of payment, allocation, and phasing of the support.

The prize or support granted may not be exchanged or converted in any way not *предусмотрен* by the organizer.

SMART Challenge partners may express interest in hosting experiments or pilot projects, without this constituting any contractual commitment. Any subsequent collaboration will be subject to separate agreements.

12. Commitments of the Candidates

Each candidate agrees to:

1. Provide accurate, truthful, and complete information;
2. Comply with the application deadlines and procedures;
3. Hold the necessary rights to the submitted materials;
4. Accept that their proposal will be reviewed by the selection committee and the jury;
5. Be available for any request for additional information;
6. Participate in the stages of the selection process, in particular the pitch session if preselected;
7. Authorize the use of non-confidential elements of their proposal for communication purposes;
8. Refrain from making any claims regarding the jury's decisions;
9. Waive any right to compensation in the event of modification, postponement, or cancellation of the competition.

13. Intellectual Property and Confidentiality

Candidates retain ownership of the intellectual property rights related to the proposals they submit, subject to any pre-existing third-party rights.

Each candidate guarantees that their proposal does not infringe any third-party rights and that they hold all necessary authorizations to submit it במסגרת the SMART Challenge 2026.

Submitting an application does not imply any transfer of intellectual property rights to the organizer or the partners.

Exchanges taking place within the framework of the Challenge, including with partners, pilot municipalities, experts, or jury members, do not constitute any contractual commitment regarding collaboration, funding, experimentation, or exploitation, unless formalized through a separate agreement.

Information expressly identified as confidential will be handled with discretion, to the extent necessary for the evaluation and communication of the Challenge.

14. Modification, Postponement or Cancellation

The organizer reserves the right to modify, postpone, shorten, or cancel the SMART Challenge 2026 if circumstances require it. The organizer cannot be held liable in this regard.

15. Liability

The organizer cannot be held liable for:

- any technical issue affecting the submission of applications;
- any application that is not received, incomplete, or illegible;
- any indirect damage related to participation in the Challenge;
- the lack of implementation, funding, or deployment of a submitted proposal.

16. Disputes

These regulations are governed by Swiss law. The organizer has sole authority to interpret these regulations and to resolve any disputes related to the SMART Challenge 2026, within the limits of applicable law.

The jury's decisions regarding the evaluation of applications, the selection of projects, and the designation of winners are final and do not require individual justification. They may not be contested, except in the case of a clear violation of applicable law.