



Euroregió Pirineus Mediterrània
Eurorégion Pyrénées-Méditerranée
Euroregión Pirineos Mediterráneo

PRESS RELEASE

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Haiku, awarded with the Prize of Innovation in Tourism of the Miro in Cube 2019 contest

Focused on improving the safety for women traveling alone, the project was awarded with € 5,000

Given during the 4YFN Fair in the framework of the Mobile World Congress in Barcelona, the prize aims at stimulating innovation among young tourism companies in the Euroregional territories

The **Euroregion Mediterranean Pyrenees** has awarded **Haiku**, the winning project of the Miro in Cube contest 2019. Haiku is based on an application that aims at increasing safety at itineraries for women who travel alone. It will provide safer circuits for visits and accommodation, a contact network with other female travelers and a telecare button in case of facing dangerous situation. The Euroregional Prize consists of **5,000 euros of financial support** to develop the project.

The idea comes from the current edition of **Miro in Cube**, a contest in the form of a hackathon where participants have to create a startup related to the management of tourist flows in 56 uninterrupted hours. In this edition, 69 candidates have participated with 9 projects that have been developed simultaneously in the three incubators of the Euroregion: the headquarters of the University of Perpignan Via Domitia, in Occitania; the Parc BIT, in the Balearic Islands and the Canodrom of Barcelona, in Catalonia.

The **Euroregional Prize of Innovation in Tourism** is born with the aim of stimulating innovation and competitiveness in tourism regarding to reward startups or young companies in this field; facilitate the relationship between professionals to improve the supply of services and products and strengthen the network that makes up the business tissue of the Euroregion territories.

Managed by the University of Perpignan within the framework of the Miro program, the **Miro in Cube contest** aims to conceive innovative ideas to promote individual and collective awareness of the impact that tourism has on our society and thus to contribute in providing solutions to mitigate the ecological footprint derived from mobility, preserving cultural heritage or facing problems of overcrowding and security, among others.

The delivery ceremony took place during the **fair 4YFN** in the framework of the **Mobile World Congress** in Barcelona. It was attended by the vice president of the Government of the Balearic Islands, Isabel Busquets; the deputy director of the regional tourism committee of the Occitan region, Igor Knibiehly; the director of the Catalan Tourism Agency, Patrick Torrent and the general director of the Mediterranean Pyrenees Euroregion, Xavier Bernard-Sans.

The **fair 4YFN** (Four Years From Now) takes place during the **Mobile World Congress (MWC)**, and it is the most important startup fair in Spain and one of the most important in Europe. It represents a space for exhibition and meeting point between startups, investors and companies in order to establish connections between them and, therefore, the possibility of carrying out new business projects. The Mobile World Congress is the world's most

important annual trade fair for the mobile telephony industry in Barcelona, considered the world capital.

The Euroregion Pyrenees Mediterranean (EPM)

The Euroregion Pyrenees Mediterranean is a cooperative political project founded in 2004 with the support of the European Union. Currently its members are the Government of the Occitania Region the Government of Catalonia and the Government of the Balearic Island who has been exercising the rotatory presidency since February 2019. The Pyrenees Mediterranean Euroregion has developed a roadmap for the three-year period 2018-2020 which, among others, comprises the following objectives:

- a) To work for and together with citizens and territory
- b) To develop the Euroregion Innovation eco-system
- c) To contribute to the sustainable development of the territory
- d) To foster the Euroregional identity

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