



This project is funded by the European Union

An App for Albinism Mobile Application Contest €1000 Prize

About the Competition

Albinism organisations across Europe are participating in the collaborative project “ASOCIACIÓN ESTRATÉGICA DE JÓVENES EUROPEOS CON ALBINISMO” (AEJEA), intended to produce outputs which benefit people with albinism and their families.

This project is funded with European Union (EU) ERASMUS+ funding.

Part of the project will consist of a contest aimed at Mobile Application (App) developers.

Developers will be invited to design a mobile application specifically aimed at people with albinism, with a €1000 prize offered to the best submission.

About Albinism

Albinism is a comparatively rare genetically inherited group of conditions which results in a reduction or complete lack of pigment (colour) in the skin, hair and eyes of people with the condition. This can result in pale skin which burns easily in the sun, virtually white hair, very severe short-sight and photophobia (a severe sensitivity to light).

Most people with albinism lead normal, fruitful and happy lives, but will often need additional tools to assist them in their daily lives, particularly to deal with the effects of visual impairment.

These tools can be as simple as a magnifier for reading small text or a telescope for long distance viewing, but the development of smartphones has opened up many exciting possibilities.

Common examples include using the camera built into most smartphones as a digital magnifier, or using GPS navigation software and public transport applications to help navigate unfamiliar areas.

Generally people with albinism will have some degree of vision, and would not consider themselves as 'blind'.

Many existing smartphone applications designed for visually-impaired people rely on speech for input and output, but for someone with albinism, this may not be the most appropriate solution. Many people with albinism would much prefer applications which use larger text or higher contrast to improve readability.

During the contest, a group of people with albinism will be available for developers to contact and ask questions about how albinism affects their day-to-day lives.

Qualifying Criteria

For an application to qualify it must meet the following criteria:

- The primary aim of the application should be to improve the day-to-day lives of people with albinism and their families. However, additional benefits to the wider community will also be considered when judging. Suggested areas could include (but are not limited to):
 - Mobility (getting around town or accessing public transport)
 - Independent living (cooking, household chores)
 - Shopping
 - Improving access to printed materials (books etc)
 - Improving access to leisure and entertainment activities
- The application must be able to run natively on one or more of the following platforms, without the need for rooting or jailbreaking the device:
 - Apple iOS 8 or greater
 - Google Android 5.0 'Lollipop' or greater
 - Windows Phone 8 or greater or Windows 10 Mobile
- Alternatively, entrants may submit a web application designed specifically for mobile use, as long as it contains an interactive component.
- Applications can be aimed at phones, tablets or both.
- The applications should not already be available on any existing application marketplace (e.g. Google Play, Apple App Store).
- Entries are welcomed from private individuals, teams of individuals or commercial organisations.
For apps developed by more than one person, the developer(s) will be expected to agree how they will split the prize fund between themselves.
- The app must be the own original work of the developer(s) and should not infringe upon the intellectual property of any other third party. Use of publically available libraries is acceptable. The App will be under a creative commons Attribution-NonCommercial-ShareAlike licence

- The application should be appropriate to a pan-European audience. Applications should be written in English, though support for other languages is encouraged.
- If the app is location-specific, the Developer should be able to demonstrate the application working in Milan, Italy using simulation to provide data if necessary.

Validity of an entry is at the discretion of the judges, and the organisers may reject any application that they do not feel meets these criteria.

How the contest will be judged

Application developers will be asked to submit detailed information about their application and a five minutes demonstration video by 07 March 2016. A panel of experts, drawn from the European Albinism Organisations and the mobile technology sector will review all of the entries and shortlist between 2 and 10 applications that they think will offer the greatest benefit to people with albinism.

- The developer(s) of each of the shortlisted applications will be invited to prepare the presentation for their applications that will be done via Skype during the Meeting of Young People With Albinism on April 2016 in Milan, Italy. This meeting will be attended by people with albinism, aged 18-30, from across Europe, who have been selected to attend by their local albinism support organisation.

Developer(s) will have 15 minutes to present their application to the attendees. The application should be fully functional and be demonstrated on a suitable mobile device, though use of videos and slides will also be allowed. The presentations should be in English, but presenters should allow for the fact that it will not be the first language of many of the attendees.

After the presentations, the young people with albinism and some members of the associations will vote for their favourite application. The application with the most votes will be declared the winner and the developer(s) will receive the €1000 prize fund.

How to enter

Please send your entry form to erasmusplus@albinismo.es by 07 March 2016.

Further Information

For further information on the contest please contact erasmusplus@albinismo.es



Erasmus+

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Entry Form An App For Albinism - Contest Entry Form

Names of Developer(s) (If the app is being developed by a company or other commercial organisation, please provide also the name of a contact who will be leading the development)	
Postal Address	
E-Mail	Telephone Number
Name of Application (This can be a working title which can be changed later)	
Application Platform (Operating system & type of hardware that your app is aimed at)	
Application Overview (Please give a brief overview of what your application will do and why you think it will benefit people with albinism)	
Please send completed entry forms to erasmusplus@albinismo.es by 7 March 2016	