

CALL FOR MISSION INTEREST:

What is the App2Action Challenge?

Housed under the USAID-funded, ICMA [CityLinks](#) program, the [App2Action Challenge](#) brings together software developers, designers, and subject-matter experts to develop phone- or web- based tools that help address water and/or sanitation hygiene ([WASH](#)) challenges in a local community.

App2Action Goals:

- ◆ **Enhance municipal decision-making** and quality of services by increasing the use of technology and data.
- ◆ **Address WASH challenges** in municipalities by developing innovative software solutions that utilize data for municipal government use and provide tools replicable through USAID programs.
- ◆ **Build connections** between community members, civic organizations, the private sector, and local government to foster transparency, civic engagement, and multilateral collaborations.
- ◆ **Create a replicable model** of App2Action as a tool for Missions and local governments in developing collaborative locally tailored technical solutions.

App2Action Structure:

The App2Action Challenge is comprised of three phases that take place over a six to nine month period:

- 1. Tech Jam** - brainstorming session between local water and sanitation sector experts, local government officials, and software developers
- 2. App Challenge** – two to three month period when participants remotely develop a tool, then submit a video demonstration or presentation to a panel of judges
- 3. Incubation** - three month test/implementation period of the winning application

This structure can be tailored to the needs and infrastructure capacity of the hosts and Mission.

App2Action Premise:

The App2Action Challenge is a unique civic innovation model that tailors the mechanism of an international smart app challenge to the local level by:

- ◆ Working directly with the local government and Mission to identify a specific WASH challenge that is relevant and necessary to the community
- ◆ Creatively using publically available resources and tools to develop a practical, replicable model for future use
- ◆ Focusing efforts on the incubation period to ensure sustainability and local ownership of results

How can Missions get involved?

This project can either enhance a Mission's existing water/sanitation projects or serve as a stand-alone project in support of local development and improved services. It is fully funded by the CityLinks Leader, and therefore comes at no cost to the field missions.

The Mission's role can include a) identifying a sub-national entity (city, province, department, etc.) that would be interested in and benefit from the App2Action Challenge; b) assistance in defining the WASH challenge; c) participating on the judge's panel; and d) connecting CityLinks with in-country resources and knowledge.

If interested, please contact Josephine Lee, CityLinks Program Manager, joslee@icma.org with your expression of interest by February 25, 2015. A detailed follow up call will be scheduled.



Contact [CityLinks](#) by February 25, 2015

