

# Umsókn um styrk úr borgarsjóði

27-10-2023 12:04

## Umsækjandi

Ég er að sækja um sem: **Fyrirtæki / Samtök**

Einstaklingur Nafn umsækjanda: **Roxana-Dumitrita Simion**

Kennitala umsækjanda: **1706864899**

Heimilisfang umsækjanda: **Reynimel 76**

Póstnúmer umsækjanda: **107**

Fyrirtæki / Samtök Nafn fyrirtækis/samtaka: **Totelly ehf**

Kennitala fyrirtækis/samtaka: **6212221200**

Heimilisfang fyrirtækis/samtaka: **raðarberg 23, Hafnarfjörður - Iceland**

Póstnúmer fyrirtækis/samtaka: **221**

Símanúmer fyrirtækis/samtaka: **7750531**

Netfang fyrirtækis/samtaka: **tanja@total.ly**

Ertu líka tengiliður verkefnisins?: **Já**

Nafn tengiliðar: **Roxana-Dumitrita Simion**

Kennitala tengiliðar: **1706864899**

Heimilisfang tengiliðar: **Reynimel 76**

Póstnúmer tengiliðar: **107**

Símanúmer tengiliðar: **7761706**

Netfang tengiliðar: **dumitrita@total.ly**

Hvert er kyn þitt?: **Kona**

## Áherslur verkefnisins

Hverjar eru helstu áherslur verkefnisins?: **Menningarmál**

Menningarmál - undirflokkar: **Annað**

Ef annað, þá hvað?: **urban culture**

## Verkefnið

Heiti verkefnis: **Through new lenses**

Stutt lýsing á verkefni (hámark 255 slög): **The project is meant to enrich the local experience of Reykjavík for its inhabitants by developing a map of the city's places of interest (historical, community, artistic), that will combine the city perspective with the individual perspective.**

Markmið verkefnisins (hámark 1100 slög): **The main goal of the project is to create new ways of looking at and experiencing the city of Reykjavík. The project will center around developing new features on the community platform total.ly, to provide digital modalities to explore Reykjavík city and allow users to interact with specific places of interest.**

Lýsing á verkefni (hámark 1650 slög): **The total.ly platform is a digital tool meant to support real-life connections and to build local and hyperlocal communities. Its themes are threefold: self-development, community-development, and regenerative practices. Currently, people can register to the platform, list their needs and the resources or services that they are willing to offer, and they can connect to each other to make exchanges. Closed groups can be created around common interests. The platform will be developed to include a gamification tool, that supports experiential learning in the three areas. Through this project, the platform would also gain a map feature that allows to discover places of interest in Reykjavík. Research will be done to identify a minimum of 10 places of interest from the city. Totelly has an established partnership with the Communications and Innovation department of Reykjavik City Library, within the Civic Participation team.**

Verk- og tímaáætlun:

## Verkliður

Research (meetings, consulting the archives, content creation)

Development of the map (information page, links with groups, interactive feature)

User piloting

## Upphaf Endir

01-03-2024 30-04-2024

01-05-2024 30-06-2024

01-07-2024 31-08-2024

Hefur umsækjandi áður fengið styrk úr borgarsjóði?: **Nei**

## Markhópurinn

Er verkefninu ætlað að ná til ákveðins hóps af fólki?: **Nei, verkefnið er fyrir alla íbúa Reykjavíkurborgar**

## Mannréttindastefna

Ég hef kynnt mér mannréttindastefnu Reykjavíkurborgar: ✓

Hvernig samræmist verkefnið mannréttindastefnunni?: **Totelly platform is a valuable resource for all people living in Reykjavík. It is accessible, inclusive, and promotes equality and participation. It complies with Reykjavík City's human rights policy in the following ways: Accessibility and inclusion: The platform is accessible in both English and Icelandic, and it is designed to be inclusive for people of all genders and cultures. Equality of opportunity: The platform is available to all people living in Reykjavík, regardless of their background or circumstances. Connection to the city: The platform enhances the connection of people to the city by providing them with the opportunity to explore it in new and personal ways. Accessibility for people with disabilities: The platform works with a UX designer to constantly improve the user experience and make it accessible to people who are differently abled. Specifically, the following points from the Reykjavík City Human Rights Policy are addressed by the Totelly platform: Article 8.1: Equal treatment and non-discrimination: The platform is available to everyone, regardless of their background or circumstances. Article 8.2: Participation in urban life: The platform enhances people's participation in urban life by providing them with new ways to explore and connect with the city. Article 8.3: Accessibility: The platform is designed to be accessible to people with disabilities.**

Virk jafnréttis- og/eða mannréttindastefna:

## Útgjöld og tekjur

Áætluð útgjöld:

Útgjaldaliður	Upphæð
Researcher	400.000 kr.
Web developer	400.000 kr.
UX Designer	400.000 kr.
Transport and consumables	20.000 kr.

Samtals: 1.220.000 kr.

Áætlaðar tekjur:

Tekjuliður Upphæð  
own sources 20.000 kr.

Styrkupphæð: 1.200.000 kr.

## Reikningsupplýsingar

Banki: 0133

Höfuðbók: 15

Reikningsnúmer: 003091

Nafn reikningseiganda: Totelly ehf.

Kennitala reikningseiganda: 6212221200

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## Fylgigögn

Fylgigögn: **total.ly Oct 2023.pptx**

Önnur gögn (t.d. hlekkur á vefsíðu): **Presentation website: <https://www.total.ly/> Community platform: [apps.total.ly](https://apps.total.ly)**

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## Kyngreindar upplýsingar

Hver hafa helst hag af verkefninu?: **Öll kyn/Ekki hægt að segja eins og er**

Er teymi verkefnisins ákveðið?: **Já**

Fjöldi alls: **3**

Fjöldi kvenna: **2**

Fjöldi karla: **1**

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## Skilmálar

Já, ég samþykki!:

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