

## CHALLENGE

### The Hague Innovators 2018 – Phase 2

For the creation of innovative concepts and projects for a better world.

Wanted: innovative people!



**This is a translation of the Dutch version of the The Hague Innovators Challenge 2018, the Dutch version is always the leading version, you can find the Dutch version here:**

<http://www.denhaag.nl/home/bedrijven-en-instellingen/to/Challenge-Haagse-Vernieuwers-2017.htm>

## **1. The Hague Innovators Challenge 2018**

This document outlines the second phase of the Hague Innovators Challenge 2018. For information about the first phase of the challenge, please refer to 'DSO Challenge the Hague Innovators 2018 – Phase 1'.

### **The plan of action phase (Phase 2)**

The organisations that were nominated end of November are given the opportunity to elaborate their plans. These organisations use their plan of action to compete for the Hague Innovators 2018 prize. This group of nominees, selected from a maximum of nine submissions of which three will be students, will be given substantive feedback on their plans as well as publicity. The nominees will also attend two workshops (Workshop 1: Business model writing will take place on 24 November; and Workshop 2: Optimise your story & pitch training course will take place on 1 December).

In consultations with the winners, short video clips will be made for each concept in December. The participants may use these video clips, without changing them, for their own or commercial purposes.

To compete for the audience prize, the selected participants will be given the opportunity to canvas for votes on [www.impactcity.nl](http://www.impactcity.nl). These votes will also be taken into account in the assessment of the plans. Ultimately, it is the jury who decides which plans will be honoured and will get a cash prize.

Please submit a plan of action to [impacteconomy@denhaag.nl](mailto:impacteconomy@denhaag.nl) by 9 a.m. on 8 January 2018 at the latest. The prizes will be presented in February 2018.

### **Reward**

A maximum of € 65,000 in prize money has been made available for The Hague Innovators 2018. Taking the votes from the public into consideration, the jury decides which two organisations and which student have developed an excellent concept in their plan of action in this relatively short space of time. They decide based on the assessment criteria as described on page 4 of this document. The two best participants will receive a cash prize. The concept with the most votes, the audience prize, will receive a prize of € 5,000. After the winners have been announced, 50% of the prize money is paid out on commencement; the rest of the prize money is then paid out in two instalments in the implementation phase, namely

- on 1 July 2018: 40%;
- on completion: 10%.

**Table 1 | The prizes**

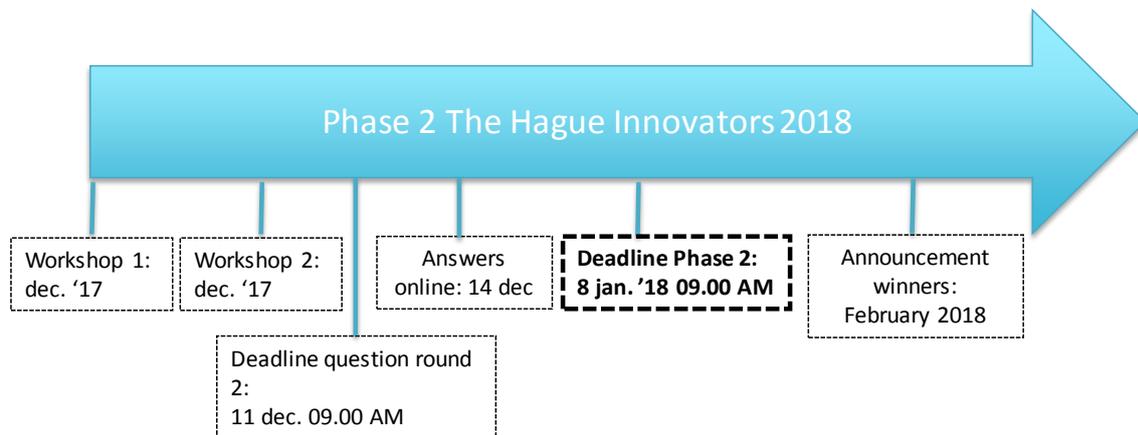
<b>Participant</b>	<b>Phase 1</b>	<b>Prize (Phase 2)</b>
1	€ 0.00	1st prize € 30,000
2	€ 0.00	2nd prize € 20,000
Student prize	€ 0.00	3rd prize € 10,000
Audience prize	€ 0.00	€ 5,000

The cash prize that has been made available is intended as an incentive and as a contribution towards the costs for the development and implementation of innovative concepts, products or services that will have an impact.

The first two best plans, the winner of the audience prize and the winner who is a student will be rewarded with a cash prize, and can count on getting publicity during the announcement of the winners in February 2018. An agreement to implement the project on behalf of the Municipality of The Hague will be entered into with the winners of the Hague Innovators 2018. The outcome of the challenge will be published on [www.denhaag.nl/impacteconomy](http://www.denhaag.nl/impacteconomy).

## 2. Schedule and procedure

### Schedule of the challenge – Phase 2



### Submission of plan of action

#### What must you do?

To participate, you write your **plan of action on 10 A4 sheets at most** (see the 'Format for plan of action for Hague Innovators' document). This plan of action should focus on developing innovative solutions for global social issues. State the following in the plan:

- the name of your plan;
- your company information (address information, Chamber of Commerce information/proof of enrolment at an educational institution information, VAT number);
- if you are part of a joint venture with other organisations, mention all the other organisations and outline the division of tasks;
- explain why you think that your plan specifically must be implemented;
- give an overview of the anticipated activities and the results that the plan hopes to achieve;
- outline how you intend to approach communications and the target audience: for instance, how do you intend to involve home owners or other stakeholders in the approach?
- the schedule and budget of the expected revenue and expenses for the implementation of the plan;
- a statement that the company agrees to the disclosure and presentation of the submitted proposal.

You must submit the plan of action in duplicate by 9 a.m. on 8 January 2018 at the latest. One copy should have all the relevant company information, and the other should be completely anonymous.

## Contact and questions

Please e-mail all the documents requested in the procedure to [impacteconomy@denhaag.nl](mailto:impacteconomy@denhaag.nl) with reference to participation in 'DSO the Hague Innovators Challenge 2018'. The documents should be in PDF format.

One round of questions has been included for the second phase of this challenge. You can e-mail your questions by 12 noon on 11 December at the latest to [impacteconomy@denhaag.nl](mailto:impacteconomy@denhaag.nl). The responses will be published on [www.denhaag.nl/impacteconomy](http://www.denhaag.nl/impacteconomy) from 14 December 2017 onwards. The participants should take note of the responses to the questions.

## 3. Assessment of the plan of action

For definitions, see Hague Innovators Phase 1, Appendix 1

Assessment criterion	0 points	Max. 10 points
1. The extent to which the plan has been properly developed, i.e. it is of a high standard.	There are gaps in the plan, parts are missing, and the quality of the plan is inadequate.	The plan has been properly substantiated, and it includes all the relevant parts for the successful implementation of the plan.
2. The extent to which the plan is distinctive compared to the competition, takes into consideration the threats and risks, and exploits opportunities.	There is no clear competitive advantage, the weaknesses and threats have not been properly defined or they are not manageable, the opportunities have not been sufficiently exploited.	There is a clear competitive advantage, threats and opportunities have been identified and are manageable, and opportunities have been properly exploited.
3. The extent to which a clear communication plan has been structured.	The target audience and stakeholders have not been properly demarcated, the message is not clear, the communication channels are inappropriate for the target audience, communication efforts are inefficient or expensive, and monitoring is lacking or weak.	The target audience and stakeholders are clearly defined, the message is to the point and effective, the corresponding channels have been used cleverly, there is a good return on investment and there is excellent monitoring.
4. The extent to which this plan is financially and operationally feasible.	It is not possible to realise the plan within the defined project period, and the envisaged costs and benefits are not realistic.	The plan can be implemented properly in the defined project period, the costs and benefits are properly defined, and it is financially sustainable.
5. The extent to which the proposal outlines collaboration with companies, knowledge and other institutions or government agencies in The Hague district. The project should preferably be undertaken in collaboration with potential customers or end users (the UN, NGOs, knowledge institutes, government authorities or companies).	Collaboration has not been adequately described, collaboration partners that would implement the project if this challenge is won have not been found. There is no collaboration with a potential customer or end user.	The specifics of the collaboration have been detailed, the allocation of roles is clear, and the collaboration partners will commence activities if the challenge is won. There is a collaboration agreement with a potential customer who will be participating in the project.

The jury gives the projects a grade from 0 to 10 for all the award criteria mentioned; the final score is determined after weighing the various award criteria.

The jury will assess each component of the proposals on a scale of 0 to 10 points. The higher the score for a particular section, the higher the overall score for the proposal. The overall score for the description of the plan of action is calculated by adding up the various subtotal scores. The public can also vote for their favourite participant on [www.impactcity.nl](http://www.impactcity.nl). The concept with the most votes wins the audience prize of € 5,000. The number of votes for each participant will be displayed in real-time on [www.impactcity.nl](http://www.impactcity.nl). The maximum number of points that can be obtained including the votes is 50. Information provided in the description of the plan of action for the aspects mentioned that is unclear, incomplete or unrealistic may result in low valuations/scores. We would like to emphasise that the five criteria used for the award criteria must be reflected clearly in your plan of action.

### **Jury**

The jury will be represented by independent experts: still to be established. Jurymembers will be announced before 14<sup>th</sup> of December.

### **4. Terms and conditions**

The preconditions as described in Phase 1 also apply to Phases 2 (plan of action phase) and 3 (implementation phase).

### **5. Miscellaneous**

#### **Hague Innovators Blog**

Ultimately, the intention is that the four projects selected should spread across the rest of The Hague, and preferably globally too. This means that existing initiatives must be visible and remain that way. To put the spotlight on this, the winners will be asked to submit a blog entry every quarter, which the [impactcity.nl](http://www.impactcity.nl) editorial team will edit and publish.

#### **Publication**

The winners of the Hague Innovators 2018 will be announced in February 2018.

To receive the Word version by e-mail, please send an e-mail to [impacteconomy@denhaag.nl](mailto:impacteconomy@denhaag.nl).

**Plan of action format**

(a maximum of 10 A4 sheets, not counting appendices)

**The Hague Innovators 2018**

**For the creation of innovative concepts and projects for a better world.**



Project title	
Name of entrant	
Entrant's telephone number	
Entrant's e-mail address	
Company name	
Business address	
Postal code and town	
VAT number	

## 1 Synopsis (1 A4)

## 2 Background

In this section, describe the background to the project to be realised. What is the intended objective?

## 3 Connection

In this section, substantiate how the project meets the demands or needs that are a factor in this context. We are particularly interested to find out:

1. The extent to which the plan has been properly developed, i.e. it is of a high standard.
2. The extent to which the plan is distinctive compared to the competition, takes into consideration the threats and risks, and exploits opportunities.
3. The extent to which a clear communication plan has been structured.
4. The extent to which this plan is financially and operationally feasible.
5. The extent to which the proposal outlines collaboration with companies, knowledge and other institutions or government agencies in The Hague district. The project should preferably be undertaken in collaboration with potential customers or end users (the UN, NGOs, knowledge institutes, government authorities or companies).

## 4 Analysis

In this section, describe specifically how you are going to progress from the current situation to the desired situation (formulated in SMART<sup>1</sup> terms). Include the following components in this:

**SWOT analysis** (taking into account the sector, competitors, and market forces, among other things)

Strengths	Weaknesses	Opportunities	Threats

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<sup>1</sup> S = specific, M = measurable, A = action-oriented, R = realistic, T = time-based

## 5 Communication plan

Target audience	Who do you want to reach? Who are your stakeholders?
Objectives	Formulated in SMART terms
Message	What do you want to tell the target audience?
Means/channels	What means are you going to deploy to get your message across to your target audience?
Schedule	<i>Blog once a month</i> ... ...
Finances	How much time and money are you going to invest in this?
Monitoring	How are you going to monitor whether your actions are contributing to achieving your objective? How can you steer the process?

## 6 Schedule and budget

Describe the activities.

Provide a timeline of the planned activities and milestones.

Identify the costs and benefits.

Provide a projection of the anticipated revenue and expenses for the coming years. In other words, describe the revenue model.

## 7 Appendices

- Additional information (presentation and so on).

## 8 Glossary

## 2. Draft agreement



# **Draft** agreement for The Hague Innovators competition

**Municipality of The Hague**

-

**[Implementer]**

## DRAFT AGREEMENT

### The Hague Innovators competition

[reference]

#### THE UNDERSIGNED,

1. The Municipality of The Hague, with its seat at Spui 70, 2511 BT, The Hague, legally represented in this matter by [position, name], appointed for this purpose by the mayor of The Hague, on the basis of Section 171 of the Municipalities Act [*Gemeentewet*] and Section 10:3(1) of the General Administrative Law Act [*Algemene wet bestuursrecht*], as well as under the mandate dated [...-...-20...] registration number [DSO/20...../00, RIS #####], hereinafter referred to as the **Contracting Authority**.

2. COMPANY:

The legal entity incorporated under [nationality] law, [name of Implementer], with its registered office at [address], and its principal place of business at [street] and listed in the commercial register under number [... number], legally represented in this matter by [name, position], hereinafter referred to as the **Implementer**,

hereinafter referred to jointly as **the Parties**

#### WHEREAS:

1. The Contracting Authority held the 'The Hague Innovators' competition, with reference [reference] on [date].
2. In the context of the aforementioned competition, the Contracting Authority gave organisations the opportunity to submit a project concept, comprising an innovative solution for one or more of the Contracting Authority's global social issues.
3. The Implementer submitted a project concept on [date], on the basis of which the selection committee selected the Implementer as one of the four organisations assigned to develop a Plan of Action.
4. The jury and the voting public chose the Plan of Action submitted by the Implementer on [date] as the winner of the [first] prize.
5. For the purposes of implementing the Plan of Action, the Parties wish to enter into this agreement (hereinafter referred to as 'the Agreement'), in which they have laid down the contractual conditions that apply to the implementation of the Plan of Action by the Implementer.

## **HAVE AGREED AS FOLLOWS:**

### **Article 1: Object of the Agreement**

- 1.1 By signing the Agreement, the Implementer accepts the prize money made available by the Contracting Authority, and the Implementer undertakes to implement the Plan of Action submitted by it in accordance with the provisions and conditions included in it, and the conditions and requirements arising from the Contracting Authority's Descriptive Documents, the Agreement and the 2009 General Purchasing Conditions of the Municipality of The Hague.
- 1.2 The Contracting Authority is at all times authorised to take measures aimed at safeguarding the standard of the implementation of the Agreement. The Implementer is obliged to cooperate with these measures within reason and to implement the results thereof within reason.
- 1.3 The Contracting Authority is entitled to investigate, either by way of spot checks or otherwise, the actual quality of the implementation of the Agreement. The Implementer must cooperate fully with this. The incorrect implementation or representation of the implementation by the Implementer in any report may lead to exclusion from any (further) participation and/or loss, recovery or deduction of the prize money.
- 1.4 The preamble and the appendices are part of the Agreement. If the following documents are in contradiction with one another, the following order of precedence applies, whereby the document mentioned first will prevail over those mentioned later:
  1. This Agreement
  2. Summary of additional information and changes (Appendix 3)
  3. Descriptive Document for the Hague Innovators competition Phase 2 (Appendix 2.2)
  4. Descriptive Document for the Hague Innovators competition Phase 1 (Appendix 2.1)
  5. 2009 General Purchasing Conditions of the Municipality of The Hague. See [www.denhaag.nl/inkoopvoorwaarden](http://www.denhaag.nl/inkoopvoorwaarden)

### **Article 2: Duration of the Agreement**

- 2.1 The Agreement comes into effect after its signing and terminates by operation of law after the completion of the implementation, without notice to terminate being required for this.

### **Article 3: Guarantees**

3.1 The Implementer guarantees that it:

- will act in accordance with the provisions of the Plan of Action, the Descriptive Documents, the Agreement and the Contracting Authority's General Purchasing Conditions;
- will make an effort to obtain the best possible result conform Plan of Action and § 10 of the Descriptive document Phase 1;
- At least 2 times rapport about the progression, at least at 1th of July 2018 and 1th of February 2019. The rapport contains at least: progression and outcome project in relation to the Plan of Action.
- In all communication makes a reference to Impact City and the Municipality of The Hague, these communication expressions will be at least:

- A minimum of 5 social media post, with a reference to Impact City and the Municipality of The Hague, about subject like launching, progress, a quote of an end-user, partners, achieved financials or investments, international developments, about the product. Find Impact City on Facebook: @ImpactCity, on Twitter: @HagueInnovators and #impactcity and on Instagram: @impactcity en #impactcity. Find Municipality of The Hague on Facebook: @GemeenteDH, @cityofthehague and #denhaag. On Twitter: @GemeenteDenHaag, @cityofthehague and #denhaag).
  - Every quarter delivers a blog. Subjects for the blog can be an experience of the end-user, barriers in the process, new doors that have been opened.
  - Press moments will be consulted with the redaction of Impact City
  - Will be accessible for participation on the Impact City heading 'Faces of Impact City'
  - All of this will take place in consultation with the Impact City redaction: info@impactcity.nl
- Launch and performance of this agreement will take place in 2018, primarily in The Hague. When contracting authority in response to the Plan of Action decides not to supply the assignment for further implementation of the Plan of Action, implementer is entitled to develop the product somewhere else. When implementer offers the developed product to a third party, the communication expressions as been described in artikel 3.1 of this agreement will be mandatory.

#### Article 4: Insurance

- 4.1 The Implementer will take out suitable insurance cover and remain insured against:
- a. statutory liability;
  - b. professional and corporate liability.

#### Article 5: Prize money

- 5.1 The prize money amounts to EUR [total amount] and will be paid out at the following points in time:
- |   |     |
|---|-----|
| • on commencement of the implementation of the Plan of Action | 50% |
| • on 1 July 2018  | 10% |
| • after realisation and/or completion                         | 40% |
- 5.2 Taking into account reasonableness and fairness, the Contracting Authority is entitled to deviate from the payment schedule stated in the aforementioned paragraph.
- 5.3 The prize money will be paid to the Implementer by bank transfer. The Implementer's bank account number is [IBAN number].
- 5.4 The Contracting Authority is entitled to lower the prize money proportionately, and in accordance with the requirements of reasonableness and fairness, if the Implementer fails to comply with the Agreement.
- 5.5 If the Contracting Authority exceeds one or more payment terms or does not pay the prize money on the grounds of a breach of contract, or suspected breach of contract, this does not entitle the Implementer to suspend and/or terminate its performance under the Agreement.

- 5.6 The Implementer is not entitled in any way whatsoever to claim additional reimbursement of costs for the implementation of the Agreement.

#### **Article 6: Applicable conditions and statutory regulations**

- 6.1 When performing its obligations under the Agreement, the Implementer will observe all applicable laws and regulations, including, but not confined to, those related to security, safety, working conditions, the environment, hazardous substances, taxes and social insurance schemes. The costs incurred for this, for example, for licences or exemptions, are for the Implementer's account.
- 6.2 The Agreement is subject to the 2009 General Purchasing Conditions of the Municipality of The Hague. The general delivery and payment conditions of the Implementer or of third parties, or any other general terms and conditions, are not applicable and are expressly rejected.
- 6.3 The Implementer guarantees that PAYE tax and national insurance contributions owed on the salaries of personnel to be deployed in the context of the Agreement, and that turnover tax (VAT) will be deducted and paid to the Employee Insurance Agency and/or the Tax and Customs Administration, and that the turnover tax (VAT) owed over the compensation will be paid to the Tax and Customs Administration.
- 6.4 The Implementer will indemnify the Contracting Authority against any financial or legal claim on the grounds of this article.

#### **Article 7: Liability**

- 7.1 The Implementer indemnifies the Contracting Authority against any third-party claims to damage compensation to the extent that this damage has been caused by the implementation of the Agreement, and is attributable to negligence, carelessness or wrongdoing on the part of the Implementer, its staff, its subcontractors or its suppliers.

#### **Article 8: Other provisions**

- 8.1 The legal relationship between the Contracting Authority and the Implementer constitutes the provision of service based on a competition and is expressly not a contract for services or a works contract.
- 8.2 Additional and/or amended agreements related to the Agreement may only be agreed on behalf of the Contracting Authority by a duly mandated contact person or persons.
- 8.3 The following contact person will act on the Contracting Authority's behalf:

Municipality of The Hague

[department]

attn ... [name, position]

[address]

[postal code town]

The contact person acting on behalf of the Implementer, and tasked with supervising the implementation of this Agreement, will until further notice be:

Name of the Implementer

attn ... [name, position]

[address]

[postal code town]

- 8.4 The Implementer will inform the Contracting Authority about developments within its organisation that are relevant or could be relevant to the implementation of the Agreement.
- 8.5 If one or more of the provisions in the Agreement are null and void or are voided, the other provisions will remain in effect. The Parties will consult with each other over the provisions that are null and void or become legally void with a view to making an alternative arrangement, and will do so in such a manner that purport of the Agreement in its entirety is preserved.
- 8.6 The failure of one of the Parties to demand fulfilment of any of the provisions within the term mentioned in the Agreement does not affect the right to demand the fulfilment of the provision at a later date, unless the Party in question has agreed to the non-fulfilment expressly and in writing. If one of the Parties resigns itself to a failure by the other Party to fulfil one of its obligations, this does not imply a waiver by the first Party of its rights arising from that obligation.

Thus agreed upon and signed on in duplicate in The Hague on [date],

On behalf of the Contracting Authority,

On behalf of the Implementer,

(name,

(name,

position)

position)

date:

date:

.....

.....