

CHALLENGE
The Hague Innovators 2018
Phase 1

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-2018.htm>

1. The Hague Innovators Challenge 2017

That the world is becoming more complex and issues more global in nature are well-known facts. Global issues have a direct impact on the residents in a city. Here we have in mind challenges like global safety and security, energy, climate and food. The government cannot resolve these issues on its own. These global issues require a new kind of creativity and collaborative alliances that extend beyond sectoral boundaries. They demand a fresh perspective and a new approach to organisation and collaboration from all those involved – the government, corporate sector, start-ups, knowledge institutes and social institutions. Innovations for a better world start with a good idea.

2. Objective

The Hague is the international capital of Peace and Justice. Safety and security is an important aspect of this. The Municipality of The Hague is looking for creative, innovative solutions to global challenges, like the [UN Sustainable Development Goals](#). It could be a product or service in which the social impact is paramount, and which ultimately has a healthy revenue model as its basis. Concepts that contribute to creating crossovers may be useful in this respect. When assessing the innovative character of concepts, we will be looking at the extent to which they enhance existing products, processes, technologies or services. These incentives from The Hague will in turn offer the corporate sector and start-ups (innovative) opportunities for growth. The Municipality of The Hague wants to use this challenge to promote the process. These projects will be implemented in 2018.

3. Who is the municipality looking for?

The Municipality of The Hague is looking for innovative organisations that wish to contribute to solving global social issues. Students are also invited to participate; they can compete for the student prize. The Municipality of The Hague will choose a total of nine participants for this challenge (three of which will be for the student prize), and this will be based on several selection criteria. These participants will then be invited to take part in Phase 2, after which the jury will choose a maximum of three plans. In this competition, you will be challenged to participate with crossovers from other industries or professionals.

4. The prizes

A maximum of € 65,000 in prize money has been made available for The Hague Innovators 2018. The winners of Phase 1 will attend two workshops, be given a video clip and media coverage (to a total value of € 35,250). Phase 2 participants stand to win the following prizes in this challenge:

Table 1

Participant	Phase 1	Prizes (Phase 2)
1	€ 0,00	1 st prize € 30.000,00
2	€ 0,00	2 nd prize € 20.000,00
Studentenprize	€ 0,00	3 rd prize € 10.000,00
Audience prize	€ 0,00	€ 5.000,00

The winning Hague Innovators then use the prize money to implement their plan of action. Fifty per cent of the prize money is paid out on commencement; the remaining amount is then paid out in the implementation phase:

- On 1 July 2018: 40%
- On completion: 10%.

5. Phases

The Hague Innovators challenge is divided into two phases, namely:

1. The concept phase: in this phase, interested parties e-mail a project concept in which they detail their innovative ideas on a maximum of three A4 sheets. After the selection committee has made its choice, nine participants at most, of which three will be students, ('the nominees') will be tasked with implementing their plan of action in the second phase.
2. The Plan of Action phase: the focus in this phase is to draft the plan of action and to canvas for votes through social media, among other things. See the 'DSO The Hague Innovators Challenge 2018 - Phase 2' document.
3. The implementation phase: The winners implement their plan of action in this phase.

6. Selection committee

The selection committee chooses a maximum of nine proposals for participation in this challenge. All submissions will be subjected to a thorough evaluation. The selection committee comprises experts from various disciplines. The jury consists of the following members:

- Henk Velders (investor, social entrepreneur, member Social Club Den Haag)
- Josje Spierings (University Leiden) – with reservation
- Tim van Deursen (GroundHawq – winner of The Hague Innovators 2018)
- Maartje Maas (ASN Bank / Voor de Wereld van Morgen)
- Lieke Kempen (Municipality The Hague)

7. Selection criteria

The selection is based on five criteria. The selection committee will assess the submissions according to each criterion on a scale of 0 to 10 points. The higher the score for a particular section, the higher the overall score. The maximum number of points is 50. Unclear or incomplete descriptions, or those that are not very realistic will be marked down. A maximum of nine submissions will go through to Phase 2. Specifically, these will be submissions with the highest score that have also obtained at least 30 points.

If there is a tie, the points obtained for the two most important selection criteria will be multiplied by a weighting factor. The points obtained for 'innovative character' (Criterion 3) then weigh 50% more heavily, and the points obtained for scalability (Criterion 4) weigh 30% more heavily.

The jury will judge the submissions (from Phase 1) according to the following criteria:

- 1) The extent to which the proposal contributes to an effective solution to a global social problem.
- 2) The extent to which there is a healthy revenue model.
- 3) The extent to which the intended concept is innovative compared to existing products, processes, technologies or services. (If there is a tie, the points obtained for this selection criterion will weigh 50% more heavily.)
- 4) The extent to which the proposal is feasible and scalable for other sectors/applications, countries or regions. (If there is a tie, these points will weigh 30% more heavily.)
- 5) The extent to which the proposal contributes to The Hague Impact Economy.

The project should preferably be undertaken in collaboration with potential customers or end users (the UN, NGOs, knowledge institutes, government authorities or companies).

See also Appendix 1 for an explanation and the definitions. See Appendix 2 for an explanation on the evaluation of the selection criteria.

8. Phases of this challenge

The concept phase (Phase 1)

The Municipality of The Hague is inviting an unlimited number of organisations to come up with

concepts that will contribute to resolving (global) social issues. The winners of the 1st phase, the nominees, will be announced at the end of November. The selected organisations will be given the opportunity to elaborate on their plans in a plan of action, and to compete for the Hague Innovators prize money. Those selected will also attend two workshops:

- *Workshop 1: Business model writing on 29 November 2017.*
- *Workshop 2: Optimise your story & pitch training course on 6 December 2017.*

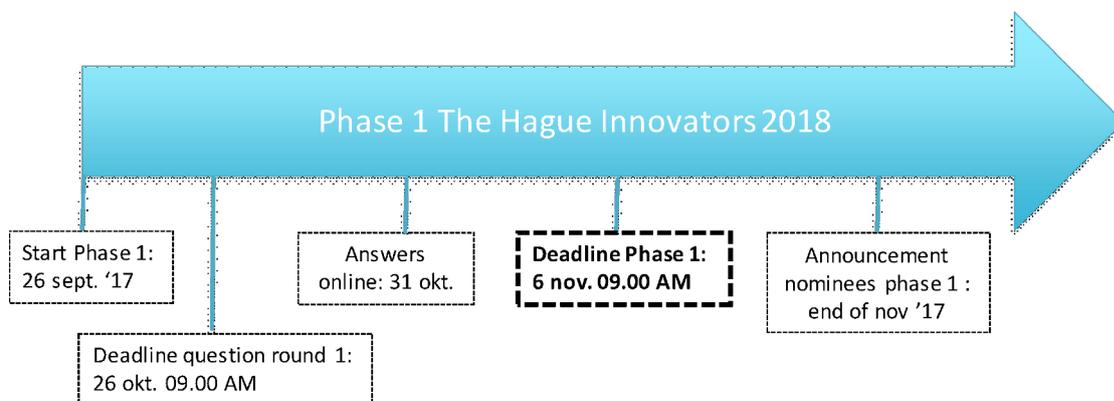
Also, short video clips of their projects will be made in the autumn of 2018. The selected organisations may use these video clips for their own or commercial purposes. Through the Hague Innovators Challenge, the nominees will be given access to generated coverage to the value of € 35,250.

For Phase 2, see the 'Hague Innovators Challenge Phase 2' document.

9. Procedure

To participate, describe your proposal on a maximum of 3 A4 sheets (see the 'Format for Hague Innovators proposals' document). Submit it in duplicate. One copy should have all the relevant company information (address information and so on), and the other should be completely anonymous. The closing date for the submission of your proposal (the selection phase) is Monday 6 November 2017, at 9 a.m. at the latest. The selected organisations will be announced at the end of November. The selected concepts will be published on Facebook and the Municipality of The Hague website. After the selection committee has made the announcement, the nine selected entrants will be asked to elaborate their proposal and develop a plan of action.

The following information is important for Phase 1:



10. Terms and conditions

There are a number of preconditions for participating in the competition; (these preconditions also apply to Phases 2 and 3).

When are you eligible to participate in this challenge?

The minimum requirements for taking part in this challenge are:

- your company is registered with the Chamber of Commerce in The Hague or you are enrolled as a student
- with an educational institution;
- primarily, the project will be implemented in 2018 in The Hague;

- the project must be implemented by at least one company, knowledge institute or organisation based in The Hague.
- The table below shows which preconditions apply for the target groups for this challenge.

Table 2:

	Marktpartijen	Studenten
Ch. of Comm. Number in The Hague	✓	
Proof of enrolment at an educational institution.		✓
Implementation, primarily, in The Hague	✓	✓
The project must be implemented by at least one company, knowledge institute or organisation based in The Hague.	✓	✓

Who is excluded from participation?

The Municipality of The Hague reserves the right to exclude a participant from participating without giving reasons, in particular if the terms and conditions have not been met.

11. Purchasing conditions

The General Purchasing Conditions of the Municipality of The Hague apply to this assignment; see <http://www.denhaag.nl/home/bewoners/to/Algemene-inkoopvoorwaarden-gemeente-Den-Haag.htm>. Your general and/or delivery conditions are hereby expressly rejected. You can e-mail any questions about the purchasing conditions to impacteconomy@den Haag.nl.

12. Miscellaneous

Privacy

Any personal data that is received from participants in the context of the actions will be treated in strict confidence and in accordance with the applicable privacy legislation. The participants selected for Phase 2 will provide a project description that is suitable for the general public, which will be published on www.impactcity.nl.

Hague Innovators Blog

Ultimately, the intention is that Hague Innovators should contribute to creating spinoffs in the city of The Hague, and ideally globally as well. 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 www.impactcity.nl editorial team will edit and publish.

Publication

The official announcement of the nine selected concepts will take place at the latest on end of November 2017. An overview of all the entrants will be published in alphabetical order on www.denhaag.nl/impacteconomy.

13. Contact and questions

Please e-mail all the documents requested in the procedure to impacteconomy@den Haag.nl with reference to participation in 'DSO the Hague Innovators Challenge 2018'. The documents should be in PDF format. You can request a Word version of the concept format from the above e-mail address. One round of questions has been included for the first phase of this challenge. You can submit your questions for the round of questions to the above e-mail address until 9 a.m. on 26 October 2017 at the latest. The responses will be published from 31 October 2017 onwards on www.denhaag.nl/impacteconomy. The participants to this challenge should take note of these responses.

Appendices:

Appendix 1. Notes to and definitions of selection criteria

Appendix 2. Notes to assessment of selection criteria

Appendix 3. Concept format

Appendix 1. Notes to and definitions of selection criteria

The following terms have the following meanings in these rules:

Impact economy: An economy that, in addition to promoting economic gains, also creates global social value and, in doing so, contributes to a better world in an innovative and enterprising way.

An idea or solution that has an impact: An idea or solution that contributes to a global social problem. We would like to see the extent to which this can be achieved reflected in the proposal.

Global social issue: Global challenges are those that we face in the world today. The UN has formulated millennium goals in this context. Examples of global challenges are:

1. How can sustainable development be achieved without having adverse effects for the climate?
2. How can everyone get access to clean water without conflicts arising?
3. How can population growth and resources be brought into equilibrium?
4. How can a healthy democracy emerge from authoritarian regimes?

Contributing to collaboration: In our view, The Hague is a unique crossroads where start-ups can be linked to government agencies, international companies, knowledge centres, studios and thousands of small creative businesses.

Concepts that add value: We are looking for innovative concepts. When assessing the innovative character of concepts, we will be looking at the extent to which they enhance existing products, processes, technologies or services.

Feasible and scalable: Everything starts with a good idea, but to implement it, it has to be feasible so that it can be scaled it up. We are looking forward to reading in the proposal about the level (sector, region, country or continent etc.) to which the project is designed to be scaled up.

Start-up: A company or joint venture with the objective of finding a business model that can be scaled up and/or repeated across the world.

Knowledge institute: A public institution for tertiary education, a university hospital or non-profit research institution that performs activities for the purposes of expanding general scientific and technical knowledge.

SME: According to the European Commission definition, a medium-sized business operation has fewer than 250 members of staff, and a small business has fewer than 50. A business must be independent and have a limited turnover (< 50 million euro annual turnover or a balance sheet total of < 43 million euro). The criteria are applied to the company as a whole, including subsidiaries (also those outside the Netherlands).

NGO: Non-governmental organisation. All organisations that do not fall under a government, that are not commercial (not for profit) and that pursue a political or social objective.

Spinout: A derivative or division of a company or organisation that forms a new, independent business operation with its own assets, employees and intellectual property. Spinouts are often created when businesses in the traditional economy want to become part of the new economy.

Appendix 2. Notes to assessment of selection criteria

Selectiecriteria	0 points	Max. 10 points
1. The extent to which the proposal contributes to an effective solution to a global social problem.	In terms of content, the proposal contributes hardly, if at all, to finding to an effective solution to a global social problem. The proposal hardly creates any impact.	The substance of the proposal contributes to a large extent to an effective solution to a global social problem, and has a major impact.
2. The extent to which there is a healthy revenue model.	The proposal is hardly affordable, if at all, or the project will continue to be dependent on subsidies. The investment does not outweigh the prize money.	The proposal is affordable and the project can be continued in the foreseeable future (< one year) without being dependent on subsidies.
3. The extent to which the intended concept is innovative compared to existing products, processes, technologies or services¹.	The concept is outdated or already exists and therefore adds little value to products, processes, technologies or services.	The concept is unique and extremely innovative, and adds a great deal of value to products, processes, technologies or services.
4. The extent to which this proposal is feasible and scalable for other sectors/applications, countries or regions².	The proposal is not feasible or it cannot be applied to other sectors/applications, countries or regions.	The proposal is feasible and is globally scalable or can be used for other issues/disciplines.
5. The extent to which the proposal contributes to The Hague Impact Economy. The project should preferably be undertaken in collaboration with potential customers or end users (the UN, NGOs, knowledge institutes, government authorities or companies).	The proposal offers no or limited opportunities for collaboration with companies, organisations, knowledge and other institutions, or government agencies based in The Hague. The intended contribution to The Hague's economy is not clear. There is no collaboration with potential customers.	The proposal provides for close collaboration between companies, organisations, knowledge and other institutions, or government agencies based in The Hague, and the collaboration is complementary. It is also clear what the intended contribution to The Hague's economy is in terms of, for instance, turnover, jobs and other kinds of economic growth. The project will be implemented together with a potential customer.

¹ If there is a tie, the points obtained for selection criterion three will weigh 50% more heavily.

² If there is a tie, the points obtained for selection criterion four will weigh 30% more heavily

To receive the Word version by e-mail, please send an e-mail to impacteconomy@denhaag.nl.

Concept format

(a maximum of 3 A4 sheets, not counting appendices)

The Hague Innovators

The Hague Innovators 2018 Phase 1

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

DSO

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

1 Synopsis

2 Description of background, objective and activities

In this section, describe the background to the project to be realised.

Describe what the objective of this project is.

Describe the envisaged activities.

3 Connection

In this section, describe 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 proposal contributes to an effective solution to a global social problem.
2. The extent to which there is a healthy revenue model.
3. The extent to which the intended concept is innovative compared to existing products, processes, technologies or services. (If there is a tie, the points obtained for this selection criterion will weigh 50% more heavily.)
4. The extent to which the proposal is feasible and scalable for other sectors/applications, countries or regions. (In the event of a tie, the points obtained for this selection criterion will weigh 30% more heavily.)
5. The extent to which the proposal contributes to The Hague Impact Economy. The project should preferably be undertaken in collaboration with potential customers or end users (the UN, NGOs, knowledge institutes, government authorities or companies).

4 Appendices

- Statement that the company agrees to the disclosure and presentation of the submitted proposal.
- Additional information (presentation and so on).

5 Glossary