

With the 'Impact Economy' programme, the municipality of The Hague wants to connect innovators with industry, knowledge institutes and international institutions. Together, they can then resolve international social issues. In order to provide further support for innovative concepts, the municipality organises an annual competition: the Innovators in The Hague challenge. Anyone registered with the Chamber of Commerce in The Hague can take part. There is also a student category.

Innovators in The Hague 2018: the 9 nominees

BUILDING A BETTER WORLD STARTS WITH A GOOD IDEA.

The 1st phase of Innovators in The Hague 2018 has yielded nine nominees. The nominees will now attend workshops to improve their idea, and a short promotional video will be made for them. During the 2nd phase, the feedback from the selection committee will be incorporated in the action plan. The end jury will ultimately choose three winners who will be announced during The Big Improvement Day on 16 January. The public also have the opportunity to vote for the public prize on social media. The best ideas could win a cash prize of between 5,000 and 30,000 euros.

THE NOMINEES (IN NO PARTICULAR ORDER):

Smart Insect Farm Collective - The Next Cuisine Urbanlink

Arn van der Pluijm, Marco Swart and Daniël Steginga (Wunderpeople)

The idea

Insects on your plate as an alternative to meat - good for the environment *and* it reduces the global food problem. What's more, insects are very good for you. Smart Insect Farm Collective farms and processes insects. Local, smart (using the latest technology) and circular (re-use of food waste). With the open source technology of The Next Cuisine, anyone in the world will soon be able to start up their own Smart Insect Farm. The production process is simple and it requires very little light, water and space. The first pilot is currently being conducted in The Hague Tech. For bigger production and a better presentation, a suitable area is currently being sought. Consumption of insects is not yet routine here, so initially most emphasis will be on information and stimulation. But that also means that there is a huge market, with great commercial potential. One of the first goals: putting insects on the menus of restaurants in The Hague.

Feedback from the selection committee

The consumption of insects is not new, but farming them in an urban environment is. "A fun, concrete and feasible initiative that is appropriate to our times," says the selection committee. Smart Insect Farm Collective offers a meaningful solution to two social issues: the global food problem and CO2 reduction through less meat production. Production at a visible site in the city adds value for The Hague. In principle, the revenue model is realistic, but the sales market has yet to be created in its entirety. The selection

committee would like more information on this point. For vegetarians, insects are not an alternative. But why would meat eaters choose to eat them? Are there ideas for processing insects into unique products? The Netherlands Food and Consumer Product Safety Authority imposes strict standards on food production, an aspect that requires more attention in the plan.

The Idea Generator
Studio Renate Boere
Renate Boere

The idea

Solutions to social issues - how do you come up with the right ideas? The Idea Generator is an educational game which teaches you how to develop ideas. It's the ultimate brainstorm - fun, educational, and a low-threshold activity. The game takes half an hour at most and can be played alone or with a maximum of thirty players. You learn how to work together, set goals, think strategically and solve problems. Different target groups, including industry, private individuals and the education sector, have already shown an interest in the product. The Idea Generator has been tested and subsequently improved. A special version is available for children. Production is sustainable and takes place in The Hague.

Feedback from the selection committee

"A refreshing proposal!" When approaching big (global) issues, the development of ideas is essential. Learning how to do this well is important. The game form is new and that makes it fun, also for young people. The concept has been tested and positively received. But does it actually generate usable ideas? The selection committee is interested in finding out. They also advise elaborating the revenue model better. The idea is good, scalable too, but how do you sell the game? Define your target group more precisely - children are not buyers - and consider how you could integrate the Idea Generator into today's education. The partnership with schools in The Hague: how does that work in concrete terms? The selection committee would also like to know more about the production process in The Hague.

V.I.E.T.S.
Stichting Zoenen – Team Solar Skelter
Sander Westerduin

The idea

Very Important Electric Transport Services: V.I.E.T.S. An environmentally friendly urban freight transporter offering a unique form of transport, the Solar Go-Kart, a pedal-assisted solar-powered go-kart. The prototype was developed in The Hague and produced sustainably, re-using old materials wherever possible. The vehicles are allowed to travel on roads and cycle paths. They can drive between bollards and in narrow streets, enabling them to access most of the city. This means less congestion and in many cases faster and more enjoyable travel from A to B. The go-karts are a maximum of 1.20 m wide and have pedal assistance. They are real eye-catchers, and can transport more than an average cargo bike. V.I.E.T.S. is also engaged in rentals, education, and community and business activities, such as team building. The freight transport and workshop offer training and employment to people on benefits. There are

contacts with various organisations in The Hague, including ROC Mondriaan, Cordaid, the Municipality of The Hague and Achterban Werkt. The prize money from Innovators in The Hague will be used for the further development of the current prototype, marketing, the production of more go-karts and expansion of the workshop.

Feedback from the selection committee

A nice, well-presented proposal which includes social components and useful partnerships between organisations in The Hague. Air pollution is a topical issue, in The Hague too. The local delivery service of V.I.E.T.S. reduces CO2 emissions and gets people at a disadvantage on the job market moving, literally and figuratively. The selection committee would like to know more about the current interest in the prototype and the future commercial market for the solar go-karts. Is it a sellable product? The delivery service makes money, but the total revenue model needs to be elaborated further. Plus, how scalable is the concept? Finally: where will the drivers park their go-karts? They take up a lot of room on the pavement and bicycle parking is often limited and small.

YAPILI. Health@Hand
Yapili B.V.
Mindaugas Kaziulis

The idea

YAPILI makes cheap, anonymous communication possible between Africans and doctors from home and abroad. The technology consists of a secure Internet platform and a mobile phone app. The online health care relates to pregnancy, contraception, diabetes, high blood pressure, STDs, mental health and general health problems. The test phase of the platform involved thousands of clients and a hundred doctors, who together exchanged three thousand messages. A client base of 4.3 million users is feasible, according to the initiators. Profits will be used to help the very poorest. In Africa, there is a shortage of doctors, remote areas are often difficult to access and many people don't have enough money for medical care. YAPILI won The Spindle's Public Award Best Innovation award (Partos Innovation Festival in Amsterdam) and the Seedstars Gaborone 2017 Startup Competition. Yapili has been based in The Hague since last year. The next phase consists of expanding the functions, content and accessibility of the platform, increasing the YAPILI community and linking up with the local health care system. Contact has been established with AMREF and the Aidsfonds to try and reach the *poorest of the poor* in remote areas of Kenya and Botswana. Health organisations can use YAPILI data to improve their services.

Feedback from the selection committee

Access to (medical) care is a huge issue. The YAPILI. Health@Hand concept is appealing and meaningful. The proposal looks solid. The competition analysis is plausible. From Botswana and Kenya, the concept can be further rolled out, not just to Africa, but also to other continents and to refugee camps. The concept has been tested and there are already connections and partnerships with various NGOs. "YAPILI fits very well into the Hague Impact economy," according to the selection committee. Investments and revenue are still unclear, however. The revenue model must be elaborated in more detail. The selection committee also wonders whether there are any checks of the medical specialists. How are their papers approved and is there any mechanism in place to prevent abuse?

DOK Den Haag

2DOK

Rinse van der Woude

The idea

Dok Den Haag is a joint venture of sustainable local logistics companies. Goal: sustainable logistics services in the city. In current practice, many miles are driven unnecessarily. Combining freight and improving routes reduce harmful emissions and traffic problems. Dok Den Haag reduces traffic movements by forty percent, according to the initiator. The service also provides local employment for those with fewer qualifications. 2Dok initiates and facilitates the venture in The Hague, for example through the development of a logistic hub (digital platform). Revenue is generated from licence payments, charges for using the hub, storage and innovation. Soon external shippers and transport companies will no longer have to traverse the city - they can unload or unload at a central place, which will save costs and improve the sustainability of their business. Dok Den Haag can easily be expanded to other cities and countries.

Feedback from the selection committee

Urban distribution is a topical theme, for which Dok Den Haag might be able to offer a good solution. This new approach to last mile logistics could have a huge, visible impact on the city. Working together, instead of individual logistic service providers all organising their own freight, creates less congestion on the roads and reduces CO2 emissions. The initiative has great potential, according to the selection committee. The fact that there are already a number of partners is a point in its favour. The practical development of the cooperative model, the technology and the required investments still need to be elaborated further. The margins in the transport sector are small and the investments are relatively high. Not forgetting the legal aspect. Can you just transfer a parcel that has been presented to post.nl to another transport company?

A trust-based network of qualified disaster responders

HumanSurge

Loek Peeters

The idea

In 2016, 125 million people were victims of a humanitarian disaster. With a reliable online network of local relief services and international emergency response organisations, HumanSurge wants to improve emergency response services in the event of disasters. The current response is outdated, offline, and organisations focus on their own response services while cooperating is more effective. In the trust-based network of qualified disaster responders, organisations can view badges of responders. A charge is made to click through to a detailed profile with verifications and references. The network replaces the extensive reference controls and saves the organisations time and money. Responders can convert their free badge to a paid account with which they can provide their profile for applications. Organisations pay for vacancies and income is also generated from online marketing.

A global online network with more than nine thousand professionals and dozens of paying international and national NGOs has already been developed. There are partnerships with UN-OCHA, universities and educational organisations. HumanSurge

wants to involve informal emergency response services in the network, improve the current references and profile verifications, automate the process and triangulate data, thus creating a trust-based network.

Feedback from the selection committee

The HumanSurge plan relates to a major international problem and gives a new view of emergency response services in the case of humanitarian disasters, in which cooperation is the goal. The current proposal states that HumanSurge wants to join The Hague Humanity Hub. The selection committee is unanimous in its enthusiasm for this entry. The concept is feasible and meaningful and has a realistic revenue model. The only 'but' is: how do you safeguard the quality of the applications and the expertise of volunteers? Who checks that? This point needs to be further elaborated in the action plan.

IN THE STUDENT CATEGORY:

Myco Cyco Pavilion

Fungalogic

Marc Postel and StellaYing-Tzu Lyu

The idea

Organic waste from the region, fibre, mushrooms and existing Eco-board material: these are the ingredients for the prefab building panels of Fungalogic and of the Myco Cyco Pavilion. The panels, which have strong insulating capabilities, are a hundred percent organic and fully recyclable. Sustainable, durable and healthy. The pavilion aims to inspire the construction industry to make their production more sustainable. Very little material is recycled in the construction sector. Due to the large quantities of glues, sealants and screws used in construction, most waste cannot be separated. Much of the existing construction material is not suitable for recycling anyway. Fungalogic shows that there is another way. In partnership with the municipality, the MyMyco Cyco Pavilion could occupy a central position in the centre of the city where it can provide education about waste, re-use and the circular economy. The prize money will be used for a pilot project in The Hague. With the pavilion, the initiators hope to get an experienced partner on board for the sale of the Fungalogic building material.

Feedback from the selection committee

A clearly written, feasible plan which could have a great impact. Recycling and use of circular materials in construction definitely have great prospects. In itself, the use of mushrooms to make organic (insulation) material is not new, but this specific application is. The pavilion in The Hague is a concrete intermediary step which can make a statement. The selection committee feels that it's a fantastic idea to inform people about sustainable building materials. The initiators themselves say that it may take a long time, even years, before the panels are approved and granted the appropriate certification. From this perspective, the selection committee has doubts about the commercial feasibility of the plan. The sale of the building material very much depends on the certification. Perhaps this technology could also form the basis for other applications? Advice: develop the revenue model further. The selection committee is also interested, for example, in a comparison between the costs of this and those of traditional building materials.

Drive & Deliver **Merlijn Groot**

The idea

The growing market for home delivery results in busier roads and more CO2 emissions. The start-up Drive & Deliver combines parcel services with driving lessons. This is not only more environmentally friendly; the income from delivery also makes driving lessons cheaper and more accessible to people on a small income. Lessons can cost from twenty euros, depending on the number of parcels to be delivered during your driving lesson. Every year, half a million people pass their driving test, on average after forty lessons. Imagine that four parcels are delivered during a one hour driving lesson. If all the driving schools in the Netherlands used the services of Drive & Deliver, the number of deliveries would be as high as eighty million a year, which is sixty-one percent of all Dutch parcels. Drive & Deliver reduces CO2 emissions by fifty-six thousand kilos.

Feedback from the selection committee

The selection committee is unanimous in its enthusiasm for the idea: "Fun, creative and innovative, not just for The Hague, but also nationally and even internationally." Drive & Deliver is an interesting combination of services, resulting in less harm to the environment and a reduction of traffic problems. The social aspect - cheap driving lessons for people on a small income - is a particularly likeable feature. However, it is unclear how Drive & Deliver gets its jobs. This needs more attention in the action plan. The same applies to the revenue model; the financial basis for the plan is still not well enough developed. The logistic costs are relatively high compared with the earnings, for example.

Healing Pod **Architecture of Cure** **Anna Pelgrim**

The idea

Specially developed to reduce stress in hospital patients: the Healing Pod, a mobile unit with air purifying and visually stimulating plants, simulated sunlight, sound and smell. A stay of fifteen to twenty minutes positively affects mood, sleep and energy level. The Healing Pod can be installed in hospital lobbies, corridors, cafeterias or waiting rooms. The first prototype will be completed in 2017. Production and marketing together cost two thousand five hundred euros per Healing Pod and the sales price will be around five thousand euros. Target group: hospitals in The Hague, such as HMC Westeinde, Bronovo and Hagaziekenhuis. By the end of 2018, the aim is to have sold ten Healing Pods. The concept is also suitable for other sectors, including clinics, rehabilitation centres, offices, universities, airports and public spaces. The plants are sponsored. Other collaborations are being explored, for example with Philips, supplier of therapy light.

Feedback from the selection committee

Although this does not address a big social issue, the idea is innovative and fun. The added value for individual patients is great. A lot of research is still required however. To what extent does the Healing Pod stimulate recovery? Do people leave hospital faster as a result? Is this the cheapest way to reduce stress? Is the Healing Pod suitable for all

patients? The production figures seem realistic. The revenue model must be elaborated in more detail. The technology consists of available parts. To what extent is this a unique product for which a patent application can be made?

The selection committee

Maartje Maas (sponsor manager ASN Bank, Voor de Wereld van Morgen)

Tim van Deursen (GroundHawq - winner of Innovators in The Hague 2017)

Lieke Kempen (Municipality of The Hague)

Henk Velders (investor, social entrepreneur, Social Club Den Haag)

Josje Spierings (Leiden University)

Selection criteria

- The extent to which the proposal contributes to a solution to an international social problem.
- The extent to which there is a healthy revenue model.
- The extent to which the concept is innovative compared with existing products, processes, technologies or services.
- The extent to which this proposal is feasible and scalable for other sectors/applications, countries or regions
- The extent to which the proposal contributes to the Impact Economy in The Hague. Preferably in partnership with potential clients or end users (UN, NGOs, knowledge institutes, government or businesses).