

# Urban Challenges

## *The city-driven approach to innovation*

Urban Challenge call for proposals (announced 10 May 2017)

*Does your city face challenges in reaching its sustainability goals? Then apply to participate in Climate-KIC's Urban Challenge.*

**Climate-KIC's Urban Challenge** presents the opportunity for a **city to define a challenge** it faces and for **entrepreneurs** to respond to this challenge at a competitive **open innovation pitch event**. An open innovation approach ensures that a larger number of innovative ideas come to see the light of day, as they are free for anyone to pursue, and debunks the myth that innovation requires closed doors and full control by the proprietary company.

Our past Open Innovation Days lead the way by example. Climate-KIC's Open Innovation concept has been successfully carried out with the Nordic cities of **Copenhagen** and **Gothenburg**, and has just been launched in **Malmö**.

*The Open Innovation Day is an exciting forum for meeting innovators and entrepreneurs, as well as potential users and customers within the city and its business sector. Everything has a focus on being smarter and more sustainable with resource consumption.*

Håkan Axelsson, Chalmers Ventures

## Why focus on Urban Challenges?

When it comes to climate change, cities and metropolitan regions are key actors. Climate change and the demands of booming urban populations pose a major challenge for infrastructure, buildings, energy supply, water systems and drainage, sanitation, waste management, housing and mobility. Cities need to be able to deal with climate risks and impacts (flooding, temperature rise, urban heat islands, pollution) and move to more sustainable, zero-carbon and resilient 'circular' pathways. The onus is on cities to improve air quality, reduce emissions, waste and resource use, and at the same time promote wellbeing, public health and social balance resulting in 'restorative' cities.

Meeting these ambitions will demand trillions of investments, and innovation in systemic thinking, governance and financing. This is a major opportunity for a new, sustainable market to emerge harnessing the creativity, skills and economies of scale that exist within urban environments to produce new systemic solutions.

## How does the Urban Challenge work?

Through Climate-KIC's pioneering Urban Challenge programme, we help **cities to define the challenge(s)** they face, connect with **entrepreneurs** able to solve to these challenge(s) and identify the most promising solution(s) at a competitive **open innovation pitch event**.



Urban Challenges should focus on the priority areas targeted in the [Urban Transitions Climate-KIC Thematic Priorities document](#) (see pages 6 – 10).

The Urban Challenge is divided into two phases. Continuing onto phase 2 is optional for the partner and will require an additional application.

Phase I (up to 6 months; maximum EIT funding request: typically falls in the range of €20.000 to €30.000)

Bring solutions from the start-up community to City decision makers. *Phase I will identify the best-presented solutions.*

Phase I can be divided into four work packages:

<b>1) Identifying project objective and challenge areas (~3-6 weeks)</b> Understanding the cities' drivers, challenges and barriers to innovation
<ul style="list-style-type: none"><li>• Articulate a clear urban challenge statement</li><li>• Urban challenge stakeholder assessment</li><li>• Tailor robust challenge success criteria</li><li>• Develop communications messaging and outreach strategy</li></ul>
<b>2) Identification of solutions (~8 weeks)</b> Leveraging Climate-KIC's 200+ strong close network of partners to source innovation from across Europe and beyond
<ul style="list-style-type: none"><li>• Disseminate call for Urban Challenge solutions</li><li>• Outreach to start-up /solution provider community</li><li>• Establish solution evaluation criteria</li><li>• Collect a catalog of solutions</li><li>• Screening and validation of received solutions</li></ul>
<b>3) Innovation boot camp (~2 weeks)</b> Support to select final list of solution providers and prepare them for demand-side pitches
<ul style="list-style-type: none"><li>• Select the X best solutions</li><li>• Define and communicate the format for pitch presentations</li><li>• Ensure focus on ROI and the business model of the innovations</li><li>• Pitch training</li></ul>
<b>4) Match making event (~4 weeks)</b> Host pitch event and identify winning solution(s)
<ul style="list-style-type: none"><li>• Organise pitch event</li><li>• Line-up jury</li><li>• Solutions presented at the pitch event</li><li>• Potential for further Climate-KIC support to facilitate follow-up (see Phase II)</li></ul>

At the end of Phase I the city is expected to have produced an **Event Report** on the pitch event and selected solution providers.

Phase II (up to 12 months; maximum EIT funding request of €50.000)

Test the solutions and investigate the viability and business potential for the selected solution(s) together with the City officials. *Phase II is focusing on bringing the solution closer to implementation.*

Through Climate-KIC's Urban Challenge Phase II, city officials can put resources towards **testing the feasibility and validity** of the winning urban solutions and piloting them. Phase II could include the following activities:

- Technical due diligence: Identify if the solution is applicable within the city specific context, for example, consider local policies or city stakeholders.
- Implementation roadmap of the innovation and/or develop a business plan
- Pilot the solution in the city
- Launch of solution

Cities, in their Phase II applications, will identify the outputs they wish to deliver with the support of Climate-KIC. At the end of Phase II the city is expected to have produced a **Feasibility Report** on the selected innovation(s), with emphasis on the next steps, within the city specific context.

## What are the benefits?

City benefits:

- Support cities in **articulating** the challenges they face
- **Source and gain knowledge** on innovative, relevant and viable urban solutions from across Europe and beyond
- **Support to select a final** list of solution providers and work with them in preparation for demand-side meetings/ pitches
- Provide transparent and **expert assessment** of solutions to assist in prioritisation and selection
- **PR and branding** opportunities throughout the Urban Challenge process

Service provider benefits:

- Gain understanding on the **challenge(s)** – the demand for a solution – a city faces
- Enable solution providers to enter discussions **and network** with potential clients (cities)
- **Prepare solution providers** for demand-side meetings/ pitches
- Help solutions with positive climate impact **reach the market faster**, wider, and more efficiently than otherwise possible.
- **PR and branding** opportunities
- **Demonstrating a solution** works in a city may lead to wider implementation/impact in other cities

## Hear about the cities that have already benefited from the process?

Copenhagen – Crowdsourcing solutions

In 2015, Climate-KIC Nordic and the city of Copenhagen initiated an open innovation process – Climate Solutions for Copenhagen – with the intention of providing the city with new green solutions to tackle its environmental problems associated with Climate Change. Using its unique European network,

Climate-KIC could unearth relevant solutions from across the continent and connect them to actors who can either utilize them or help them grow.

Through the open call Climate Solutions for Copenhagen received 57 applications originating from 12 different countries. 15 of the most appealing entrees were shortlisted and invited to Copenhagen in October 2015 to pitch their ideas. The pitch panel consisted of a politician, a municipal decision maker, a business developer and a project manager from Climate-KIC Nordic. Furthermore, an audience of approximately 100 invited guests were present from investment companies, municipality departments and local organizations working within sustainable solution development.

Thanks largely to the focus on determining and specifying the right challenges for the open call and the pitch planning, 14 out of the original 15 “finalists” continued working with the city.

*Being part of open innovation processes is important and inevitable for cities today. The technical development is moving very fast and as a municipality we have the possibility and responsibility to actually create real change and co-develop green solutions in close collaboration with start-ups, universities and our citizens.*

Per Boesgaard – Coordinator of partnerships & innovations, Climate Unit, City of Copenhagen

#### Gothenburg open for climate innovation – citizen climate impact

Great international interest was sparked in the Climate-KIC community when Gothenburg City recently issued a call for an innovation competition to minimize the climate impact of its citizens. Responses to the call came from eight countries and resulted in a total of 37 applications. All the ideas shared the joint aim to reduce the climate effect of daily chores and consumption. Highly innovative solutions emerged and eleven of these were presented during the Open Innovation Day arranged by Business Region Gothenburg and the City of Gothenburg, together with Climate-KIC and Johannesburg Science Park.

The solutions ranged from solar cells on rooftops and campaigns supporting commuting to work with electric bicycles, to platforms allowing citizens to share their skills and competencies. An online grocery store which doesn't use plastic wrapping was also proposed, and a platform with tailored advice on how to reduce individual CO2 emissions.

The solutions were presented to a panel including representatives from the City of Gothenburg, GU Ventures and Climate-KIC, and were watched by an audience of interested parties, representatives from the city, and potential investors.

*We're excited about this new bottom up driven innovation which ensures practical citizen engagement that will help the City of Gothenburg to comply with its climate targets.*

Susanne Pedersen, Climate-KIC Director, Nordics

*During the Open Innovation, we will hear about 11 ideas that can help the citizens of Gothenburg to be more climate aware climate-smart. It's not the first time that a city has invited innovators and business to help tackle its climate challenges, but it is likely the first time the focus is specifically on ideas that can help the city and its citizens in minimising their individual climate impact.*

Environmental Councillor of Gothenburg, Ulf Kamne (MP)

## Supply side: Climate-KIC network

Participants that Climate-KIC can bring to the challenge ecosystem:

**Portfolio:** Our portfolio of products includes services we have designed to challenge and develop clean-tech ventures and improve chances for success. We support entrepreneurs in different stages of maturity, from early stage ideation through seed funding and beyond.

**Innovation and Entrepreneurs:** Climate-KIC's business, university and public partners collaborate on many different innovation projects that identify, develop and bring to market climate change adaptation and mitigation technologies. This can be used as a resource and inspiration platform to ensure the identification of new solutions.

**Education:** (Greenhouse & Journey participants) We offer added value to Master's and Ph.D. degree programme at the best academic institutions across Europe as well as an annual summer school. Our pre-incubation programme the Greenhouse helps entrepreneurs explore their business ideas

## What is the application process and timeline?

**Urban Challenge call for proposals announced: 10 May 2017**

- If you are interested in applying, please first contact you relevant Climate-KIC office.
- Using the Urban Challenge Proposal Template cities must write a proposal identifying which concrete challenge(s) they are facing and how Climate-KIC, through the Urban Challenge process, can help to turn them into opportunities.
  - Download the [Proposal Form](#) (please use the Pathfinder Proposal Form) and [Project Proposal Guidelines](#) (please use the Pathfinder Proposal Form).

**Deadline for Urban Challenge proposals: 9 June 2017 (midnight CEST)**

- The Proposals will be competitive and reviewed by three Climate-KIC reviewers.

**Announcement of selected city Urban Challenges: 23 June 2017**

**Kick-off meetings with selected cities: late June/early July**

- The applying partner together with Climate-KIC jointly develop a detailed project plan.

## Interested in applying? Get in touch with us

We strongly advise you to contact your respective Climate-KIC Geo or RIS representative for initial questions and support:

Country	Contact Person Climate-KIC
Benelux	Eelco van IJken eelco.vanijken@climate-kic.org
DACH	Christian Henschke christian.henschke@climate-kic.org

	Konstantinos Karagkounis konstantinos.karagkounis@climate-kic.org  Vera Mertens vera.mertens@climate-kic.org
Central Eastern	Aleksandra Maria Górska Aleksandra.Gorska@climate-kic.org
Mediterranean	<u>France</u> Benoist Vercherin benoist.vercherin@climate-kic.org Vincent Olivier vincent.olivier@climate-kic.org  <u>Italy</u> Arianna Cecchi arianna.cecchi@climate-kic.org  <u>Spain</u> Ignacio Chanza ignacio.chanza@climate-kic.org
Nordics	Peter Vangsbo peter.vangsbo@climate-kic.org
UK & Ireland	Aled Thomas aled.thomas@climate-kic.org Ian Willetts ian.willetts@climate-kic.org

For general information on the Urban Challenge call please contact Ellie Tonks (ellie.tonks@climate-kic.org).

## Climate-KIC

Climate-KIC is the EU's largest public private partnership addressing climate change through innovation to build a zero-carbon economy. Our members range from well-known academic institutions to international corporations and city regions.

We run programmes for established practitioners and academics as well as students, developing start-ups and innovators across Europe via centres in major cities. Climate-KICs approach starts with improving the way people live in cities. Our focus on industry creates the products required for a better living environment.

Climate-KIC is supported by the European Institute of Innovation and Technology (EIT), a body of the European Union.

## Supporting documents

- [Urban Transitions Climate-KIC Thematic Priorities document](#) (see pages 6 – 10). Urban Challenge [Proposal Form](#)
- [Project Proposal Guidelines](#)
- [Urban Challenge Flyer](#)