



# CIRCULAR & DIGITAL COMPETITION AMA

October 2017

MARKETCONSULTATION



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# 1. OBJECTIVES OF THE COMPETITION\_

## ACCELERATING THE CIRCULAR TRANSITION

The City of Amsterdam, on behalf of the Amsterdam Metropolitan Area (AMA), intends to invite parties to participate in an exciting and challenging competition. The competition is initiated with the objective to accelerate the transition towards an economy that is both circular and profitable. Parties with the best vision towards this acceleration and a sound project plan will be awarded with prize money and the prospect of the City of Amsterdam being its launching customer. The City of Amsterdam and the broader AMA have the ambition to be the global frontrunner and to lead by example regarding smart solutions to address our increased consumption with limited resource availability.

Companies experience several barriers to the adoption of circular business models, like:

- The transition towards a circular company requires a change in the underlying business models, and expertise which might be secondary to a company's core business.
- Closing resource loops, diminishing waste, poses organizational challenges and may require building alliances with companies in the value chain or even competitors.
- Circular business models are relatively new also to financial institutions, which makes it difficult to attract financing.
- Companies don't always oversee the circular business potential, or the practical steps which are required to develop this potential.
- Companies lack access to data on the available secondary

products and resources, which they could tap into.

Following the above, the City of Amsterdam, on behalf of the AMA have decided to launch a competition for companies or consortia to present their solution to accelerate the closure of resource loops in AMA, with a sound underlying a business model and implementation roadmap.

To transition into a circular economy we need to change the way we view business. Currently, loss of (overall) value is not felt by the existing actors in the value chains, so the potential will only be harvested if and when new alliances are formed intra and inter organizational. Earnings should be divided over newly formed value chains in order to reach its full potential. Key words are transparency, cooperation, openness and out-of-the-ordinary. New insights, data and transparency of this data are key.

The competition is to:

**“Offer business solutions to close resource loops in the AMA at large (industrial) scale through the application of digital tools”.**



# 1. OBJECTIVES OF THE COMPETITION \_

## BEYOND FINANCIAL SUPPORT ALONE

Competition participant will be invited to present a project proposal that can be implemented within 2 years, and to indicate what kind of support & conditions the competition participant would require from the municipalities in the AMA to make the implementation of its business solution a success.

The City of Amsterdam aims for the tender submissions to substantially contribute to accelerating circular economy activities in Amsterdam. With this market consultation it aims to collect your feedback on the design of the competition or on the desired digital solutions. After this consultation, the competition will be finalized and launched.

### 2.1 Co-financing versus internal funding

The maximum co-financing budget from the City of Amsterdam is €750,000 including VAT (€619,835 excluding VAT) in order to achieve the proposed result. The competition participant is expected to invest at least twice the amount of the requested co-financing in the implementation of the tender, so a minimum ratio of 2:1. The competition participant may contribute in cash or in kind. A higher ratio will receive a higher score in the evaluation of the tender.

If any financial resources remain after the negotiations with the competition participant who won first place, negotiations may be started with the competition participant who came second. Depending on the quality and contract value of the tenders, the City may support the implementation of multiple tenders.

### 2.2 Network

During the development and implementation of your proposed digital solution, the City and the Amsterdam Economic Board ("Board") can mobilize their (internal and external) networks to offer advice and contribute to positioning the project and perhaps act as launching customer. For example, the City could arrange contacts with the business community, education institutes and municipal organizations, or could also offer the use of its PR channels, and promote your digital solution through its websites or at events. For a comprehensive explanation of the activities and network of the Board, please visit their official website: [www.amsterdameconomicboard.com](http://www.amsterdameconomicboard.com).

### 2.3 Business case

The objective is that the winning tender ultimately becomes a financially independent (digital) business solution. The AMA wants to invest during the implementation and start-up phases, but the project plan should aim for becoming a business which no longer relies on state funding within 2 years. That is why a positive business case is required.

### 2.4 Competition timetable in two rounds

The timetable of the competition is shown in the overview on page 7..



## 2. PROCEDURE MARKET CONSULTATION\_ WRITTEN AND ORAL CONSULTATION

### Written consultation

The municipality will use the market consultation to understand whether the terms and conditions of the MRA competition are realistic and will bring the intended result.

The City of Amsterdam invites market participants to respond and greatly appreciates their contribution. Interested parties are invited to complete the survey by 25<sup>th</sup> of October 2017, 12:00 o'clock by completing the online form.

Questions about the market consultation must be sent to the following email address before 19<sup>th</sup> of October, 17:00 o'clock:

Tim Duits [T.Duits@amsterdam.nl](mailto:T.Duits@amsterdam.nl)

Citing 'questions market consultation Circular & Digital Competition AMA'

The outcome of the questionnaire and the oral consultation will be used as input for the preparation of the competition documents.

A brief (anonymous) report of the aggregated outcome will be shared with the participants. This feedback will remain anonymous and not contain information that is traceable to company, project or individual.

### Consultation meeting:

Participants to the survey will also be invited to an oral consultation meeting. Based on the reply, the municipality will arrange a joint meeting at Datalab, Amsterdam, to check our assumptions and to assure that our request for proposals is accurate, to-the-point, and tuned towards the current and anticipated preferred situation.

This session will be organized on Thursday, November 2, from 14:30 to 18:00. First part will be a round table session exclusively for survey participants.

From 16:00 o'clock a plenary session will take place, having a discussion about the circular economy challenges and opportunities with the Amsterdam Smart City community Amsterdam Smart City community.



## 2. PROCEDURE MARKETCONSULTATION\_

# PLANNING

The table below outlines the tentative schedule for the market consultation. The City of Amsterdam reserves the right to change the schedule and / or to terminate the market consultation.

Date	Description / Phase
October 13, 2017	Advance notice of tender and market consultation via TenderNed
October 19, 2017	Possibility to ask questions about this document by competition participants
October 23, 2017	Publication of the answers from municipality to ask questions about this document
October 25, 2017	Submission deadline to this market consultation
November 2, 2017	Plenary expert meeting with Amsterdam Smart City Community in Datalab - Amsterdam
December, 2017	Indication start procurement procedure



### 3. PLANNING FOR THE COMPETITION

This planning for the competition procedure is indicative and no rights can be derived.

Date	Activity
December, 2017	Indication start procurement procedure
First half December 2017	Information session on the competition
End of January 2018	Deadline for submitting competitions (round 1)
End of January 2018	Announcement of the five best competitions, and invitations to the five best competition participants to submit detailed competitions (round 2)
Second half of February 2018	Deadline for submitting detailed competitions (round 2)
Second half of February 2018	Presentations to the jury
First half of March 2018	Announcement of the competition's winner
End of March 2018	Start of the negotiations

# 4. EXPLANATORY AMSTERDAM METROPOLITAN AREA PARTNERSHIP



The Amsterdam Metropolitan Area (AMA, known in Dutch as *Metropoolregio Amsterdam* or the *MRA*) is a partnership between the provinces of Noord-Holland and Flevoland, one transport region, and 33 municipalities in the northern part of the Randstad conurbation. This economically diverse region, with its varied urban areas and landscapes, has a population of 2.4 million and stretches from IJmuiden to Lelystad and from Purmerend to Haarlemmermeer.

The AMA is a region known for its high quality of life, with attractive amenities, good public transport and a relatively highly educated population. It's one of Europe's five strongest economic regions.

To strengthen this position further, also as the population increases, there is a constant need for innovation. We are tackling the most urgent urban problems in the areas in which we have the knowledge, expertise and human resources to make a real difference.

The characteristics of the AMA make it ideally suited to respond to a rapidly changing world:

- Sufficient critical mass in terms of economic activity (both small and large scale) that is important for collaboration on these urban challenges.
- A strong basis of academic knowledge in the field of these urban issues.

- A strong concentration of innovative companies that are able to develop and market new products and services.
- A collaborative government that applies the right instruments to make innovation possible.
- A strong physical and digital infrastructure.
- Active citizens who are open to innovation.

More info (in Dutch) <https://www.metropoolregioamsterdam.nl/>



## **5. QUESTIONS\_** **CONNECTION TO THE COMPETITIONERS**

The questions should be answered via an online form:

<https://goo.gl/forms/rXz98hljeyaTGWIN2>

Participating parties may complete or, if necessary change their answers to the questionnaire until 25 October 2017, 12:00 o'clock.