

Design contest Amsterdam Metropolitan Solutions (AMS)

Memorandum of Information 1

1. Where can I find information on the contest?

On April 2nd 2013, the contest notice for Round 1 of this design contest has been published. You may find the documentation via www.amsterdam.nl/ams as well as on TenderNed (www.tenderned.nl) and TED (www.ted.europa.eu). All documentation provided at a later stage will also be made available through these sites.

2. What is the target group?

The key target group for this contest are knowledge institutions and companies conducting research and development in technology. This is an open tender so any participant that considers it can form an institute that meets the goals of the city is welcome to submit a proposal.

3. Is there a realization of a building at this stage?

The focus for this stage in the process is on the development of the content of the envisioned institute, and not on the (physical) realization of a building. Whether a physical building will be realised is up to the winning participants.

The City of Amsterdam does envision that a new institute will become 'visible' in the city. How this is realized is up to the participants.

4. What is the relation between the locations and the Institute?

The purpose of this design contest is to solicit plans and designs from participants wishing to realize a technical institute (with AMS Institute as working title). This Institute should help in the realization of a number of goals the City of Amsterdam wishes to achieve, which are listed further in paragraph 3.3 of the contest notice.

Whether a physical building is realized and on which location is up to the winning participants. The City has no preference for a location provided the chosen location is within the borders of Amsterdam.

5. Is the list of locations exhaustive?

No, the list is not exhaustive. The City has no preference for a location provided the chosen location is within the borders of Amsterdam.

The list of locations, and especially the three attractive locations provided in more detail in appendix 5 of the contest notice are to be seen as a signal from the City showing its commitment towards the AMS initiative. The City considers these three locations to be potentially attractive for an institute in applied technology.

6. What does the multiplier 4 mean?

For each €1 provided in funding by the City, the participant must bring in at least €4 in funding itself. Participants are free to gather funding for their €4 from other (public) sources or funds.

7. May I as interested party speak to officials of the City of Amsterdam?

Officials from the City of Amsterdam conduct discussions with many parties as part of the 'going concern' activities of the City. These discussions may of course continue, both when initiated by the City or by parties themselves.

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When discussions touch upon the subject of the AMS design contest, the City officials will be reserved in terms of the information provided to ensure that no participant has a (dis)advantage. The responsibility for this lies with the City and its officials, and not with the (potential) participants. Participants should thus not feel restricted in continuing discussions and opening new discussions with the City.

Please note that the assessment of the proposals will be done by an independent jury. The content of discussions that the City holds with (potential) participants will not be shared with the jury, to ensure a level playing field.

Also, please note that as described in the contest notice (e.g. paragraph 5.6 point 8) no rights may be derived from non-written information.

8. With regard to the participant that is signing the bid; do you want it to be the person that actually has written the proposal, or do you want it to be the person with the ultimate organizational responsibility (for instance, the CEO of a company, or the chairman of the board of a public organization)?

Who signs the proposal is not yet relevant in this phase. The City does anticipate that a submitted proposal has support from both the people who have written the proposal as from the people who have the ultimate responsibility for the organization. However, in this phase this does not yet have to be formalized with a signature.

The jury will not see which person has signed the proposal of a participant. The seniority or identity of this person will not be a criterion in the ranking of proposals by the jury.

The staff of the jury will see which person has signed the proposal. This is not an element that the staff of the jury takes into account for the scoring of the proposal.

9. The City wishes to realize 5 goals through its AMS Initiative. Is there any prioritization between these 5 different goals? Put in another way: is the prioritization given with the order in which the goals are now presented (so that attracting and retaining talent are more important for the City than contributing to innovation or filling the gaps)?

The key goals for the City are goals 1 and 2 (attract and retain talent and create sustainable connections). Goal 5 is to be considered more of a boundary condition. As mentioned in paragraph 6.7.1 of the contest notice, the jury will award a higher ranking to proposals that fit with the goals of the city.

10. And how does this relate to the requirement of anonymity of the bid; which level of anonymity are you proposing? We find it hard to imagine to fill in the competences of any applicant, in a way that anonymity will be safeguarded. Do you just want that we remove his or her name from a CV, and hope for the best (e.g. that the participant will not be recognized)?

The condition of anonymity for the award criteria is to ensure that the jury may reach an unbiased conclusion about the substance of a proposal. The guiding principle is to refrain from providing information that clearly links to a specific organization or person (e.g. describing Schiphol as a "top-10 European airport based in the Netherlands"). Please note the City of Amsterdam considers an organization (or organizations) to be a participant, and not an individual person.

Participants may safely assume that the jury will not go out of its way to search for the identity of the participant. Participants should therefore ensure their proposals do not contain elements which are commonly known to be associated with a specific person or organization.

The City of Amsterdam will not exclude participants from the design contest if the provided information

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in the award criteria is not deemed anonymous. Instead, the staff of the jury will have the discretion to remove sections of a proposal that it considers not to comply with this principle of anonymity. These sections will be crossed out by the staff of the jury. The risk of important information thus being left out is borne by the participant.

11. Given that the Amsterdam Metropolitan Solutions initiative explicitly stimulates the forming of a consortium of partners with complementary skills, would you -- with the proper consent from involved parties -- publish the names of other parties than us to facilitate potential partnership discussions?

The City of Amsterdam can not publish the names of participants that will submit a proposal in the design contest for a simple reason: we do not know which participants are going to submit a proposal.

The City of Amsterdam has provided the names and organizations of people present at the information day on April 25th. This list will not be provided for download, but may be requested via ams@ez.amsterdam.nl. As this list contains names of people, we ask parties to treat it confidentially.

12. Is it the intention of the city to put selected five proposals together into one large single institute?

No this is not the intention. The City wishes to realize a number of (policy) goals through this initiative, as described in paragraph 3.3 in the design notice. How many institutes are set up is irrelevant for the City.

The City does encourage cooperation and consortia, but it is up to the participants to determine which consortia are formed.

13. Given that the Amsterdam Metropolitan Solutions initiative explicitly seeks to stimulate the "quality of living and working in Amsterdam" (stated objective #4), could you name 3 concrete fields (e.g. health, congestion) that the city deems high priority for enhanced quality of living and working in Amsterdam?

The study conducted by The Boson Consulting Group (also available on the AMS website) contains a number of topics that the City of Amsterdam deems promising, such as energy, waste&water, health and mobility/transport. The cross-roads of these topics were also deemed interesting.

At the same time the City of Amsterdam has deliberately widened the scope of the AMS design contest. This is to enable creativity and innovation by interested participants into promising fields that are not (yet) top of mind for the City of Amsterdam.

14. One of the near future technologies will be around applied flux capacitors. Given that this technology is imperative for future city development, what would be your stipulations for implementing portals for distinctive urban mobility?

It is up to the participants to determine the focus area's for their envisioned institute, including the technologies. The City is open to back future or next generation technologies that improve the quality of living and working in Amsterdam as stated in goal number 4 in paragraph 3.3 of the contest notice. Exact stipulations for implementation can be discussed and agreed between participants and the City of Amsterdam in the negotiations phase that starts after Round 2 of the design contest.