

## CALL FOR A DESIGN CONTEST: EXPERIMENTAL FINLAND

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## CALL FOR A DESIGN CONTEST: EXPERIMENTAL FINLAND

### 1. Contracting authority

The design contest is launched by the Prime Minister's Office. The Prime Minister's Office is responsible for the key project "A culture of experimentation will be introduced" adopted by Prime Minister Juha Sipilä's Government.

The contract proper will be signed with the future owning body, but if necessary, the Prime Minister's Office may negotiate and sign the contract on behalf of the owner organization.

### 2. Purpose and objective of the design contest

[The report](#) that analyzed various alternatives for funding experimentation identified the following obstacles to a culture of experimentation: lack of flexible micro-financing for experiments; fragmentation of the field; and lack of knowledge about viable solutions.

The intention is to build a digital funding platform that would support a culture of experimentation and, at its best, would strengthen democracy. The purpose of this design contest is to find the most viable solution to the challenges presented in the call to contestants.

#### 2.1. Challenges

The following challenges have been identified as central to promoting a culture of experimentation:

1. Idea-makers: How to contribute to the development of society with one's own know-how and/or with regard to themes important to oneself? How to find and utilize contents produced by others?
2. Experimenters: How to get funds, support and networks for implementing one's own experiment?
3. Funders: How to include one's own way of funding experiments in the platform and still maintain a uniform user experience? How to find the most promising uses for funding?
4. Information users: How to retrieve contents in a meaningful format? How to incorporate ideas and experiments into the development of society?

#### 2.2. Contest task

The task is to build a digital development platform enabling a communal approach. Challenges, ideas, experiments and solutions can be fed into the platform whose working title is Time to Experiment. Development takes place through crowdsourcing (See Appendix 1: User stories for Time to Experiment).

The following have been identified as the principal functionalities: the collection and classification of information about challenges, ideas, experiments and solutions; crowdfunding solutions for experimentation; and tools enabling networking and interaction. By creating a profile, the contents can be followed in a targeted manner. The profile also shows one's own inputs into development processes. Platform views can be embedded into other pages, and the platform can be integrated with existing innovation communities. The service gives information in various categories and via open interfaces. Information retrieval from public databases is valued.

The service must be produced using an open source code, since the goal is to enable a service that can be maintained widely and developed further at a later stage. Compatibility with the national architecture for services (service channel and the national identification solution; <https://esuomi.fi/palveluntarjoajille>) should be taken into account. Simultaneously, innovations and digitalisation are progressing in other projects as well: Tekes has its Reboot Finland programme, and a platform is also being built to support the innovation process of digital Finland. Background discussions have identified similarities at least between these projects.

The contracting authority reserves the right to negotiate with the winner(s) of the contest about procuring the solution they have presented (including any further development and maintenance of the solution).

## 2.3 Description of the procedure

The procurement procedure is a design contest referred to in sections 33 and 34 of the Act on Public Contracts. The contest includes a hackathon event. This call document defines the rules of the design contest.

The design contest is launched by publishing a notice on the [TED channel](#) of the EU. At the same time, this call to contestants is published on the [design contest site](#). The tenderers (teams) invited to the hackathon phase are selected on the basis of requests to participate. The information to be included in the request to participate and the selection criteria for the hackathon are described in Chapter 4. All candidates are told whether or not their request to participate has been approved.

After the hackathon, the tenderers submit their final contest entries within the time limit set. The entries are evaluated anonymously. The evaluation criteria are described in Chapter 6.2 of this document.

The contest entry must be accompanied by a sealed envelope containing the name and contact details of the tenderer/team that has submitted the entry. The envelopes are not opened until the jury has selected the winner of the contest. If the contest entry or its documentation reveals the participant's identity to the jury before the winner has been selected, it may be necessary to exclude the entry from evaluation.

After the closing of the design contest, the contracting authority may invite the winner (or all of the winners if there are several winners) to participate in negotiations on procuring the contest entry.

### 3. Target schedule

Phase	Preliminary date (2016)
The call to contestants is published	13 September
Last day to submit requests to participate	<b>4 October at 12.00 noon</b>
Participants are selected	5 October
Hackathon: sparring over ideas	24– 25 October
Last day to submit contest entries	<b>25 October at 14.00</b>
The jury declares 1–3 winners of the design contest	28 October
The Prime Minister's Office negotiates with the winner(s) and selects the implementer(s)	October– November
Contract with the implementer selected	16 November

### 4. Selection of participants

Participants for the design contest are selected on the basis of their know-how and their proposals for the contest.

#### 4.1. Minimum requirements for teams

Participants assemble a team of at least three persons. The team members can be from one or more companies or organisations. If the members are from more than one company, their roles must be described so that each member's input in producing the end product becomes clear. We value service design skills. More members can be added to the team, if needed, after the hackathon.

The team proposed must be committed to participating in the hackathon. The hackathon is organized in October (target: 24–25 October 2016).

#### 4.2. Selection criteria for participants in the design contest

Participants are selected on the basis of requests to participate. Decisions are made pursuant to the following criteria:

- How well can the idea proposed and the technologies described for its implementation resolve the challenges presented and how well can they utilise public databases.
- How well does the team proposed demonstrate the ability that it can use to design, and that the tenderer can use to produce, a digital service in keeping with its original idea (e.g. team members' previous experience or case examples).

The maximum number of teams selected is ten. The selection is done by the Prime Minister's Office. If the last acceptable ranking is shared by more than one request to participate, the selection between them is ultimately done by drawing lots.

#### 4.3. Drawing up the request to participate

The request with its appendices must be submitted in Finnish, Swedish or English. All documents must be included in the request; no references to websites are accepted. The request to participate must include the following information: the name of the tendering company/tendering group; the names and possible Business IDs of the bodies participating in any tendering group; the postal addresses; and the name, e-mail address and phone number of the contact person for the tender. The contest code "VNK/1677/26/2016 Design contest Experimental Finland" must be in the subject line of the e-mail message or on the envelope.

The request to participate must include the following documents:

- Cover page (one A4 sheet)
- Team members' CVs or LinkedIn profiles (or a corresponding description for evaluating the capabilities and experience of the team proposed)
- A description of the preliminary idea and the technology used (including a description of how and why the proposal solves the challenges presented) (at most two A4 sheets)

#### 4.4. Disclosure of information

The confidentiality of documents drawn up for the design contest is determined in accordance with Section 84 of the Act on Public Contracts. As a rule, documents become public to the participants in the design contest once the winner of the design contest has been declared. Documents become available to the general public at the latest when the public contract is signed. If the documents include the candidate's business or professional secrets or other confidential information, such information must be clearly marked as confidential.

#### 4.5. Submission of requests to participate

The request to participate, with its appendices, is sent to: [kirjaamo@vnk.fi](mailto:kirjaamo@vnk.fi). The requests to participate must be received at the latest on 4 October 2016 at 12.00 noon, after which they will be opened.

## 5. Hackathon

### 5.1. Available resources

The following resources are available to the design contest teams, including the hackathon phase: Telecommunications link  
Also, the use of other public sources of information and technology solutions is possible.

## 5.2. Hackathon event

The hackathon is one phase in the design contest. Once the teams participating in the hackathon have been selected according to the design contest criteria, the teams have three weeks to develop their contest entry. Before the final entry deadline, a two-day hackathon on 24 and 25 October provides the opportunity to test and develop the idea and prototype together with experts from the Prime Minister's Office and the *Kokeilukummit* group.

The Prime Minister's Office awards prizes to the contestants as follows:

- EUR 10 000 to the winning team of the hackathon
- EUR 2 100 to all other teams that were selected for the hackathon

## 5.3. Hackathon evaluation criteria

The hackathon jury evaluates the results of the hackathon on the basis of the following criteria:

- Solution: How well does the solution meet the challenge?
- Value: How great is the value experienced by user groups?
  - o For idea-makers, experimenters, funders, information users
- Feasibility: How can the idea be realized/implemented?

## 6. Contest entry

### 6.1. Submission of contest entries

Contest entries are submitted before the hackathon deadline (25 October at 14.00). The entries can no longer be modified after this deadline. Entries must be submitted anonymously so that they do not reveal the identity of the team in any way. If the identity is revealed to the design contest jury, it may not be possible to evaluate the entry, which must then be excluded from the contest. The contest entry must be accompanied by a sealed envelope that contains the name and contact details of the tenderer/team that has submitted the entry.

The contest entry must be submitted as a readable entity that shows how the entry meets the challenge presented. However, the contest entry can include moving images or sound.

### 6.2. Evaluation criteria for contest entries

The teams submit their contest entries by the deadline (25 October at 14.00). The design contest jury evaluates the entries using the following criteria:

The feasibility of the idea in relation to the challenge presented

- a credible implementation plan for realising the idea
- cost estimate in relation to the budget presented (see Section 7 of the call)
- technical feasibility in relation to the timetable given (a beta version must be ready for use by the end of 2016)

Value to end users in relation to the challenge presented (see also Appendix 1: User stories for Time to Experiment)

- for idea-makers
- for experimenters
- for funders
- for information users

The feasibility of the idea is evaluated on the basis of all three sub-criteria (implementation plan, cost estimate, technical feasibility), using the scale (excellent = 3, satisfactory = 2, adequate = 1). The value to end users is evaluated on the basis of all three sub-criteria (experimenters, funders, information users), using the scale (excellent = 3, satisfactory = 2, adequate = 1). Thus, the maximum score for contest entries is 18 points.

### 6.3. Jury of the design contest

The impartial and expert jury members, who are familiar with the various components of the project, will evaluate the entries submitted by the design contest participants. The names of the jury members are published on 26 September 2016. Answers to the questions concerning the procurement are published at the same time.

## 7. Contract

As a representative of the owner organisation, the Prime Minister's Office may launch negotiations with the winner(s) of the design contest immediately if the owner organisation is not yet fully operable when the contracts are signed. The negotiations concern the procurement of the contest entry (incl. any further development and maintenance). The value of the contract for the first year is at most EUR 100 000. The total value of the contract is estimated at EUR 200 000 (duration 4–6 years).

The contract period starts when the contract is signed and continues until further notice. The notice period is 3 months for all parties.

## 8. More specific information

### 8.1. Questions and answers

Questions concerning the procurement notice must be sent by 12.00 noon on 23 September by e-mail to: [kirjaamo@vnk.fi](mailto:kirjaamo@vnk.fi). The Prime Minister's Office answers the questions on the [design contest site](#) at the latest on 26 September 2016 at 16.15. The answers are sent to all persons who have posed questions or have otherwise submitted their contact details.

### 8.2. Additional information

Appendix 1: [User stories](#)

Appendix 2: [Visual story](#)