

## Scope of Work - MRDH City of Future Air Quality Challenge

<b>Project Name</b>	MRDH City of the Future Air Quality Challenge
<b>Agency Request Date</b>	01 SEP 2020
<b>Project Start Date / End Date</b>	01/09/2020 - 10/12/2020
<b>Project Sponsor</b>	MRDH
<b>Project Manager</b>	<p>NAME PROJECT OWNERS FROM ALL PARTIES:</p> <ul style="list-style-type: none"> <li>- David Beijer - YES!Delft</li> <li>- Nanda Weterings - Municipality BAR   Ridderkerk</li> <li>- Fred Sip - Municipality Wassenaar</li> </ul>
<b>Background</b>	<ul style="list-style-type: none"> <li>- Ridderkerk has a need to better understand the air quality within municipality borders, and wants to make their inhabitants aware of the air quality. They also want to raise awareness of the influence of barbecues, wood stoves and driving their car on the air quality. Understanding the impact of the surrounding highways and the Port of Rotterdam to pollution in the air is of interest. Having a better insight in the air quality will             <ul style="list-style-type: none"> <li>o Help them understand which share of pollution is caused by which source</li> <li>o Help them address concerns by inhabitants</li> <li>o Help them to persuade neighbouring cities to help prevent pollution carried to the city by winds</li> </ul> </li> <li>- The municipality of Wassenaar has similar concerns, except instead of pollution caused by port of Rotterdam, the highway to the north (N44) is a main concern. Concerns focus on quality of nature, and having a green municipality. Liveability of the municipality is very important for the municipality of Wassenaar. Understanding the impact of the N44 on air quality can help make the argument to downgrade the road for increased liveability of the town.</li> <li>- Wassenaar specifically wants to understand contents of the air: "pollution" is too vague. Can we see contents of CO<sub>2</sub>, fine dust particles, NO<sub>x</sub>,... What will be the impact of Nitrogen on its nature and green estates.</li> </ul>

	<ul style="list-style-type: none"> <li>- Both municipalities currently have one or two sensors, from which they need to infer all information. This provides them with data of a low granularity, which doesn't add enough info to pinpoint sources.</li> <li>- It is hard to define policies based on the low amount of data currently gathered.</li> </ul>
<p><b>Definition of the problem</b></p>	<ul style="list-style-type: none"> <li>- The solution found in the Challenge should provide insights about local air quality to inhabitants, and should support the reliability and credibility of data provided by the National government. The data should be verified, close to the people, accessible for all, presented in a consumer-friendly manner. Access to historic data is preferred.</li> <li>- Tool should be usable for local government to base decisions on.</li> <li>- Wassenaar wants a ready product, so super early stage startups are outside of scope. Ridderkerk wants to make sure that the tool helps in raising awareness amongst inhabitants about the consequences of their choices.</li> <li>- Gathering data is one thing, but the data has to be translated into action and made presentable. Wassenaar specifically mentions the wish for insights and linking between measured values and the influence on people, nature and climate. This leads to increased understanding of cause and effect, leading to focus on measures that have maximum effect.</li> <li>- The presented solution has to be translated and/or presented in Dutch, so an English-only platform or solution is out of scope.</li> <li>- The solution should not be based on models, but on measurements, Air pollution data based solely on extrapolated models is not deemed to be reliable by the public.</li> <li>- Wassenaar is willing to have a pilot together with Ridderkerk if that is beneficial for all parties. Ridderkerk is</li> </ul>

	<p>also willing to work together with Wassenaar. Both parties are also open to having separate pilots. Will be determined on the day itself.</p> <ul style="list-style-type: none"> <li>- Preferably the municipalities understand a global expected price level of the solutions/pilot before selection day. So should be part of the form.</li> </ul>
<p><b>Project Objectives</b></p>	<p><b>TRACK SPECIFIC OBJECTIVES:</b></p> <ul style="list-style-type: none"> <li>- 25 - 30 Relevant EUROPEAN LATER STAGE STARTUPS / SCALEUPS to apply.</li> <li>- 12 - 15 to be selected for the selection day.</li> <li>- 8 - 10 to be selected for the finals Event.</li> <li>- One or two winners to get a pilot with the municipality</li> </ul> <p><b>WHAT TO WIN:</b></p> <ul style="list-style-type: none"> <li>- A pilot together with Ridderkerk and/or Wassenaar.</li> <li>- The finalists will execute a pilot as soon as possible, and the municipality will understand the cost level of the product when the pilot is successful and continued.</li> <li>- If the pilot is successful, the solution might be implemented. (YES!Delft will not be responsible for implementation process).</li> <li>- YES!Delft offers support in setting up pilots between the finalists and the municipalities.</li> </ul>
<p><b>YES!Delft Delivers:</b></p>	<p><b>Scouting</b>  YES!Delft is fully responsible for scouting 35-50 applications across Europe (incl. landing page).  Travel and accommodation costs and costs made outside the program of the challenge are for the expense of the participants.</p> <p><b>Selection</b>  YES!Delft is fully responsible for organizing the selection of the teams, however the selection itself will be a joined effort of Y!D Accompanied by both municipalities.</p> <p><b>Challenge Track</b>  YES!Delft is fully responsible for:</p>

	<p>- Pitch Training for the startups</p> <p><b>Project management</b> YES!Delft provides an assigned project manager during the Air quality track.</p> <p><b>Communication with applicants</b> YES!Delft is responsible to communicate with the participants that apply for the track.</p>
<b>Municipality Scope</b>	<p><b>Selection</b> YES!Delft is fully responsible for organizing the selection of the teams, however the selection itself will be a joint effort of Y!D accompanied by one Ridderkerk and one Wassenaar project team member.</p> <p><b>Project management</b> An assigned project manager who is fully responsible for coordinating all partnership contributions during Air Quality track.</p>
<b>Selection Criteria Startups</b>	<p><b>Problem / Solution fit</b> Solution of startup and/or scaleup will lead to solving the Air quality Challenge</p> <p><b>Tech</b> Existing product Scalable Can be implemented in couple of weeks/months</p> <p><b>Team</b> Motivation, Ambition Availability, Commitment Competence, Skills Minimum 2 co-founders</p> <p><b>Sales</b> Quantification of traction (LOI, Pilots etc)</p> <p><b>Pitch</b> Likeability, English, Dutch, Structure</p>
<b>Selection committee</b>	<p>Pre-scan Selection - YES!Delft Selection Day Finalists - Ridderkerk, Wassenaar, YES!Delft, Jury on Finals day - YES!Delft, Ridderkerk, Wassenaar</p>

<b>YES!Delft Deliverables</b>	<ul style="list-style-type: none"> <li>- Plan and deliver scouting &amp; selection process</li> <li>- Plan and deliver selection day</li> <li>- Plan and deliver 1 day of Validation or Pitch training</li> <li>- Logistics</li> <li>- Selection Form</li> <li>- Host Finals Event</li> <li>- Guide winner(s) in the pilot process</li> </ul>																														
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<b>YES!Delft KPI's</b>	<ul style="list-style-type: none"> <li>- <b>Scouting</b> Scouting (NATIONAL / EUROPE, LATER STAGE STARTUP)</li> <li>- <b>1 Day Pitch Training</b> Pitch training</li> <li>- <b>Finals Day</b> Final pitch Event</li> </ul>																														

	<p>Jury with Wassenaar, Ridderkerk &amp; YES!Delft experts Networking Drinks or ONLINE</p> <ul style="list-style-type: none"> <li>- <b>Pilot Management</b> Including 1 year guidance from YES! Delft team and access to YES! Delft for the startup. Pilot Support: YES!Delft will guide max 2 winners in the pilot process. This means that a YES!Delft project manager can take the lead in this process.</li> </ul> <p><b>Timeline Pilot Process (IF NEEDED)</b></p> <ul style="list-style-type: none"> <li>- YES! Delft will contact the startup / scaleup for a 1st meeting after the Challenge. Here the wishes and possibilities (time, start date, budget, test options, expected results, intellectual property, etc.) are discussed. In addition, what is needed to make the startup / scaleup "pilot-ready" (business case and prototype ) is also looked into.</li> <li>- After this conversation, there will be a conversation with the municipalities to identify the possibilities. (Time, start date, budget, test options, expected results, intellectual property, etc)</li> <li>- YES! Delft organizes a conversation with all parties involved to make a scope of the pilot (of course only if the results discussed are positive)</li> <li>- Make a pilot agreement</li> <li>- Pilot will be executed on an agreed date.</li> <li>- YES! Delft is organizing a pilot evaluation meeting within 14 days after finalisation of the pilot</li> </ul>
<b>Price</b>	Included in the MRDH budget
<b>Conditions</b>	YD terms and conditions

*Accepted and Agreed*

*Name: Nanda Weterings - gemeente  
Ridderkerk*

*Accepted and Agreed*

*Name: EJ Lugt - Managing Director YES!Delft*

*Date:*

*Date:*

*Accepted and Agreed*

*Name: Fred Sip- gemeente Wassenaar*

*Date:*