



White Paper Challenge Topsector Horticulture & Starting Materials

Announcement of requirements and registration for the White Paper Challenge
'horticulture innovation system'

Summary

The 'horticulture innovation system' challenge solicits white papers on the topic of ensuring that the Dutch horticulture innovation system remains future-proof, and takes into account the impact of emerging technologies in that trajectory. Winners will be given the opportunity to see their contribution made public through the communication media of Topsector Horticulture & Starting Materials.

Dates

Submission period begins:	1 July 2019
Submission period ends:	30 September 2019
Evaluation begins:	1 October 2019
Evaluation ends:	14 October 2019
Winners notified:	26 October 2019
Winners Announced:	1 November 2019

Subject of the Challenge 2019

It is a fact that the Netherlands plays a leading role in Europe and beyond, in the domain of horticulture production, export and innovation. The sector is unique in its close alignment of excellent research, progressive industry and policy, which adds considerable value to the Dutch GDP. But the big question is whether the sector will be capable of transforming its innovation system to cope with the challenges ahead, and transform from an inward-looking sector to a much broader view, incorporating new business partnerships, models, and technologies. The world around us is changing faster than ever, and change brings new choices to be made. This white paper challenge addresses these choices.

The TKI TU Horticulture Sector Challenges solicit White Papers on the direct relation between the horticulture sector and the global trends currently transforming businesses worldwide. Some mega trends affecting the sector either directly or indirectly are environmental (sustainability) issues, increased competition in the international arena, changed consumer behavior, shortages in natural resources, industrial digitalization (the impact of digital giants, e-commerce), energy transition and the labor market. Continuing global leadership of the Dutch horticultural sector will need to be driven by continuous innovation to address these challenges.

Through this White paper challenge program, TKI TU calls for insights into necessary fundamental changes, which will be instrumental in transforming the sector to ensure its worldwide position in the coming decade.

This particular white paper challenge addresses the future relevance and impact of the Dutch horticulture industry

What is the future of the Dutch horticulture sector? Will it be business as usual or is there a need and/or opportunity to focus and excel in specific domains? And how do you define the desired success? What kind of investments are needed then to secure that future ambition? On the basis of which criteria will investment decisions be taken? Which key enabling (digital) technologies will play a key role? To what extent do food security, sustainability and circularity play a role?

An individual stakeholder or a team may address this call. Interested parties should submit a White Paper no longer than 10 pages describing the proposed subject. A limited number of these submissions will be selected.

Objective

The goal of this Ideation Challenge is to solicit White Papers that investigate the changes that will have to be made to the Dutch horticulture innovation system. The paper should discuss the underlying fundamentals of the transition(s) (both technological as well as in the field of increasing international competition), examine how these transition(s) can advance the industry, what will be the drivers and barriers, as well as provide recommendations for implementation by companies and the sector as a whole when it comes to maintaining and even expanding our leading position worldwide.

Submission Requirements

Include a White Paper, not longer than ten (10) pages in length, that educates its audience on improving the Dutch horticulture innovation system, how this challenge can be addressed and what are directions for solutions for the horticulture sector. Dutch as well as English papers will be considered for evaluation.

The paper should:

- Describe the value of the direct-to-consumer approaches to the horticulture sector, and include how changing consumer behavior drives technological innovations;
- Identify potential gaps and opportunities;
- Discuss the effectiveness of the solution and the solutions ability to function in the “real world.”
- This discussion may include implementation and potential performance issues, and cost implications. Risk analysis and mitigation would be appropriate to include here as well.

How to Enter

Challenge participants will have three (3) months from the date of the posting of this Notice. Those submissions must comply with the requirements provided above. Up to eight submissions may be selected as winners. The names of the winners will be posted on the <http://topsectortu.nl/nl> web site, as well as the names of any participants receiving an honorary mention. Honorary mentions may be given to highly ranked submissions.

Eligibility Rules for Participating in the Challenge

To be eligible to win a prize under this Challenge, an individual or entity shall have complied with all the stated requirements of Challenge

In order for a Submission to be eligible to win this Challenge, it must meet the following requirements:

- No TKI TU logo – The Solution must not use TKI TU's logos or official seals and must not claim endorsement.
- Functionality/Accuracy – A Solution may be disqualified if it fails to function as expressed in the description provided by the participant, or if it provides inaccurate or incomplete information.

Selection process

The evaluation and selection process will begin by removing those that are not responsive to this Challenge or not in compliance with all rules for eligibility. A jury/panel will examine all responsive and compliant submissions, and rate the entries. The reviewers will determine the most meritorious submissions, based on these ratings and select up to eight (8) finalists.

The panel will rate each submission based upon:

- The potential of the overall concept to help foster transformative change in the horticulture sector
- Viability of the proposed recommendations,
- Innovativeness of the approach,
- Potential for supporting the objectives of TKI TU.

Additional Information:

The winning entry will be awarded a cash price of euro 1.500.

General Conditions: TKI reserves the right to cancel, suspend, and/or modify the Challenge, or any part of it, for any reason, at TKI's sole discretion.

Intellectual Property: Each participant retains title and full ownership in and to their Submission. Participants expressly reserve all intellectual property rights not expressly granted under the challenge agreement. By participating in the Challenge, each entrant hereby irrevocably grants to the TKI a limited, non-exclusive, royalty-free, perpetual, worldwide license and right to reproduce, publically perform, publically display, and use the Submission to the extent necessary to administer the challenge, and to publically perform and publically display the Submission, including, without limitation, for advertising and promotional purposes relating to the Challenge. This may also include displaying the results of the Challenge on a public website or during a public presentation.

In Dutch:

Wil de Nederlandse TU sector over de hele breedte van de agrarische sector voorop lopen in de wereld, of kiezen we specifieke domeinen? En op basis van welke criteria vind de besluitvorming over bijvoorbeeld investeringen plaats en hoe definieer je het gewenste succes (lees resultaat)? Welke technologieën spelen daarbij een sleutelrol of niet? In hoeverre spelen duurzaamheid en circulariteit hierbij een rol?