

Kera Challenge by S Group - Frequently Asked Questions

GENERAL QUESTIONS ABOUT KERA CHALLENGE

What is Kera Challenge?

Kera Challenge is an open, needs-driven innovation competition. We are looking for circular economy solutions that support the transformation of Kera from an industrial area to a smart, sustainable, and liveable neighbourhood.

Four finalists will be chosen by the competition jury - what happens after?

The four finalists will be published on 3rd of February, they will receive 300 000 NOK to further develop their idea during the spring and compete for the title of Kera Challenge winner.

What are the deadlines for application should I know about?

The open call for solutions lasts till the 17th of December. The four finalists teams will be published on 3rd of February.

Second phase with further development work by the four finalists will last from February till May and Kera Challenge winner will be published by 17th of June.

Is the challenge anonymous?

This challenge is not anonymous.

Will one of the proposals be implemented for sure?

No, there is no guarantee that a proposal will be implemented. Considering the competition and that the winning solutions are looked to be scalable to other similar construction sites, we do expect that some of the proposals will be implemented in the future - either in Kera or somewhere else.

Will there be only one winner?

Kera is a huge project that will continue for years, even decades. More than one good idea can be chosen for implementation within the Kera Challenge but most of all, good ideas in other parts of Kera than Inex center can be extremely valuable and scalable.

Can anyone submit their solutions?

Yes, we don't rule anyone out of the competition.

“Where are looking for circular economy solutions” - What does the circular economy mean here?

Here the concept “circular economy” can be interpreted in a very broad sense. In Kera Challenge we are looking for solutions that could for example use the existing building materials or building in the future construction.

There are quite a lot of requirements listed for the applications. What if our applications doesn't meet all of them?

We recommend you to think this as a job advertisement - very few fill 100 % of the requirements, but you can still perform great by standing out in some if you lack others.

Are there any limitations regarding team size, backgrounds, etc? Should one of the team members be nordic?

There are no limitations regarding the team size or backgrounds. Therefore none of the team members has to be Nordic. As the competition is run in Finland and funded by Nordic Innovation, you should consider trying to collaborate with someone from the competition countries.

However, to the Nordic Innovation final only teams with at least two participants from two different Nordic countries will be regarded (separate competition from Kera Challenge with its own rules, please refer to the Nordic Built Cities Challenge website for further information).

There is a Nordic Final after the Kera Challenge is completed, by what date should a team decide if they want to take part to the Nordic competition as well?

The application period for the Nordic competition is between 23rd of May until 30th of June 2016. Only chosen finalists with at least two participants from two different countries can apply to be the Nordic winner according to the Nordic Innovation rules.

I saw from [the previous winners](#) that all are design/architectural/engineering firms. No universities seem to be listed. Would you advise that the best chance in the competition is from professional firms?

This challenge is not strictly related to the previous Nordic Built Challenge and has its own competition criteria. What we are looking for are innovative solutions that can be developed further on with the prize money. It does not matter whether you are a group of researchers, students, newly formed startup or a professional firm - what matters is the quality of your proposal.

Nordic Innovation is the funder of the competition, does this have any implications to for example the prize money being regarded as state aid?

The prize of 300 000 NOK to each of the four finalists will be granted as so-called de minimis aid under Commission Regulation (EU) No 1407/2013 of 18 December 2013 on the application of Articles 107 and 108 of the Treaty on the Functioning of the European Union to de minimis aid, published in the Official Journal of the European Union L 352/1 on 24.12.2013. For the calculation of the amount, it is estimated that 50 % of the prize benefits the finalists and that 50 % of the prize benefits Kilon Logistiikkakeskus OY. The de minimis amount to you is thus estimated to be 150 000 NOK.

There is a ceiling of 200 000 euro for all de minimis aid provided to any one firm over a 3-year fiscal period. You should be aware how this affects your companies possibilities to receive funding.

QUESTIONS ABOUT THE COMPETITION DOCUMENTS AND BACKGROUND INFORMATION

Where can I find all the additional information about the competition area or the existing buildings?

All the official information is published at the competition website and made downloadable from there, visit www.uusikera.fi

What is the correct format for the required competition documents?

The presentation should be a PDF file that can be printed out in the standard A4 size. There can be maximum 15 pages.

Can text be used on the pages or is the text limited to the summary?

Text can be used in the pages. To sum up your proposal, we ask you to provide a summary and explanation of how it meets the competition criteria with a limit of 4000 characters, which can be part of the PDF presentation.

Should a team provide business-case calculations?

Business-case calculations are not a requirement. If you feel that they are essential to your proposal and will provide more in-depth information about the beneficiality of your proposal, you should include them in the proposal.

Is it possible to get information about the structure and materials used in the buildings?

The main construction material is concrete. The roof structure is Siporex Light Concrete and the covering roof is bitumen.

Is it possible to get maps of the area and the detailed pictures of buildings facade and ground plan, either in CAD or PDF?

Map of Kera, map of the S Group site, aerial photo of the S Group site and ground plan of the S Group site can be downloaded from the website.

Do the buildings contain any dangerous materials (e.g. asbestos)?

Dangerous materials will be removed from the site before the construction will begin.

When can the implementation of the plan be started? Or is Inex leaving the site in phases?

Due to the fact that Inex handles crucially big amounts of delicate nutrition products, no major changes can take place before Inex has left the place. Inex will have completed the moving to Sipoo by 2018 and the development can most likely start with full speed in 2019.

Will all the buildings be teared down?

Most likely all of the Inex buildings will be teared down.

I'm interested in participating in the competition but I don't have a team yet.

Where can I find team members or teams to join?

We recommend you to register to [Conferize-service](#), which is a good tool for matchmaking and possible participants interested in Nordic Built Cities Challenges use the platform to communicate with each other.

The competition programme mentions that there will be an inspirational day regarding Kera Challenge. When is this day going to be and can my team participate?

As the competition programme states, the inspirational day will be at the competition stage 2 during spring 2016, and will be open only for the finalist teams and invited guests. The first phase site visit of Kera Challenge was held 27th of October.

COMPETITION AREA AND RELATION TO THE WHOLE KERA

In the brief it's explained that the area around the site can be used as well, could you mark the whole site on a map? (now only the S Group site is shown).

The actual competition area is the S Group site shown. Yet, the whole development of Kera of course affects the development of the S Group site and Espoo is currently working on the component master plan. This will be finished during the fall, but unfortunately the materials from city of Espoo are not available before deadline of the first phase of the competition.

Kera aims at 15.000 inhabitants and 10.000 jobs, is this for the whole of Kera or for the Nordic Built site of 22 ha?

This is meant for the whole Kera, not just the 22 ha area.

Since the competition's lot belongs to S Group, how are the City of Espoo and other landowners related to this?

Kera area is much more than just the Inex site of S Group that belongs to the competition. Therefore other parts of Kera can offer good opportunities to those whose ideas get eliminated before the final.

If your question remains unanswered, you can send it to risto.latti@demoseffect.fi. We will then publish the answers at the competition website for all contestants to see. Questions regarding the competition coming in after 6th of December will not be answered, since it would be unfairly late for most of the teams to include the information on their proposals.