



THE NEW VANTAANKOSKI - IDEA COMPETITION

Competition programme

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1 Competition invitation and competition terms and conditions

1.1 Organiser and purpose of the competition

This open idea and concept competition is seeking solutions for the development of a future business campus in Vantaankoski. Competitors are invited to present concepts that focus on the area's business ecosystem and the new opportunities it will create in the fields of business operations, work, occupational wellbeing and the promotion of creativity. These concept descriptions should include an operational idea for the area and a description of the ecosystem formed by the businesses, services, functionalities, transport connections, buildings and infrastructure there. The competition entries may cover all of these aspects, or focus on only some of them. The competition is being organised by SRV Group Plc and Sanoma Corporation in cooperation with the City of Vantaa. VTT supports the organisers.

Located by the Ring Rail Line in the immediate vicinity of the intersection between Ring Road III and the national road 3 to Tampere, the area of Vantaankoski will be the concept development platform and pilot site. Plans have been made to at least double the current 3,600 jobs in Vantaankoski. The realisation time and process stages are left open. The renewed business campus will combine features emphasising new functionality, comfort and attractiveness in an innovative manner. The design must take account of sustainability and ecological effectiveness, and competitors are also encouraged to make use of the area's existing functionalities and infrastructure.

1.2 Right to participate

The competition is open to anyone who submits an entry complying with the instructions in this competition programme. Each participant may only submit a single entry. The participants can be individual persons or groups of people. Businesses, educational institutions and organisations are encouraged to participate. By participating in the competition, the participants are bound by the competition terms and conditions laid down in this competition programme.

The competition will not accept entries from persons who are

- members of the jury or their next-of-kin,
- expert advisors to the jury who participate in jury meetings or
- among the competition organisers.

1.3 Prizes

The competition prize is EUR 50,000, which will be distributed as follows:

- Best entry overall EUR 20,000.
- EUR 30,000, distributed at the jury's discretion, to entries accomplished in various aspects.

The jury will also name the entry to receive the selected award if the jury's first choice cannot do so for some reason. The jury may also award commendations to distinguished designs that do not receive other prizes. If the number or overall quality of competition entries is remarkably low, the jury may decide not to distribute parts of the prize sum.

1.4 Competition jury

The jury of the competition, appointed by the organizers, is presented on the website of the competition. The jury will judge the competition entries and decide on the outcome of the competition. The jury may also consult external experts. If a member of the jury becomes disqualified from jury work, the organisers will appoint a new member in his or her stead. If the composition of the jury changes, this will be communicated on the competition website. Members of the jury must observe secrecy on the judging process, excluding matters that the jury has decided to publicise. The jury's decisions are not open to appeal.

1.5 Competition language

The competition entries may be written in Finnish, Swedish or English. The full competition material is available in Finnish only.

1.6 Distribution of programme documents

The competition programme is available free of charge. The competition programme and its attachments can be downloaded from the website www.uusivantaankoski.fi. Other competition materials are also available on the website. The competitors are entitled to use the materials provided by the competition organisers for the preparation of their competition entry only. Other use is prohibited.

1.7 Competition schedule

The competition will begin on	1 November 2015
Competition-related questions submitted by	30 November 2015
Answers to questions by	18 December 2015
The competition ends on	29 February 2016 at 4 pm

Any entry shall have the postmark of 29 February or earlier to be qualified. The competition result will be resolved by 1 April 2016.

2 Technical information about the competition

2.1 Competition material

The competitors can use this competition programme and the following materials prepared by the competition organisers.

Materials freely available on the competition website:

- Interviews describing the operations of local companies
- Information about the history of Vantaankoski
- A map indicating the location of the competition area

The following materials are available for users who create a user ID on the competition website:

- Essential information on the zoning of the area
- Photographs and maps of the area
- Transport connections and accessibility
- Information about the area's infrastructure

- A summary of the area's development plans
- Presentations of new technologies

Competitors can use these background materials to prepare their entries at their own discretion. None of the background materials are obligatory.

2.2 Competition-related questions

The competitors may request clarifications and further information on the competition. Questions must be submitted by 30 November 2015 on the competition discussion board accessible through the competition website by creating a user ID. Questions and answers will be published on the discussion board in the language of the original question. Questions may be asked in Finnish, Swedish and English. Questions and the answers will not be translated into other languages – they will be available only in the language of the original question. The participants agree to adhere to the discussion board rules. All competitors can view the questions and answers by creating a user ID on the website.

2.3 Closure of competition, publication and display of results

The competition result will be resolved by 1 April 2016. The result will be immediately announced to the creators of the winning and awarded entries, and revealed to the media at a publication event held later. Registration for the publication event will be opened on the competition website on 4 April 2016 and will remain open for a week. The result and the jury's deliberations will be published on the competition website.

2.4 Rights to use the competition proposals

The competition organiser will become the owner of any competition entries it rewards or acclaims. Intellectual property rights and other immaterial rights to the competition entries will remain with the authors of the entries in question. The competition organiser will have unlimited right of use over the prize-winning competition entries and the right to publicise them in the manner it sees fit. The competition organiser will be allowed to use and further refine the competition entries it has acclaimed or rewarded, in any way it sees fit. The ownership, use, intellectual property and other immaterial rights over designs refined from competition entries shall belong to the competition organiser.

The competition organisers reserve the right to use and publish materials based on the prize-winning and awarded entries in exchange for the prize or award in question, and for no other compensation. The competition organisers also reserve the right not to use the competition entries. The competition organiser will have use and publication rights over any materials submitted for the competition or images thereof. The competition organiser has the right to showcase the competition entries or parts thereof in an exhibition, and to publish images or other parts thereof in the media.

If the competition entries include innovations, inventions or business secrets, the competitor may propose that individual items of information can be declared confidential. The competitor must clearly mark confidential information as 'confidential' and present grounds for doing so. A competition entry as a whole cannot be considered confidential. The competition organiser shall decide on the proposed confidentiality of any information.

The organisers also have the right to use and disclose material based on the competition entries for research and publication, free of charge. The organisers reserve the right to enter into negotiations on

further cooperation with those who submit successful entries. However, a design commission is not the aim of this competition. The competition organisers may also use themes and ideas from the non-winning and unawarded entries, in accordance with the Copyright Act.

The competition participants shall ensure that their entries do not contain or constitute an infringement of the intellectual property or other immaterial rights of third parties, and that it is in the power of each participant to transfer the unlimited use and publication rights of their respective entry to the competition organiser.

2.5 Returning the competition proposals

The competition organiser will see to the appropriate storage of the entries during the competition period, but shall not be held liable for possible damage to or loss of entries during the competition. Winning and awarded competition entries will not be returned. After the competition, non-winning and unawarded entries can be collected from the competition organiser for a limited time after the publication of the competition results. More detailed instructions and time limits for collecting entries will be announced on the competition website after the competition. The competitors must be prepared to store their entries until 30 June 2016.

2.6 Insuring the competition entries

The competition organisers will not insure the competition entries.

2.7 Assignment

The competitors are invited to present concepts for a business campus of the future to be built in the area of Vantaankoski. Above all, the entries should be characterised by an open-minded search for ideas and new insights. The concept descriptions must include an operational vision for the area, and a description of the ecosystem created by its businesses, services, functionalities, transport connections, technology, infrastructure and buildings. The description should also state how the proposed concept would create new opportunities for business, work and creativity. The entries may address issues such as the following:

- Business campus thinking, the business ecosystem in the area, cooperation with educational institutions
- Synergies created by connections between production, office work or various other operations
- New services for businesses: prototyping, shared premises, workshops, shared operations, showrooms, pop-up stores, etc.
- New working methods and solutions for flexible premises
- Attracting workforce; services and recreation for workers
- Informal spaces, meeting places, etc.
- Phased development, temporary use during development and innovative uses of existing buildings and infrastructure
- Taking account of different company sizes and enabling business growth
- The third sector and community spirit; events, including spontaneous and changing activities
- Technological innovativeness and harnessing the area's potential, including its telecommunications and energy infrastructure
- Benefiting from good transport connections; efficient and attractive connections to the surrounding areas

- The three dimensions of sustainable development: ecological, social and economic sustainability.

The competition entries do not need to cover all of the above aspects and entries are also encouraged focusing solely on a single or few aspect(s). As the competition is focused on ideas and operational visions, the competition entries need only to present the area's infrastructure and buildings with the scope and level of detail necessary to providing a clear description of the concept.

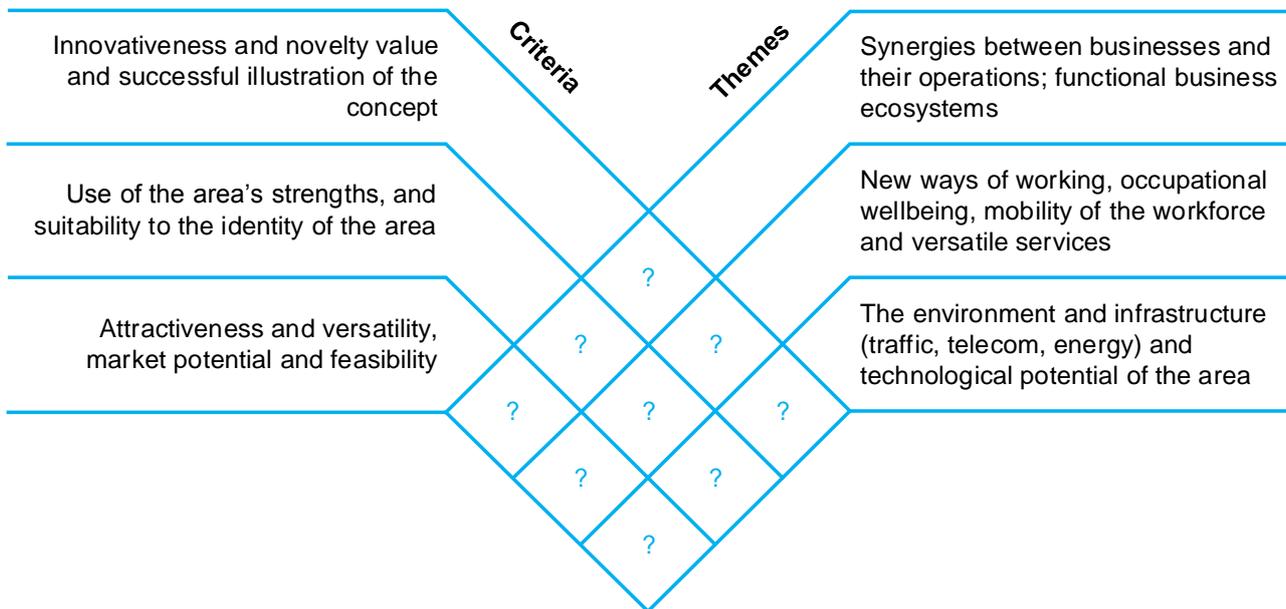
2.8 Evaluation principles

The competition entries will be evaluated in terms of three main themes:

- A. Synergies between businesses and their operations; functional business ecosystems
- B. New ways of working, occupational wellbeing, mobility of the workforce and versatile services
- C. The environment and infrastructure (traffic, telecommunications, energy) and technological potential of the area

Table 1 presents the evaluation criteria in connection to the three themes mentioned above. Proposing solutions to several themes will be considered an advantage, but competitors are also encouraged to submit competition entries that address only a single theme. The jury will evaluate the submissions as anonymous entries.

Table 1. Evaluation criteria and themes.



2.9 Guidelines on drawing up entries

The competition entry must include the following components:

1. A written description of the key idea behind the proposed concept and its realisation, length 1 A4 sheet.
2. The outlining of the concept idea's key functionalities on the map, 1 A3 sheet.
3. A typical day in the life of a person working in the area. Competitors are free to choose their method of presenting this within the limits described below.

4. A visualisation and illustration of the concept. Competitors are free to choose their method of presenting this within the limits described below.

Parts 3 and 4 may include text (total length 2 A4 sheets at maximum), images (max. 15 images whose maximum size is A3), video (max. 4 min), sound (max. 4 min) and models or items demonstrating the topic (max. 2 items whose maximum dimensions are 100x60x60 cm and total maximum weight is 5 kg), or combinations thereof.

Parts 3 and 4 can also be illustrated by means of online content, such as 3D models, maps or similar. Content must be accessible via the most common browsers (Chrome, Explorer, Firefox) either without plugin applications or with plugins that can be installed free of charge. However, the main idea behind the competition entry must be presented in such a manner that the jury can understand and evaluate it without the online content, in case a technical problem prevents the jury from accessing the online content when evaluating the material.

The links to the online content must be submitted along with other digital materials saved on an USB stick. The files must be clearly named so that they include the pen name of the competitor and a short description of the contents (e.g. "typical day at work"). Acceptable file formats include .jpg, .tiff, .mp3, .wmv, .avi, .mov and .pdf. Competition entries not submitted in line with the requirements of this competition programme may be excluded from the evaluation. However, the jury reserves the right to evaluate competition entries even if they include flaws that the jury considers minor.

2.10 Competition non-disclosure

Every document of the competition entry must be marked with the competitor's pen name, which must not reveal the competitor's personal identity, company or organisation. In the case of video and sound files, the pen name must form part of the file name and be marked on the memory stick. The competition entry must include a non-transparent envelope marked with the words "Name envelope" and the competitor's pen name. The envelope must contain the competitor's contact information. If the name envelope also contains the name of a company, educational institution or another organisation, this will be published alongside the competitor's name. Additionally, the name envelope must mention who owns the entry's intellectual property rights and who have acted as assistants. Entries not submitted under a pen name in line with these instructions will not be evaluated.

2.11 Submission of competition entries

Competition entries must be delivered by post or another carrier company to the address below before the deadline for entries. The sender will cover the costs of postage. Postal address:

SRV Group Plc
 Mark the envelope: *The Vantaankoski competition*
 Tarvonsalmenkatu 15
 02600 Espoo, Finland