

Partnering City: Amsterdam



Amsterdam, the capital of the Netherlands, will soon celebrate its 750th anniversary. The city represents a great historical richness and is one of the most important Smart Cities in the world. The current city government developed an ambitious policy framework in 2018 entitled “The Digital City,” which includes proposals on data minimization, openness by default, privacy by design, and a ban on Wi-Fi tracking. In addition to this, the city is also implementing the participatory manifest “[Tada, Clarity about Data](#)”, created in partnership with local businesses, academia, and residents, to highlight concepts such as inclusion, transparency, and ethical data use.

1. Amsterdam's First Round Challenges

Challenge 1: How do non-Dutch speakers communicate in their language when engaging with city services?

"Many immigrants living in Amsterdam do not speak Dutch and are more comfortable with oral than written communication. If they were able to speak their language to civil servants when interacting with them, this would speed up and improve the service processes as well as enhance trust.

The City of Amsterdam is looking for a technology solution which enables people to have a spoken, real-time conversation in their first language with employees at the municipality. The pilot will focus on a mobile application that is currently being developed, facilitating the integration process of status holders (asylum seekers who received permission to stay). In the future, the City of Amsterdam would like to be able to apply this solution also in other apps and on its websites.

Minimum Scores and weightings:



1. Impact

Minimum score: 2 | Weighting: 25%



2. Implementation quality and efficiency

Minimum score: 2 | Weighting: 30%



3. Excellence

Minimum score: 2 | Weighting: 25%



4. Co-creation

Minimum score: 2 | Weighting: 20%

Challenge 2: Can AI-generated video make healthcare information more accessible for all citizens?

The health department of the Municipality of Amsterdam has a great amount of written healthcare information available on its website. But for many citizens, this information is difficult to comprehend. Research shows that most people understand spoken information better than written information. This applies even more to people with low literacy skills.

Amsterdam seeks AI technologies that can make the municipality's healthcare information more accessible by converting the information to video. These videos could also be used to spread health information through social media and other online platforms. The pilot focuses on the Dutch National Immunisation Programme.

The overall objective is to increase health and decrease the inequality in health between citizens with low and high incomes. It is expected that the developed solution may also be useful for other topics.

The pilot can be conducted either in co-creation with representatives of the target group that the municipality is already in contact with, or with representatives of the target group that the applicant is in contact with.

Minimum scores and weightings:



1. Impact

Minimum score: 2 | Weighting: 30%



2. Implementation quality and efficiency

Minimum score: 2 | Weighting: 25%



3. Excellence

Minimum score: 2 | Weighting: 25%



4. Co-creation

Minimum score: 1 | Weighting: 20%

Challenge 3: How to provide more opportunities for youngsters who have been in contact with the law at a young age?

The Municipality of Amsterdam wants equal opportunities for all citizens. Young people living and growing up in the neighbourhoods of Zuidoost often start with disadvantages due to larger issues such as poor quality of housing, unsafe environment and inadequate healthcare. This can lead to fewer opportunities and possibly a criminal career (more information provided in the [Masterplan Zuidoost](#)).

Coming into contact with the law at a young age or getting a criminal record can have many negative consequences later on. For example, it can significantly reduce the chances of obtaining a code of conduct (in Dutch: VOG), security pass or visa to other countries and make it harder to get an internship or job. Therefore, [the Municipality of Amsterdam is looking for a solution that creates more opportunities for young people who have been in contact with the law and/or have a criminal record](#). This challenge will focus on Zuidoost and the plan is to run two pilots.

The pilot can be conducted either in co-creation with representatives of the target group that the municipality is already in contact with, or with representatives of the target group that the applicant is in contact with.

Minimum scores and weightings:



1. Impact

Minimum score: 3 | Weighting: 35%



2. Implementation quality and efficiency

Minimum score: 3 | Weighting: 35%



3. Excellence

Minimum score: 1 | Weighting: 10%



4. Co-creation

Minimum score: 2 | Weighting: 20%

Challenge 4: Wildcard- Propose any technological solution improving the life of any marginalised community

At the Municipality of Amsterdam, we try to know what issues are important to our citizens. However, we are aware that there may be issues that we do not know about. For this reason, we created [this not-specific, so-called ‘Wildcard’ challenge: If you have a technology solution to any challenge faced by any marginalised community, you are encouraged to apply.](#) You must demonstrate the importance of the issue for your target group and what the impact on the community will be if the challenge in question gets solved.

Applicants must provide a Letter-of-Intent, demonstrating that a technology company and an association working with a marginalised group, intend to work together on the pilot. The applicant can be either the association or the technology company. Exception: In case the applicant is an association working with marginalised people, and has the technical skills to develop a tech solution by itself, no letter of intent is required.

Applicants must note that:

The proposed solution may or may not include a role for the municipality.

The proposed solution may request cooperation from a specific department of the Municipality of Amsterdam, for example, poverty alleviation or health. However, this specific department may not get involved in the pilot due to other priorities. In that case, the pilot will be supported by the Urban Innovation and R&D Department. If the pilot leads to a solution that meets the needs of the marginalised group, the Department of Urban Innovation and R&D will bring the solution to the attention of the relevant department.

Minimum scores and weightings:

Minimum scores and weightenings:



1. Impact

Minimum score: 3 | Weighting: 25%



2. Implementation quality and efficiency

Minimum score: 3 | Weighting: 25%



3. Excellence

Minimum score: 2 | Weighting: 25%



4. Co-creation

Minimum score: 3 | Weighting: 25%

2. Amsterdam's Second Round Challenges

Challenge 1: How to support parents in online (sex) education and safety?

The Internet is a place to look up information and experiment, but it is also a place where children can be confronted with harmful content and activities, such as grooming, unwanted sexting and sextortion. Consequently, parents need to pay attention to online sex education and its safety. [The City of Amsterdam is in search of innovative technical solutions that boost parental involvement in online sex education and safety.](#)

In terms of keeping up with technical skills and providing safe guidance online, it can be challenging for the parents. Moreover, for some people and in some cultures talking about sexuality can be embarrassing, uncomfortable or even taboo. Hence, some parents may find it difficult to talk about sexuality – either online or offline – with their partner or children.

Proposed technical solutions can, for example:

- 1) Give parents more knowledge on social media, online hypes and other quickly evolving online trends – and the risks that may go hand-in-hand with these trends.
- 2) Provide an action perspective when a child has become a victim of online sexual abuse.
- 3) Provide tools on how to address these trends and potential risks with children. Especially when it comes to children who are unwilling to discuss these topics with their parents.
- 4) Give parents (partner-to-partner) and social communities (adult-to-adult) tools to discuss online sexual education.
- 5) Technological solutions should take into account different languages, different levels of digital skills and cultural sensitivities. Finally, to overcome the feelings of shame, it may help if a technology solution addresses the topic lightheartedly, for example, by making use of humour.

The Youth Department of the City of Amsterdam hosts one pilot. The City of Amsterdam considers co-creation to be a crucial element for a successful pilot. The applicant needs to organise and take part in co-creation sessions (on-site) in Amsterdam and in the language of the target group.

Minimum score and weightings:



1. Impact

Minimum score: 3 | Weighting: 30%



2. Implementation quality and efficiency

Minimum score: 2 | Weighting: 20%



3. Excellence

Minimum score: 2 | Weighting: 20%



4. Co-creation

Minimum score: 3 | Weighting: 30%

Challenge 2: How to ensure accessible acceptance of a local payment system among residents and local entrepreneurs in Amsterdam Nieuw-West?

A significant portion of the money spent in the city or district never reaches the Nieuw-West neighbourhood in Amsterdam. The money that does get spent within this district also quickly flows out again. This causes a downward spiral. The disappearance of small and medium-sized businesses changes the streetscape and social cohesion in the community. This creates inequality between large, wealthy companies on the one hand and people with low incomes on the other hand, exacerbating inequality within and between neighbourhoods.

The Community wealth-building approach aims to encourage the municipality and anchor institutions to spend more in Nieuw-West. To make the money spent there benefit the neighbourhood even more, the ambition is to implement a local payment system. By increasing spending in the neighbourhood and keeping the money circulating there, local businesses get more customers, additional opportunities arise for entrepreneurial youth to start businesses, and social cohesion is strengthened. [The City of Amsterdam is looking for an interactive tool that lets residents and local entrepreneurs see and experience the benefits of a local payment system in New West.](#)

It is known that residents and entrepreneurs need to experience for themselves how they can benefit from a local payment system. Therefore, the interactive tool is developed together with residents and local entrepreneurs of Amsterdam Nieuw-West. This also enables a movement in which residents and entrepreneurs encourage each other to increasingly expand the network of participants.

The City of Amsterdam hosts one pilot in cooperation with National Programme Samen Nieuw-West. Co-creation is considered a crucial factor to have a successful pilot. Therefore, the chosen piloting team needs to organise and take part in co-creation sessions on location in Amsterdam and in the language of the target group.

Minimum scores and weightings:



 <p>1. Impact Minimum score: 3 Weighting: 30%</p>	 <p>2. Implementation quality and efficiency Minimum score: 2 Weighting: 25%</p>
 <p>3. Excellence Minimum score: 2 Weighting: 20%</p>	 <p>4. Co-creation Minimum score: 3 Weighting: 25%</p>





Challenge 3: How to encourage girls in Nieuw-West to take part in sport and exercise?

Many girls in Amsterdam Nieuw-West do not participate enough in sports and exercise: of the 12,500 girls in the area, only 17% are members of a sports club, compared to over 40% of the boys. Therefore [the City of Amsterdam is looking for a technological solution that encourages more girls in Nieuw-West to take part in sports and exercise](#). Besides having a positive effect on health, sports also have a social impact. Structural practice contributes to personal growth and skills development. Moreover, meeting other people leads to a positive lifestyle.

Research shows that girls (and their parents) who do not play sports are not familiar with the sports facilities in the neighbourhood. They are also unfamiliar with social schemes and believe that the existing sports facilities are not flexible enough.

The City of Amsterdam hosts one pilot in cooperation with its sports Department.

Minimum scores and weightings:

 <p>1. Impact Minimum score: 3 Weighting: 50%</p>	 <p>2. Implementation quality and efficiency Minimum score: 1 Weighting: 20%</p>
 <p>3. Excellence Minimum score: 2 Weighting: 20%</p>	 <p>4. Co-creation Minimum score: 1 Weighting: 10%</p>

Challenge 4: How to involve residents in a community savings and credit cooperative that supports social initiatives in the city?

The City of Amsterdam invites [technology developers to contribute to the creation of an innovative application for the Amsterdam Kasmoni Spaar en Kredietcoöperatie](#) (Amsterdam Kasmoni Savings and Credit Cooperative). This challenge seeks to develop a community-driven platform utilising technology to enable shared ownership of assets. By promoting shared ownership, community investments, and economic growth, the application contributes to reducing inequality, countering the effects of racism, empowering underserved areas, and honouring historical significance.

The proposed app aims to foster shared ownership and investment. It enables individuals to co-own properties and businesses, collective investment in local enterprises, affordable housing and projects. With the integrated concept of "Kasmoni," users can periodically contribute money to a communal pool. These





contributions are utilised for individual or community investments and projects. The app promotes community empowerment, economic growth, social justice and historical recognition.

Target groups for this challenge are especially residents and entrepreneurs who want to become part of the cooperative to provide better opportunities for the neighbourhood. Also, residents and entrepreneurs in disadvantaged positions are an important target group.

One pilot will be hosted by the *Bureau Bijlmer Renaissance & Futurisme* which is a dynamic initiative focused on revitalising the Bijlmer neighbourhood and the rest of Amsterdam while fostering a vision for its future.

Co-creation is considered a crucial factor to have a successful pilot. The applicant needs to organise and take part in co-creation sessions in Amsterdam (on-site) and in the language of the target group.

Minimum scores and weightings:

 1. Impact Minimum score: 2 Weighting: 30%	 2. Implementation quality and efficiency Minimum score: 3 Weighting: 20%
 3. Excellence Minimum score: 2 Weighting: 20%	 4. Co-creation Minimum score: 2 Weighting: 30%



Challenge 5: How to include the deaf and hearing impaired in broadcasting information on public transport?

Individuals who are deaf or hearing impaired may not have access to auditory information, leaving them uninformed about ongoing events. Consequently, they may struggle to comprehend instructions, leading to feelings of exclusion and confusion. Presently, broadcasting content is predominantly inaccessible in written form, which is crucial for those with hearing impairments to stay informed. For deaf individuals, sign language serves as their primary means of communication, making Dutch and written text incomprehensible for many.

The Public Transport Company (GVB) in Amsterdam is looking for a technological solution that makes broadcast information in public transport accessible to deaf and hearing impaired. The GVB is looking for an application, outside existing communication tools of the GVB, that allows the deaf and hearing impaired to access up-to-date information. This is a first step in translating broadcasted information into text and sign language in a separate tool. It will make public transport more inclusive and improve the ability of the deaf and hearing impaired to use public transport. The ambition is to use this challenge to gather insights for a future solution that is generically applicable in public transport.

The Public Transport Company hosts one pilot. Co-creation is considered a crucial factor to have a successful pilot. The applicant needs to organise and take part in co-creation sessions in Amsterdam on the location and in the language of the target group. A sign language interpreter has been arranged for this pilot.

Minimum scores and weightings:

 1. Impact Minimum score: 3 Weighting: 30%	 2. Implementation quality and efficiency Minimum score: 3 Weighting: 30%
 3. Excellence Minimum score: 2 Weighting: 20%	 4. Co-creation Minimum score: 2 Weighting: 20%

Challenge 6: How to adapt an existing technological solution for a specific group?

If you know a technological solution that with some modifications could be suitable for a specific marginalised group in the City of Amsterdam, submit an application related to this. For example, the Streetlife app, which provides practical information for homeless people on a map, was developed based on software aimed at tourists (Enjoy My City).

In your application, demonstrate how your solution meets the needs of the target group(s) and explain carefully their motivation to utilise your solution. In addition, describe how you are planning to involve the target group members in co-creation activities.

Furthermore, the applicant must inform the Municipality of which sources are used for developing the technological solution. The municipality may reject the proposal when third-party sources are being used or request proof of permission for usage from the third party. If the success of your piloting project depends on cooperation with another organisation or requires external resources, a letter of intent must be submitted.





Note that in the piloting phase, your team should not need any resources from the Municipality of Amsterdam. The only exception is if your team has already found a department or a team that has agreed to collaborate. One piloting team will be awarded a grant in Amsterdam and there is also a possibility to have a cross-border pilot in Prague.

This grant scheme is considered a contest. If the awarded proposal leads to a satisfactory pilot, the Municipality of Amsterdam therefore may, without starting a tender, procure the solution or commission further development.

Amsterdam Challenge 6: Prague cross-border pilot

The cross-border pilot is executed with a similar group of residents in Prague as in Amsterdam. The Prague Institute of Planning and Development IPR Prague is a potential host for one pilot to be run in Prague. Co-creation is considered a crucial factor to have a successful pilot. The applicant needs to organise and take part in co-creation sessions in Prague, on location, and in the language of the target group.

Minimum scores and weightings:

 1. Impact Minimum score: 2 Weighting: 30%	 2. Implementation quality and efficiency Minimum score: 3 Weighting: 20%
 3. Excellence Minimum score: 2 Weighting: 20%	 4. Co-creation Minimum score: 3 Weighting: 30%

For further information please contact:

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