

TOTAL CONCEPT, PRESENTATION & DEMONSTRATION MODEL			
Main evaluation criteria	<p>The overall concept and story will be assessed as follows:</p> <ul style="list-style-type: none"> - cohesive, holistic and attractive concept (10 points) - pitch-presentation that convinces people living in the neighbourhood, municipality, investors and entrepreneurs (10 points) - level of innovation of the demo or prototype, and contribution to the total concept (10 points) 		
	Greenhouse & plant production system(s) (20 points)	Embedding in the neighbourhood (20 points)	Value creation & economic feasibility (20 points)
Description	The Urban Greenhouse contributes to the sustainable production and consumption of healthy food. It is a food producing facility aimed at the local market (neighbourhood, city and/or metropole) and local interaction (neighbourhood). The concept of a 'greenhouse', however, can be interpreted broadly, including vertical farming, indoor farming and integrated growing systems such as aquaponics. Central to the concept is the significant, more than symbolic, production of food in the urban environment, and the integration in local circular flows.	The Greenhouse comprises 1 Greenhouse facility, that is spatially and functionally well-integrated in the neighbourhood. This involves an attractive visual appeal and a considerate integration in existing spatial, environmental and social networks. Additionally the Greenhouse's functions, for instances parking, logistics of produce and cultivation material and available infrastructure, connect well to the neighbourhood. The Greenhouse is a facility for local food production, yet through its (spatial and functional) embedding on the local scale it provides multiple benefits/ functions for local citizens and enhances quality-of-life in the neighbourhood. The way in which the citizens and stakeholders from the neighbourhood are enrolled in the urban food production and interact with the Greenhouse is a crucial part of this Challenge.	The value of urban agriculture for the city can be economic, social and/or environmental. A successful concept uses all these elements as part of its earning model. Participants should develop a business plan and describe the opportunity, including the value chain. With regard to the introduction of innovations (in e.g. products, technologies, food governance), it will be important to prove that they are worth investing in, with clearly described social, economical or environmental impact and ROI. Besides regular investments, forms of sustainable finance can be used to cover costs to contribute to protecting and restoring ecological systems, and enhancing cultural diversity and social well-being and health.
Subcategories	Greenhouse design	Roles and interaction of citizens with the greenhouse	Value creation in commercial, environmental and social terms
Description	A written description, technical specifications plus underlying calculations, as well as a visual impression of the Greenhouse. Where needed or helpful, technical drawings of (parts of) the Greenhouse may be added in the dossier or the annexes.	A written description of the roles citizens can play and the interaction they have with the Greenhouse. This includes roles in relation to e.g. expertise, production, consumption, education, but also governance and ownership. The description also covers how roles and interaction are based on citizens' interests, needs and resources, and how these are assessed. Please pay attention to inclusiveness.	A specification of the commercial, environmental and social values created by the Greenhouse and if applicable, their mutual linkages. Include a description of how these values will be valorised.
Subcategories	Crop choice & plant production systems	Spatial & functional integration in the neighbourhood	Value chains
Description	A list of crops, explaining the reason for this choice. For each crop, a description and technical specifications of the plant production system(s) are provided. Depending on the functions participants want to create, choices are made for or against e.g. automation of (parts of) the production. The functions chosen also define whether all crop production systems are geared towards efficiency.	A written description and/ or visual material (model, prototype, maps, schemes, illustrations) of the integration of the Greenhouse in existing spatial, environmental and social networks. This includes a written description and/ or visual material (maps, schemes, illustrations) of the multiple functions of the Greenhouse.	A description of how the inputs necessary for the production of foods and services move to and through the Greenhouse and to the user/consumer. Please pay special attention to the aspect of resource use efficiency in terms of vertical (along the chain) and horizontal (between sectors, e.g. energy sector) integration.
Subcategories	Circularity & sustainability	Aesthetics of the Urban Greenhouse	Businessplan (multi-year)
Description	Description and calculations of the circularity of resource flows: energy, water, nutrients, CO2. The description of circularity in the dossier needs to include more than generic resource flows and potential connections, but describe and/or demonstrate the technologies used, the logistics implied, the total mass balance and the efficiencies of re-use (this to give a realistic input for the economic feasibility). There is a strong link between the different functions created and choices in sustainability and circularity. If a function of the Greenhouse is to absorb/use the maximum amount of rainwater, limiting the use of water within your production system is not a goal. Limiting energy use can be more important than circularity, unless you decide to use locally produced energy to engage people in the neighbourhood in the Greenhouse.	The Greenhouse should be a place that is functional and productive along with being attractive, relaxing, and reflective of the neighbourhood's history and culture. The Greenhouse should be visually pleasing and strengthens the characteristics of the neighbourhood in a positive way.	A substantiated businessplan (3BMC) is required, indicating commercial and social feasibility. The drivers for value cration, as well as clear and realistic figures on investments and costs & (various) benefits are required. The businessplan describes the key activities, key partners, defined market(s), the supply chain and marketing. The total business case also includes substantiated prognoses on cashflows, expected profit margin and return on investment. When suited, attention needs to be given to the seasonality of the produce in the (local for local) supply chain. Under conditions of negative social or (immediate) commercial feasibility, the participants are required to explain why that is justified, and which additional services or products may justify non-commercial revenues. Including innovative sources of funding and sustainable finance principles is allowed.