

Smart London Districts Challenge-led Innovation Competition

Enter your smart wayfinding or navigation solution for your chance to pitch to developers leading some of London's most ambitious regeneration projects

Background

The [Institute for Sustainability](#), in partnership with the [Mayor of London's Office](#), has launched a challenge-led competition to help some of London's most aspirational districts meet their smart and sustainable goals:

- [Croydon Partnership](#) (Westfield)
- [Elephant and Castle](#) (Lend Lease)
- [Imperial West](#) (Imperial College London)
- [Queen Elizabeth Olympic Park](#) (London Legacy Development Corporation).

These districts are members of the Smart London Districts Network set up to support the Mayor of London's vision for 'smart city' innovation and to help small businesses provide targeted solutions to the capital's growth challenges.

The Districts Network members have identified a need for smart innovations which will help residents, visitors, businesses and developers better connect with their surroundings. Entries could include:

- **Smart signage** helping people move around the district and relate to their environment
- Innovative tools **incentivising behaviour change** in residents/ visitors to enhance the district
- Applications of the **Internet of Things** which might support district management teams
- Innovative **real-time visualisation** or modelling of people/traffic movement to improve safety
- **Cutting edge apps** enabling residents and visitors to connect with the district.

These are examples, but any smart innovation which will help the districts meet their smart wayfinding and navigation goals will be considered.

Reasons to enter

- Winners will be invited to pitch their innovation to the Districts Network members who represent some of the largest and highest-profile redevelopment projects in London. Districts Network members are actively looking for new and innovative solutions to their real world challenges, which could be trialled in situ
- Winners will be profiled by the Institute for Sustainability and may be included in the Mayor of London's Office, EIT ICT Labs and other partner publicity
- Shortlisted SMEs and start-ups will be considered for innovation support through network partner [EIT ICT Labs](#). This could include mentoring, investment brokerage or access to incubator space
- Entrants will have the opportunity to access pan European networks of large potential innovation buyers including through the Institute for Sustainability and EIT ICT Labs
- All entrants will be profiled on a pan European innovation database where buyers of clean technology are actively looking for innovative solutions.

Criteria

Network members have identified navigation and wayfinding as a priority area and are seeking a range of solutions, which will address the needs of one or more of the following end user groups:

- District residents and visitors
- Developers during construction in an already occupied district
- Facilities and/or district management teams in an operational district
- Local businesses including retailers.

Solutions may be software, hardware or a combination of the two and should meet the following requirements:

- Solutions must be applicable at district scale
- Innovations should be close to market or market ready
- Solutions must use smart technology and/or data
- Solutions should have demonstrable potential to drive commercial value for the potential buyer
- Implementation of the solution should cause minimal disruption
- Solutions should be adaptable and compatible – this includes the ability to communicate/work easily with standard software, platforms and existing systems e.g. phone apps
- End user experience, whether B2B or B2C, should be intuitive and encourage high levels of engagement/adoption
- Innovations should lead directly or indirectly to improved visitor/ resident satisfaction levels
- Where possible, solutions should result in positive environmental impacts such as reduced air, noise or water pollution and increased visitor/user engagement with the environment.

Example scenarios

Queen Elizabeth Olympic Park

The Queen Elizabeth Olympic Park is a 560 acre site. Its redevelopment following the 2012 Olympic and Paralympic Games is the responsibility of the London Legacy Development Corporation. The site includes¹:

- Five world class, BREEAM Excellent sporting venues
- Development of five new residential neighbourhoods comprising
 - 6,700 homes
 - Two schools
 - Nine nurseries,
 - Seven community spaces
 - Three health centres
- Commercial district, providing more than 8,000 jobs
- A new digital quarter for London at Here East
- Development of a culture and education quarter, housing world class institutions including the Victoria and Albert Museum, University College London and University of the Arts London
- 257 acres of open, biodiverse space; 6.5km of waterways
- 2000 events hosted in the park each year
- 9.3 million visitors expected annually from 2016.

¹ <http://queenelizabetholympicpark.co.uk/our-story/publications/documents;>
<http://queenelizabetholympicpark.co.uk/media/press-releases/huge-interest-as-olympicopolis-design-competition-opens>

Elephant and Castle

The Elephant and Castle District is being redeveloped by Lend Lease in partnership with the London Borough of Southwark. The redevelopment covers 28 acres across three sites: Elephant Park, One The Elephant and Trafalgar Place. Plans include²:

- Nearly 3,000 new homes
- 200,000 sq ft of community, leisure, business and retail floor
- Development of the largest new park in Central London for 70 years
- Improvements to transport, pedestrian and cycle infrastructure
- Net zero carbon growth.

Submission selection process

After the competition closing date, entries will be shortlisted and submitted for technical review and market applicability. A number of successful proposals will then be selected by the districts as winners and given the opportunity to pitch to Smart London Districts Network members. Shortlisted entrants who qualify as SMEs will be considered for innovation support by EIT ICT Labs.

Key dates

Competition opens: 26 Jan 2015

Competition closes: 20 Feb 2015

Assessment: March 2015

Winners and runners up notified: April 2015

Pitch meetings with Districts Network members: April/May 2015.

Who should enter?

Responses are welcome from a wide range of organisations, including SMEs, universities, public sector bodies and sole traders, all of whom are eligible to compete for the opportunity to pitch their innovation to senior decision makers from the organisations leading London's largest and most ambitious developments. Only entrants who qualify as SMEs will be considered for innovation support.

How to enter

We are working with [iVeridis](#), who are managing and recording competition entries. You will need to register on their website and fill in an online application to enter the competition. By registering, you will be visible to hundreds of buyers actively searching for clean technology solutions.

[Click here for further details on how to enter the competition](#)

London is home to a number of major, highly aspirational district-level redevelopment projects. The **Smart London Districts Network** brings together the public and private development organisations which are delivering London's largest and most ambitious development districts, providing a showcase for these exemplar developments and enabling collaboration and sharing of best practice as well as providing an opportunity to bring new smart city innovation to market.

The Smart London Districts Network supports the GLA's economic development and wealth creation aims by helping to stimulate demand-led innovation and improve the environment through resource efficiency and social development.

² <http://www.lendlease.com/emea/united-kingdom/projects/elephant-and-castle-regeneration>

It has been created to support the Mayor of London's vision for 'smart city' innovation that addresses resource pressures whilst creating new economic and research opportunities. The network is a key commitment of the [Smart London Plan](#), developed by the [Smart London Board](#) and launched by the Mayor of London in December 2013.

For further information on the competition, please contact

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