

Challenge X Problem Definition

The Province of Limburg wants to know: **What is the ideal inner city/city centre for young (17-25yr) people?**

So they came to us and together we set up a Challenge-X. We are looking for bold, innovative and creative ideas to make the inner cities attractive again for young people.

No idea is too bold, no solution is too crazy!

You can draw inspiration from cities all around the world, from your hometown or from the city you currently studying in. You can focus on retail, cultural, leisure, living or recreational aspects or take a completely new and fresh approach!

The winner will receive a cash prize of €1.000, runner-up reward is €200 and third prize wins €100.

This Challenge-X will contribute to:

- Defining a vision on the ideal inner city
- Help to find a solution to the problem

To help you arrange your thoughts and ideas you can use this framework:

- What facilities, activities and infrastructure should be in place?
- What role do shops, bars, cultural institutions, fringe initiatives and the living situation play?
- Is everything 24/7? Should everything be 24/7?
- Everyone talks about 'experience'. Do inner cities need to be an experience? If so: what kind of experience?
- This is a Challenge about middle sized cities (in Limburg). Think 60.000 to 80.000 inhabitants
- There is no such thing as 'the' young. They differ in age, there is differentiation on education, income and other social demographics

Background information:

The Retail commission of Limburg consists of representatives of the Province of Limburg, the MKB (the association for SME) and entrepreneurs from all over the province. They are responsible for the quality & quantity of the retail offering in the cities in the province. They found that there are several challenges for mid-sized cities & their city centres: aging, changing consumer behaviour, internet retailers and a change in how we live, work & recreate. All this causes a high percentage of empty, vacant retail space, upwards from 15% to 30% in some cities. Their ambition is to bring this vacancy down to 6%.

During several meetings a target group was defined to focus on when it comes to solutions. This is the group young people aged between 17-25 years. They are the visitors & customers of the future and it is for them that we want to make our inner cities attractive again.

The commission is aware that each city will have a unique context and therefore unique challenges and opportunities. They are therefore very curious to find how your vision of the ideal (inner) city can be adapted to cities sized 60.000-80.000 inhabitants and what it takes to make your vision reality.

Challenge-X timeline:

- NOVEMBER 14: Challenge-X opens for submissions

- DECEMBER 3: Deadline to submit your idea before midnight, 00:00
- DECEMBER 7: The Top 5 ideas are announced. A jury picks the best 10 ideas from all submissions. These will be put before the client who then will decide on the Top 5.
- DECEMBER 8-11: The contributors to these Top 5 ideas will receive a free design thinking & pitch preparation workshop.
- DECEMBER 12: The Top 5 contestants will pitch their idea before a live jury and audience. The winner, runner-up and third place will be announced.
- JANUARI 2018: The 3 winners' idea's will be elaborated and worked into a tangible action plan.
- FEBRUARI 2018: These plans will then be pitched by the winners during the national retail challenge in February 2018.