

REGULATIONS & MANIFESTO

Call for applications

[L'AUBERGE]
[ESPAGNOLE]



hub.brussels/en/auberge-espagnole

[THE REGULATIONS]

1. Object and applicable regulations

The object of the Regulations is to define the conditions for participation in the competition, their execution and the plans to be submitted for approval by the Panel. This process will result in the selection of one or several Winners by the Panel, but will not be followed by a negotiated procedure with the latter.

The applicable legal provisions are, principally, as follows:

- The law of 17 June 2016, regarding procurement contracts and certain work, supply and service contracts, more specifically articles 50;
- The royal decree of 18 April 2011, regarding the award of procurement contracts in the traditional sectors and more particularly Chapter 4 entitled 'competitions' (Articles 117 et seq.);

2. Definitions

The following terms used in these regulations are defined as follows :

Organiser

L'AGENCE BRUXELLOISE POUR L'ACCOMPAGNEMENT DE L'ENTREPRISE (the Brussels Agency for Business Support), a public limited company with a social purpose, with registered office at Chaussée de Charleroi, 110, 1060 Saint-Gilles, Belgium, company number 0678.485.603 and acting under the branding name hub.brussels, legally represented by Johan Basiliades, Vice-chairman of the board of directors. Hub.brussels acting as an adjudicating authority in this competition.

Candidate or team of Candidates

The natural person, legal entity or group thereof which has submitted a valid application which is considered admissible and is chosen by the Organiser with due regard to the conditions established in the Regulations.

Communication

All actions taken to disseminate information regarding the Auberge Espagnole. The means of communication include, in particular, the following: flyers, posters, emails, postal correspondence, press articles, video, photography, social networks, etc.

Panel

An independent Panel is responsible for selecting the competition Winners. This consists of representatives of the various authorities involved, as well as various experts who analyse the business plans. The make-up of this Panel is as follows:

- Startup Coach(es) – hub.brussels & “GELS,,Network(s)
- Financial Expert(s) – hub.brussels
- Retail (Eco) Design Expert(s) – hub.brussels
- Local development Expert(s) – hub.brussels
- Partners (example: Communa, in charge of the Tri-Postal project)
- The economic services department of the municipality of Etterbeek, where the project will take place
- Communa
- Saint-Gilles municipality
- ...

Each of the organisations or services is free to choose their representative. The number is determined by the Organiser. Depending on the application files, experts may be invited to provide an advisory opinion when the Panel is making its decision.

Winners

The Candidate(s) whose Plan is selected by the Panel, and alongside whom the Organiser signs the occupancy agreement establishing the conditions for the provision of the pop-up store space.

Plan

The solution submitted by each Candidate for scrutiny by the Panel, consisting of their conceptualisation, which is both fully-developed in technical terms and achievable in accordance with the legislation in force for an activity which they wish to carry out in the Auberge Espagnole (not hospitality). No structural modifications of the space will be accepted. The Project must entail the retail sale of consumer goods consistent with the values set forth in the manifesto. It must not entail the sale of illegal, low-quality or bottom-of-the-range products. In the Saint-Gilles Spanish Hostel, a manufacturing area for the production (in whole or in part) of the products is also specifically provided.

It must offer quality products with a particular focus placed on finish and detail. The Plan must also follow a set format (see the “Manifesto”).

The Panel will only examine documents specified in the Regulations. Proposals must be considered fairly, strictly on the basis of comparable components. The candidate’s application must adhere to the required format.

3. Rules for the submission of the application file

Following receipt and analysis of the application dossier, the Organiser will inform Candidate d of the (non) admissibility of their Plan.

If the application is considered admissible, it will be submitted to the Panel for consideration. The Panel will then contact Candidates whose plans have been selected. The Plan will be defended before the Panel. The Candidate will respond to any potential questions and recommendations from hub.brussels in the 10 calendar days following the presentation of the Plan.

In the event that hub.brussels receives more than 15 acceptable files, a pre-selection phase will be organised before the Panel decision. The pre-selection will be done based on the projects submitted and according to the selection criteria below. The 15 Candidates who best meet the criteria will be invited to present to the Panel. If a Candidate desists, hub.brussels In case of withdrawal or abandon of the project by one or more Candidate(s), hub.brussels reserves the right to contact the next Candidate(s) on the list. A candidate could also, if necessary, and after validation by the jury, be drafted for another location of the Auberge Espagnole.

4. Preparing the application file

4.1. Description of the premises and visit

Group visits to Auberge Espagnole will be organised. The Organiser will introduce the premises and answer questions from applicants.

See candidate application.

4.2. Preparing for your pitch

Business leaders, salespeople, project managers, inventors and graduates seeking work are all regularly expected to outline their professional experience, product, service or idea in a very limited time.

Need support to do so?

The Organiser is offering a coaching session on preparing for a Pitch, in order to maximise Candidates' chances before the Panel.

This coaching session is optional.

It will take place between submission of the file and the presentation to the Panel. To take part, Applicants must tick the relevant box on the "Auberge Espagnole" pop-up store application form.

5. Provisional schedule

See candidate application.

6. Selection

6.1. Assessment criteria

The Panel will examine the application dossiers and how they tackle the following points by order of importance :

| CATEGORY | ASSESSMENT CRITERIA | WEIGHTING |
|----------------------------|---|-----------|
| Relevance to the manifesto | Project promoting ethical, sustainable and/or local consumption | 3 |
| | Fair pricing policy | 2 |
| | Product or concept does not exist in the Brussels-Capital region, and is original and/or innovative | 2 |
| The team/individual | Availability of the prospective shopkeeper (Schedule and flexibility: long opening hours, beyond office hours, desired period, length of occupancy) | 3 |
| | Suitability of the team for the project | 2 |
| | Existing skills and potential for development | 2 |
| The Project | Economic viability of the project (based on the evidence provided in the questionnaire) | 2 |
| | Long-term prospects (3 year projection, Potential to open in Brussels-Capital Region, etc.) | 2 |
| | Business which has potential to become a destination | 2 |
| | Appropriateness of planned layout and visual identity | 2 |
| | Possibility of on-site production (only valid for the Auberge Espagnole Saint-Gilles) | 2 |
| | Activity diversifying what is currently available in the area | 1 |
| | Structure of information and communication about the project | 1 |

The results of the Panel decision will be made available by **Friday 23 February 2020**.

The Organiser will provide recommendations, as well as communicating the strengths and weaknesses identified by the Panel, to all applicants who will come before the Panel.

6.2. Announcement of the Winner

The Panel will submit an occupancy programme for the Auberge Espagnole, by order of preference and of Candidate availability.

If the Winners refuse the Panel's proposal or if there is a vacancy during a given period, the Organiser reserves the right to call on the next Winner(s) in the order established by the Panel.

No incentive is granted by the Organiser. The Winner(s) will be granted use of the Auberge to launch of their business, in exchange for a fee (€350/month for Etterbeek or €500/month for the whole space in Saint-Gilles. For the second one, the amount will be divided between the number of simultaneous occupants).

6.3. Unsuccessful candidates

No compensation is provided for unsuccessful Candidates. The latter are welcome to try again at the next call for applications, taking on board the Panel's feedback, and are free to seek assistance from support structures (GELS, hub.brussels, etc.).

7. Obligations of the Winner(s)

During the implementation stage, the Winner(s) may, under no circumstances, deviate from the Plan on which the Panel decision was based without a prior written exemption from the Organiser.

The Winner(s) undertake to sign and to respect the occupancy agreement. This agreement establishes the rights and responsibilities of the Winner and the Organiser in the context of the occupancy of the pop-up store. These Regulations and the Plan, as submitted and accepted by the Organiser, form an integral part of the occupancy agreement, and as such, non-compliance with either document automatically constitutes a violation of said agreement.

**[L'AUBERGE]
[ESPAGNOLE]**



[MANIFESTO]

| | |
|--|---|
| [L'AUBERGE] [ESPAGNOLE] | i MANIFESTO ! |
| 1 | i THE EUROPE WE LOVE IS A MELTING POT ! |
| | <p>L'Auberge espagnole aims to promote European diversity and the coming together of different cultures. It is a space for meeting and sharing, which honours the richness of European culture. Occupants communicate their knowledge and passion for their region and trade. As educators, they explain their concept and products: origin, producers, manufacturing process, pricing policy etc.</p> |
| 2 | i THE RETAIL WE WANT IS INCLUSIVE ! |
| | <p>As a store, l'Auberge espagnole is open to Brussels, but also open to its district. It is accessible to all users of the district and the space aims to build bridges between them.</p> |
| 3 | i THE CONCEPTS WE SUPPORT ARE ORIGINAL ! |
| | <p>L'Auberge espagnole is a temporary space available at an affordable rent to allow retailers to fully express their creativity. Its occupants are eager to demonstrate their openness and experiment in order to offer something unique. They are open to change and accept feedback intended to help them continue improving their concept. They listen to their customers to better meet their needs.</p> |
| | |

| | |
|--|--|
| 4 | ! THE VISION WE PROPOSE IS COLLABORATIVE ! |
| / | L'Auberge espagnole is a collaborative project; at its heart are its stakeholders, the occupants. They are transparent and considerate towards their partners. They speak with a single voice and contribute to the identity and influence of the space. |
| 5 | ! THE PRODUCTS WE SELL ARE GOOD ! |
| / | L'Auberge Espagnole responds to the pressing issues of the economic transition. Occupants make sure to incorporate ethical products, responsible processes and sustainable behaviours into their project. They favour the sale of locally-produced goods, where possible, and ensure the transparency of their supply chain. |
| 6 | ! OUR PRICING PRACTICES ARE FAIR ! |
| / | L'Auberge espagnole practises a fair pricing policy. It seeks to offer clients prices that are appropriate to the product and respectful to both the producer and the end customer. |
| 7 | ! THE EXPERIENCE WE OFFER IS A SPRINGBOARD ! |
| / | L'Auberge espagnole allows its occupants to capitalise on expertise in preparation for the future. Occupants use this experience to test their business concept, financial plan, business plan etc. |
| [L'AUBERGE] [ESPAGNOLE] | |

333

MIEU

28-02-2017
> 02-03-2017

[L'AUBERGE]
[ESPAGNOLE]