



Media Advisory

NATO Innovation Challenge, 17 June 2020

June 12, 2020

Norfolk, VA., USA – The Innovation Challenge aims to give NATO new, creative and efficient ways to respond to security challenges. The competition is run by the NATO Innovation Hub, led by Allied Command Transformation and organised with the Dutch Ministry of Defence.

BACKGROUND

Responding to the COVID-19 pandemic is the topic of the Spring 2020/1 Innovation Challenge. The challenge, open to entrepreneurs, designers, inventors, engineers, scientists, coders, and others, is looking for innovative solutions to support the decision-making of military leaders; deliver logistics and supplies to isolated individuals and teams; identify false information and mitigate its effects on NATO operations. The best entries in this edition of the NATO Innovation Challenge will help inform and support the development of future NATO military doctrine, standards and requirements, and the development of new capabilities.

The Innovation Challenge began on 11 March and interested innovators had until 5 May 2020 to register for participation. The winners of the Spring 2020 Innovation Challenge will be announced on 17 June 2020 (Pitch Day). While Pitch Day was supposed to take place in Rotterdam, Netherlands; due to the Covid-19 the Pitch Day will be entirely online.

INNOVATION CHALLENGE 2020/1 PARTNERS

NATO Allied Command Transformation
NATO Command and Control Center of Excellence
Dutch Ministry of Defence
Dutch Defence Material Organization
Institute for Innovation & Entrepreneurship, Old Dominion University

JOIN THE EVENT

Join us on the 17th of June to meet the finalists of the NATO Innovation Challenge, engage with them to discuss about their solution and attend the Award Show (remotely). Visit the following link and register by clicking on *JOIN THE EVENT* and you will receive more information via email about which sessions you can attend.

<https://www.natoinnovationchallenge-nl2020.com/>



MEDIA OPPORTUNITIES

Tuesday June 16, 2020

Opportunity to conduct (phone or VTC) interview with identified personnel at ACT regarding the Innovation Challenge.

Post Innovation Challenge (Date Based on Media Request)

Opportunity to conduct (phone or VTC) interview with winner and/or the finalists of the Innovation Challenge.

Opportunity to visit ACT to capture Innovation related imagery and interview personnel involved in Innovation to demonstrate the efforts being done. Exact date(s) can be coordinated by contacting the personnel identified below.

ADDITIONAL INFORMATION

NATO Innovation Challenge Focuses on COVID-19 Crisis

<https://www.act.nato.int/articles/nato-innovation-challenge-focuses-covid-19-crisis>

Can You Solve It? – Innovation Challenge

<https://www.innovationhub-act.org/challenge-intro>

List of the 10 Teams Selected as Finalists for NATO Innovation Challenge 2020

<https://www.innovationhub-act.org/news/nato-innovation-challenge-20201-finalists>

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NOTE EDITORS:

All interested media must register by calling Lieutenant-Colonel George Vriniotis directly at 757-300-4962. Registration closes on 15 June, 2020 at 5pm.

For media interested in visiting ACT Innovation Hub, please coordinate directly with LTC Vriniotis.

If you have any questions, please contact:

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