

## Rules of the 'Fashion.ED Eco-Design Challenge' Competition

### FIRST. OBJECTIVE OF THE COMPETITION

The **Fashion.ED Eco-Design Challenge** competition seeks to encourage and recognise the best business ideas in textile and fashion eco-design among undergraduate, master's and doctoral students. This competition encourages creativity and entrepreneurship focused on sustainability within the fashion industry.

### SECOND. PARTICIPANTS AND REQUIREMENTS

#### 2.1 Mandatory requirements:

Undergraduate, Master's and PhD students from one of the partner universities (UPV, KTU, UNIWA, UORADEA) who meet the following requirements can participate:

- Be enrolled in studies preferably in design, fashion or textile and have a demonstrated interest in sustainability.
- Be over 18 years old.
- Be fluent in English or have a minimum level of English B2 (CEFR level).

#### 2.2 Other specific requirements:

Submit a business idea in eco-design, including a short description, between 100-150 words, covering the following aspects:

- **Core Concept:** Main activity of the business and why the eco-design business is really needed, purpose of the entrepreneurship.
- **Ecological Impact:** Specific environmental benefits. What is the eco-factor of the business idea?
- **Necessity:** Reasons justifying the importance or necessity of the idea.
- **Innovation and Originality:** Unique aspects that differentiate the idea. How innovative is it? Why do you think it will succeed? What is the added value of your project for the fashion industry?
- **Feasibility and Sustainability:** Evidence that the project is feasible and has a lasting impact. Why do you think it is a realistic idea? Is it a viable idea in the long term?

The quality of the idea will be the most important factor in deciding the participants. Have a commitment to sustainability and ensure that it will be a highlight aspect of the eco-design business.

The participants must complete the MOOC course in eco-design offered by the Fashion.ED project, and submit the certificate of achievement obtained before the challenge in the Netherlands.

### **THIRD. SUBMISSION OF APPLICATIONS**

Students interested in participating in the EcoDesign Challenge should fill in a form on GoogleForms <https://n9.cl/5erqj>, where they can submit their eco-design ideas. This form is the first step in the selection process, as it allows students to submit their concepts and for the evaluators to check whether they meet the eligibility criteria.

Once the forms have been submitted, the evaluators will review the applications to verify that the students meet the necessary requirements.

Only students who meet the requirements indicated in the second section will be considered for selection.

Students must complete the form and attach all requested documentation and information by 01 December 2024, to ensure adequate time for preparation before the Eco-Design Challenge in the Netherlands.

### **FOURTH. PROCESS AND CRITERIA FOR SELECTING THE BEST IDEAS FROM EACH COUNTRY TO PARTICIPATE IN THE ECO-DESIGN CHALLENGE IN THE NETHERLANDS**

#### **4.1. Process and criteria for the selection of participants**

The proposals will be evaluated by a committee composed of representatives from each of the universities and experts' partners of the Fashion.ED project.

According to the selection criteria indicated in section 2, the selection process will consist of two phases:

- Phase 1:  
In which it will be verified that the applicant fulfils the mandatory requirements for participation indicated in point 2.1. The fulfilment of these requirements is essential to proceed to the next phase.
  
- Phase 2:  
In which the evaluation of the eco-design business proposal will be carried out, in addition to the linguistic and academic preparation of the participants. The proposals will be evaluated with a total score of 100%, distributed as follows:
  - Quality of the Proposed Idea (40%): the idea will be evaluated in terms of originality, innovation, alignment with eco-design and sustainability principles, as well as its technical and economic feasibility. The selection criteria for this phase prioritise creativity, feasibility and positive environmental impact of the ideas. A total of 12 points can be awarded in this category. The rubric to be used for the evaluation of this section is as follows:

	High – 2,5 points	Medium – 1,5 points	Low – 0,5 point
<b>Originality</b>	The idea is completely original and there is nothing similar on the market. It is perceived as unique and distinctive.	The idea has some original elements, but takes inspiration from or resembles existing concepts in the market.	The idea is unoriginal, replicating existing products or concepts without significant variations.
<b>Innovation</b>	The idea is highly innovative and breaks with current trends in the textile market, offering completely new solutions or proposals.	The idea includes some innovative aspects, but follows to some extent current market trends or solutions.	The idea has little or no innovation, and is similar to what already exists in the market, without providing a clearly differentiated value.
<b>Eco-design and sustainability</b>	The idea is fully aligned with eco-design principles, integrating sustainable materials, processes and practices throughout the value chain.	The idea includes some elements of eco-design and sustainability, but could still be improved in certain key aspects of its production chain or use of materials.	The idea does not consider aspects of eco-design and sustainable practices in a significant way.
<b>Feasibility</b>	The idea is highly feasible. The necessary resources (financial, technological, human) to carry it out effectively are feasible.	The idea is moderately feasible, with some challenges identified that may require adjustments or improvements in terms of resources or planning.	The idea has low feasibility, with significant limitations in terms of resources, planning or technical and economic feasibility.

- **Interview:**

The interview will consist of two parts:

- The participant will have to defend his/her idea in front of the evaluators to assess competences such as oral expression, effective communication, critical thinking, communication skills, ethical responsibility and knowledge of contemporary issues related to sustainability. This section has a weighting of 40% and a total of 10 points can be awarded in this category.
- Fluency in English (20%): Participants will be assessed on the basis of their fluency in English or by providing a certificate, considering that this will be the language of work and presentation. The scoring criteria for this section will be:

	<b>10 points</b>	<b>5 point</b>	<b>0 point</b>
<b>Certificate CEFR</b>	Fluent English or certified $\geq$ B2	Certificate B1	No certificate

- Those students with academic programmes directly related to textile and fashion will be awarded 1 additional point. The partners from each university should decide which degree, master's or doctoral programmes at their university are related to the theme of the challenge, and those students should be awarded 1 additional point.

#### 4.2. Publication of the results

The names of the selected finalists who will go to the Netherlands will be published on the Fashion.ED project website before 15 December 2024. Also, they will be notified personally and will receive instructions on how to participate in the challenge in the Netherlands.

The Eco-Design Challenge offers a unique opportunity for students to develop and present their own eco-friendly business ideas in the Netherlands. This three-day programme will guide you through the process of turning your eco-design concept into a viable business model while gaining practical skills, networking with like-minded people and receiving expert feedback. The agenda for the stay in the Netherlands:

- Day 1: Welcome & Foundations  
Intro to the Netherlands & Networking  
Business Plan Workshop: Learn to structure your eco-design idea into a solid business plan, focusing on vision, objectives, and market fit.
- Day 2: Collaboration & Business Model Canvas  
Team Collaboration: Refine your venture idea with feedback from peers and mentors.  
Business Model Canvas Workshop: Map out key business elements like value proposition, customer segments, and revenue streams.
- Day 3: Pitch Your Venture  
Pitch Prep & Presentation: Finalize and present your eco-design pitch to a panel, gaining practical feedback on your venture.

#### FIFTH. SELECTION PROCESS OF THE WINNERS OF THE ECO-DESIGN CHALLENGE

During the stay in the Netherlands, the selected students will work and present their business idea in Eco-Design. Experts from the local start-up ecosystem will review and evaluate all the ideas and will give feedback to the students, as well as the format in which they will present their final work.

With this feedback the students will have to improve and make the needed correction. They must submit their final presentation before 15 June 2025.

The final presentations will be evaluated for experts in entrepreneurial and teachers from each university. The evaluator committee will evaluate the final ideas on 3 levels.

- Innovative character, differentiation and originality of the business idea in the textile sector (0-25 points)
- Technical, economic, financial and commercial viability (0-15 points)
- Level of real involvement of entrepreneurs, intention to develop and launch the business initiative (0-35 points)
- Degree of development and growth potential (0-15 points).
- The quality of the pitch (0 – 10 points).

Based on the conclusions the evaluator committee will choose a winner per university.

The winners will be notified during the Final Conference to be held in Spain. During this event, all participants of the Eco-design challenge will have to present their ideas in a short elevator pitch during the conference and, after the presentations, the winner of the challenge for each university will be announced.

The winners will receive:

- Personalised advice from BDF and the universities to help them to develop their business ideas.
- Challenge winners will be awarded a diploma issued by the consortium.
- Invitation to the online seminars offered by the partner IDEC.

## **SIXTH. OBLIGATION OF THE STUDENTS SELECTED FOR THE ECO-DESIGN CHALLENGE**

The selected students commit themselves to:

- Complete the MOOC course in eco-design offered by the Fashion.ED project, submitting the certificate of achievement issued before the challenge in the Netherlands.
- Complete the final phase of the Eco-Design Challenge in the Netherlands and to participate in all programme activities, including mentoring sessions, workshops and presentations of their project.
- Finalise and present their eco-design projects, incorporating the recommendations and improvements obtained during the challenge.
- Collaborate in the dissemination of their results and experiences as part of the impact objectives of the Fashion.ED project.
- Responsible and Ethical Behaviour: Maintain a respectful and professional behaviour throughout their stay in the Netherlands, representing the values of the Fashion.ED project and their home university.
- Compliance with Local and Organisational Rules: Respect local laws and regulations, as well as the guidelines established by the event organisers, including respecting timetables, facilities and rules of coexistence.

Failure to comply with any of these obligations may result in the revocation of financial support and benefits provided by the competition.

## **SEVEN: INTELLECTUAL PROPERTY**

The intellectual property of the projects submitted will remain with the authors. Fashion.ED reserves the right to promote and disseminate the projects submitted, mentioning the authors and the title of the proposals.

## EIGHT. DATA PROTECTION

The General Data Protection Regulation (GDPR) is a European Union regulation designed to protect the privacy and personal data of individuals within the EU. As part of the Eco-Design Challenge, adherence to GDPR principles is essential to ensure that participants' data is handled securely and transparently. This chapter outlines our approach to managing personal data in compliance with GDPR, as well as the protocols regarding data visibility.

### 8.1. Personal Data Collection and Processing

To participate in the Eco-Design Challenge, students are required to submit specific information, such as their contact details, academic information, and eco-design proposals. This personal data is collected solely for the purposes of assessing eligibility, managing participation, and facilitating communications related to the program.

Types of Data Collected: Basic identification information (name, contact details), academic data (institution, program of study), and proposal-related details (eco-design idea and motivations).

Data Minimization: Only essential information will be collected to meet the objectives of the selection process and program management.

### 8.2 Data Usage and Legal Basis

Under GDPR, all personal data must be collected and processed with a clear legal basis. For the Eco-Design Challenge, we rely on:

Consent: By submitting their application, students provide explicit consent for their data to be processed for the challenge.

Legitimate Interest: Data is also processed under legitimate interest to manage the program, select participants, and communicate relevant updates.

### 8.3 Data Security and Storage

Data security is paramount in ensuring compliance with GDPR. All personal data is stored securely and only accessible to authorized personnel directly involved in managing the Eco-Design Challenge.

Access Control: Access to personal data is restricted to program coordinators, teachers, and selection panel members.

Storage Duration: Data will only be retained for the duration necessary to facilitate the challenge and ensure program outcomes, after which it will be securely deleted.

### 8.4 Participant Rights

Participants have rights under GDPR that allow them to control their personal data. These include:

- Right to Access: Participants can request access to their personal data to understand how it is being used.
- Right to Rectification: If any personal data is inaccurate or incomplete, participants have the right to request corrections.
- Right to Erasure: In certain circumstances, participants can request the deletion of their data if it is no longer necessary for the challenge.
- Right to Withdraw Consent: Participants can withdraw consent at any time. This may, however, affect their eligibility to continue in the challenge if data is necessary for participation.

### 8.5 Data Visibility and Public Sharing

The visibility of personal data will be managed carefully, particularly regarding any data shared publicly. Participants' names and project titles may be shared for program visibility or promotional purposes, but other identifying details will be kept confidential unless explicit consent is provided.

- **Publicity:** Participants will be informed if any of their data (such as name or project description, and pictures) is to be made public. They have the right to opt out of this visibility.
- **Media and Reports:** Personal data will only be used in program reports or media with consent, focusing primarily on anonymized or generalized data.

### 8.6 Data Breach Protocol

In the event of a data breach, all affected participants will be notified promptly, and corrective actions will be taken to mitigate the breach. A report will be made to the relevant data protection authority if required under GDPR.

### 8.7 Compliance and Accountability

The Eco-Design Challenge program is committed to ensuring GDPR compliance throughout the program cycle. Program coordinators are responsible for upholding these data protection standards, and regular audits are conducted to ensure data management aligns with GDPR principles.

By following these GDPR protocols, we ensure that participants' personal data is handled responsibly, transparently, and in full compliance with EU regulations, safeguarding their privacy and fostering trust in the Eco-Design Challenge program.

**20 November 2024**

**Fashion.ED Consortium**



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**Supporting Entrepreneurship in Eco Design**