



Circular Fashion for London

City Challenge: London
Open Innovation Call

The East London
Fashion Cluster

This information pack contains all the information needed to submit an application to the London City Challenge.

If you need any further information please email: jason.louisgouveia@climate-kic.org

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The City Challenge and East London Fashion Cluster partners are looking to support 2 business ideas or products that have potential to transform London’s fashion industry and make it more sustainable. The Challenge will award **€10,000 each to two winning submissions** that demonstrate innovative approaches to creating a more circular economy.



The fashion industry is the second most polluting industry in the world, accounting for 10% of global carbon emissions. Circular fashion – incorporating circular economy principles into the way clothes are designed, the materials they derive from, how they are made and then used – presents an opportunity to reduce this impact for good.

The fashion industry in London has a great opportunity to become world leading in circular fashion. As a recognised global capital of fashion, London can lead the way on developing new approaches to fashion, and build upon the economic opportunity of circular fashion, recently valued at over £1billion¹ in London alone.



The City Challenge invites London’s big thinkers, start-ups, SMEs and researchers to answer one, or both, of the challenges below through the development of new fashion technologies:

→ **1 The London Fashion Loop**

Create *systemic* change, supplemented by the development of fashion technology, creating circular fashion loops within London. A solution for this challenge would focus on finding ways to bring two or more elements of the “Circular Canvas” together to create localised loops:

- Origin
- Material
- Equipment / processes
- Use
- Post use

→ **2 Focussed interventions**

Develop a specific intervention that will contribute to a more circular fashion industry. This will involve targeted fashion technology products for use within London’s fashion industry. These could include, but are not limited to:

- New material innovations
- Immersive technology, e.g. augmented reality, to communicate circular economy principles
- Platforms that enable circular design and manufacturing



¹ London Waste and Recycling Board (2017) [London’s Circular Economy route Map](#)

The launch event in [Plexal](#) on **2nd November** gives you the opportunity to find out more about the challenge, understand London's circular fashion ambitions, and meet others looking to enter the challenge – an opportunity to form collaborations where possible.

Sign up to the launch event via Eventbrite [here](#).

- 1 Eligible applicants are encouraged to submit their solutions to either, or both, of the City Challenges in a 2 minute video format by **11:59pm 20th November** alongside a short application form. These are to be submitted via email to jason.louisgouveia@climate-kic.org.

Submissions are to meet the criteria as outlined in this document below.

- 2 A shortlisting panel will shortlist 10 submissions. If you are shortlisted, you must attend the innovation boot camp on **28th November** in order to attend the pitching event.

The innovation boot camp provides the opportunity for you to talk to industry leaders and business experts to refine your solution and business plan, as well as finding potential collaborations – giving you the best chance of winning €10,000.

- 3 The pitching event on **6th December** is where you will pitch your idea to industry leading judges. The judging panel will decide the 2 winning solutions after judging all pitches.



The City Challenge is a Climate KIC initiative used to encourage the development of new solutions to city climate challenges.

City Challenges take place throughout European cities, all with a different focus depending on the specific challenges faced within that city.

London's City Challenge is being run by a number of partners focussed on Queen Elizabeth Olympic Park. This includes:

- **London Legacy Development Corporation**
- **University of the Arts London: London College of Fashion**
- **UK Fashion and Textiles Association**
- **Greater London Authority**
- **Climate KIC**
- **London Waste and Recycling Board**

This group decided to run the City Challenge for London as there is a clear opportunity for circular fashion in London, especially using new fashion technology approaches to address this opportunity.



Key information for submissions:

- All submissions must be submitted via email to jason.louisgouveia@climate-kic.org
- Please include in the subject heading of your email "**London City Challenge 2017 submission: title of your submission**"
- Each submission must consist of a video (max 2 mins) and accompanying submission form found on <http://www.climate-kic.org/uki/citychallenges>.
- Videos may be linked to via platforms such as YouTube or Google Drive on the application form.
- You may enter multiple submissions addressing each challenge.

2 minute video submissions:

Each submission is expected include a video overview of the submission, covering:

- An introduction to you / the team
- An overview of your solution
- How your solution meets the city challenge
- An overview of your proposed / current business model
- How the €10,000 would be used if you won the City Challenge

Video submissions are to be no longer than two minutes long.

Each video submission will be judged by a panel of four judges with diverse backgrounds, against the following submission criteria.



The following criterion is pass / fail

- 1 All submissions must clearly address one of the City Challenges. Those that do not clearly meet one of these challenges will fail this criterion and not be scored.

Upon passing criterion 1, **the following criteria will be scored from 1 to 10**. Percentage weightings indicate the importance of each criterion to the evaluation panel.

- | | | |
|---|--|------------|
| 2 | Innovation
The solution proposed is innovative within its field. | 30% |
| 3 | Potential for impact
The solution proposed must positively contribute to creating a more circular fashion industry within London. | 30% |
| 3 | Feasibility
Is the solution feasible, considering:
<ul style="list-style-type: none"> → Business plan – would the solution be sustainable when taken to market → Team – would the team behind the solution have the ability and expertise to develop the solution and create a sustainable business, has a collaborative approach been taken? | 20% |
| 4 | Product definition
Who would benefit from the solution, has market research been undertaken to define the need for the solution, what will the prize money be used for and would a lot of extra support be needed in order to develop the solution. | 20% |

When entering a submission, you are committing to the following:

- That you meet and agree to the terms and conditions found below
- That you are open to taking a collaborative approach
- That you are available on **28th November** for the innovation boot camp for shortlisted entries. This is a compulsory session, and those who don't attend will not be eligible to pitch at the pitching event



Each shortlisted submission will be invited to present their submissions to a panel of high profile judges. Judges will be chosen from a variety of backgrounds, with specific expertise in fashion, the circular economy and business development.

Representatives from the following will be present at the pitching event:

- **University of the Arts London: London College of Fashion**
- **Plexal**
- **UK Fashion and Textiles Association**
- **Climate KIC**
- **London Waste and recycling Board**

For a confirmed list of judges, check the London <http://www.climate-kic.org/uki/citychallenges> closer to the event.



All applicants must follow the City Challenge terms and conditions:

- 1. Eligibility:** Entry to the challenge is open to researchers, students, micro, small to medium enterprises and entrepreneurs with a **London based** solution. Registered businesses that do not fall under the [EU definition of SME](#) are NOT eligible for the City Challenge.
- 2. Application:** 2 minute video entries to the City Challenge should be made via email to jason.louisgouveia@climate-kic.org and completed in full. Videos that exceed the 2 minute time limit, or incomplete registration forms, could result in the entry being disqualified.
- 3. Team Size:** Teams can be any size, from one person upwards, teams are encouraged to submit collaborative submissions.
- 4. Entries:** There is no limit to the number of entries which may be made by any individual or group or any combination thereof. Separate submissions must be submitted for each entry.
- 5. Stage of the idea/product/service:** The City Challenge is open to submissions of all stages of idea/product/service, providing it meets the City Challenge submission criteria.
- 6. Student Involvement:** Students are welcome to enter the City Challenge providing their concept meets the City Challenge submission criteria.

- 7. The Closing Date:** The City Challenge is open for submissions until 11.59 pm, 20th November 2017 (“the Closing Date”).
- 8. Notifications:** By entering an application and providing a contact email address, entrants opt in to receive future email alerts about this challenge and any further iterations of it. Email addresses will only be used for communications about the City Challenge and will NOT be shared with other organisations.
- 9. Support:** Support and opportunities to find collaborators will be provided via the innovation boot camp to be held on 28th November.
- 10. Submission:** Entries must be submitted via email to jason.louisgouveia@climate-kic.org. Submissions are to include a video no more than 2 minutes alongside the submission form found on <http://www.climate-kic.org/uki/citychallenges>.
- 11. Judging:** 10 shortlisted applications will be shortlisted by a panel of judges representing the City Challenge partners. The judges will have diverse backgrounds ensuring applications are equally suitable for the fashion industry and circular economy. All applications will be judged against the submission criteria.

Judges representing the City Challenge partners will judge 4 minute presentations from the 10 shortlisted submissions at the pitching event. Judges will have a further 5 minutes to ask questions, which will contribute to their scoring against the City Challenge submission criteria.

The judges’ decision is final and cannot be changed.
- 12. Attendance:** To be considered for the €10,000 award, shortlisted submission teams must attend the innovation boot camp on 28th November. Failure to attend the pitching event will result in automatic disqualification from the challenge.
- 13. Winners:** There is a total of €20,000 to be awarded via the City Challenge. This will be split into two €10,000 prizes for two different winners. The winners should use the money to develop their concept. The winners will receive their €10,000 prizes directly from Climate KIC.
- 14. Press:** The finalists may be required to take part in promotional activities in the year following the challenge.
- 15. Intellectual property:** The intellectual property of any submitted ideas will remain with the applicant and any arrangements they have made with their group or previously involved parties. The City Challenge Team will NOT engage in any IP agreements between team members. It is the responsibility of the entrants to confirm that they have the right to exploit the intellectual property contained in their plan and to take appropriate steps to protect it. The City Challenge team is not liable for any entrant’s breach of a third party IP.
- 16. Rejections:** The City Challenge Team reserves the right to reject any application or plan that is not submitted in accordance with the stated format.
- 17. Non-Confidentiality:** Due to the nature of the challenge, the City Challenge team are not able to ask judges, staff, or audiences to agree to or sign non-disclosure statements. Any data or

information discussed or divulged in public sessions by entrants should be considered information that could possibly enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged, or presented in such sessions.

- 18. Copyrights & Permissions:** If an entrant uses copyrighted materials and/or images from a third-party in their submissions or presentations, they must obtain permission and authorization in advance from the owners to use this material.
- 19. Changes:** The City Challenge team reserves the right to make any changes to the important dates and terms and conditions of the challenge. Finalists will be sent electronic notification of any changes within 48 hours of them being made.
- 20. Confirmation of understanding:** Entry into the challenge implies acceptance of these terms and conditions. The City Challenge team reserves the right to refuse to award prizes to anyone found to be in breach of these terms and conditions.



Climate KIC

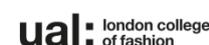
Europe's largest public-private innovation partnership focused on climate change, consisting of dynamic companies, the best academic institutions and the public sector.

<http://www.climate-kic.org>

London Legacy Development Corporation

The London Legacy Development Corporation – responsible for the redevelopment of Queen Elizabeth Olympic Park – seeks to drive the legacy of the London 2012 Olympic and Paralympic Games to transform the lives of east Londoners.

<http://www.queenelizabetholympicpark.co.uk>

University of the Arts London: London College of Fashion

UAL's London College of Fashion is a world leader in fashion design, media and business education. They have been nurturing creative talent for over a century, offering courses in all things fashion.

<http://www.arts.ac.uk/fashion/>

UK Fashion and Textiles Association

UKFT brings together designers, manufacturers, agents and retailers to promote their businesses and the industry throughout the UK and internationally.

<http://ukft.org>

Greater London Authority

The GLA, led by the London Mayor, Sadiq Kahn, is responsible for making London a better place for everyone who visits, lives or works in the city.

<https://www.london.gov.uk>

London Waste and Recycling board

The London Waste and Recycling Board (LWARB) is a statutory Board established by the GLA Act 2007 to help reduce waste and improve its management in London. We achieve this through the delivery of three main programme areas:

- ➔ Resource London: a programme of support for London waste authorities jointly funded by LWARB and WRAP;
- ➔ Advance London: an investment fund to support businesses developing innovative circular economy solutions
- ➔ Circular London: a programme aimed at accelerating London's transition to a more circular economy through collaboration with the public and private sector and international partners.

<http://www.lwarb.gov.uk>

