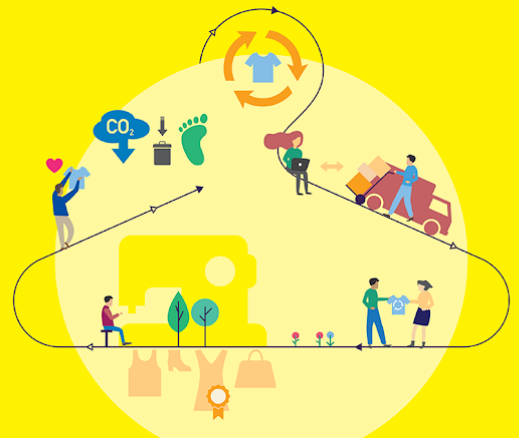




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Part 1: About You

We will use this information to contact you about your entry. Your entry will not be assessed on these answers.

Question 1. What language will this entry be written in? *

Question 2a: I / we enter this competition as: *

Question 2b: If you are an organisation / group, please specify the name of your organisation / group

Question 2c: If you are an organisation, when did you become a registered entity?

Question 2D: If you are an organisation, how many staff members do you have?

Question 3a: What is your country of residence? *

Eligible countries include EU Member States or Horizon 2020 Countries.

Question 3b: If your idea is based in another country, please specify which country.

Eligible countries include EU Member States or Horizon 2020 Countries.

Question 4: What is your Address? *

If you are an organisation, please provide the address for the organisation. If not please provide the address of the project lead.

Question 5: What is your webpage?

If you have one.

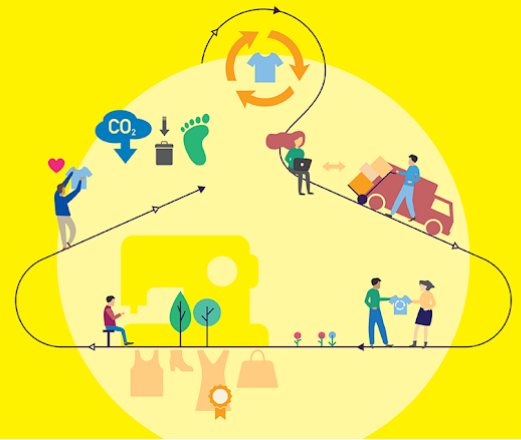
Question 6: What is your email address? *

Please provide the email address of the lead contact person for this project, rather than a generic organisation address.



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Question 7: What is your phone number? *

Question 8a: Provide the name of an alternative contact person *

Question 8b: How is this alternative contact person connected to the idea? *

Question 8d: What is the email address of this alternative contact person? *

Part 2: About Your Idea

We will use this information to assess your entry against the 4 Judging Criteria, which are outlined below:

Degree of Innovation: either disruptive or incremental (building on what has gone before). Critically, the idea must be innovative within its given socio-economic and geographical context.

Impact: the potential of the proposed idea to tackle the issue outlined in the challenge statement. The entrant should demonstrate a clear definition of the problem their idea solves and for whom, feeding into a well-elaborated theory of change.

Sustainability: the financial and environmental sustainability of the idea, as well as the potential for adequacy and uptake stemming from the development of the idea carried out with users, from first concept, through testing, validation and business modelling.

Scale: the idea's growth potential and potential to scale and be replicated throughout Europe.

Question 1: What is the name of your idea? *

Question 2: Explain your idea in one sentence *

Question 3: Provide a more detailed description of your idea *

How does it reimagine fashion? How does it support changing behaviours for sustainable fashion?



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Question 4: Why is your idea innovative? How does it meet an unmet need more effectively? *

Describe how your idea is new and innovative within its socio-economic and geographical context. If your idea is based on an existing concept, explain how your use of that concept is innovative in the socio-economic and/or geographical context where it will be implemented.

Question 5: How will your idea create social impact? What is the potential of your proposed idea to tackle the issue outlined in the challenge statement of the competition? *

Please ensure you provide a clear definition of the problem your idea solves and of the target beneficiary population.

This competition's challenge statement is:

European consumers are becoming more aware of the environmental impacts of their consumer habits. Building on Europe's position at the forefront of global fashion, we are looking for social innovations that change the ways we produce, buy, use (up-cycle and recycle) fashion towards an increased social and environmental sustainability.

Question 6: Explain how you will design and test the idea with users and beneficiaries to its support relevance and potential social impact *

User: a person or organisation who is willing to pay you for a product or service that satisfies an unmet need.

Beneficiary: a person or organisation who benefits from the value created by your product or service, though they might not be the one to pay for it.

Question 7: Please describe the social, financial, environmental sustainability of your idea. How will your idea demonstrate long-term viability in these areas? *

Please note that social sustainability refers to managing the impact on people.

Question 8: What are your plans to grow the idea in the future so it can reach more people and / or be replicated across Europe? *



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Question 9: At what stage of development is your idea? *

Part 3: Additional Information

Before submitting your entry, we want to learn a bit more about you to better understand your interest in the competition. Please note that your entry will not be assessed on these answers.

Question 1: Have you started an initiative, such as a business, social enterprise, charity or community group before? *

Question 2: How long have you been working on the idea you are submitting? *

Question 3a: How did you hear about the 2020 European Social Innovation Competition? *

Question 4a: Why do you want to take part in the European Social Innovation Competition? *

Question 5: What do you hope to learn from participating in the European Social Innovation Competition? *

Question 6: What parts of the competition are you most excited about? *

Part 4: Demographic Information

The following demographic information is optional, but will help us better understand our reach and where we can improve our reach to certain groups to increase the accessibility of the European Social Innovation Competition. Please note that your entry will not be assessed on your answers to this section nor whether or not you completed it

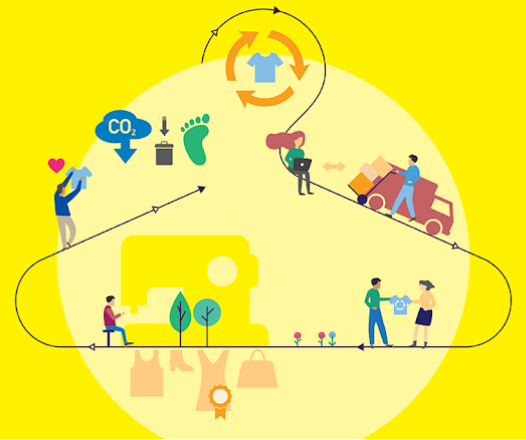
Question 1: What is your age?





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Question 2: What is your gender?

Question 3a: What is your ethnicity?

Question 4a: What is your level of educational attainment?

Question 5a: What is your employment status?

