



# REIMAGINE FASHION

European  
Social Innovation  
Competition 2020



## Reimagine Fashion *Changing behaviours for sustainable fashion*

Three €50,000 prizes awarded by the European Commission for the best socially innovative projects designed to change the ways we produce, buy, use and recycle fashion, moving towards increased global sustainability and changing consumers' behaviour.

### Summary

The European Social Innovation Competition is looking for ideas and ventures that aim to improve the environmental and social impact of the European fashion market<sup>1</sup> through the development of new products, services and processes, and innovative business models.

The innovations should aim to reduce the overall environmental footprint and improve the societal impact of the fashion market, help make it more accessible and fair, and aspire to change behaviours in a sustainable way. Solutions should clearly aim at delivering impact, pursue sustainability, and be scalable or replicable post-competition - at the local, national or European levels.

We are for instance looking for ideas from one or more of the fields listed below and we encourage solutions that address several of these areas through a systems perspective.

### 1. Solutions for sustainable use and consumption

- Change consumption patterns and behaviours regarding the linear use of 'fast' fashion.
- Extend the life cycle of fashion products.
- Reduce the use and consumption of fashion and textiles through innovative business models in favour of reuse, upcycling and sharing.
- Make sustainable and fair fashion more broadly accessible.
- Stimulate socially inclusive processes throughout the fashion value chain.

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<sup>1</sup> 'Fashion market' includes textiles, clothing, footwear, leather and accessories. The fashion value chain includes different stages: i) production (including design); ii) services; iii) marketing; iv) retail; v) end of use/life (e.g. reparation/transformation/recycling). Textiles is limited to textile production for clothing and garments (e.g. producers of cotton, wool and synthetic fibres for clothing industry)

## 2. Solutions for sustainable production

- Net zero waste and climate neutral fashion and textiles production.
- Closed loop fashion and textiles systems.
- Sourcing of alternative, sustainable feedstock.
- Innovative techniques that build on traditional or local crafts for socially sustainable products.
- Innovations that reduce the environmental footprint of the fashion market.

## 3. Solutions for improving the end of life stage

- Environmentally and socially respectful ways of recycling textiles, while maintaining their value.
- Reuse of textile by-products before they become waste.

### Background to the Competition

Launched in memory of social innovation pioneer Diogo Vasconcelos<sup>2</sup>, the European Social Innovation Competition is a challenge prize run by the European Commission across all EU Member States and Horizon 2020 associated countries.

Now in its 8th year, the Competition acts as a beacon for social innovators in Europe, employing a proven methodology for supporting early-stage ideas and facilitating a network of radical innovators shaping our society for the better. Each year the Competition is based around a different issue facing Europe.

This year, the focus is: **Reimagine Fashion**, *Changing behaviours for sustainable fashion*

### Challenge statement

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.

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<sup>2</sup> [Diogo Vasconcelos](#)