



REIMAGINE FASHION

European
Social Innovation
Competition 2020



PRESS RELEASE

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European Social Innovation Competition announces its 10 Reimagine Fashion Finalists

Today, the European Commission announces the Finalists for the 2020 [European Social Innovation Competition](#) around the topic of *Reimagine Fashion: Changing behaviours for sustainable fashion*.

Ten projects from 9 countries are now competing for three prizes:

- 1) **Airwear by Fairbrics** (France)
A technology that converts the CO2 emitted during fabric manufacturing into new synthetic fabrics.
- 2) **Kleiderly | Converting Clothing** (Germany)
A start-up that turns recycled clothes into durable material used to make a range of products, from furniture to suitcases.
- 3) **MycoTEX** (Netherlands)
An innovation to make custom-made clothes using a sustainable fabric made from mycelium, a substance found in mushroom roots.
- 4) **Post Carbon Fashion: Photosynthetic Coating** (United Kingdom)
Zero-waste and regenerative dyeing and coating services for textile applications through microbiological processes.
- 5) **resortecs®** (Belgium)
Dissolvable stitching thread and heat-dismountable rivets that help make the reuse and recycling textile products easier.



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- 6) **ROND - CO2 reduced soles from discarded fabric** (Denmark)
Sweat and shock absorbent insoles made from fibers upcycled from discarded textiles.
- 7) **SENSTILE - DIGITIZING TEXTILES** (Spain)
A search engine that identifies, matches, and compares textiles digitally and at scale.
- 8) **Snake** (Croatia)
A digital commerce platform which applies augmented reality and enables development of digital fashion by changing the way fashion is consumed.
- 9) **The first Lyocell hemp fibre: Hempcell™** (Germany)
A start-up that promotes premium European Hemp Lyocell fibres as a viable and sustainable textile alternative.
- 10) **WhyWeCraft: Cultural Sustainability in Fashion** (Romania)
Artisan-designer collaborations focused on reviving heritage European textile crafts.

The Finalists were selected by an expert jury panel from a group of 30 Semi-Finalists who, in turn, had been chosen from a total of 766 applicants from across Europe. All Semi-Finalists participated in the European Social Innovation Competition Digital Academy- an intensive training and coaching programme designed to develop their initiatives remotely-over the summer.

What happens next?

The three winners of this year's competition will be announced at a virtual Awards Ceremony being organised around the frame of the digital [European Social Economy Exchange Event](#) on November 26th, which leads up to the European Social Economy Summit in 2021. Each winner will receive 50,000€ in prize money to further develop their idea. All Semi-Finalists will be added to the Competition's growing Alumni Community and, next year, will be invited to enter the [Impact Prize](#), which recognises





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For information on earlier editions and winning projects, visit:

www.eusic.challenges.org

Questions about the Competition can be sent to: info@socialinnovationprize.eu

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