Fashion for Change

Co-funded by the COSME programme of the European Union

Guide For Applicants

Opening date for submission of proposals:
January 10, 2022, 00:00 (CET)
Deadline:
April 19, 2022, 17:00 (CET)

Call Summary

- **A total funding pool of the call:** 275 000 EUR
- **Opening date:** 10th of January 2022 at 00:00 CET
- **Deadline:** 19th of April 2022 at 17:00 CET
- **No. of proposals to get funded:** 25 selected projects
- **No. of applicants per partnership:** at least 2 applicants from at least 2 different eligible countries: the EU-27 or COSME associated countries (Albania, Armenia, Bosnia and Herzegovina, Iceland, Kosovo, Moldova, Montenegro, North Macedonia, Serbia, Turkey, Ukraine)
- **Maximum funding per proposal:** up to 15 000 EUR
- **Funding rate:** 100% of eligible costs
- **Duration of the programme:** 8 months
- **Type of lead applicants:** SMEs, designers, and startups from the fashion industry.
- **Type of partner applicants:** Other SMEs, designers, and startups; communication, marketing, education, or other industries' representatives; supporters of the fashion ecosystem.

Call for proposals timeline

- **The Open Call application submission will open on the 10th of January, 2022.**

- The pre-recorded Open Call info session, introducing the programme to the potential applicants, will be announced 24th - 28th of January, 2022.

- The Open Call live Q&A session, with the instructions for applying to the programme, will be held from 1st - 4th of March, 2022.

- Up to 3 matchmaking events for individual applicants and teams will be held during the application process.

- **The deadline for the Open Call will be 19th of April 2022 at 17:00 CET.**

- 35 selected teams will be invited to the Fashion Sprint Hackathon.

- **The pre-Hackathon event to onboard the newly formed teams will take place on the 8th of May, 2022.**

- **Fashion Sprint hackathon will take place on the 16-17th of May, 2022.** 25 winner teams will be announced on the second day of the Fashion Sprint hackathon.

- **The Growth Programme starts in September, 2022.**

Aim

The main aim of the Fashion for Change Open Call for proposals is to select 25 outstanding partnerships led by at least one SME, designer or startup (SME, micro-company or self-employed professional) that seek to create or develop innovative products or services for circular fashion. The financial and business support will be provided to the selected teams.

The call will consider the following specific objectives in order to cover the entire value chain from resources, design, production, retail, consumption to the products´ end-of-life: 1) New fiber development and materials recycling; 2) Design and manufacture of fashion products using sustainable, recycled and up-cycled materials; 3) Retail customer services incl. repair and return; 4) New clothes sharing and reselling business models; 5) Software systems for on-demand fashion production.

The selected projects will receive:

- Financial support for 25 teams (10 000 EUR per team). In addition to 5 teams, another 5000 EUR.
- Mentorship on circularity and sustainability, product/service development, and business development.
- 2 study visits focusing on manufacturing and marketing/business development.
- Workshops and training cover circularity, product/service development, and business development.
- Networking with partners, investors, and experts.
- Access to the Knowledge Hub.
- Support and assistance from the Consortium throughout the project.

General Admissibility

- An online application platform is set up on <u>F6S</u>; applications must be submitted through the official online submission system before the official deadline of the Open Call. Link to the application form will be added to the Fashion For Change website.
- Applications must be submitted in English only.
- An online application form must be fully completed.
- The same organisation can be involved in only one partnership under the call. Only the first submitted application will be evaluated if an organisation is mentioned in more than one application. All the other concerned applications submitted will be considered ineligible under this call.
- Project activities that have already been funded or are being funded by other funding instruments will be rejected. Double funding is not allowed.
- Organisations that have already been awarded under a call for proposals published by any of the following three projects: S4Fashion (Grant agreement number: 958038), Circular InnoBooster (Grant agreement number: 958135) and SmallButPerfect (Grant agreement number: 958060), can participate in this call only if the project idea is completely different from the one already awarded.

Eligibility

Criteria for the applicants

- All applicants should have a high potential for sustainable innovation in the fashion industry (applications, products, processes, ideas).

- The lead applicant must be an SME, a designer, or a startup (SME or micro-company or self-employed professional) working in the fashion sector as well as textiles, apparel, footwear, and accessories.

- The transnational partner applicant can be another designer, another startup, corporation, investor, sponsor, incubator, a self-employed expert on the circular economy or sustainable fashion, communication, academia, and technology center, marketing, education, logistics, or other industries' representative.

- All applicants must be legally established in the EU-27 or COSME countries (Albania, Armenia, Bosnia and Herzegovina, Iceland, Kosovo, Moldova, Montenegro, North Macedonia, Serbia, Turkey, Ukraine).

- Additional criteria will be considered, if necessary, to assess the startups' investment readiness.

Eligibility

Criteria for the partnerships

- Partnerships must present innovative applications, products, processes, services, or ideas in textiles, clothing, footwear, leather, and accessories, or new business models for circular fashion.

- Each project must comprise one SME, designer or startup who will be the lead applicant.

- Each partnership should be formed from at least 2 eligible (EU27 and COSME) countries. If an applicant does not have a partnership, the Fashion for Change consortium will assist in forming the partnerships and reaching agreements beneficial for both parties.

- Partnerships who apply as partnerships are expected to provide proof of being in partnership (letters of intent as a minimum).

- Proposing a plan on how the teams use the financial support (developing proofs of concept and prototypes of new products and services, developing and testing new business models, developing collaboration to test more sustainable/recycled material, supporting participation in trade shows or other showcase events).

Matchmaking

All participants who will apply as individuals or teams without a transnational partner will be invited to participate in the online matchmaking event. Consortium will assist in the matchmaking processes by 1) suggesting suitable matches out of the pool of applicants (Consortium helps different applicants to connect by evaluating the applications and trying to match them) and 2) organising the online matchmaking events. Additionally, the following steps and support channels are available:

- Fashion for Change Knowledge hub.
- Enterprise Europe Network (E.E.N.).
- Climate KIC.
- ECESP.
- Holland Circular Hotspot.

Submission procedures

Applications submitted through the official online F6S platform will include the following:

- Online application form (obligatory).
- Self-assessment tool results (optional). Filled and downloaded into PDF from www.fashionforchange.eu .
- Pitch Video. Recording made by the applicant or a team and attached to the online application form.

Please note the following submission instructions:

- Additional material, which has not been included in the online application form and has not been noted in the official Open Call document, will not be considered for the evaluation of the proposals.
- The data provided will remain confidential and will only be shared within the Steering Group of the Consortium and the assigned jury of experts and evaluators.
- Only proposals submitted before the deadline will be accepted.
- The pitch video (optional) is an informal video recording of a maximum of 2 minutes, that can be easily recorded with a mobile device or a web conference call recording (e.g. Google Meet). The main purpose is to present the team, their values in regards to circularity or sustainability, and the main idea of their project. The video must be led by the main representative of the lead SME, designer, or startup and optionally can include other partners.
- Upon receipt of the submission, a confirmation email will be sent to the applicants. The fashion for Change team can be reached out through the following email info@fashionforchange.eu for further support and inquiries.

The Applicants are strongly recommended not to wait until the last minute to submit the proposal. Failure of the proposal to arrive in time for any reason, including extenuating circumstances, will result in the rejection of the proposal. The Applicants are solely responsible for the verification of the completeness of the form.

Both incomplete applications and applications submitted by any other means will not be considered for participation.

Evaluation process

After submission, all partners and proposals will be evaluated based on specific selection criteria and subject to a **two-phase selection procedure carried** out by the Steering Group of the Consortium with the support of a group of external experts that constitute the Steering Board. The Steering Group will evaluate the technical content of the applications (1st phase of evaluation) of the proposals that score above the threshold.

First stage: eligibility & technical check

Applicants will be checked to comply with the eligibility criteria to confirm that the minimum requirements are met. These criteria examine whether the partners and the proposals fulfil the minimum requirements on, e.g., the legal status, the country of origin, etc. Eligibility criteria can be answered with a "Yes" or "No." This check will be carried out by the Consortium and is an on/off procedure. Proposals that do not meet the eligibility criteria are rejected. Applicants will be informed on the eligibility status via automated email. Partners of the rejected applications will be informed accordingly.

Second stage: quality evaluation

Eligible proposals will be evaluated by 3 (three) members of the Steering Group, who are experts with broad expertise in a sustainable and circular fashion. The experts score each award criterion on a scale from 0 to 5 (half-point scores may be given).
0 = Proposal fails to address the criterion or cannot be assessed due to missing or incomplete information.
1 = Poor – criterion is inadequately addressed or there are serious inherent weaknesses.
2 = Fair – proposal broadly addresses the criterion, but there are significant weaknesses.
3 = Good – proposal addresses the criterion well, but a number of shortcomings are present.
4 = Very good – proposal addresses the criterion very well, but a small number of shortcomings are present.
5 = Excellent – proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

Evaluation criteria

- The proposals will be evaluated based on the following award criteria:
- **EXCELLENCE** will consider:
- **Ambition**: the applicants have to demonstrate to what extent their proposal contribute to a substantial impact on the development, and adopting sustainable and circular fashion.
- **Innovation**: the applicants should provide information about the level of innovation (incremental to disruptive) in terms of sustainability and circularity aspects and how their proposal will bring challenge current linear models applied in the fashion industry.
- **IMPACT** will consider:
- **Market and Environmental impact:** the applicants have to indicate the expected market potential of the new/improved product/service/process (e.g., because it solves a specific problem in their value chain).
- **Replicability/Scalability:** the applicants have to demonstrate the level of replicability/scalability of the new/improved product/service/process (e.g., not addressing a specific problem, but to commercialise to solve a structural problem in a particular sector/value chain/etc.)).
- **Social Impact**: the applicants have to evaluate the project's social impact.
- **IMPLEMENTATION AND ABILITY TO EXECUTE** will consider:
- **Team capacity:** the applicants should describe leading team members in the online application form. The lead applicant (SME, designer, or startup) should be convinced of having an ability to learn, adapt and develop skills throughout the programme.
- **Strategy level:** each partner needs to state their involvement in the implementation phase and their contribution to the success of the new/improved product/service/process.
- **Feasibility of the implementation plan:** the applicants have to provide an action plan to measure success.
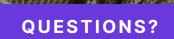
Payments & submission of documents

Selected projects will be requested to provide the documents listed below in the table to start and complete their projects in the Growth Programme and receive the payment.

The lump-sum payment to the beneficiary will be as follows:

Percentage of payment	Period	Submission of documents
Initial Payment: 50%	Before the Growth Programme starts	• Signed Grant Agreement by the Lead Applicant • Partnership Agreement signed by all partners • An estimated budget for the project • Legal Entity Form of Lead Applicant
Final Payment: 50%	On the 3rd month of the Growth Programme	• Technical Report- this report will contain a description of the pilot project's efforts towards the desired outcome as well as feedback related to the mentoring sessions and self-development tool • Payment Request

At the end of the first phase of the Growth Programme, 25 teams will need to submit the Final Technical Implementation Report - with the final proof of concept of the product, service, or business model. Teams will also provide the financial overview of their money usage.

QUESTIONS?

Contact us

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WWW.FASHIONFORCHANGE.EU