



Best Product Competition

Rules and Guidelines

The European Commission with the support of representatives of the Textile, Clothing, Footwear and Leather industries, the European Commission represented by EASME (European Agency for Small and Medium Enterprises) and DG GROW (Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs) are organising a **Product Competition** addressed to students and youngsters in the European Union within the age range between 19 and 29 years old, who are interested in growing their knowledge about the textile, clothing, leather and footwear sectors (TCLF) according to the following rules.

Article 1 – Goals and theme:

This Competition is a creative and challenging activity open to University students and job seekers who are interested in these areas of work. The competition has the role of developing the creative skills of youngsters to make them worthwhile in the context of activities related to TCLF values and themes.

The aim of the competition is to enhance and reinforce, among students and jobseekers, the interest in these sectors, with the goal of improving the potential enrolment and continuation of education within the same area of work.

Article 2 – Topics of the products

Participants will be asked to develop a product, to present it online and later in person, only in case their proposal will be selected for the finals of the competition.

The products that will be ideated and produced for the competition must comply with one of the following industries:

- Textile
- Clothing
- Footwear
- Leather

Article 3 – Jury and selection criteria

Only one product will be selected and awarded during a price-giving ceremony.

A jury composed of 12 (twelve) Steering Committee Members will judge the products according to the following criteria.



Two criteria must be respected in order to pass to the initial evaluation of the product; such Eligibility criteria are:

- Compliance with the TCLF sectors
- Completion of the online procedure of submission of the project in due time.

Criteria of Evaluation		Points
Innovation (50 pt)	Identification of an existing problem or a possible simplification of a process OR Identification of a non-existing product OR Identification of a possible new niche of market	10
	Solution of the problem OR Creation of a new product OR Identification of a new niche	20
	Originality and creativity	20
Quality (30 pt)	Quality of the project presentation	10
	Quality of materials used	10
	Quality and efficiency of the process of production	10
Sustainability (20 pt)	The materials used and the process of production keep in consideration the sustainability of the final product	20
		100

For a total score of 100 points.

The best 8 (eight) projects and teams will be selected for the final stage while only the winner (1 out of these 8) will be awarded in Brussels.

The 7 teams will be designated as Mention winners and the best finalist will be selected by the jury as winner.



Article 4 - Eligibility:

The competition is open to **all** youngsters within the age range from 19 to 29 years old from the following countries: IT, RO, PT, ES, DE, PL, BG, GR, FR and BE.

Each team shall be composed of a maximum of **four** members, but **individual participation is also accepted**.

Each team should indicate one representative person for their registration and related communication.

To be considered as "eligible", teams/ individuals must submit their participation to the competition to the website **openyourmind-tclf.eu** within the deadline fixed on **16.01.2020 before 12.00 am CET**. In the case of teams, the representative person indicated by the team will be allowed to register the whole team.

No team/ individual will be authorised to register after the above-mentioned deadline. Teams/ individuals that do not register via website will not be allowed to take part to the competition.

Participants shall be informed of the present Rules and Guidelines of the competition prior to the commencement of its activity.

Participants in the competition cannot be in any way related to the organisers and jury of the competition.

Article 5 - Duration

The Product Competition will take place in the months from **November 2019 to end of February 2020**. Exact date of the awarding ceremony will be announced through the website and communicated directly to winners. A provisional date is to be in the beginning of March 2020.

Article 6 – Running of the competition

The Product Competition will be conducted in **three rounds**:

- **Round 1: Online registration and competition**

Registrations to the competition shall be performed within the **16th January 2020 12.00 am CET**. The participant or a selected representative of a team should access the online website **openyourmind-tclf.eu** and fill the form in the section PRODUCT COMPETITION 2020 under the label "REGISTER NOW" with his/her contact details and personal data (in case of a team, contacts and personal data of all team members as well as name of the team), accepting rules and conditions.



The registration will be considered successful if the responsible receives a confirmation email from the system. Each team will be asked will be asked to prepare and upload the presentation of a product related to the above-mentioned sectors.

The definition of the product is as follows:

“Product, in this case, is defined, as an innovative and revolutionary concept within one of the four sectors involved (TCLF). It can be expressed in the form of a concrete object, presented and shared with the “jury” in a digital format (render/picture/video). The product shall not be considered a narrative document but can be accompanied with such. It can also be a product that facilitates the production processes of goods or the digitalisation of these industries.”

The presentation of the product can be in one of the following formats:

- **Power point presentation**, with text and images up to **20 slides** including covers (no more than 150 words in each slide), up to 30 MB
- OR
- **Video clip**, format .avi, .mov, .mp4, for a maximum duration of **3 minutes**, up to 75 MB

The presentations should cover the following topics:

- Idea of the product
- Description of how the product will be articulated
- Clear explanation of the production process, materials, machines and tools needed, making reference to the ecological sustainability of the product.

In order to not bias any final judgement, each project must not display nor report any author’s name or authors’ institution logo/reference.

The projects correctly uploaded will be evaluated by a jury (composed of 12 Steering Committee Members, as well as the DG GROW and EASME representatives) which will select the best proposal and proceed to invite the winner to the awarding ceremony.

- **Round 2 – Award ceremony**

The awarding ceremony of the competition will take place in Brussels, at the EC Representation premises between **the 15th February and 15th March 2020** (The winner will receive communication of the exact date, time and venue). In case of a winner being a minor, he or she should be accompanied also by an adult who will be paid the travel arrangements.

Article 7 - Awards

A certificate for winners’ participation to the Best Product Competition is foreseen.

The award will consist of a return trip to Brussels, the accreditation to the award ceremony and a visit to the European Commission’s Headquarters.



The winner(s) will be also awarded with a tablet. In cases where a team will win, one tablet per person will be granted.

Article 8 – Responsibility and fair play

In the context of this Competition, the European Commission represented by EASME and DG GROW reserve the right to disqualify and/or exclude a participant in the case of no respect for these present Rules and Guidelines and of an incorrect behaviour.

European spirit, fair competition, respect, friendship, team spirit, equality, respect for written and unwritten rules such as integrity, solidarity, tolerance, care, excellence and joy, are the building blocks of fair play that is promoted through the Competition.

The Organisers reserve the right to judge for any unforeseen case or rules' amendment during the course of the competition.

Article 9 – Rights

Each finalist(s) would be responsible to obtain all the authorisation and rights for the materials shown in the presentation, including ideas and patents, images, video clips, music, etc.

Article 10 – Privacy Disclaimer

The finalist(s), when requested and prior to the final, must present a filled and signed disclaimer about possible usage of images that might be shot during the competition and for the process of personal data on the website.

Article 11 – Helpdesk

For any doubt or request of further information, a helpdesk will be active. Please refer to the following email:

cosme.blueprinttclf.secretariat@blumm.pomilio.com

FAQs

- **How do I enrol?**

To be able to take part in the competition, the interested person (in case of a team, it will be the representative team member), will have to fill in a registration form on the website **openyourmind-tclf.eu**.



- **Do I have to pay any fee to participate?**

No, the participation to the competition is free.

- **During the preparation of the product, may I retrieve other online information?**

Yes, you can go online or read/consult books.

For any further request of information please contact the Organisers at the following email address:

cosme.blueprinttclf.secretariat@blumm.pomilio.com.