

**CALL FOR EXPRESSION OF INTEREST**

**FOR SCHOOLS/TRAINING AGENCIES/VET PROVIDERS IN THE**

**FASHION AND FOOTWEAR SECTOR**

**TO PARTICIPATE IN THE CONTEST AWARDING THE BEST**

**PROJECTS PRESENTED BY YOUNG STUDENTS**

***"Shake the future of the footwear sector!"***

### **Art.1 - Framework**

The European Partners of the Footwear sector: *European Confederation of the Footwear Industry (CEC)*, *Assocalzaturifici* and *IndustriAll Europe* have launched the European contest "Shake the future of the footwear sector!".

The contest is part of a broader communication campaign of the joint project "Attracting new skilled workforce for quality jobs in the European Footwear sector", financed by the European Commission under the Social Dialogue programme.

### **Art.2 - Contest objectives**

The overall aim of the contest is to engage the attention of young people to the footwear sector and collect innovative ideas on how to convey the attractiveness of the sector.

The contest will offer winners the opportunity to benefit from a work-experience in a European footwear company, and the finalist teams will also meet with relevant footwear representatives from Europe during the Award Ceremony.

### **Art.3 - Categories**

Participants are offered the possibility to present their proposals in one of the following categories:

1. **Design of a footwear product:** proposals should transcend today's trends and consumers' needs and underline the relevance of the future of footwear: Proposals will be evaluated according to various criteria such as visual appeal, overall design, manufacturing techniques, selection of materials.

This category targets only students aged from 19 to 25, who attend or have attended one of the following education :

- Training agencies that offer post diploma or post-degree courses in the fashion and footwear sector.

- Higher Technical Institutes / Universities in the fashion and footwear sector.

2. **The footwear factory of the future:** proposals should meet the needs of today's young workforce. We are searching for new ideas in order to make the productive footwear industry more adapted and welcoming to young people.

Proposals will be evaluated on multiple aspects such as working area-spaces, organisation and workstyle, work-life balance, technological equipment and sharing technologies.

This category targets only students aged from 16 to 18 that are attending the last two years of the following schools:

- High schools
- Professional Institute in the fashion and footwear
- Technical Institute in the fashion and footwear

#### **Art.4 - Who can participate? (mandatory requirement).**

Young people that attend or have attended educational institutes in the fashion and footwear (as described in Art. 3) in an EU Member State.

Proposals must be presented by **teams (not individuals)** composed of maximum 3 people, who are **coordinated by a tutor/teacher**.

Only one proposal is allowed per team.

#### **Art.5 – How to apply and Deadlines**

The schools/educational institutes in the footwear and fashion (as described in Art.3) that are interested in participating to the context have to fill-in the "Expression of Interest" (that can be downloaded at the link [www.inmyshoesproject.eu](http://www.inmyshoesproject.eu) and submit it by email at: [contest@inmyshoesproject.eu](mailto:contest@inmyshoesproject.eu) before the 15/02/2018 at 12:00 .

Proposals presented by teams of students must be submitted by 12<sup>th</sup> of April 2018 at 12:00.

#### **Art. 6 – Awards and projects outputs**

The price awards for the 1°, 2° and 3° finalist teams of each category will be defined at the closing date of the Call of Interest.

##### **Category "Design of a footwear product":**

Proposals under this category **must include the following outputs:**

1. The storytelling of the product: the description of the project process, from the idea / intuition to the final product / design.

Outputs can be presented in one or more of the following formats: a written paper, video, shootings, PowerPoint presentation, etc.

2. The concept of the product: the description of the innovative elements of the footwear product and how the idea meets future trends and consumers' needs. Outputs can be presented in one or more of the following formats: a written paper, a video,

shootings, a PowerPoint presentation, sketches, design, prototypes.

If one of the two above requirements is not fulfilled the proposal will not be eligible for evaluation.

□ **Category “Factory of the future”:**

Proposals under **this category must include the following outputs:**

1. The storytelling of the idea: A description of the process, from intuition to the final shape of the project.  
Outputs can be presented in one or more of the following formats: a written paper, a video, a PowerPoint presentation, shootings, etc.
2. The concept / idea: A description of the innovative elements of the proposal and how the idea matches the future young workforce’ needs.  
Outputs can be presented in one or more of the following formats: a written paper, a PowerPoint presentation, sketches, design, displays, shootings, etc

#### **Art.7 - Criteria used to evaluate proposals**

- ✓ Innovation of the proposal
- ✓ Originality of the approach/idea
- ✓ Concreteness, Applicability and Feasibility of the proposal
- ✓ Functionality and usefulness
- ✓ Completeness of the study-idea with respect of the topic proposed
- ✓ Quality and accuracy of the documentation submitted

#### **Art.8 – Indicative timetable for selection and awarding procedure**

The **selection and award processes** will be as follows:

- a. **May 2018**: The Jury will communicate the names of the 4- 5 finalist teams for each of the two contests’ categories, “Design of a footwear product” and “The Factory of the future”.
- b. **June 2018**: The awarding ceremony will be held in Italy during the Annual Conference of Assocalzaturifici.

Members of the finalist teams will be invited, and travel expenses will be covered by the organisers. During the event, each team will be asked to present their idea to the Jury, who will decide on the different awards’ categories.

*For any questions regarding the contest please refer to the email [contest@inmyshoesproject.eu](mailto:contest@inmyshoesproject.eu) or by phone to Daniela Dondena of Assocalzaturifici, at the number +39 02 43829210 (English/Italian speaking).*

