

## COMPETITION RULES FOR “SHAKE THE FUTURE OF THE FOOTWEAR SECTOR 2020”, 2<sup>nd</sup> edition

### ADDRESSED TO SCHOOLS AND VET INSTITUTES WITH FOOTWEAR AND OTHER FASHION STUDIES

#### Article 1 - General framework

The European social partners of the footwear sector, namely the *European Footwear Confederation (CEC)*, *Assocalzaturifici* and *industriAll Europe*, have launched the second edition of the European design competition “Shake the future of the footwear sector!”, following the successful 2018, 1<sup>st</sup> edition.

The competition is part of a wider communication campaign within the European project entitled “*Implementing best practices to increase the attractiveness of the footwear sector*”, started in 2017 and funded by the European Commission as part of the Social Dialogue programme.

#### Article 2 - Aim of the competition

The general purpose of the competition is to raise awareness amongst young people about the job opportunities in the footwear industry and gather innovative ideas on how to promote its appeal.

The competition will offer the finalist groups the opportunity to introduce themselves and meet some of the most relevant European representatives in the sector.

#### Article 3 - Competition categories

The competition is addressed to two different age groups, and submitted proposals will therefore be evaluated within their **age category**.

- 16 to 18 years old
- 19 to 25 years old

Participants, independently from their age, can apply to one of the following **concept categories**:

### 1. A footwear product:

**Aim:** To develop innovative ideas relating to trends, new features and needs of end users in a world in which consumers are increasingly aware of and informed about environmental and social sustainability issues and where business models are evolving pursuing the principles of a circular economy. All stages of the project will be evaluated, from the design to the end of the product's life.

Proposals submitted under this category must include the following elements:

- **Product storytelling:** description of the process relating to the project starting from the initial idea/intuition through to the final product/design. The product storytelling can be presented in one or more of the following formats: video, photographs, PowerPoint presentation etc.
- **Product concept:** description of the innovative elements of the footwear product/design process and explanation of how the idea responds to the trends and future needs of consumers. The concept can be presented in one or more of the following formats: written documentation, video, photographs, PowerPoint presentation, sketches, projects and prototypes.

**2. Branding/ awareness campaign to communicate the footwear sector to young people:** to develop a branding and communication campaign (in particular with video communication and social media) that illustrates an innovative and attractive footwear sector with job opportunities for young people.

**Aim:** To promote the world of footwear in order to attract young people by presenting the sector as dynamic, modern, creative and technological.

**Target audience:** The communication is intended for young people aged between 16 and 25.

**Content:** The communication must explain the different stages of footwear production, attempting to go beyond the best-known and most attractive parts (study and design of the product, fashion shows), promoting the different professional skills related to production.

**Style:** The message must be conveyed in a creative and original way, with a modern style resulting in an immediate impact, capable of engaging the young target audience.

Method: This competition's concept category requires choosing between 2 communication channels:

### 2.a Video

Production of a video lasting between 30" and 60" using any technique.

### 2.b Social media campaign

Design of a social media campaign for Facebook and Instagram, presenting a strategy and producing the content to be published (posts, videos, stories etc.).

The proposals will be evaluated on the basis of different aspects: originality of communication, effectiveness of the proposal, consistency with requirements and technical quality.

## Article 4 - Who can take part in the competition? (mandatory requirement)

Young students who attend or have attended schools and/or VET institutes with footwear and other fashion studies (as described in article 3) in a Member State of the European Union can take part in the competition.

Proposals must be submitted by **Teams (and not by individuals)** composed of a maximum of 3 students **coordinated by a tutor/teacher**. Each Team can only present one project.

## Article 5 - Application procedure and deadlines

Schools and VET institutes with footwear and other fashion studies that are interested in taking part in the competition are required to complete the "expression of interest", which can be downloaded from [www.inmyshoesproject.eu](http://www.inmyshoesproject.eu).

The completed and signed form should be sent via e-mail to [contest@inmyshoesproject.eu](mailto:contest@inmyshoesproject.eu) no later than 31 January 2020 at 18h00 (Brussels time).

## Article 6 – Awarding and Prizes

The prizes will be awarded as follows:

- COMPETITION CATEGORY "A Footwear Product": 1<sup>st</sup> and 2<sup>nd</sup> finalist teams for each of the two age categories;
- COMPETITION CATEGORY "Branding/ awareness campaign to communicate the footwear sector to young people": 1<sup>st</sup> and 2<sup>nd</sup> finalist teams for each of the two age categories.

The contest prizes will be announced when the finalist teams are selected.

#### **Article 7 - Criteria for the evaluation of proposals**

- ✓ Degree of innovation of the proposal
- ✓ Originality of the approach/idea
- ✓ Practicality, applicability and feasibility of the proposal
- ✓ Effectiveness of the proposal
- ✓ Consistency of the idea with the requirements
- ✓ Technical quality of the end result
- ✓ Quality and accuracy of the documentation submitted

#### **Article 8 - Indicative timescale for the selection and prize-awarding procedure**

The **selection and prize-awarding** will take place as described below:

- a. **By 31<sup>st</sup> January 2020:** Presentation of the Expression of Interest by schools/ institutes (see Annex 1: Announcement)
- b. **By 31<sup>st</sup> March 2020:** Submission of projects by the teams of students
- c. **By 30<sup>th</sup> April 2020:** Selection and communication by the Jury of the names of the finalist teams for each of the two competition categories: "Designing a footwear product" and "Promoting the footwear sector to young people".
- d. **September 2020:** The awarding event will take place during the MICAM fair in Milan. The final date will be communicated to the finalist teams after the selection. During the event, each group will be asked to present its idea to the Jury, which will then decide on the ranking of the various categories. The finalist teams will be invited to take part in the event, and travel and accommodation expenses will be covered by the contest organisers.

*For any questions relating to the competition, please send an e-mail to [contest@inmyshoesproject.eu](mailto:contest@inmyshoesproject.eu) or contact Daniela Dondena from Assocalzaturifici by phone on +39 02 43829210 (Italian/English).*