

## **EVALUATION PROCEDURE OF THE COMPETITION**

### **WEAR YOUR ORIGINS AWARD**

The "Wear your Origins" Program Competition aims at the environmental renaissance of fashion through sustainable and ecological methods as well as at the empowerment and the employment integration of women victims of human trafficking and women at risk of exploitation for the purpose of their smooth integration into society. It will directly support the ideas that reflect these dynamics and offer them the opportunity to contribute to the solution of the challenges that the fashion world faces nowadays. The competition activates citizens, fashion schools as well as designers who love fashion, by making new connections and laying the foundations of social development.

### **COMPETITION PROCEDURE**

In order to secure your valid participation in the Competition it is necessary to submit a folder under the name of the participant at [coordination@wearyourorigins.com](mailto:coordination@wearyourorigins.com) (through google drive, dropbox, we transfer) that will include the following:

1. Choose an already existing collection or a single creation and
  - a) Make a collection analysis / analysis of the single creation. Please mention if there is a sustainable aspect (materials, processes etc). (120-150 words)
  - b) Provide the MoodBoard you created during the curation of the collection/single creation (Size A4).
  
2. Create a selfie-video, which will help us know you better. Please mention, in which area of sustainability in fashion (social, environmental etc), you are most interested in. With your participation, you are going to help a woman, survivor victim of violence and in risk of exploitation. What are your thoughts and feelings about this? (2 minutes)

The deadline to send the main idea as well as the designs, as mentioned above, is Wednesday 30 November 2022 at 18:00. The proposals that will be submitted in a valid and timely manner in the digital platform of the competition will be evaluated by the evaluation committee until the 15th of December 2022.

The evaluation of the proposals will be carried out by our mentors-judges committee. After the expiration of the deadline set for the submission of the proposals, each proposal will be automatically assigned by the digital platform that manages the proposals, to the evaluators. The rating scale is set at 0-100

with 100 being the highest grade. Each field of the proposal in the electronic submission form is graded independently while the evaluators can record their comments / observations along with the score.

### **Evaluation Criteria**

The submitted proposals will be evaluated based on the following criteria. Each scoring criterion has a specific weight value:

1. Authenticity and originality (20%)
2. Design concept and quality (20%)
3. Vision and fashion factor (20%)
4. Potential for commercial production (20%)
5. Selfie-Video (20%)

Each of the participants is being asked to create a collection whose central axis is based on elements inspired by their place of origin. If someone's country of origin is not Greece, their inspiration will focus on elements of their country's tradition. On the contrary, if their country of origin is Greece, then their inspiration will focus on the particular elements from the tradition of their homeland. Following a sequence of tasks concerning designing methods, clothing and accessories for women, they will create a complete and understandable 'thought' on the subject.

### **Judge committee**

The judge committee consists of internationally recognised personalities with experience and love for their field and its purposes. Specifically they are:

In the training program **Mentors**, as well as **guest Lecturers** with their groups of students are:

1. Orsola de Castro: co-Founder & Global Creative Director Fashion Revolution
2. Paloma Garcia Lopez: Founder Circular Project, Madrid
3. Fredrik Timour: Head of Innovation Swedish Fashion Council, Founder Neue, Lecturer FIT NYC, London College of Fashion
4. Christine Gent: Global Community Director Fashion Revolution
5. Tamsin Lejeune: Founder Common Objective
6. Kim Gustaffson: co-Founder Neue & Strategic Advisor Swedish Fashion Council & Fashion Innovation Center
7. Alexis Georgoulis: Actor, Script Writer and Member of the European Parliament
8. Elis Kiss: Fashion Features Director Vogue Greece

9. Prof. Catherine Andreozzi: Professor in the Apparel Design Department Rhode Island School of Design, USA
10. Despoina Geroulanou: Member of The Benaki Museum Board of Trustees, Director of the Benaki Museum Shops
11. Prof. George Ioannou: Professor of Operations and Business Processes Management Athens University of Economics & Business & CEO Stock Energy Group
12. Emeritus Prof. Ioanna Sapfo Pepelasi: Professor Emerita Athens University of Economics and Business & Senior Advisor of Fashion Revolution Greece
13. Prof. Jose Manuel Agames: Professor School of Fashion Design, USMA Panama
14. Dr. Catherine Polymenou Kamilaki: Plenary Member of "Greece 2021", Craftsmanship Ambassador of the Greek Ministry of Development and f. Director of Hellenic Folklore Research Center, Academy of Athens
15. Prof. Eleuftheria Stoikou: Assistant Professor Fashion Design Department of Creative Design and Clothing International University of Greece (IHU)
16. Lecturer Venetia Koutsou: Senior Lecturer Fashion Design Department of Creative Design & Clothing International Hellenic University (IHU)
17. Kristy Hurt: Founder & CEO of Kristy Hurt Consulting & The Co-lab in New York
18. Sharam Yalda: Founder - Disruptive innovation advisory for the New Economy, Human Nation, Madrid
19. Tony Vergara: Fashion Designer Panama City
20. Christos Petridis: Chief Creative Officer Atelier Maison Faliakos
21. Venediktos Antypas: Creative Director Atelier Maison Faliakos
22. Jesse Marsh: President Textile Clothing Business Labs Foundation, France
23. Suzanne Barta: Journalist & Sustainable Fashion Blogger, Franzmagazine & Greenstyle Munich
24. Karampinis Meletis: Hellenic Association of Ready-Made Garments
25. Mihalis Pantos: Fashion Editor Consultant & Visual Entrepreneur, f. Editor Vogue Greece
26. Kostas Bakoyannis: Mayor of City of Athens
27. Prof Dimitris Kairidis: Greek MP & Professor International Relations Panteion University
28. Angela Gerekou: President of Greek National Tourism Organization (G.N.T.O), Actor
29. Dr. Hercules Moskov: National Rapporteur on Trafficking in Human Beings Ministry of Foreign Affairs
30. Julie Lymberopoulos: Ambassador and General Consul of Panama to Greece
31. Sotiris Laganopoulos: Secretary of the Executive Board of the Bodossaki Foundation
- 32.. Sophie Lambrou: Co-Founder Impact Hub Athens
33. Luciana Dos Santos Duarte: Founder Ethical Fashion Brazil
34. Iliada Kothra: Founder Living Postcards & #dontacceptit campaign
35. Lucia Lea Kirchner: Founder UnButton Fashion, Innovator for Sustainable Fashion (2020)-University of Cambridge, Advisory Council Member

WWF, Lecturer for Sustainability Management - FOM University for Economics and Management Munich

36. Leda Karambela: Principal Hesitate, Strategic Communication / Coaching Practice

37. Angeliki Kosmopoulou: Executive Director Athanasios C. Laskaridis Charitable Foundation

Under the Auspices:

- Greek Ministry of Culture
- Greek National Tourism Organization (G.N.T.O)
- City of Athens Mayorie
- Committee for 'Greece 2021'
- National Centre for Social Solidarity & National Referral Mechanism

### **Awards**

Through this Competition the 30 contestants who will get the highest scores will receive free membership in the "Wear your Origins" Award organized by SOFFA. Through this Program they will have the opportunity to create for the first time their own sustainable Capsule Collection. Through workshops and mentoring by well-known fashion designers, they will learn to design clothes using only sustainable,vegan, plant based,recyclable, recycled fabrics, and circular, innovative fashion and zero waste techniques.Capsule Collections will be named after their creator and will be designed at the zero-waste fashion studio of SOFFA by trained seamstresses and tailors. Participating designers from all around the world will have the opportunity to display their final collection in catwalks and international sustainable fashion platforms, supporting the empowerment of women victims of trafficking. Their collection will be put up for sale by exclusive retailers around the world and through SOFFA web store offering them 10% on the sale price.

In addition, upon graduation, participants obtain a 'Circular Fashion Design' certificate and are submitted to the SOFFA Job Integration Program.

The Program will last for four (4) months and participants are being asked to commit to be present and participate actively during these months in order to create their own Capsule Collection as well as to display subsequently and promote their collection in catwalks and other stakeholders.

### **ORGANIZATION**

The competition is conducted by the non-profit Social Cooperative Enterprise of Integration under the name "THE NEST of Integration Soc.C.En."-SOFFA (Social Fashion Factory). It is a creative production studio, where fashion designers and professionals in the field work together to produce environmentally sustainable clothes that also have a positive social impact! It supports the global ecosystem

of sustainable fashion brands and fashion designers by offering them an ethical solution for the manufacture of their clothes. SOFFA's vision is to set a global example of how (creative) entrepreneurship can be economically viable and at the same time environmentally and socially, through a holistic approach across all tiers of the value chain, including all stakeholders groups and creating increased value for its consumers / supporters.

### **Conceptual Approaches**

**Sustainable Fashion or "Slow Fashion"**: is a movement and a process of promoting change in fashion products and the fashion system towards greater ecological integrity and social justice and concerns the design, production and purchase of fashion products in a more conscious and sustainable way. Sustainable fashion invites clothing designers and businesses to shape the way their clothes are made, ensuring better conditions for their employees and choosing ecological materials and ways in order to make their clothes.

**Zero Waste**: is the movement of designing and managing products and processes for the purpose of the systematic reduction and elimination of volume as well as the toxicity of waste and materials, the preservation and reuse of all resources, without burning or burying them.