



Make Fashion Circular



Award

There is one award available for this brief:

People's Postcode Lottery Dream Fund Award of £2,000

The judging panel may decide on more than one winner and will allocate the award accordingly. In addition, the judging panel may award commendations.

Brief

How might we use circular design principles to innovate the way we produce, use and access everyday clothing items?

Background

- Our clothes protect us and allow us to express ourselves: it's little wonder that we love fashion. That passion is evident in the size of the global industry, which is worth around \$1.3 trillion dollars per year in retail sales.
- But fashion has a big problem. The current 'take, make, waste' system means that the clothing and textiles industry is responsible for significant air, water, and soil pollution, and for vast amounts of waste. In fact, every second, the equivalent of one garbage truck of textiles is landfilled or burned.
- We need to radically redesign the fashion system to tackle these issues. Circular economy thinking offers an inspiring vision for a world that is regenerative by design. It changes the way we view resource use by aiming to eliminate the concept of waste, with three principles: (1) keeping products and materials in use at their highest value (2) designing out waste and pollution (3) regenerating natural systems.
- Getting the basics right: Many items in our wardrobes are everyday garments, like jeans, t-shirts or shirts. These basic items are the ones we wear most frequently and form a large proportion of what brands produce. Redesigning these basic items to fit within a circular economy would result in a significant step towards shifting the system. It would mean keeping garments in use for as long as possible and ensuring that the materials they are made from can be recovered when the garment finally reaches the end of its life.

How should you approach this brief?

- Focus on everyday items of clothing. This means items that are worn regularly and produced in large volumes. You might consider: jeans, t-shirts, shirts, underwear, basic shoes or wool jumpers. We don't want you to focus on items that are worn only occasionally.

- We want to see proposals which focus on designing out waste from the start. We don't want you to focus on tweaking the current system to make it a little bit better, for example by shredding old clothes to make insulation material.
- Think systemically when designing your solution. This means looking at both the garments and the system which sits around them. You will probably want to focus more heavily on one or the other, depending on your interests. However, we want to see evidence that you have considered both.
- By 'the system' we mean thinking about the wider value chain, like production, retail, raw materials; exploring possible business models that would enable your proposal (such as rental, ownership or service models); and considering the long-term life of the materials used. For example, you could design jeans which last a long time and can be repaired, before finally being recycled at the end of life. We would want to see that you have also given some consideration to how customers would be incentivised to do this, how it could deliver a better experience for customers, how the business would facilitate it, what the benefits would be, and where the raw materials for the jeans came from.

For the purposes of illustration only, viable responses could include:

- A jacket made entirely from one type of nylon, including the zips and buttons, which can then be wholly recycled as part of a domestic recycling system.
- A children's clothing rental service which allows good quality clothing to be well used, then returned and worn by another child when it no longer fits.
- A dress which can be worn in multiple ways, which is made using no-waste pattern cutting techniques, and which can be composted at the end of life.

... and many more are possible.

With additional support from



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20 Jan 2020
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12 Feb 2020
Early bird
submission
deadline (£25)

11 Mar 2020
Final submission
deadline
(£35)

Mar-May 2020
Judging begins:
shortlisting and
interviews

Jun 2020
Awards
Ceremony

Submission criteria

Your entry should demonstrate a design thinking approach to the brief and clearly communicate the following principles:

- **Social and environmental impact:** How does your proposal make a positive difference for people and/or the natural world in your chosen context? How is your approach empowering people? Have you considered effective use of resources including materials and processes?
- **Rigorous research and compelling insights:** How have you combined your own first-hand research with a review of existing research and wider trends? How can you show a clear path between your key insights and your proposal? How are your insights grounded in people's needs and desires? How did you get feedback and incorporate new ideas through prototyping and iterating?
- **Systems thinking:** What's the bigger picture? How have you considered the root causes of the challenge you're exploring? How does your idea connect to a wider set of issues? What might be some unintended consequences of your proposal?
- **Viability:** Have you considered potential models for how your proposal could work in the real world? How could it be funded and sustained financially? What are potential barriers? How would you measure success?
- **Creativity and innovation:** How is your idea different from existing interventions? Are there unexpected or surprising elements in your proposal?

Your work will be assessed based on this criteria, which forms the basis of the evaluation tool used by the judging panel.

Key dates

Aug 2019 – Briefs launch online + registration opens

Mon 20 Jan 2020 – Competition opens for submissions via sda.thersa.org

4 pm GMT, Wed 12 Feb 2020
– Deadline for Early Bird submission at reduced entry fee of £25

4 pm GMT, Wed 11 Mar 2020
– Final deadline for online registration + submission (£35 entry fee)

Mar-May 2020 – Judging (2 stages: shortlisting + interviews with finalists)

Jun 2020 – Awards Ceremony

Partner Information

People's Postcode Lottery Dream Fund

People's Postcode Lottery's Dream Fund gives organisations the chance to deliver the project they have always dreamed of, but never had the opportunity to bring to life. Make Fashion Circular received £1m from Postcode Dream Trust in 2019 to ensure clothing is made from safe, renewable materials and that old clothes are turned into new garments.

Postcode Dream Trust is a grant-giving body funded entirely by players of People's Postcode Lottery. A minimum of 32 percent from each People's Postcode Lottery subscription goes directly to good causes and players have raised £450m so far.

Ellen MacArthur Foundation

The Ellen MacArthur Foundation works across business, government and academia to accelerate the transition to a circular economy - an economy that is restorative and regenerative by design. Its Make Fashion Circular initiative is driving collaboration between industry leaders and other key stakeholders to create a textiles economy fit for the 21st century.

Transitioning to a circular economy is one of the biggest creative challenges of our time, and this systemic shift cannot be achieved with traditional design methods alone. The Foundation therefore seeks to inspire and support young designers on their journey of creating products, services and systems for the circular economy.

Workshops

All entrants working on this brief will be invited to attend a workshop to help develop their understanding of the issues and how to create a successful response. The workshops will be held in Autumn 2019. Check the website for further information www.thersa.org/sda

See Entry Rules and Guidelines on page 26.

Entry Rules and Guidelines: RSA Student Design Awards 2019/20

The RSA Student Design Awards is a competition run by the RSA, a registered charity in England and Wales (212424) and Scotland (SC037784). By entering the competition, entrants agree to comply with these rules.

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Eligibility

The competition is open to currently enrolled students and new graduates from anywhere in the world.

- 1 Undergraduate and postgraduate students from any higher education institution, college or university are eligible to enter.
- 2 New graduates can enter within a year of graduating – anyone who has graduated in or after March 2019 is eligible.
- 3 Entries are accepted from both individuals and teams. Teams can comprise students from different courses and universities, and there is no set number of people that can be part of a team – but generally team entries comprise two or three people.
- 4 We accept entries that have been developed as college/university coursework, and we also accept projects that have been developed independently (outside of coursework) as long as the entrant meets eligibility criterion 1 or 2 above.
- 5 Entries must respond to one of the 2019/20 RSA briefs and must be the original work of the entrants
- 6 Entrants may only enter one brief, but may submit more than one response per brief. Each response is considered to be a separate entry and will require completion of a separate submission form and payment of the relevant fee.
- 7 Candidates who are contracted to work for a company after graduation may not be eligible for some Industry Placement Awards.

Submission requirements

All entries must be submitted through our online entry system. The competition will open for entries via sda.thersa.org on 20 January 2020, and the final deadline for entries is 11 March 2020 at 4pm GMT.

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk As you prepare your submission, please ensure that:

- you do NOT include your name, university/college or other identifying marks anywhere on your submission
- none of your submission files exceed 10MB – this is the maximum size for each individual file / board when you submit online

For all briefs EXCEPT the Moving Pictures brief, the submission requirements are:

- **1 x A3 PDF Hero Image with 1 Sentence Description** – A singular 'poster image' that conveys the essence of your project, and includes your project title plus a 1 sentence description. For example: 'Bare Technology: a product and service design proposal to convert old computers (e-waste) into simpler, more straightforward, accessible computers for older people'. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging.

– **1 x A3 Written Summary** – A single A3 PDF page that summarises your big idea using the following format:

- **Problem (50 words max)** What is the specific problem you identified within the brief topic? Who experiences this problem, and how does it impact them?
- **Process (75 words max)** How did you investigate this issue – what were your key insights? What journey did you go through to get to your final proposal?
- **Proposal (50 words max)** What is your proposed intervention? How will it address the problem?
- **4 x A3 PDF Boards Outlining Your Proposal** – 4 pages describing your proposal and demonstrating that you have considered the 5 principles described in the submission criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges.
- **4 x A3 PDF Pages of Supporting Material** – Up to 4 A3 pages of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable).

For details on the submission requirements for the Moving Pictures brief, please see the Additional Eligibility and Entry Guidelines for Moving Pictures. Please note that late submissions will not be accepted and all entrants are encouraged to submit their work in good time before the deadline.

Entry fees

There is an entry fee for submitting work to the RSA Student Design Awards. This fee is charged per entry, so it does not cost more to enter as a team. Entry fees should be paid online through our submissions form, via PayPal, credit or debit card.

- **Early Bird Rate** – for entrants submitting their work before or on 12 February 2020, the entry fee is charged at the reduced early bird rate of £25 per entry.
- **Standard Rate** – after 12 February 2020 and until the final submission deadline on 11 March 2020, the entry fee is £35.
- **Voucher Codes** – universities have the option pay for students' entries. In order to do this, tutors should visit the Tutor page on our website and complete the web form to request a voucher code. It is the responsibility of the tutor to distribute the voucher code to students, which they should then enter at the payment point when completing the online submission form.

The RSA is under no obligation to refund payments except under the circumstance of technical error where refunds will be made at the RSA's discretion.

Competition process

There are six stages to the RSA Student Design Awards competition.

1 Briefs released – August 2019

There are a range of RSA Student Design Awards briefs to choose from, each focusing on a different social, economic or environmental issue. You can view all the 2019/20 briefs in the 'Design briefs' section of the RSA Student Design Awards website.

2 Register your interest – from August 2019

Once you've registered your interest, you will receive key updates and information from us. We'll remind you about deadlines, keep you informed on the judging process and shortlisting, and let you know when the winners are announced. We'll also send you invitations to free events and materials we offer participants to help you with your projects and your longer-term career development.

3 Develop your project – from September 2019

When you've decided which brief to enter, as a starting point we recommend you review the supporting materials in the online toolkit for your chosen brief. You can find the toolkit from the individual briefs pages on our website.

4 Submit your work – January to March 2020

Once you have finished your project, submit your completed work to the competition through our online entry system. Make sure you submit it before the final deadline: Wednesday 11 March 2020 at 4pm GMT. You will receive a confirmation email when we receive your submission.

5 Judging – March to May 2020

Your work will be judged in a two-stage process by a curated panel of judges which may include practising designers, Royal Designers for Industry, and industry experts including sponsors. Submissions are judged according to the brief that they entered. During the first stage, 5 to 10 projects will be short-listed for each brief. If your project is short-listed, you are invited to an interview with the panel to further discuss your work, your design process and your ambitions. Once the panel has interviewed all short-listed students, they deliberate and select the winner/s.

6 Winners announced and Awards Ceremony – May to June 2020

The winners of each brief will be announced publicly by the RSA in May 2020. Winners will also be invited to attend an Awards Ceremony at the RSA House in central London in mid-to-late June, and their work will be displayed in the 'Showcase' section of the RSA Student Design Awards website. If a paid placement at a company is awarded as the prize, this will take place over the following months, but it is up to you to arrange a time that works for you and the company.

Judging and awards

Each RSA brief is judged by a different panel of relevant experts comprising practicing designers and representatives from industry, including representatives from the sponsoring organisation/s.

Judging sessions

The judging of each project takes place over two non-consecutive sessions: shortlisting and interviews.

At the shortlisting session, the judging panels view all the submissions anonymously and draw up a short-list. Short-listed candidates are invited for interview (in person if possible, or via video conference) at which they will discuss their competition entry and some of their other work with the judging panel.

We welcome entries from candidates outside the UK but additional funding is not available to pay for travel and accommodation costs where overseas candidates are short-listed for interview. We will pay up to the amount of £80.00 if travelling within the UK, or £120 if travelling from other countries (inclusive of VAT) for short-listed entrants to come to the RSA in London for interview. Where travel to London is not possible for short-listed students, we will arrange interviews by video conference.

The RSA reserves the right to withhold or divide any of the awards offered, and the panel may also award commendations. In all cases the judges' decision is final and no correspondence will be entered into by the RSA.

Placement Awards

Some awards enable winning candidates to spend time working in a consultancy or in industry on design related projects. Placement Awards offer paid work experience and can be a valuable introduction into different fields, sectors and industries. Details of these awards are available on each brief and on the website. For students applying internationally, Placement Awards are subject to the entrant's right to work in the UK.

Cash Awards

Cash Awards allow the winning student to use their prize towards funding further study, travel to research design in other countries, equipment, business start-up costs or any other purpose agreed with the sponsor and the RSA. All awards must be claimed within six months of award and winners are required to write a short report for the RSA detailing how they used their award.

Awards Ceremony

All winners will be invited to attend an Awards Ceremony at the RSA – this is a large, celebratory event that includes a keynote talk by a high profile figure, a presentation of the awards, and a drinks reception.

Fellowship of the RSA

All candidates who win an award through the RSA Student Design Awards programme will be offered complementary Fellowship of the RSA valid for one year from the time it is activated. RSA Fellowship enables winners to connect to the RSA's global network of Fellows, engage with RSA events and projects in their local area, access the RSA's Catalyst Fund and crowdfunding platform on Kickstarter, and to make use of the restaurant, bar and library at the RSA House in central London. More information about RSA Fellowship can be found at www.thersa.org/fellowship

Intellectual Property

The intellectual property rights (patents, registered designs, unregistered design right, copyright, etc) of all designs submitted in the competition remain with the candidate. If any sponsor wishes to make use of the work submitted in the competition, a license or transfer must be negotiated with the candidate. Whilst the RSA claims no intellectual property rights, it does reserve the right to retain designs for exhibition and publicity purposes and to reproduce them in any report of its work, the online exhibition and other publicity material (including the RSA Student Design Awards website).

In the case of work carried out during a Placement Award, different conditions will apply. Candidates should note that certain intellectual property rights (eg patents) may be irrevocably lost if action to register them is not taken before any disclosure in exhibitions, press material etc.

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