

The Woolmark Performance Challenge presents an unrivalled opportunity for tertiary students to apply the science and performance benefits of Australian Merino wool to innovative new product applications.

In addition to a wealth of educational resources to download, and a live webinar series delivered by industry experts, you can win:



A cash prize of €10,000



A three-month paid internship with 2021 partner On Running



A three-month paid internship with 2021 partner SALEWA



The opportunity to sell the IP associated with your concept to a global brand



Recognition on a global stage



A two-day workshop with The Woolmark Company and brand partners

HOW DO YOU ENTER?

STEP 1

Register at woolmarkchallenge.com from November 1st 2020 onwards

STEP 2

Read through the briefs, submission requirements, wool through the online and judging criteria within the resource hub: choose a category brief.

STEP 3

Learn about Merino resources, join our live webinar series, and begin formulating your innovative idea.

STEP 4

Develop and submit an entry (through woolmarkchallenge.com) between April 2nd 2021 -May 17th 2021.







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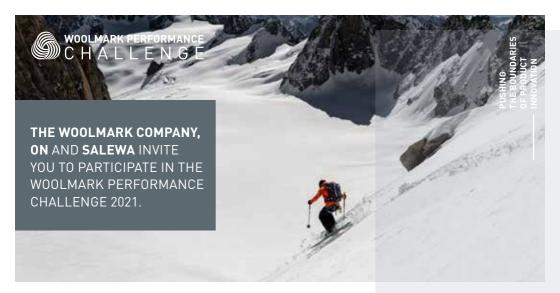
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