

THE WOOLMARK COMPANY
AND SALOMON INVITE YOU
TO PARTICIPATE IN THE
WOOLMARK PERFORMANCE
CHALLENGE 2022.



WHAT IS IT?

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



Recognition on a global stage



A three-month paid internship with 2022 partner Salomon



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



A three-month mentoring scheme with industry experts, for all finalists



A group workshop with The Woolmark Company and brand partners

HOW DO YOU ENTER?



STEP 1

Register at **woolmarkchallenge.com** from 1 November 2021 onwards.



STEP 2

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



STEP 3

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



STEP 4

Develop and submit an entry (through **woolmarkchallenge.com**) between 1 April 2022 - 16 May 2022.