





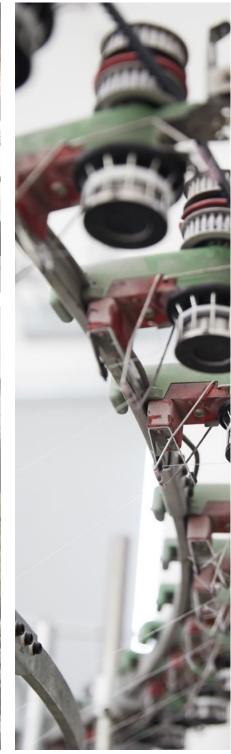
The Woolmark Performance Challenge is an open-source problem-solving platform designed to facilitate innovative, forward-thinking product solutions for the sports and performance market, by harnessing the unique natural properties of Australian Merino wool.

The challenge brings together leading performance apparel brands with a global pool of world-class talent. It provides a unique learning experience for participants, and awards the finalists and winners with opportunities for travel, financial rewards, and potential for career development.









# THE 2021 LANDSCAPE: SCIENCE AND CONSCIENCE

OF CONSUMERS ARE WILLING
TO PAY MORE to support brands
that are DOING GOOD in the world.

9 IN 10 GEN Z CONSUMERS
BELIEVE companies have a
RESPONSIBILITY TO ADDRESS
ENVIRONMENTAL AND SOCIAL
ISSUES, building on Millennials'
demand for GREENER PRODUCTS.

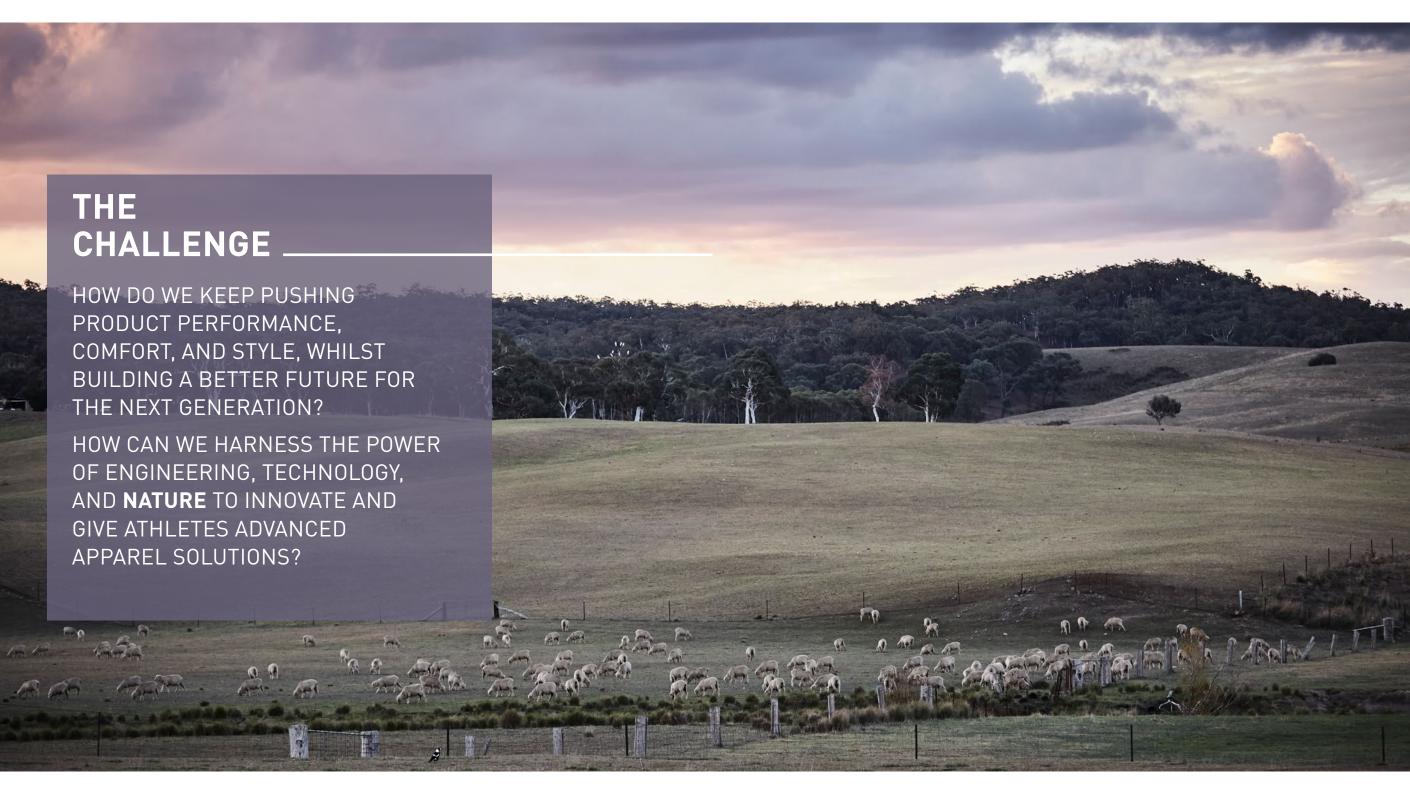
750 OF CONSUMERS in the FIVE COUNTRIES surveyed view SUSTAINABILITY AS EXTREMELY OR VERY IMPORTANT.

1 in 3

CONSUMERS surveyed across the FIVE LARGEST EU MARKETS said they CONSIDER SOCIAL AND ENVIRONMENTAL IMPACTS WHEN BUYING CLOTHES.

65%
of surveyed CONSUMERS STATED
"NEED FOR TRUST IN PRODUCT
AUTHENTICITY" is in their top
five trends for 2019.

300%
INCREASE IN INTERNET
SEARCHES FOR SUSTAINABLE
FASHION between 2016 and 2019.



### CHALLENGE PARTNERS 2022



The Woolmark Company is the global authority on wool. Through our extensive network of relationships spanning the international textile and apparel industries, we highlight Australian Merino wool's position as the ultimate natural fibre.

The Woolmark Company is a subsidiary of Australian Wool Innovation, a not-for-profit enterprise that conducts research, development and marketing along the worldwide supply chain for Australian wool on behalf of about 60,000 woolgrowers that help fund the company.



Salomon was born in 1947 in the heart of the French Alps and the birthplace of modern alpinism. Through performance driven design, Salomon delivers innovation and progression to mountain sports; converting new ideas into action and expanding the limits of possibility.

We enable people to play, progress and connect with nature: in a society where speed and stress have taken over, people take less and less time to play and connect with nature. Play is our essence.

We create the next generation of gear and experiences that make people live the joy of progression of their sport(s) throughout our unique mindset.

Salomon is headquartered in Annecy, France.

www.salomon.com

www.woolmark.com

### THE 2022 AWARDS

THE PROJECT PARTNERS WILL
SELECT A MAXIMUM OF 10 FINALISTS
BETWEEN JUNE – JULY 2022.
THESE FINALISTS WILL ALL RECEIVE:



**Visibility on a global stage** via The Woolmark Company channels.



Travel opportunities: to attend a group training workshop and to attend the final celebration event. The international location(s) for these events will be announced in 2022 and are subject to global travel advisories.



### Professional development opportunities:

a three-month mentoring scheme designed to accelerate the finalists' concepts, enhance their skills as a creative thinker, and provide real-world advice on the practicalities of innovating for the textiles and apparel industry.

THE PROJECT PARTNERS WILL ALSO AWARD AN INSTITUTION PRIZE AT THIS STAGE:



A €10,000 CASH PRIZE

AWARDED TO THE INSTITUTION

THAT IS JUDGED TO HAVE

ENCOURAGED THE HIGHEST

NUMBER OF QUALITY STUDENT

SUBMISSIONS.

AT FINAL JUDGING STAGE, THE EXPERT JUDGING PANEL WILL AWARD:





### INTERNSHIP WITH SALOMON

3-MONTH PAID INTERNSHIP

AWARDED TO THE ENTRY MOST IMPRESSIVELY MEETING THE CATEGORY BRIEF SET BY SALOMON

### THE RESEARCH BURSARY

€10,000 CASH PRIZE

AWARDED TO A RESEARCH-LED PROPOSAL WITH MOST POTENTIAL FOR DEVELOPMENT

# ELIGIBILITY CRITERIA

To enter the Woolmark
Performance Challenge 2022 the
candidate must be enrolled in
tertiary education at a participating
institution, for the period of 1
November 2021 – 16 May 2022.

The challenge is open to all students at both undergraduate and postgraduate level

Participation is individual entry only (no team entries will be accepted).

The challenge invites students studying a wide range of specialisms to take part: from product design, industrial design, advanced materials, and performance/ product engineering, to textile futures, innovation and new applications and more. If a student at your university feels that they could benefit from the educational program, and has an innovative idea that fits the 2022 brief, we would love for them to enter, no matter what their current field of study.



## HOW TO PARTICIPATE

YOUR
UNIVERSITY
COMPLETES
REGISTRATION

DOWNLOAD THE FULL INFORMATION PACK AND ACCESS EDUCATIONAL RESOURCES

REGISTER ONLINE AT WOOLMARKCHALLENGE.COM

COMPLETE A
MINIMUM OF ONE
ONLINE COURSE ON
THE WOOLMARK
LEARNING CENTRE

Please note that this is a mandatory requirement

**DEVELOP YOUR ENTRY** 

Develop an entry fulfilling the criteria of the 2022 brief. Core idea to be comprised of a minimum of 50% Merino wool.

SUBMIT VIA WOOLMARKCHALLENGE.COM BY 16 MAY 2022 11:59PM GMT FINALISTS'
ANNOUNCEMENT
IN AUGUST 2022



PARTNER OVERVIEW: In a society where speed and stress have taken over, people take less and less time to play and connect with nature.

> At Salomon, we are creating experiences and products for the future, which will give our customers the satisfaction of progressing in their sports through the "Time to Play" state of mind.

Playing outside is what we all love to do. Time to Play simply reminds me that there is nothing better and that I should get out there more often. Sometimes the rhythm of daily life takes over everything else and everyone should set aside some "Time to Play".

TARGET CONSUMER OVERVIEW: Mountain trail race participants: UTMB (170 km 10000 D+), HARDROCK, TOR DES GÉANTS, are some examples. Female and male athletes of any age and any nationality. They are physically prepared, athletic, and all embrace a competitive, pragmatic state of mind.

#### THE CHALLENGE:

Invent the next generation of head-to-toe running 'uniforms' for long distance mountain runners, focussing on the use of durable bio fibres. This head-to-toe silhouette may include apparel, footwear, and accessories

### THE 2022 BRIEF CONTINUED

#### **VISION: A SUSTAINABLE FUTURE**

We need to preserve biodiversity to save natural ecosystems. We predict the future of sporting goods to be in harmony with biodiversity. How can we promote the production of living and non-living complex biological products from raw materials such as living cells and molecules? How can we bio-mimic animal thermoregulation to survive in mountains?

How can we mix natural animal fibres such as Australian Merino wool with biofabrics based on enzymes, bacteria, proteins duplicated from animals, mineral or vegetable DNA?

Help Salomon provide the next bio-positive sports goods.

#### PRACTICAL DESIGN REQUIREMENTS

- Salomon need you to invent concepts for base-layers, mid-layers, protective shells, footwear, socks, and even gaiters. Mountain runners also require a backpack, including the possibility to store the outer shell, hydration, food, light, and poles.
- Function and transition are important: especially adaptation of each layer to variable mountain climates during long distance races.

#### POTENTIAL RESEARCH AVENUES

- Natural innovation, we can learn a lot from mother nature. Sheep have a fleece to protect them, suitable for the conditions of their environment. It is important to select the right wool for the product, since there is a variety of wool available. How could this be mirrored in a performance product?
- How can we most effectively capture the unique dynamic abilities of wool? It can be proactive and reactive, adapting to the situation. Wool is a living, breathing fibre and for these reasons is capable of seemingly contradictory performance tasks.
- What bio-derived fibre partners are there for wool? How
   can materials made up of natural or bio-derived inputs be
   developed for performance and used in a way that is supportive
   of the natural environment, encouraging regeneration
   and biodiversity?
- How can the natural colouration or 'True Colour' of wool and supporting materials be used? How can we consider colour for function, practicality, or locality, rather than simply for trend?

#### **KEEP IN MIND**

Salomon is a performance-driven sporting goods brand, an engineering-led company where style is a consequence of technical decisions about construction and fabrics.

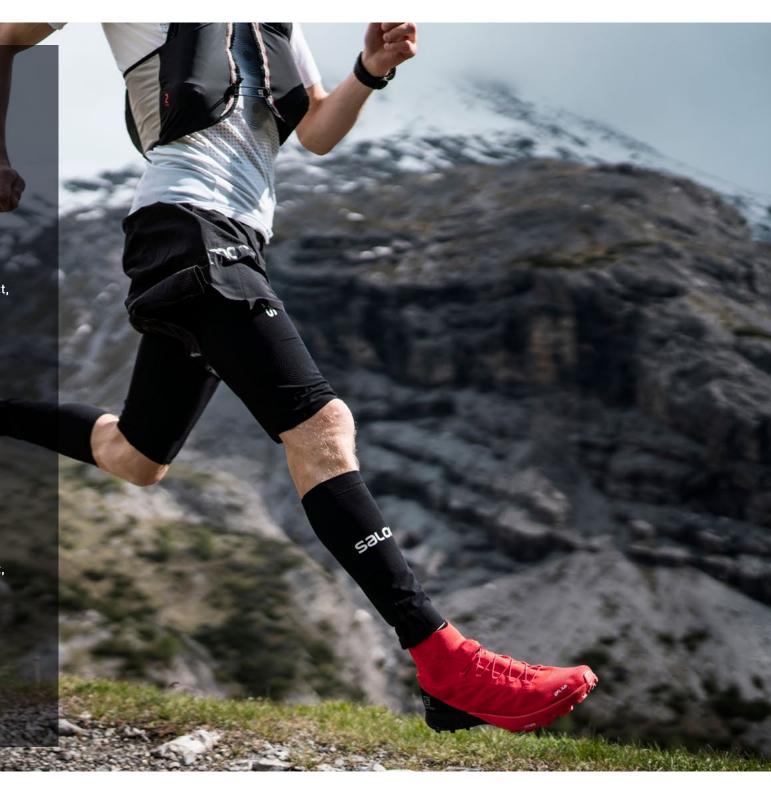
Meeting the competitive demands of athletes is the starting point for success at Salomon. Products must always be fast and light, yet strong and durable.

Make sure you join the Salomon briefing webinar for more detail on the brief and submission expectations. Add <a href="wpc@wool.com">wpc@wool.com</a> to your safe sender list and keep an eye out for emails with the time and date of this session.



## FOR ALL SUBMISSIONS:

- The proposed innovation must feature a minimum of 50% Merino wool within the core concept.
   Each entry should demonstrate a relevant understanding of Australian Merino wool's natural properties and how these have been explored and exploited to produce a new and original product, technology or process solution.
- The entry must be an original idea owned by the submitting student. Students may submit one entry each.
- The proposed solution does not need to be a fully realised product. We appreciate that students
  may not be able to fully realise their concept, but they should show an understanding of where
  more research data or additional machinery is needed to develop the product.
- The design may relate to fibre science, yarns, fabrics, or garment technology and should be relevant for sportswear garments, footwear and/or accessories. The innovative idea could be at any stage of the supply chain.
- This is not a fashion design competition; entries should not be limited to aesthetic designs, and performance should be at the forefront of the innovation. We encourage students to delve into the fibre science and garment technology. We are looking for innovative ideas based on research, whether primary or secondary (e.g. reviews of studies published on a certain textile development, with the entrant considering how this can be applied to wool).
- Designs should be submitted as digital representations; however, this may include high-quality photographs of hand-drawn sketches or 3D prototyping.
- It is important to keep your submission content confidential throughout the duration of the competition, with the exception of being able to share your idea with your tutor, the WPC team, competition partners, mentors, and judges.



## SUBMISSION REQUIREMENTS

From 1 April 2022, the Woolmark Performance Challenge website will accept entries for the 2022 Challenge. Registered students will receive email communications alerting them to the submission portal and process.

#### **UPLOAD GUIDELINES**

To enter, each participant must submit 1 PDF file containing the information and four sections as outlined on the right. (File should not exceed 7MB)

More detail on the submission requirements will be provided in the briefing webinars: make sure you tune in!

#### Please note:

- All written elements within the entry must be in English.
   Submissions will not be judged on spelling or grammar.
- All sections should feature written text and visual depictions such as sketches, photographs or renderings.
- Where external research is used, please provide suitable references

#### 1. IDEA PITCH

- Sketches/illustrations of the innovative solution or bluesky idea.
- Short written explanation of the product idea, its function and how it meets the category brief.

Please note: Designs should be submitted as digital representations; this may include CAD drawings, high quality photographs of hand-drawn sketches and/or 3D prototyping.

#### 3. IDEA DEVELOPMENT

- Suggestion of process required to develop idea into feasible product.
- Technical specifications as required.

 Explanation of how and why Merino wool is an important component of your design.

Please note: The entrant's idea will be kept confidential between the entrant, the 2022 partners, The Woolmark Company and the final judging panel.

#### 2. BACKGROUND RESEARCH AND INSPIRATION

- Exploration and exploitation of Australian Merino wool's unique properties.
- Research conducted to identify a design need (market opportunity).
- Proposed target consumer profile, with consideration to the category partner's target consumer (as appropriate).
- Source of inspiration for the design specifics, which should be a combination of written description and imagery.

#### 4. YOUR BACKGROUND

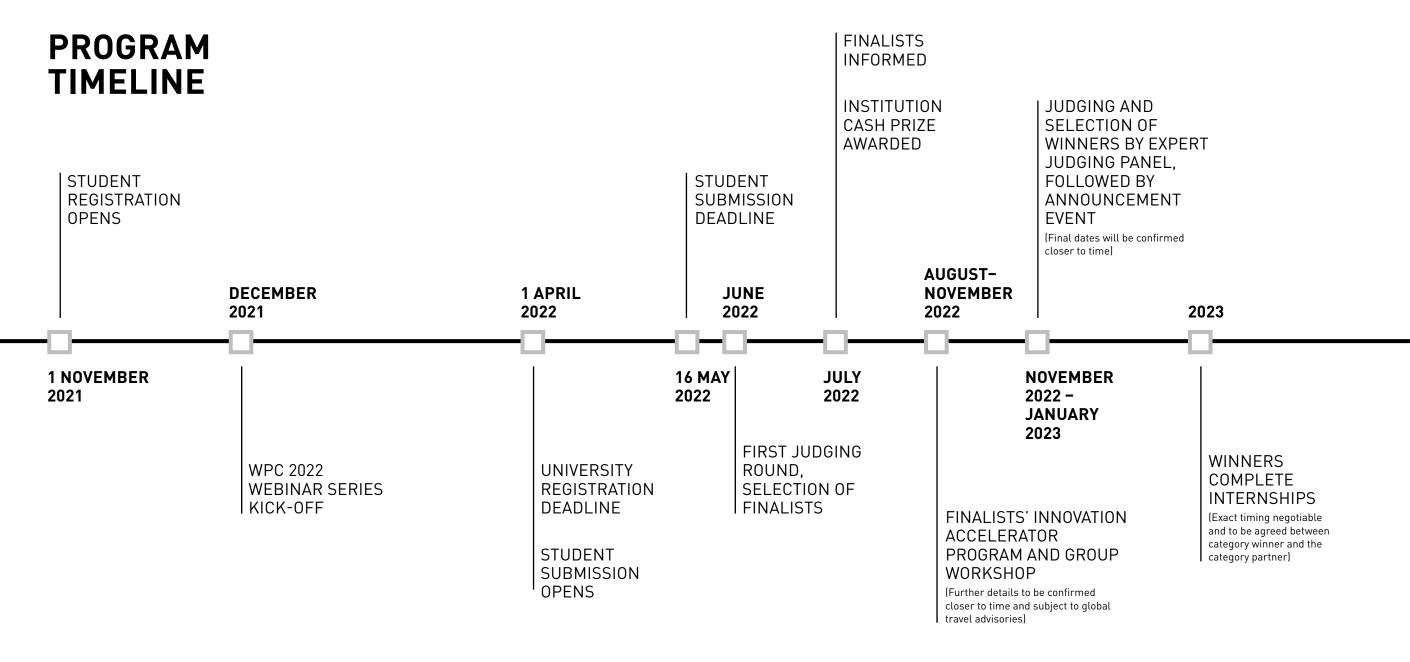
- Brief summary of who you are and your design experience to date.
- Answer for: Where do you see yourself in five years?
- Answer for: What would winning the Woolmark
   Performance Challenge mean to you?
- Top three achievements to date.

## JUDGING CRITERIA

Finalists will be judged using criteria based on 50 points as outlined below in relation to their submission and presentation.

Scores will be tallied and presented to the panel for discussion. The judging panel must then deliberate based on the scores, and as a group, have the right to review their scores and amend the outcome.

CRITERIA	DESCRIPTION OF CRITERIA	SCORE WEIGHT
INNOVATION: OVERALL CONCEPT	Suitability for category Originality and creativity of idea	10 points
RESEARCH AND INSPIRATION	Clear source of inspiration  Knowledge and understanding of Merino wool's natural properties  Market awareness (sports, outdoor and performance)  Evidence of target market research	10 points
IDEA DEVELOPMENT	Interpretation and development of product beyond initial idea Exploration and exploitation of Australian Merino wool properties Clear market relevance: realistic need and communication of market opportunity	10 points
DEVELOPMENT POTENTIAL	Correct level of technical information provided Viability of product development Potential functionality of product and appropriateness for suggested target market Entrant's potential to maximise the benefits of winning	10 points
PRESENTATION	Overall clarity of presentation during recorded interview (external review only) Entrant's advocacy skills and communication acumen Overall clarity of concept and interpretation in digital presentation	10 points



## EDUCATIONAL PROGRAM

The Woolmark Performance
Challenge offers an unrivalled
opportunity to immerse
yourself into the world of
wool along the supply chain.
Participants will be sent
monthly newsletters to guide
them through their submission
journey, using the resources
outlined here:

#### **EDUCATIONAL WEBINARS:**

- A series of live webinars will be presented monthly by industry professionals, providing first-hand experience of the opportunities and challenges in the present market.
- Recordings will also be available online for registrants to catch up or watch again.

Please note that to enter the Woolmark Performance Challenge, completion of a minimum of one course via the Woolmark Learning Centre is compulsory.

#### **WOOLMARK LEARNING CENTRE:**

- Wool Appreciation Course an in-depth look into the fibre and its journey from farm to fashion.
- Science and technology modules
   unprecedented insights and information about the wool fibre and manufacturing processes.
- Apparel focused modules a cross purposed approach to support both the design and make of knitted and woven garments.
- Video content, fact sheets, research papers and more.





