META SKILLS 4TCLF

INTERNATIONAL FASHION CONTEST

RULES

Co-funded by the European Union

Project Acronym: METASKILLS4TCLF
Project Number: 101111842

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1. Introduction

This International Fashion Contest is part of the METASKILLS4TCLF project and is linked to the pilot sessions of the METASKILLS4TCLF programme.

The contest aims to show participants that the success of a fashion project depends on three key elements: creativity, production through prototyping, and communication.

The contest is organised into three phases at two levels, alongside the pilot sessions of METASKILLS4TCLF:

1. **Challenges:** National-level challenges on topics related to the Textile, Clothing, Leather and Footwear (TCLF) sectors. This phase focuses mainly on creativity and problem-solving skills, as described in the *Metaverse EU Lab Rules* document.
2. **Mobility and Prototyping Experience:** An international-level experience where participants explore production processes in the fashion sectors and develop their ideas through prototyping, as described in the *EU Mobility Competition Rules* document.
3. **The Final Round:** This phase focuses specifically on communication and presentation. It is covered by these *International Fashion Contest Rules – Final Round Paragraph*

Communication is evaluated at all stages of the contest. From the national challenges to the prototyping phase, project presentation is one of the criteria used by both national and international juries to select the best projects at each stage.

The four best projects (one for each TCLF sector), selected from the Challenges and Mobility phases, will qualify for the Final Round. They will be selected by an International Competition Jury based on the following criteria:

- Creativity and vision
- Problem-solving skills
- Use of digital tools
- Sustainability vision
- Applicability to real-world production
- Ability to present the project

The Final Round aims to highlight the important role of communication in the success of a fashion project.

It is the opportunity for participants to present their developed and prototyped solutions to an international audience of professionals, showing their ability to effectively present and showcase their projects and prototypes: one representative for each of the four selected projects (one from each TCLF sector), will present their project at the final METASKILLS4TCLF Conference in Milan, held during an international trade fair.

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2. International Fashion Contest – International level Prize (winners from mobilty and prototyping experience)

International level Winners

After being selected as national challenges winners, and having participated to the Mobility and prototyping experience, the projects are evaluated by the International Fashion Contest Jury composed by representatives of the Metaskills4TCLF project Educational, Institutional and Product Association Partners.

4 winning projects emerge from this evaluation step, one for each TCLF Fashion Sector (1 Textile, 1 Clothing, 1 Leather, 1 Footwear).

For the Evaluation criteria see the “EU mobility competition rules” document

International-level Prize: attending the final Metaskills conference and presenting the project

The Prize consists in giving to one representative from each winning project selected at international level the opportunity to:

- Participate in the final Metaskills4TCLF conference as a spectator (Milan, September 2027)
- Visit international TCLF trade fairs taking place in Milan at that time
- Join a social dinner with all the Metaskills4TCLF project partners
- **Present the winning project and prototype to an international professional audience** (Metaskills4TCLF partners and guests) during the conference
- Receive photos and videos shot during the event also for personal use

The prize includes travel and accommodation for one representative from each winning team

- Round-trip ticket to Milan
- 1-night accomodation (B&B)
- the Social Dinner with the Metaskills4TCLF Partners

The winning projects and the public presentation will be promoted on the Metaskills4TCLF social media channels, website and newsletter.

Participants to the international level prize

One person for each winning project selected at international level (1 Textile, 1 Clothing, 1 Leather, 1 Footwear). The remaining members of the winner group can view the event remotely.

Location

Milan, in a top international fair of the TCLF sector (i.e. Micam, Lineapelle,..)

Duration and When

Two days - September 2027

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3. International Fashion Contest – Final Round Rules

Objective

After presenting the project to the national and international Juries, the Final Round requires a Showcase with a visual storytelling approach to present the project at an international professional contest on the occasion of the Metaskills final event.

The Final Round

The representative from each winning project selected at international level will participate to the International Fashion Contest Final Round by showcasing their teams' project at an international contest on the occasion of the Metaskills final event. An in-presence real-time professional jury will evaluate the for presentations and declare the final global winner.

The winners' representative will receive a plaque of appreciation

Methodology

The project must be presented in a public setting that requires fluent English and a compelling video / slideshow with storytelling elements.

The winners will have the opportunity to receive feedback and suggestions from a tutor from the jury and/or the final event organizing team.

To benefit from this opportunity, it is necessary to

- 1 month in advance: submit the slideshow/video presentation via swisstransfer or similar

- up to 1 week in advance: a Zoom call will be scheduled for each winning project representative with a tutor for a presentation rehearsal.

Presentation – 4/5 minutes

The project must be showcased in a public setting that requires:

1. English narrative skills and flexibility

   Winners must be ready to present their project in different situations, from small, private meetings to a large, public stage event.

2. A 4/5 minutes project presentation as a slideshow /video that follows the presentation guidelines included in this document (see below)

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Presentation Guidelines

1. **Presentation**: the project must be presented in a public international setting. It requires fluent English.
2. **Slideshow/video 4 minutes**

- suitable for large screen (1920x1080 format)
- maximum duration 4 minutes
- it must showcase all phases of the project, from the initial concept to the prototyping phase.

Part 1 - Introduction – The Birth of the Project (1/2 minutes)
A fast-paced edit of images showing sources of inspiration, creative rough sketches (hand-drawn or digital), photos or videos of teamwork, early trials, and even rejected attempts.
***Compulsory**: A photo of the challenge participants team*
Part 2 - Technical Presentation (minimum 2 minutes)
An easy-to-follow presentation of mood boards, design drawings, 3D developments and animations (if available), images of the prototype, and specific project/prototype details.
***Compulsory**: a full-screen photo or photo-report or video or 3D animation of the prototype*

3. **Prototype**: the prototype could also be displayed or presented during the public presentation. In any case high-quality images of the prototype (see "part 2 Technical Presentation" above) must be included in the slideshow/video.

Evaluation criteria

Each presentation will be evaluated real time by a professional jury based on the following set of criteria:

1. Oral presentation	2. Highlighting the core of the project	3. Storytelling	4. Visual	5. Prototype
Effectiveness of the oral presentation (clarity of delivery, ability to synthesize, language appropriateness to the international context)	Ability to highlight the value of the project, including its vision, originality, coherence, relevance (focus on digital and sustainability aspects)	Narrative and argumentative quality, including the ability to structure and support the presentation effectively;	Quality of visual and audiovisual materials, including readability, impact, organisation and suitability for public presentation	Ability to present the prototype and its application potential, including transferability within the TCLF sector

NOTE: **Use of materials and communication activities**

Participation in the Contest shall imply authorisation to use, for the purposes of communication, dissemination and promotion of the METASKILLS4TCLF project, the materials related to the finalists' participation, including: the project name; title and contents of the presentation; submitted or projected images and videos; photographs and recordings made during the event; extracts from the presentation and related promotional materials. Such materials may be disseminated through the official channels of the project and its partners, including websites, newsletters, social media, reports and other institutional communication tools, in compliance with the applicable legal framework.

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PROJECT NAME Alliance for Cooperation on Digital and Circular Economy Skills for the TCLF sector across Europe

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