



Call for Ideas 2023

## MIND FASHION

MIND Milano Innovation District, which is taking form at the gates to the city, invites students, doctoral students, and recent university graduates to conceive and design a line of clothing or a product inspired by and intended for the inhabitants of the city of the future. The project shall include innovative and sustainable means of production in order to promote MIND as a new player in the international ecosystem of responsible fashion.

The Call4Ideas (hereinafter also “Call”) is open to students, doctoral students, and recent graduates of Italian or European (including Switzerland and the UK) universities and fashion schools, and to students enrolled in a Higher Technological Institute (Istituto Tecnico/Tecnologico Superiore – ITS) in Italy.

The winning project (a garment or an accessory) will be produced by the D-House Academy Laboratorio Urbano established in Milan.

**Present your idea by 28 May 2023!**

**BACKGROUND AND CONTEXT**

**MIND Milano Innovation District** is a new neighbourhood in the city of Milan and a new Italian centre of excellence in science. It is a contemporary international district, a venue for knowledge and sustainable growth open to all who innovate, study, or carry out research, including institutions, businesses, and individuals.

MIND allows Italy to take advantage of a unique opportunity: to create a vital space for Greater Milan and its surrounding area, a centre for collective development in a strategic location in northern Italy – the 1,000,000 m<sup>2</sup> area immediately adjacent to the city, the former site of Expo 2015, one that is already fully integrated into the local transportation network.

The goal of the project is to establish and nurture an ecosystem to further Italy's socioeconomic growth through an urban regeneration plan based on the public-private partnership between **Arexpo** and **Lendlease**. The objective is to create a European hub of global reach, focusing on progress in science and technology, interchange between research institutes and the business community, and the engagement of society and the local community.

This vision has taken form with the project and masterplan for the Milano Innovation District (MIND), a place rooted in the union of different vocations: an innovation hub with its own areas of scientific specialization (life sciences and the city of the future), establishing dialogue among public and private organizations characterized by excellence, and attracting talents and resources. At the same time, it is a dynamic, green, well-tended urban district shared by **60,000** people every day. It is a new neighbourhood in Milan, an integral part of the city, conceived to host all the activities proper to a space projected into the future, from housing to entertainment.

Together with Arexpo S.p.A., a majority-share public company that owns the area, and Lendlease, a leading infrastructure and real estate company, private partner in and developer of **MIND**, four other important public-interest institutions are guiding the development of MIND:

- **University of Milan**, whose new science campus, "Science for Citizens" will be built in MIND;
- **Fondazione Triulza**, which has continued operating on the site since 2015 with its network of tertiary-sector organizations to promote projects and activities contributing to the sustainability and social and environmental benefits of MIND and its engagement with local communities and civil society;
- The **Human Technopole**: a large-scale life sciences research institute whose mission is to promote and contribute to improvements in the health and wellbeing of individuals through biomedical research and to develop new approaches to personalized and preventive medicine via a five-area research focus – genomics, neurogenomics, structural biology, computational biology, and health data science;
- **IRCCS Galeazzi-Sant' Ambrogio**, with a new facility inaugurated in MIND in August 2022, is one of the cornerstones of the future ecosystem of research, innovation, and healthcare, a unique initiative in Italy and among the most advanced in Europe, with a new 16-floor facility designed to the most rigorous and innovative standards of functionality and sustainability. It brings together in a single location the specialized competencies of two existing Gruppo GSD institutes – IRCCS Istituto

Ortopedico Galeazzi and Istituto Clinico Sant' Ambrogio. The new Galeazzi is Italy's first "Hospital of the Future", based on the close integration of research, university instruction, and healthcare.

The District will accommodate established businesses, start-ups, public services, retail outlets, leisure and entertainment services, student housing, sports facilities, and green areas.

**Commitment to sustainability**

**Energy: renewables and efficiency.** MIND is committed to creating a district powered entirely from certified renewable resources, starting with solar power generated directly on site. All buildings on the MIND site, whether new or upgraded, aim to exceed the local requirements for building energy efficiency by 20%, while a new generation of high efficiency solutions will limit consumption for heating and cooling. The objective is to achieve zero carbon status for the area.

**Structures: materials, recovery, construction techniques.** Special attention is dedicated to structures. On the one hand, low-carbon materials are chosen, with a preference for sustainable wood. On the other, the aim is to optimize resource use in accordance with a circular economy model: the target is to reuse 98% of leftover construction materials.

**Mobility: electric and active.** MIND is designed on the human scale, a place for both indoor and outdoor activities, a space of proximity and coexistence integrated into the greater transportation network. In addition to favouring pedestrian and bicycle mobility as much as possible with bike paths and suitable spatial design, the district is also designed for optimal, fully electric on-site transportation in the case of motorized mobility.

**Landscape: green and blue.** The strong presence of nature and its integration into the urban fabric is one of the distinctive features of MIND. Together with the two large parks and the green central corridor (the Decumano Linear Park), the district is characterized by a system of canals and pools surrounding and connecting the entire site, augmenting the ability of the area to adapt to climatic events. Gardens, schools, flowerbeds, and hanging gardens are everywhere, creating an organic landscape in continual evolution.

The businesses in the MIND ecosystem have organized into the Federated Innovation@MIND: a new model that unites private companies and goes beyond traditional open innovation: benefiting from the MIND ecosystem and championing the key principle in the Manifesto of FederatedInnovation@MIND, "Collaborate to Compete", together they will develop innovative projects.

The **Federated Innovation** framework embraces national and international small, medium, and large businesses of excellence, developing cross-tech ideas and promoting the intermixing among different players who are interested in developing collaborations and joint ventures within a pertinent thematic area. Companies belonging to the same industry, each operating with their own innovation and research teams, are thus invited to cooperate with their competitors in full observance of the rules of competition and with smaller or developing companies – such as start-ups – with talented human capital to begin the authorization process and experimentation in the MIND district on a given project and towards a given objective. No less important, joint projects are favoured among different thematic areas in order to multiply the occasions for technological development and increase the wellbeing of individuals and the planet.

MIND's commitment to sustainability is naturally very high. The district intends to be a precursor to new

models of sustainability.

In line with these premises, MIND promotes sustainability in its different spheres of action and, in initiating this Call 4 Ideas addressed to students, it seeks to initiate a dialogue among different stakeholders in the value chain, with the aim of creating a MIND manifesto on sustainable fashion, guidelines that include sustainability, creativity, and innovation.

## **CALL 4 IDEAS RULES**

### **1 – OBJECTIVE**

According to the latest McKinsey report "State of Fashion 2022", the fashion and textile industries consume more resources than many sectors of the economy. In the European Union, for example, the textile industry is the fourth largest consumer of raw materials, water, and land after food, housing, and transportation. Furthermore, the intensive use of petroleum-based fibres, such as polyester, only increases the environmental impact. Worldwide, the fashion industry is responsible for some 40 million tons of textile wastes per year, most of which is landfilled or incinerated.

The adoption of circular economy systems and processes in the supply and production chains, and the design and creation of durable, traceable, quality garments are pressing challenges in which all actors in the fashion industry must be engaged: from brands, to players in the supply chain, to distributors and final consumers.

**The objective: with this Call 4 ideas, MIND asks participants to conceive, design, and create a capsule collection or a single garment/accessory intended for the inhabitants of the city of the future (MIND). The collection or garment/accessory shall use technological innovations in terms of new materials and/or new methods of design and/or production, marketing, and sales and embody the principles of sustainability. The output may belong to any segment of fashion: clothing, footwear, accessories.**

Significant attention will be devoted to projects based on the principles of the circular economy and upcycling processes, focused, for example, on the reduction and/or reuse of existing materials/products, on the use of innovative, technological processes, as well as on the use of creativity placed at the service of the contemporary needs for social and environmental sustainability.

The following must be specified for each capsule collection or single product:

- Creative idea and philosophy underlying the project;
- Innovative aspects contributing to the environmental and social sustainability of the product: from design modalities to the choice of materials, production methods, waste reduction, sustainability of the supply and production chain;
- Time to market: estimated time between product concept, production, and commercialization in order to assess technical feasibility;
- Estimated production costs, especially cost of raw materials, and sales price/market value.

## 2 – PRIZES

A jury composed of the organizers of the Call 4 Ideas, sponsoring companies, and industry professionals will select the 3 best ideas, which will be presented during the concluding MIND Education event in June 2023.

- **1st prize: The participants will receive in-depth training in the application of the manufacturing technologies used in the concrete production of the submitted project output (a garment or an accessory), edited by D-House Academy Laboratorio Urbano.**
- **2nd prize: a scholarship for the EIS graduate program in Fashion & Sustainability Management. The promoters also undertake to find, for at least one of the participants in the team, an internship opportunity at a leading company in the sector.**
- **3rd prize: a scholarship for the master's programme in Fashion & Sustainability Management.**

The rewards activation process is the relationship between team members and the Sponsor will be managed directly by the latter.

## 3 – RECIPIENTS OF THE CALL

Teams consisting of a minimum of 2 and a maximum of 4 members are eligible to submit their ideas:

- **Students or PhD students** regularly enrolled in a degree/doctoral programme at MUR-accredited Italian universities or Italian-Swiss universities accredited by an analogous administration or agency;
- **Recent graduates** who received a degree in the year 2022 or 2023 from an Italian or an Italian-Swiss university;
- **Lecturers, researchers, or tutors** working at the university;
- **Students** enrolled in an ITS in Italy.

Please note that each team must include at least one lecturer, researcher, or tutor.

## 4 – PROPOSAL SUBMISSION METHOD, CONTENT, AND PRESENTATION

The proposal must be submitted via email to [mindeducation@mindmilano.it](mailto:mindeducation@mindmilano.it) no later than 7:00 PM on 28 May 2023 and must contain the following documentation, **signed** by all least one member of the team.

The email containing the proposal must bear the words "**MIND FASHION 2023**" in the subject line.

The email must provide the following documentation, either as an attached **zip file** or a **WeTransfer** or **Dropbox** link:

1. **the completed participation form (Annex no. 1) signed by all members of the team;**
2. **a project summary not exceeding 2,500 keystrokes (characters plus spaces) in PDF format highlighting its environmental, economic, and social sustainability features;**
3. **a multimedia presentation using one of the following formats:**

- Power Point (protected);
- PDF;
- Video (maximum 3 minutes having the primary purpose of presenting the idea/product, the team, and the innovative, circular, and sustainable aspects of the project);
- Web page.
- Social media.

**4. documentation demonstrating:**

- the enrolment of the team's students and doctoral students in a degree/doctoral programme university/school of fashion;
- employment status of the team's lecturer, researcher, or tutor at the university.

**5 – EVALUATION CRITERIA**

- Concept: the creative idea and the philosophy underlying the presented project;
- Design: innovativeness, originality, creativity of the design embodied by the project;
- Environmental and social sustainability:
  - o Choice of materials and supply/production chain;
  - o consistency with circular economy principles (e.g., upcycling, waste reduction);
- Technical feasibility of design and production method;
- Appropriate time to market;
- Economic sustainability: raw materials cost estimate, market value/selling price (affordability), production scalability;
- Marketing channels.

**6 – INTELLECTUAL PROPERTY RIGHTS**

It is also agreed that any document produced by the participating teams in execution of the Call shall remain the exclusive property of the participants as regards both moral rights and right to economic use pursuant to Articles 12–19 of Italian Law no. 633/1941.

In agreeing to participate in this Call, each team participant expressly declares that all ideas, projects, or parts of the project submitted to said Call are original, exclusively possessed, and in no way violate the intellectual property rights of any third party.

## 7 - PRIVACY, AUTHORIZATION, AND USE OF IMAGE

- a) Pursuant to Article 13 of Regulation EU 679/2016, by registering and participating in the Call, the participant authorizes the promoters of the Call and their partners to collect and process, by computerized or other means, the participant's personal data and to use it for purposes inherent to participation in the initiative. Said personal data may be consulted, edited, updated, or deleted at any time by contacting Fondazione Triulza, which is the Data Controller in its role as organizing office of the Call 4 Ideas.
- b) By participating in the Call 4 Ideas, the participants authorize the promoter and its partners to publish a brief description of the participants' projects. Furthermore, the participants acknowledge that any communication, dissemination, and/or publication of the projects presented within the context of the Call 4 Ideas and/or via any media or means of communication that may be used to promote the Call 4 Ideas (also after its conclusion), will be visible to all participants in the event and/or to the community addressed by the communication. The promoters and partners assume no liability in the event of use/abuse of the idea or work and/or any development and implementation of the same and/or the associated project by anyone who may have become aware of it. Participants waive any right to advance any claim for damages and/or compensation from Fondazione Triulza or the other promoters and partners for any reason and/or cause whatsoever.
- c) Each participant provides consent and authorization to Fondazione Triulza and its partner promoters, without claim to any compensation, to use his/her name, surname, and any description of his/her project for purposes relating to promotional campaigns or internal or external publicity relating to the Call 4 Ideas using any means, including but not limited to the event website or any other website of Fondazione Triulza or the other promoters and partners, via press release, and any other means of communication to the public, with no limitation of the number of reproductions or extent of worldwide distribution.

## 8 – CONFIDENTIALITY – LIMITATION OF RESPONSIBILITY

The members of the jury will take necessary measures to ensure confidentiality of the materials received from participants. Said materials will be used exclusively for the purposes of evaluating the projects within the framework of the Call 4 Ideas and associated communication. In any case, Fondazione Triulza, the promoters, and the partners are in no way obliged to protect or preserve intellectual property or other rights of the participants. The protection of the intellectual property rights pertaining to projects submitted by the participants is the exclusive responsibility of the participants themselves. Fondazione Triulza is not responsible for any delivery failures, delays, or other email problems or for the suitability of digital format of the participants' materials. Participants are thus advised to submit the participation form and required documentation with sufficient time margin to ensure proper delivery.

## 9. ACCEPTANCE OF RULES FOR CALL 4 IDEAS

By registering and participating in the Call 4 Ideas, the participant fully and unreservedly accepts the Rules contained herein.

## 10 – MISCELLANEOUS

Pursuant to applicable legislation (Article 6, Paragraph 1, Letter a of Italian Presidential Decree no. 430 of 26 October 2001), this Call 4 Ideas does not qualify as a awards/prize competition or contest in that it falls into the category of competitions organized for the production of literary, artistic, or scientific works and of the presentation of commercial or industrial projects or studies in which the awarding of a prize to the author of the chosen work has the nature of compensation for work performed or represents recognition of personal merit or encouragement in the public interest.

## 11 APPLICABLE LAW AND DISPUTE RESOLUTION

The Rules are governed by Italian law. All disputes that may arise in connection with the Rules, including those concerning their validity, effectiveness, interpretation, execution, and termination shall fall within the exclusive jurisdiction of the Court of Milan.

## REQUESTS FOR CLARIFICATION, CONTACTS

For further information and requests for clarification, please write to [mindeducation@mindmilano.it](mailto:mindeducation@mindmilano.it). Requests for clarification will be processed by the organizational office with the support of the evaluation committee (jury). The office will publicize answers to queries on the website [www.fondazionetriulza.org](http://www.fondazionetriulza.org).

The Promoters reserve the right to change, subject to prior notice, the days, times, duration, and venue of the Call 4 Ideas or to cancel it as a result of supervening technical or organizational constraints, with no liability on their part. Any changes will be communicated to candidate or registered participants via email.

*MIND fashion call 4 idea have been designed thanks to the contribution of professionals and industry experts engaged in the current challenges on sustainability in fashion and design:*

*Milena Prisco, Of Counsel at Pavia e Ansaldo - Corporate M&A - Head of ESG;*

*Tiziano Guardini, Designer, Creative Director & Sustainability Consultant;*

*Salvatore Amura, Amministratore delegato Valore Italia;*

*Domenico Greco, Innovation Eco-Systems Enhancement Design Tech Milan*