



METaverse EU LAB

RULES



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1. Introduction

Project METASKILLS4TCLF has 30 partners: 21 full partners, 4 affiliated partners and 5 associated partners, covering 11 different European countries (PT, ES, IT, FR, BE, RO, GR, PL, SE, UA, DE). The activity is part of WP8, focused on the pilot phase of the resources developed. After exploring the content, we challenge you to apply this knowledge and create an innovative solution to a real challenge in the TCLF sector.

This initiative aims to value personal expression, originality, and the spirit of initiative among participants.

Taking part in a competition is more than just trying to win a prize, it is accepting a challenge, putting your ideas to the test and actively contributing to a community of learning and sharing. It is also an opportunity to showcase talent, give voice to creativity and, above all, have fun in the process.

2. Competition Rules



Objective

Develop an innovative solution to a real challenge in the TCLF (Textile, Clothing, Footwear and Leather) sector, applying the knowledge acquired in the previous phase.



Participants

30 participants divided 5 or 3 groups of 6 or 10 people.

Participation is mandatory in groups.



Location

Your country partner will indicate where the competition will be held.



Duration

The competition takes place over 24 hours, spread over several days.
The challenge will be revealed on the first day.



Methodology

The challenge must be solved using the **Design Thinking** methodology:

1. **Research**
2. **Creation**
3. **Application**

Participants will receive support from **mentors** throughout the 24-hour competition.



Research

Objective: To understand the problem in depth.
Analyse the practical case/challenge presented.
Investigate the context (company, product, process, challenge).
Gather relevant information (data, best practices, similar challenges).
Identify the real needs of the people involved (customers, employees, companies).

Creation

Objective: Generate ideas and propose innovative solutions.
Brainstorm possible ideas.
Think of creative and technological solutions (based on the content explored).
Choose one or more ideas to develop.
Outline the proposal.

Application

Objective: Present the solution and explain how it would work in practice.
Structure the presentation of the final solution.
Explain how it solves the problem and what the benefits are.
Show how it would be implemented (steps, materials, technologies).
Prepare the delivery (pitch, video, slide, visual prototype, etc.).



Presentation – 5 mins

SPIN Pitch

S – Situation (1 minute)

P – Problem (1 minute)

I – Idea (2 minutes)

N – Next Steps / Impact (1 minute)

There is no template for building the pitch, each team can decide which digital tools to use and/or prototypes.

Failure to comply with this requirement may constitute a penalising factor in the final ranking.



Evaluation criteria

On the last day, each group will be evaluated by a jury based on the following set of criteria:

1. Research	2. Creation (Ideation and Prototyping)	3. Application (Testing and Implementation)	4. Teamwork and Communication
Clear and relevant identification of the problem; Quality of research (sources, data, digital tools used).	Originality and creativity of ideas; Integration of ecological concerns into the solution; Use of digital tools in prototyping.	Clarity and feasibility of the final solution; Adaptation of the solution based on testing or feedback; Potential positive impact of the solution (social, environmental or digital).	Collaboration and sharing of responsibilities; Clarity and quality of the final presentation (oral, visual, digital).

Prize

2–3 members of the winning group will be selected to participate in the **EU Mobility Programme**.



Two weeks



PROJECT NAME Alliance for
Cooperation on Digital and
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