

GLOBAL CHANGE AWARD APPLICATION FORM 2022

After creation of your personal account, the application is set up in four stages:

- Profile
- Part 1 – overview
- Part 2 – in detail
- Part 3 – wrap up

Profile:

- **Telephone**
- **City**
- **Region**
- **Country**
- **Date of birth**
- **Gender**
- **Occupation**
- **I would like the H&M Foundation to share your company/organization name and basic information, webpage, and short idea description to other stakeholders in the textile and fashion industry, to maximize the exposure for your idea and for others to connect with you. (Yes/No option)**
- **I would like to subscribe to the Global Change Award newsletter, to receive news about the challenge. I agree to let the H&M Foundation process my personal data to send me marketing material, in accordance with the H&M Foundation Privacy Notice. (Yes/No option)**

Step 1 – Basic Questions

1. **What is the name of your idea?**
2. **In short, describe your entire concept**
3. **Pick 3 keywords that describe your idea** (keywords will be provided)
4. **Are there any other industries that might benefit from your innovation besides the textile and fashion industry?**
5. **What is the current status of your idea?**
6. **Describe in your own words how far you have come in the development of your idea.**
7. **Do you own the intellectual property rights (the idea, technology, patent, trademark, design copyright, etc.) to the idea you are commercializing?**
8. **Do you already have any partners or stakeholders involved in your idea today?**
9. **What is your annual revenue from sales? (in EUR / year)**
10. **What kind of legal entity are you representing?**
11. **Do you have any team members working on this idea?**
12. **Name your core team members for this idea, maximum 4, including current occupation and the country you are working in.**
13. **Tell us about your core team's skills and experience. Additionally, what skills and experience do your team need to develop further for your idea to succeed and scale?**
14. **How many hours do you currently spend on your idea per week?**
15. **List your online communication channels.**

Step 2 – In depth questions

The questions should be answered with between 250-1000 words.

1. **Within what area does your innovation fit?**
 - **Regenerative – solutions towards positive effects**
Innovations with the ability to give more back, moving beyond neutralising negative impact, and pushing towards positive effects. Ranging from contributing to better soil, cleaner water, and air to improving biodiversity. For example, it could be regenerative fibers, sequestration, and innovative solutions enabling growth within planetary boundaries.
 - **Repurpose – solutions towards circularity**
Innovations spanning over the entire value chain of fashion and textiles, from the design process, production, and materials to packaging and transportation. For example, it could be prolonging product life span, enabling resources to loop into never-ending cycles, or setting the stage for new ways to consume fashion.
 - **Reimagine – solutions we haven't even thought of yet**
Innovations using technology or new business models that make fashion smarter and challenge the current systems. It could be ranging from reducing climate impact to rethinking how and where products can be made or consumed, equipping the industry with the tools and new ways of creating business value.
2. **Describe your idea according to the NABC-model. [Download NABC-model](#)**
3. **How are you funded today? Do you have any investors? List your financial backers including grants received.**
4. **In what way is your idea unique and how could it transform the fashion- and textile industry into a planet-positive one?**
5. **Describe the expected planet-positive impact. Is it possible to measure? If yes, how?**
6. **Does your idea include any social benefits to improve living conditions besides protecting the planet?**
7. **What is your partnership strategy to help develop your idea? E.g., supplier partnerships, brand collaborations, lab and/or research institute collaborations.**
8. **Have you received any awards or participated in any other accelerator programs with this idea? If yes, please describe.**
9. **What capabilities, resources and competencies do you think are important for the success and scale of your idea?**

10. **Describe the biggest challenges to realizing your idea in more detail.**

11. **What impact would the grant and the GCA Impact accelerator program have on your idea and how will you make the most out of this year?**

12. **At what scale do you envision your idea to transform the industry?**

13. **Share your timeline for the next 3 years and include your most important goals and milestones**

Step 3 – Wrap-up

1. Describe your idea in one sentence.
2. Describe the challenge your idea aims to solve in one sentence.
3. Describe the benefits and effects in one sentence.
4. Where did you learn about Global Change Award?
5. Have you previously applied to the Global Change Award?