



W4TEX: Strengthening Women's Representation in Senior Textile Positions

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WP4 - National & Transnational Ideathons Ideathons' templates

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TABLE OF CONTENTS

Bingo 1	2
Find someone who.....	2
Bingo 2	3
Find someone who.....	3
Ideathon implementation templates	4
Data collection.....	4
Brainstorming.....	5
Evaluating alternatives.....	6
Creative Development	8
Challenge Sheet	9
Scenario #. Scenario title (e.g., Circularity)	9
Context	9
Challenge	9
Challenges.....	9
Scorecard	11
Scoring Scale.....	14



Bingo 1

Find someone who...

He has already worked in the textile sector _____	You've never shopped at Primark _____	She usually sews her own clothes _____	She has sold clothes on Wallapop _____	No Instagram account _____
Reads and understands all the labels on your garments _____	Wash her wool sweaters by hand _____	She has tried dyeing clothes with natural dyes _____	He has turned an old cowboy into a fashion accessory _____	Sell your creations online _____
Belongs to one or more associations _____	No sewing machine at home _____	Knows how to knit _____	You've already spoken in front of 100 people or more _____	He came here by bike _____
Participated in climate demonstrations _____	She does the hems of her relatives' trousers _____	Buy more clothes online than in a physical store _____	You have given up buying a garment because of its origin _____	Have purchased 2nd hand clothes, or exchanged _____
Today she wears a garment made with recycled material _____	You have in mind to start your own business _____	He knows what a tawashi sponge is _____	You've made a radical creative decision _____	You can name at least 2 textile certifications _____

Bingo 2

Find someone who...

He has already worked in the textile sector _____	You've never shopped at Primark _____	She usually sews her own clothes _____	She has sold clothes on Wallapop _____	No Instagram account _____
Reads and understands all the labels on your garments _____	Wash her wool sweaters by hand _____	She has tried dyeing clothes with natural dyes _____	He has turned an old cowboy into a fashion accessory _____	Sell your creations online _____
Belongs to one or more associations _____	No sewing machine at home _____	Knows how to knit _____	You've already spoken in front of 100 people or more _____	He came here by bike _____
Participated in climate demonstrations _____	She does the hems of her relatives' trousers _____	Buy more clothes online than in a physical store _____	You have given up buying a garment because of its origin _____	Have purchased 2nd hand clothes, or exchanged _____
Today she wears a garment made with recycled material _____	You have in mind to start your own business _____	He knows what a tawashi sponge is _____	You've made a radical creative decision _____	You can name at least 2 textile certifications _____

Ideathon implementation templates

Data collection

Element	Data
Team Name	
Selected Challenge	
Brief description of the problem	
Main causes identified	
Social impact	
Environmental impact	
Actors involved	
Sources	
Conclusion on the current situation	



Brainstorming

Idea nº	Title	What?	How?	Who?	Where?	When?
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Evaluating alternatives

Idea nº	Advantages	Inconvenience	Positive environmental / social impact	Innovation / creativity	Innovation	Economic viability
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
Selected solution:						

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Justification:	
Expected impact:	



Creative Development

Project Name:	
Slogan or motto:	
Short description:	
What makes it unique or innovative?	
What specific need does it solve?	
Target audience, allies or stakeholders	
Sustainability model (economic, social, environmental)	
Sketch or visual outline	

Challenge Sheet

Scenario #. Scenario title (e.g., Circularity)

Context

Provide the scenario context.

Example:

The textile industry is undergoing a fundamental transformation, moving from a *linear* ("take-make-dispose") model to a *circular* one, where materials are designed to stay in use for as long as possible. Circularity means designing clothing that is durable, repairable, and recyclable, closing the loop between production, use, and reuse. This transition is driven by growing awareness of fashion's environmental footprint, EU legislation promoting circular business models, and consumer demand for sustainability.

Challenge

General challenge description.

Example:

Participants are invited to rethink how SMEs and textile designers can implement **circular design and production practices** while remaining competitive. They will explore barriers such as limited recycling infrastructure, the high costs of sustainable materials, and consumer resistance to returning used garments. The aim is to propose **innovative and practical solutions** that make circularity attractive and feasible for companies and customers, for example through product-as-a-service models, repair incentives or digital traceability systems.

Challenges

Challenge title

Description of the challenge.



My own challenge:

Example:

Towards greater circularity

Select a textile product or service and redesign it to make circularity practical and desirable, ensuring that materials stay in use longer, recover easily, and generate economic and social benefits.

Closing the circle

Create an economically viable circular system to reintroduce used textiles into retail (resale) or production.

Collaboration for circularity

Create a proposal for collaboration between companies to scale circularity without financial losses or losing their competitive advantage, connect and cross borders to achieve a circular system.

Ethical consumption

Create a circular fashion model or campaign that changes consumer behavior towards renting, repairing, reusing, or sharing clothes, making sustainable fashion as attractive as fast fashion.

My own challenge:



Scorecard

(from 1 to 10 in each criterion)

Criterion	Team 1	Team 2	Team 3	Team 4	Team 5	Team 6	Team 7
<p>Creativity (Innovation and originality)</p> <p>Does the solution propose something new, unique, or imaginative?</p> <p>Is the idea presented in a way that stands out from conventional approaches?</p> <p>Does it inspire new ideas within the textile sector?</p>							
<p>Feasibility (practical application)</p> <p>Can the solution be implemented</p>							



<p>realistically with the available resources?</p> <p>Are the proposed steps clear and actionable?</p> <p>Does the team demonstrate awareness of potential obstacles and ways to overcome them?</p>							
<p>Sustainability (environmental and social impact)</p> <p>Does the solution reduce waste, promote circularity, or encourage greener practices?</p> <p>Are social aspects (fair working conditions, inclusion, awareness-raising) considered?</p> <p>Is there long-term potential for positive</p>							



<p>environmental or social outcomes?</p>							
<p>Business impact (market relevance and value creation)</p> <p>Does the solution add value for textile SMEs, consumers or the industry in general?</p> <p>Is there potential for profitability, competitiveness or differentiation in the market?</p> <p>Does it align with industry trends and customer needs?</p>							
<p>Quality of presentation (clarity and commitment)</p> <p>Was the speech clear, structured, and engaging?</p> <p>Did the team communicate their</p>							



idea effectively and safely?							
Was the narrative persuasive and aligned with the goals of the challenge?							
Total (max. 50)							

Scoring Scale

(by Criterion)

- 1-2 = Poor** – not demonstrated or irrelevant
- 3-4 = Reasonable:** minimal or unclear evidence
- 5-6 = Good:** meets expectations adequately
- 7-8 = Very good:** strong and well-developed demonstration
- 9-10 = Excellent:** exceptional, complete and impactful

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