

RULES

Young Creative Entrepreneur – Design and Fashion Award 2014

1. THE COMPETITION

Young Creative Entrepreneur – Design and Fashion Award 2014 [further referred to as the 'Competition'] is an international award designed by the British Council to champion and celebrate the importance of creative entrepreneurs working in the international design and fashion sectors, and showcase individual achievement and potential.

2. ORGANISER OF THE COMPETITION

Young Creative Entrepreneur – Design and Fashion Award 2014 is organised in Poland by the Fundacja British Council [further referred to as the 'British Council'] with its head office at Al. Jerozolimskie 59, 00-697 Warsaw.

The Competition has been created by the British Council and all intellectual property rights relating to the Competition will be vested in the British Council.

3. CANDIDATE PROFILE

Candidates should fit the following criteria:

- be above 18 years old at the moment of submitting the application*,
- have a Polish citizenship,
- own or be the driving force in a young business in the fashion or design sector with at least 2 years' experience and no more than 7 years in business,
- be entrepreneurial and have shown their ability in the promotion of that creative sector in their country, in either a commercial context, public context, or both,
- through their character, drive and abilities, demonstrate their potential to be a future leader of the sector in their country and a future partner for the UK,
- have English language skills to IELTS 6 - 'competent user' or above. The entire UK tour will be conducted in English so a high competency in the language is essential,
- be able to travel to the UK in September 2014 (if they win the Polish stage of the Competition).

** NB – while there is no upper age limit for the Competitions, this is an Competition for emerging entrepreneurs who are running young businesses*

4. DEFINITION OF THE SECTOR

The participants of the Competition can be drawn from any of the following areas of the sectors:

- architecture, interiors and environment
- product design manufacture: furniture, industrial products and craft
- fashion/ design promotion: exhibitions, events, festivals and retail
- consultants providing specialist services in any of the areas outlined:
 - fashion, textile, accessories or perfume design and production
 - fashion/ design promotion: shows, exhibitions, festivals, events
 - fashion/ design retail: buying, merchandising
 - fashion/ design product research, sourcing, supply chain management
 - fashion/ design marketing, PR, branding, journalism

5. DEADLINES AND SELECTION PROCESS

5.1. Selection in Poland

14 April 2014 – start of the Competition

23 May 2014 – deadline for submission of online applications

by 2 June 2014 – selection of the 6 best candidates

9 or 10 June 2014 – the 6 selected candidates to be interviewed in English by the Polish jury in Warsaw

13 June 2014 – the winner of the Polish edition to be announced at a Gala event in Warsaw.

5.2. Young Creative Entrepreneur – Design and Fashion 2014 Tour to the UK

In **September 2014** (exact dates to be confirmed), the Polish winner will participate in a shared tour of the UK's fashion or design sector, including London Fashion Week or London Design Festival accordingly. More details on the tour in clause 7.1 of the Competition Rules.

5.3. Applications

In order to enter for the Competition candidates must complete the online application form in English **by 23 May 2014 at the latest**. The link to the online application form is [here](#).

6. TERMS AND CONDITIONS

- 6.1. To participate in the Competition the applicant must agree to their personal data being processed by the British Council for the administrative purposes connected with the Competition, as well as for the marketing purposes of the British Council.
- 6.2. The Polish finalist agrees that their first and second names, photograph as well as the name of the institution they work for will be published on the British Council's web pages www.britishcouncil.pl and www.britishcouncil.org/creativeeconomy as well as in the general media.
- 6.3. By submitting the online application to the British Council the candidate accepts the Rules of the Competition.
- 6.4. All submitted application forms will be evaluated by the jury that will include Polish experts and specialists.
- 6.5. All candidates will be notified by e-mail of the outcome of the evaluation of the applications,
- 6.6. The 6 short-listed candidates will be interviewed in English between 9 – 10 June 2014 at the British Council office in Warsaw.
- 6.7. The winner of the Polish edition of the Competition will win a trip to the UK, while London plays host to London Fashion week and London Design week.
- 6.8. The verdict of the Competition's judging panel is final and the British Council will not enter into any correspondence with unsuccessful candidates about the judges' decision.
- 6.9. The British Council will exclude from the Competition any candidate who does not follow the Rules of the Competition.
- 6.10. The British Council can change the Rules of the Competition only on condition that the new Rules do not constitute worse terms and conditions for the candidates.
- 6.11. The Rules of the Competition become valid on the day they are published on the British Council's web page: www.britishcouncil.pl.
- 6.12. The British Council will have no liability for any loss or injury (including death) or damage whatsoever caused or suffered by candidates, which arises out of or in connection with the Competition.
- 6.13. All the shortlisted candidates will be invited to the British Council events focused on the creative and cultural economy.

7. PRIZE

7.1. Design and Fashion Tour to the UK

In September 2014 the national Competition winners will travel to the UK for an industry programme to develop opportunities for commercial and collaborative work in future. The programme will include:

- curated group meetings to give an overview of what's happening in the UK design and fashion,
- peer networking with the international participants and UK young creative entrepreneurs,
- access to and masterclasses with UK industry figures,
- time for individual business meetings,
- opportunities to network and make business contacts,
- participation in London Design Festival or London Fashion Week.

7.2. Costs of the finalists' visit to the UK

The British Council Poland will cover the costs of:

- the return flight for the Polish finalist to travel to the UK,
- the finalist's stay in the UK, including accommodation, subsistence and local travel.

7.3. The winner is required to:

- be available to take part in an industry tour in the UK in the first part of September 2014,
- send all agreed marketing information (bio, photo etc.) so that the British Council can promote the winner,
- actively participate in all arranged meetings and events during the programme, in particular:
 - give a presentation (5 min) about their work,
 - be willing to participate in any events/ receptions/ panel discussions, as appropriate, alongside other UK/ international industry speakers (topics would be dependent on programming by partner events and the experience/ relevance of Creative Entrepreneurs participants),
 - be open minded and actively looking for future collaboration and business with UK companies, organisations and individuals that they meet,
 - record their trip to the UK for use by the British Council in country/UK e.g. blog, film, participate in media interviews before, during and after the trip, participate in evaluation etc.,
- take part in events when they return to share their UK experience with a wider Creative Entrepreneurs network at home,

- be part of the British Council's international Creative Entrepreneurs network, which has around 3,000 members, and be keen to contribute ideas and feedback, participate in events, and develop projects.