



WANTED: INNOVATIONS FOR A SUSTAINABLE FASHION FUTURE

Application opens on August 25, 2021



Global Change Award

An innovation challenge
by H&M Foundation

PRESS RELEASE 25 AUGUST

THE GLOBAL CHANGE AWARD IS BACK, WITH NEW SCOPE

This press release is under embargo until 25 August.

THE WORLD'S LARGEST INNOVATION CHALLENGE TO TRANSFORM THE FASHION INDUSTRY IS NOW OPEN FOR APPLICATIONS. THE GLOBAL CHANGE AWARD 2022 IS SEEKING EARLY-STAGE INNOVATIONS CONTRIBUTING TO A PLANET POSITIVE FASHION INDUSTRY BY ADDRESSING THE EARTH'S GLOBAL COMMONS: LAND, WATER, OCEANS, CLIMATE AND BIODIVERSITY. WINNERS GET TO SHARE A GRANT OF 1 MILLION EURO, PROVIDED BY THE H&M FOUNDATION.

The Global Change Award was initiated in 2015 by non-profit H&M Foundation, in collaboration with Accenture and the KTH Royal Institute of Technology. The award has attracted more than 20,000 entries since the start and several winners have gone on to collaborate with major industry actors. After a brief pause due to the pandemic, the innovation challenge now returns.

For the 6th edition we are changing the scope, where we previously recognised ideas that can make the fashion industry circular we are now looking for solutions that address one or several of the global commons to create a planet positive fashion future. The GCA is all about speed, scale and impact and we are now raising the bar and taking a more holistic approach in order for the fashion industry to achieve radical change before 2030 and fulfil the UN Sustainable Development Goals.

“We believe focusing on land, water, oceans, climate and biodiversity will lead to a true shift for the fashion industry, transforming this industry into a planet positive one. With all creative innovations out there ready to scale, there is real hope that the fashion industry can become truly sustainable. We are really excited to see what applications we will get as we gear up and launch this new scope”, says Erik Bang, Innovation Lead at the H&M Foundation.

A panel of experts will select five winners who get to share a 1 million euro grant and get access to our year-long GCA Impact Accelerator. The latter is designed to enable accelerated scaling of ideas and brings winners invaluable coaching and support along with a fierce network of brilliant minds and memories for life. The application period runs from 25 August 2021 to 20 October 2021 and the winners will be announced in April 2022.

“The fashion industry urgently needs to absorb game-changing planet positive solutions. We want to help speed up this process by supporting early-stage innovations and make them available to the wider market”, says Karl-Johan Persson, board member of H&M Foundation and Chairman of H&M Group.

[Download images and films here](#)



ADDITIONAL FACTS

- The winners are selected by an international Expert Panel with extensive knowledge covering the global commons, fashion, business, investments, entrepreneurship and innovation.
Meet them here: hmfoundation.com/gca/expert-panel
- The Global Change Award is an open-source initiative. Neither H&M Foundation nor H&M Group will take any shareholder equity or intellectual property rights in the innovations. The winners can collaborate with whomever they want as the aim is to find innovations that allow major change for the entire industry.
- Has previous winners made any progress? Sure! So far, around 20 GCA-winners have partnered with different brands and companies. Industry-wide adoption and scaling is key to achieve a sustainable transformation of the fashion industry. For more information on previous winners and their progress: hmfoundation.com/gca/winners
- H&M Foundation has so far handed out a total of EUR 5 million in grants through the Global Change Award.
- To find out more about the Global Change Award and how to apply: globalchangeaward.com



Application **1**

Aug 25, 2021 — Oct 20, 2021

Apply at globalchangeaward.com

Announcement **3**

April 2022

The winners are revealed

Screening **2**

Oct 2021 — Jan 2022

Applications are screened and five winners selected

Impact Accelerator **4**

April 2022 — April 2023

The winners embark on a one-year InnovationAccelerator Program

GCA IMPACT ACCELERATOR

The Global Change Award is more than just an award. The winners get to share a 1 million euro grant and embarks on a one-year GCA Impact Accelerator that offers the winners invaluable coaching and support, along with a strong network of brilliant minds and memories for life. The programme – created by H&M Foundation, Accenture and KTH Royal Institute of Technology – aims to help the winning ideas scale at speed through business, technology, investor and innovation readiness, and industry access. It also offers winners a mix of inspiring digital sessions and meet-ups at key locations.

“The GCA Impact Accelerator is one of the best in the fashion industry thanks to its comprehensive approach and focus on key capabilities required to successfully scale-up a business, ranging from funding, team building and culture, leadership, and fashion industry expert sessions”, Amit Gautam at Tracing Threads by TextileGenesis, GCA winner 2020

EXPERT PANEL 2022



Betelhem Dessie
CEO
iCog Anyone Can Code



Caroline Brown
Managing Director
Closed Loop Partners



Sonam Kapoor Ahuja
Actor and social activist



Dr. Lin Li
Director of Global Policy and Advocacy
WWF International



Rachel Cernansky
Senior sustainability editor
Vogue Business



Malin Akerman
Actor and environmental activist



Walden Lam
Co-founder & CEO
unspun



Mirna Inés Fernández
Co-founder, Reacción Climática
and Steering Committee member,
Global Youth Biodiversity Network





Karl-Johan Persson

Board member of H&M Foundation and Chairman of H&M Group

“As a family, we have always felt that we have the responsibility and the possibility to contribute to positive change also beyond the company sphere. Through the H&M Foundation’s open source approach we can help find and support early innovation and thereby speed up the transformation of the fashion industry.”



Dr. Lin Li

Director of Global Policy and Advocacy, WWF International

“Innovations that are generated across the whole lifecycle and supply chains of the fashion industry can play a critical role in finding solutions to global challenges so that collectively, we can create an equitable, nature positive and carbon neutral future for all.”



Walden Lam

Co-founder & CEO, unspun

“Innovators really help push the boundaries of the fashion industry with resilience, creativity and speed. We are at a critical juncture to act as we are running out of time in face of existential crises like the climate emergency. In this pursuit, GCA is an important ecosystem in identifying and supporting world-changing creators at the earliest stage of their entrepreneurial journey.”



Sonam Kapoor Ahuja

Actor and social activist

“The global climate crisis is affecting us all and we need to work together to ensure a healthy planet for generations to come. The fashion industry is part of this puzzle and it’s an industry that radically needs to transform. With all the innovation and creativity that the Global Change Award so wonderfully brings together I feel hopeful for the future of fashion.”



SHARING IS CARING

If you want to help spread the word about the Global Change Award in social media, it is easy.

Find suggested copy and images here:

hmfoundation.com/share/gca-social-media-kit-general
Password: globalcommons

For updates and progress, follow @hmfoundation on [Facebook](#), [Instagram](#), [YouTube](#) and [LinkedIn](#).



The H&M Foundation is an independent non-profit global foundation headquartered in Stockholm, Sweden. This foundation is privately funded by the Stefan Persson family, founders and main owners of the H&M Group. Founded to accelerate the realisation of the UN Sustainable Development Goals 2030, H&M Foundation uses collaboration and innovation to co-create, fund and share solutions for the world's most urgent challenges. To help safeguard the welfare of humanity the foundation is catalysing the fashion industry to become planet positive and accelerating development for inclusive societies. Breakthrough innovations and findings are openly shared for anyone to adopt and scale, in order to contribute to systems change. The H&M Foundation can also provide emergency relief.



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