

FAQ

– All you need to know when applying for Knit

Q: What is Knit?

A: Knit is a small-scale pilot project aiming to tackle underrepresentation in the fashion industry by providing tools that leaders can use to increase inclusivity. The purpose is to understand systemic barriers around DEI within the fashion industry while exploring a collaborative approach to unlock potential solutions through a co-creation week.

Knit is initiated and funded by H&M Foundation and designed and delivered in collaboration with The Do and Creative Equals. The fashion brand COS brings in the industry perspective throughout the co-creation-week and has been part of identifying the industry challenge.

Q: What is a co-creation week?

A: The selected Knit participants will gather for five days in Stockholm (19-23 February 2024), bringing their different talents and experiences to the table. The aim is to develop tools that can empower leaders within the fashion industry to increase inclusivity of people from multifaceted backgrounds, specifically looking at ethnicity and socioeconomic class.

The group will be led through an innovation method by The Do, and the fashion brand COS, who will be engaged throughout the week to guide the participants from an industry perspective. The solutions created will be made available for the entire industry – and hopefully beyond.

A co-creation week is a collaborative approach used by organisations to engage diverse group of people with different backgrounds, in the process of generating innovative solutions, ideas, or products. The primary goal of a co-creation week is to tap into the collective experience, creativity, and expertise of the group to address specific challenges.

Q: What is the main objective of the Knit co-creation week?

A: The aim of the week in Stockholm is to develop tools that can empower leaders within the fashion industry to increase inclusivity of people from multifaceted backgrounds, specifically looking at ethnicity and socioeconomic class.

The solutions created will be made available for the entire industry - and hopefully beyond. No stakeholder will profit; anyone is welcome to take away and apply the tools; and any organization may adopt them. By making the solutions available to all, the aim is to spread awareness around the topic and influence multiple stakeholders in the industry.

Q: How do I apply?

A: You will go through three steps.

- 1) Read the [Challenge Description](#)
- 2) Fill out the [Application Form](#)
- 3) Email your application to knit@hmfoundation.com by 18 December 2023, 23:59 CET. By

submitting your application you agree to our [Terms & Conditions](#) and acknowledge our [Privacy Notice](#).

You can find everything you need at hmfoundation.com/knit.

Q: What's in it for me as a participant?

A: We are inviting people who are strongly motivated and passionate about contributing to accelerating DEI in the fashion industry to join our co-creation week. We aim to put together a diverse group of people whose individual perspectives will help challenge the status quo in the industry.

The participants will receive a grant of EUR 600 each from H&M Foundation, and all costs related to travel, accommodation and food will also be covered throughout the week. No-one will own the solutions, instead they will be made available to all, aiming to spread awareness and influence multiple stakeholders in the industry.

During the co-creation week in Stockholm the participants will also get a chance to increase their knowledge in the DEI space together with other people who are committed to the same purpose, they will deep dive to understand the current challenges in the fashion industry, build networks and to explore an innovative and inclusive way of working.

Q: Will the participants receive a funds for their participation?

A: Yes. The participants will receive a grant of EUR 600 each from H&M Foundation, and all costs related to travel, accommodation and food will be covered throughout the week.

Q: What is the grant for?

A: All costs related to travel, accommodation and food will be covered throughout the week. The purpose of the additional grant from H&M Foundation is to cover any personal expenses that are related to joining the co-creation week in Stockholm, Sweden.

Q: Who can apply?

A: Knit is open to anyone over 18 years of age. We are particularly interested in hearing from people that are motivated and passionate about contributing to accelerating DEI in the fashion industry.

We will only accept individual applicants (no groups). Please note that your application must be in English and that all communications including the challenge week in Stockholm will be held in English.

Participants need to be available for full days in Stockholm during 19-23 February 2024, adding transit time from and back to your home.

Q: Can participants from outside of Stockholm or Sweden participate?

A: Yes. However, due to time constraints connected to Visa applications, we can only accept applications from people already based in Europe. If you are a non-EU national, you will

need to have a valid visa / residence permit for the duration of the program. If you are a EU national based outside of Europe we will not be able to consider you.

Q: What criteria will be used to select participants?

A: The participants will be asked to showcase their motivation around the topic and how they relate to the challenge statement via an application. Based on a scorecard we will assess skills and behaviours, their alignment with the challenge focus (lived or professional experience), experience that they are bringing into the challenge room and demonstrated skills.

The participants will be handpicked by H&M Foundation, The Do and Creative Equals with the aim of creating the most diverse group possible, specifically looking for participants to come from a range of backgrounds, including but not limited to:

- Current employees within the fashion and textile industry who are interested in innovation processes and DEI issues, who can take time off their daily work.
- People active within the fashion and textile industry who are on a break from work and currently not employed or freelance.
- People looking to get back into the fashion and textile industry, or other industries, who have a keen interest in DEI issues. For example, people returning from parental leave or those who are seeking a change in career direction.
- People who are looking to enter the industry/working world, possibly students or graduates.

Q: How will I find out if I was selected?

A: The applicants who are selected as Knit participants will be contacted via email by 22 December, and we will start planning for your trip to Stockholm, Sweden 19-23 February 2024.

If you don't hear from us by then, we want to send our warmest thanks for your engagement in accelerating a diverse, fair, and inclusive fashion industry.

Q: Will the participants or anyone else have IP or equity rights to the solutions?

A: No, no-one will own any rights. By the end of the week, the solutions created will be presented at hmfoundation.com and made available for the entire industry – and hopefully beyond.

No stakeholder will profit; anyone is welcome to take away and apply the tools; and any organisation may adopt them. If anyone wants to connect with the creators, they just send an email to knit@hmfoundation.com and we'll make the introductions.

Q: Parts of my application will include sensitive information about me, what will happen to that info?

In Knit's [Term & Conditions](#) and [Privacy Notice](#) you can find more information about how your personal data is going to be stored and used. In short, we will delete all documents from applicants that are not selected as participants. The participants information will be stored until the co-creation week is over.

Q: Where can I find the Terms & Conditions and Privacy Notice?

A: Terms and conditions are found here: [Terms & Conditions](#) and here: [Privacy Notice](#). By submitting your application you agree to these.

Q: Who is the initiator behind Knit and who are involved?

A: Knit is initiated and funded by philanthropic [H&M Foundation](#). It is designed and delivered in collaboration with [The Do](#) and [Creative Equals](#).

During the co-creation week, the participants will be hosted by H&M Foundation and led through an innovation method by The Do, while the fashion brand [COS](#) will bring in the industry perspective throughout the week, and has also been part of identifying the industry challenge.

Q: Who are H&M Foundation?

A: H&M Foundation is privately funded by the Stefan Persson family, founders and main owners of the H&M Group. We use philanthropic resources to find, fund and facilitate disruptive innovations, initiatives and research that enable a socially inclusive and planet positive textile industry. To accelerate the transformation, we take on a holistic and open approach – bringing diverse partners together to co-create, and to share learnings and solutions. The H&M Foundation can also provide emergency relief. For more information visit hmfoundation.com.

Q: Who are The Do?

A: The DO is a global platform for accelerating a new economy that is sustainable, innovative and equitable. The DO helps to create the conditions for transformative solutions to emerge. Fast. By putting the focus on people, utilizing co-creation, and making it all about the DOing, the DO helps to unlock the power and the passion — and gets the crucial parts of an organization unstuck. Together we accelerate and sustain the change that will deliver our success in tomorrow’s economy. To find out more, visit thedo.world.

Q: Who are Creative Equals?

A: Creative Equals are a global award-winning equity, diversity and inclusion (EDI) consultancy who partner with progressive companies to deliver the ‘S’ in ESG and inclusion-first business strategy. They do this through inclusive brand and marketing strategies, shaping inclusive cultures, and developing inclusive communities for the creative sector. To find out more, visit creativeequals.org.

Q: Who are COS?

A: Inspired by contemporary culture, the London-based fashion brand is known for iconic wardrobe pieces, elevated essentials, and innovative designs that are made to last. Dedicated to quality and sustainability, COS takes a bespoke approach to design, creating

unique collections that combine function with timeless style. Experimental design details and material innovation are frequently revisited to include the latest sartorial advances and ensure the considered use of fibres whether they be recycled, renewed, or more sustainably sourced.

Since its launch in 2007, COS has expanded across Europe, Asia-Pacific, The Americas and the Middle East. Today, the brand has a 248-store portfolio, spanning 48 physical markets, and 38 online markets. The assortment is delivered to additional markets via global selling and selected wholesale partners. @cosstores, [cos.com](https://www.cos.com)

Q: I can't find the answer to my question here, what do I do?

A: Just send an email to knit@hmfoundation.com and we will help you out.