

ROUND 1 CASES



22 MAY 2025

ROUND 1 CASE 1

Theme: Circular Economy

Case Title: “Closet Makeover Challenge: From Old to Awesome!”

Do you have clothes in your closet you never wear? So do millions of others. Around the world, tons of shirts, jeans, and jackets get thrown away every day. But what if we could turn old clothes into something fresh, fun, and totally new — while saving the planet?

This challenge is about **rethinking fashion**: not just buying less, but being creative with what we already have. You and your team will lead a “closet makeover” — turning used clothes into awesome new things, promoting second-hand fashion, and proving that sustainability can be fun and stylish.

Your Challenge:

Come up with a **youth-led, creative solution** to reduce clothing waste in your community, school, or city.

You can:

- Collect old clothes and **redesign or upcycle** them into new fashion or items (bags, masks, crafts)
- Run a **“Style Swap Day”** or pop-up exchange booth
- Launch a **social media trend or challenge** promoting DIY fashion
- Create a **community display, workshop, or design contest**
- Or... make up your own unique idea!

Your Solution Should:

- Be **fun and engaging**
- Show how it helps reduce waste and protect the environment
- Involve **young people** at every step
- Be realistic (you could actually do it!)
- Be easy to **repeat in other schools, towns, or countries**

Submission Guidelines:

- **Length:** 3 pages (PDF format)
- **Language:** English
- **Deadline:** 15 July 2025, 8:00 PM GMT
- **Submit via:** Send email to greentalent@eduprouk.com

Your 3-Page Submission Should Include:

Page 1: Your Idea

- **Catchy Project Name**
- What your team wants to do and why
- Where it will take place
- What makes it exciting, different, or meaningful

Page 2: People & Plan

- Who is involved? (e.g. you, classmates, local designers, school clubs)
- What are the main steps or activities?
- How will you get others excited and involved?
- What materials or support will you need?

Page 3: Environmental Impact & Youth Leadership

- How does your idea help reduce waste or promote reuse?
- What will be the positive impact on your community or the planet?
- How will **youth lead, design, and share** the results?

Optional (Bonus!)

- Draw or upload a **sketch or mini-poster**
- Add a **slogan, campaign hashtag**, or social media idea
- Include a **story or photo** of a real upcycled item or “closet rescue”