

\$1 Million Vegan Wool Challenge: Entry Rules

As hours of video footage shows, the wool industry often leaves sheep shaking, bloody, and broken, sometimes even dead, in shearing sheds. With this \$1 million challenge, People for the Ethical Treatment of Animals (PETA) hopes to protect these gentle animals from suffering by encouraging the development of a *vegan* wool material that's visually, texturally, and functionally akin to or better than sheep's wool. The innovative material should be able to serve as a wool replacement that major apparel brands could incorporate into their clothing lines.

PETA judges will review submissions and award **US\$1 million** to the first individual, group, or company that PETA determines has successfully entered and completed the two phases of the challenge as set forth below.

Evaluation

- **Phase 1**

The material must, as determined by the PETA judges at their sole and absolute discretion, do the following:

- Look, feel, and perform like wool, with qualities that neutralize odor, retain body temperature, and wick away moisture
- Be a bio-based natural fiber or bioengineered fiber with 100% traceable inputs
- Use industrial symbiosis (i.e., other industries' waste) if possible
- Have low pilling once it's been knit
- Have low fiber shedding
- Be soft to the touch
- Have the ability to be produced in multiple weights
- Have the ability to biodegrade and/or be recycled at the end of its life (ideally both)
- Have accompanying certifications, if available (e.g., organic or regenerative)
- Serve as a successful wool replacement in mainstream garment manufacturing

- **Phase 2**

The material must be adopted and sold by a major clothing brand as set forth below.

If the PETA judges approve the entrant's fabric sample, the entrant will advance to the second phase of the challenge, in which entrants must demonstrate the following to PETA's satisfaction:

- The entrant will be able to manufacture the approved material in sufficient quantities to be sold as a standard inventory item by at least one of the top 10 global clothing retail brands.
- At least one of the top 10 global clothing retail brands successfully markets the product to consumers.
- The adopted product is sold in the U.S. by at least one of the top 10 global clothing retail brands.

How to Enter

- **Phase 1**

- Entrants must submit an initial online application providing details of the sample, plan of production, and any other supporting documents via [PETA's online application](#).
- Mail a vegan wool sample and any additional supporting documents the entrant would like to provide to **PETA, Attn.: Vegan Wool Challenge, 501 Front St., Norfolk, VA 23510** by **July 28, 2023**.
- **Phase 2**
If the fabric sample is approved by PETA, the entrant can enter the next phase of the contest. By **January 1, 2024**, entrants must mail the following to **PETA, Attn.: Vegan Wool Challenge, 501 Front St., Norfolk, VA 23510**:
 - Documentation supporting proof of production in sufficient quantities
 - Proof that the product is being successfully marketed to consumers and sold commercially in the U.S. by at least one of the top 10 global clothing retail brands
 - Evidence that all applicable Federal Trade Commission regulations and any protocols that may govern the production of vegan wool have been met

Challenge Details

- Entry is restricted to individuals, groups of individuals, and small businesses (revenue of \$30 million or less per year).
- All queries about the challenge should be sent to the challenge liaison at **VeganWool@peta.org**.
- The challenge liaison will attempt to respond to each entrant within 30 business days of completing the evaluation.
- PETA will keep the sales contracts, retail sales figures, and all other documentation confidential if requested to do so, except when disclosure is necessary to comply with legal requirements.
- In the event that two or more entrants provide satisfactory documentation on the same day and appear tied to win the challenge award, the award will be divided between/among those winners.
- To ensure that no animal components were used and will not be used to make the material, consistent with these rules, each entrant affirms that this is and will be the case and shall disclose to PETA the composite materials and production method of its product.
- When PETA is legally required to disclose information to regulatory authorities, it may do so.
- For promotional purposes, PETA may use photographs, images, text, and other content or information submitted to it by entrants (and that do not reveal an entrant's trade secrets or other information requested to be kept confidential) for publicity and education.
- PETA reserves the right to condition the award delivery upon the execution by the winner(s) of a publicity release.
- By entering this challenge, entrants agree that PETA may use each entrant's name and likeness to publicize the challenge and entries.
- The final decision in selecting a winner or winners is PETA's, and the award will be granted at PETA's sole and absolute discretion. It is possible that no challenge winner will be selected.

Warranties

Entrants represent and warrant the following:

- The entrant owns the sole right(s) to the material presented.
- No content or information submitted to PETA by an entrant infringes upon any patent, copyright, trademark, or any other right of any third party.
- Neither the material submitted or to be submitted for entry nor products developed as a means to finalize the entry were produced using animal-derived products, including any cell-growth medium, *except* for starter cells ethically obtained in initial stages of development, in the case of *in vitro* production.
- At no stage of the development of the material was or will voluntary animal testing be employed.

Release and Indemnity

- Entrants agree to hold PETA harmless from and against—and hereby waive any right to pursue—any claims against PETA in connection with this challenge.
- Entrants agree that PETA is not liable for any loss arising out of this challenge.
- Entrants acknowledge that any resources invested in or devoted to developing the vegan wool material are entirely at the entrants' choice and discretion.

Legal Prohibitions and Restrictions

- No purchase necessary.
- This challenge and its terms are void where prohibited by law.
- By entering the challenge, entrants acknowledge that they accept and agree to be bound by these challenge rules, the [contest terms and conditions](#), and [PETA's privacy policy](#).
- PETA reserves the right to require the winner to execute an affidavit of eligibility as a sworn document and provide other proof of eligibility as a condition of receipt of the award.
- PETA reserves the right to alter any challenge rules at any time.