



INFORMATION SESSION

2026 GLOBAL CIRCULAR CHALLENGE •

Kickoff — October 7, 2026



Global School of
Sustainability

FINALS WEEKEND

November 19–21, 2026

TODAY'S SESSION

Objectives

01

Introduce the design challenge.

02

Detail the learning opportunities for participants.

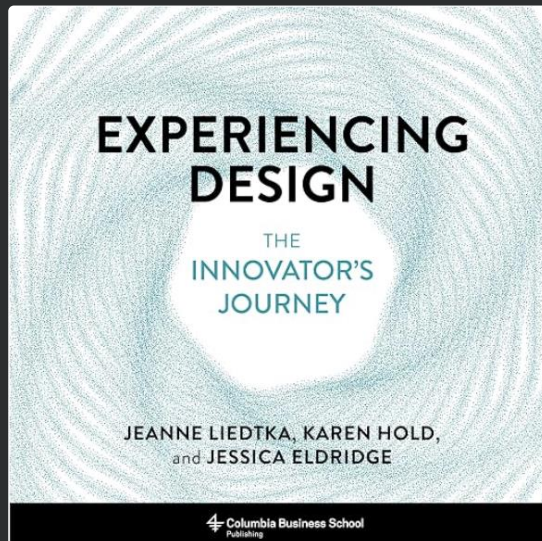
03

Answer questions about the program.



Karen Hold

Director



W H O

Karen Hold is the Director of the Global Circular Challenge. She is the Founder of Experience Labs which is dedicated to building creative capacity in individuals, organizations and cities using the language of design thinking.

Karen is a sought-after design thinking expert who innovators rely on to design and scale innovation success. Her work is grounded in a core belief that design thinking provides an enabling social technology that facilitates adaptation and effective problem-solving in complex social systems.

Karen is a co-author of *Experiencing Design – The Innovators Journey* which was published by Columbia Business Publishing in 2021.



Jason Wong

Academic Director



Department of
**Geography and
Environment**

**BABSON
COLLEGE**

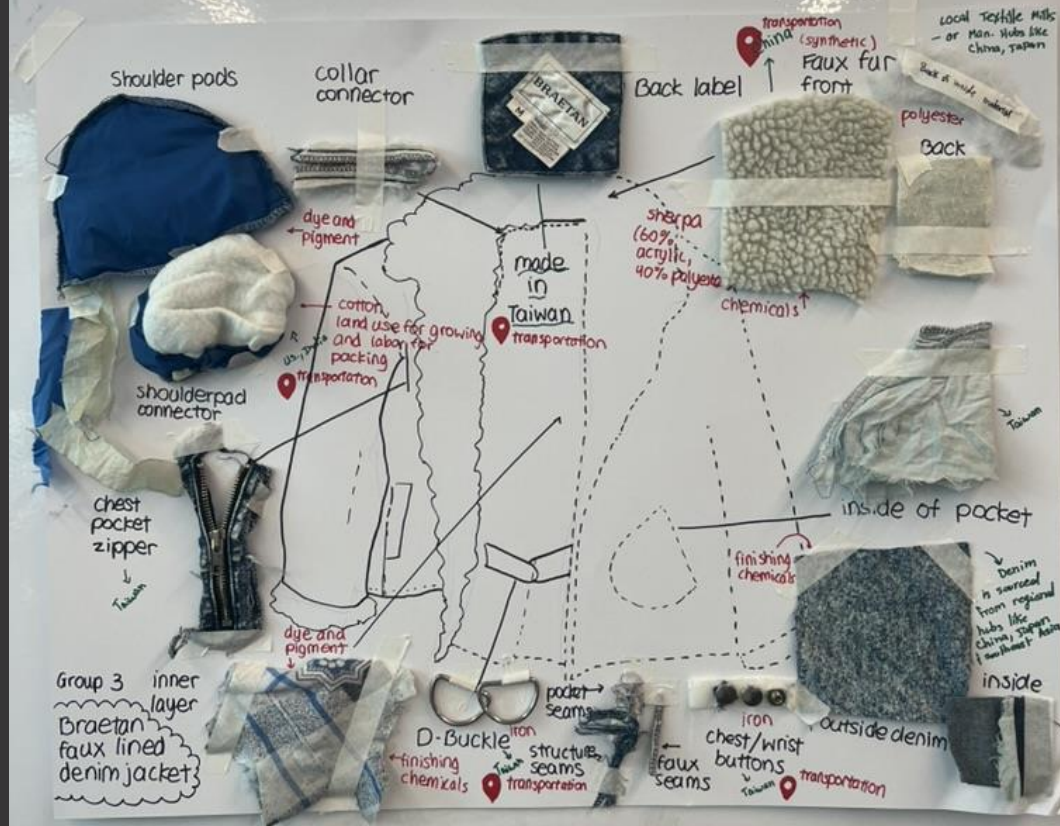
W H O

Jason Wong is the Academic Director for the Global Circular Challenge. He is Visiting Fellow at the Department of Geography and Environment at the London School of Economics and Political Science and Associate Professor of Economics at Babson College. Dr. Wong earned his Ph.D. in Sustainable Development at Columbia University and has been actively involved as a mentor and judge for various competitions including the Global Retail Challenge, Clean Tech Challenge, and Hack for Humanity. Dr. Wong is an award-winning teacher and has taught sustainability courses at LSE, Columbia, NYU, and the City College of New York. In 2025, he served as a consulting economist in the Convergent Aeronautics Solutions project at NASA.

A W A R D S

Dr. Wong is an award-winning teaching professor and received the 2020 LSE Student Union Award for Masters Supervision (school-wide), 2020 LSE Class Teacher Award (Highly Commended) in Geography and Environment, 2017 Presidential Award for Outstanding Teaching at Columbia University and 2015 Wueller Teaching Award - Columbia Economics. Most recently, he won the DAAD (German Academic Exchange Service) Alumni Association Mid-Career Professional Award for Accomplishments in International Education and the 2026 Dean's Award for Excellence in Undergraduate Teaching at Babson College.

THE DESIGN CHALLENGE



“

T H E B R I E F

How might we...

Design solutions that improve the sourcing, manufacturing, use and disposability of fashion products now and in the future.

Design as a problem-solving approach

What
is?

Learning about the problem.

What
if?

Brainstorming and coming
up with creative solutions.

What
wows?

Building representations of
our ideas to show others.

What
works?

Testing our ideas for
feedback and iterating to
the right solution.

SEVEN WEEKS OF WORK

Design Thinking Assignments

What is?

Pre · Team Meal + Team Picture

1 · Tear Down Lab

2 · Footprint Analysis

3 · User-centered Research

What if?

4 · Missing Voices

Pre 5 · Idea Capture

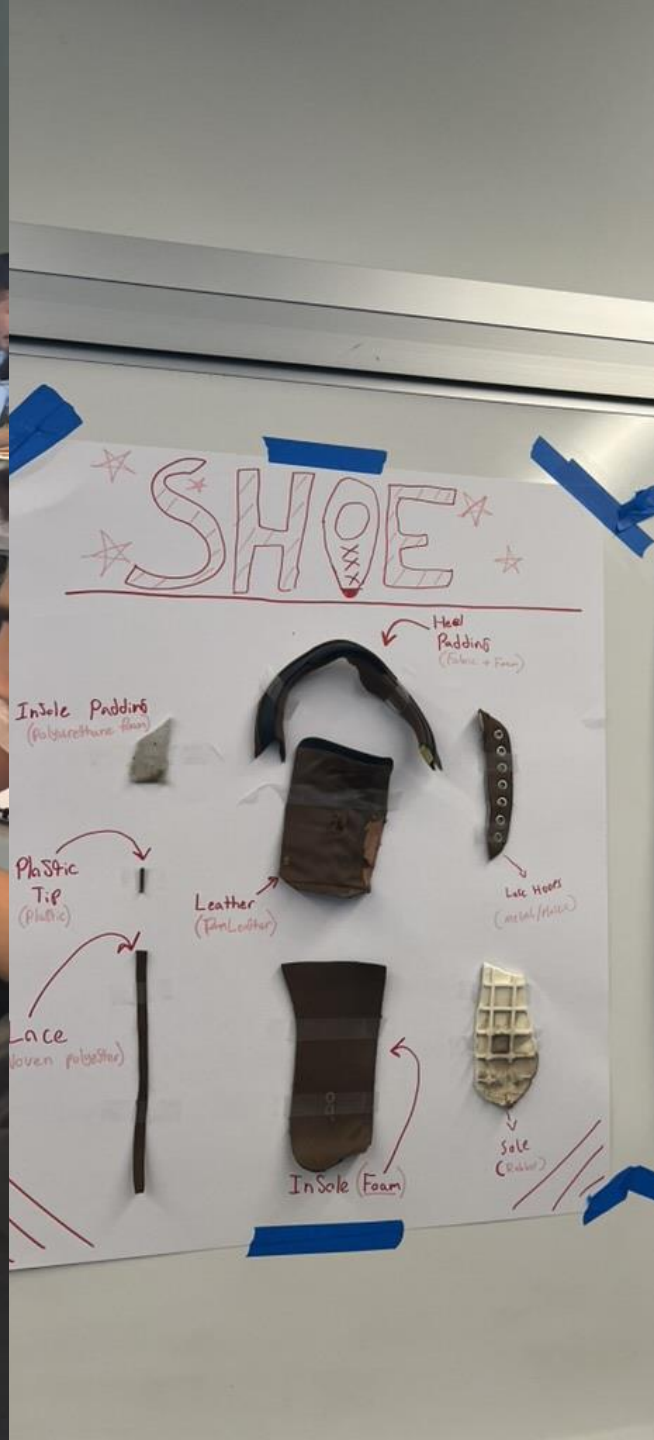
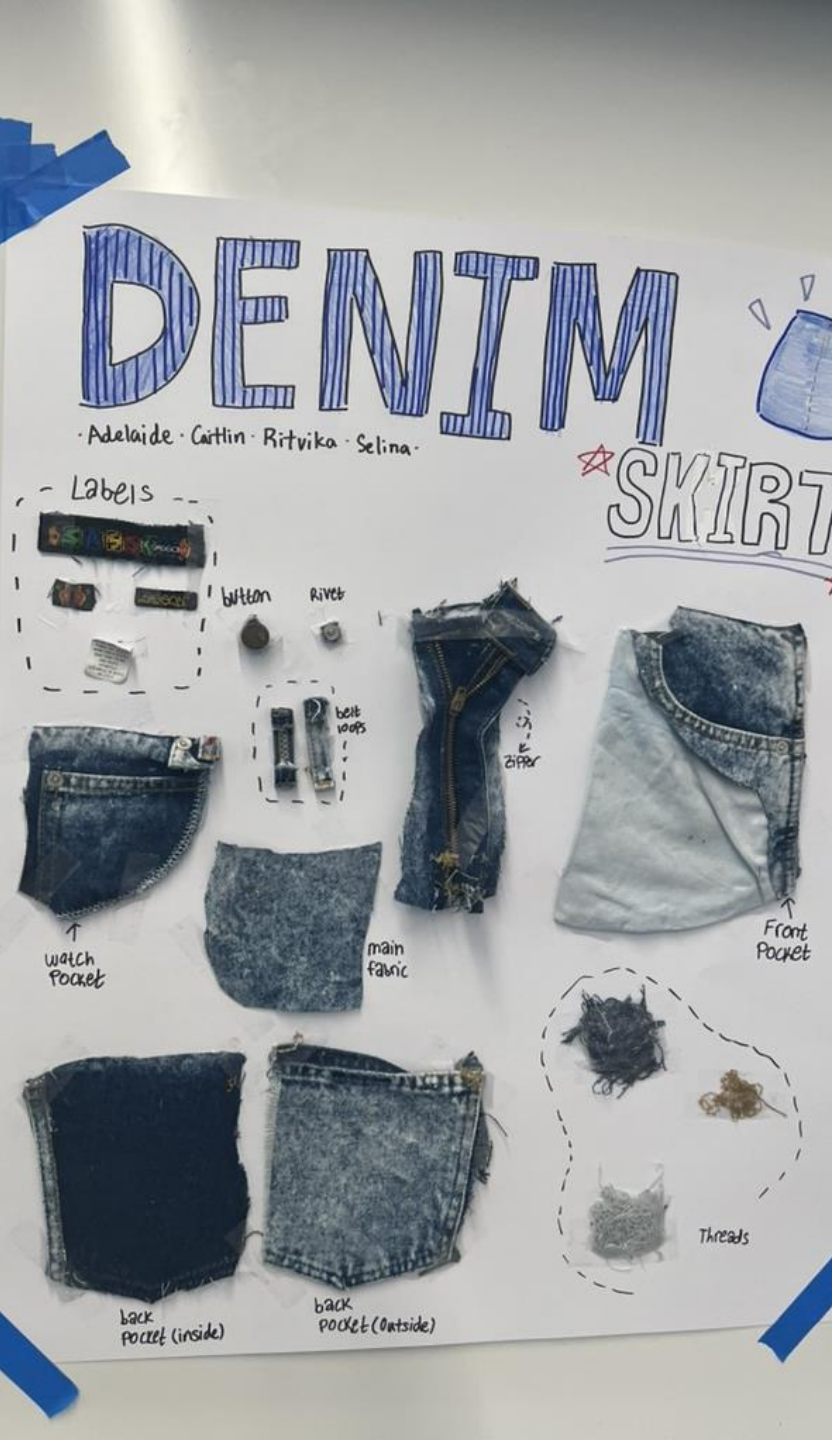
What wows?

5 · Business Model Canvas

What works?

6 · TAM/SAM/SOM Financials

7 · Pitch



P H A S E 1

Weekly Assignment Schedule

Sessions run Wednesdays. Assignments are due the following Monday.

Week 1

October 7, 2026

Tear Down Lab — due October 12

Week 2

October 14, 2026

Footprint Analysis — due October 19

Week 3

October 21, 2026

User-Centered Research — due October 26

Week 4

October 28, 2026

Missing Voices — due November 2

Week 5

November 4, 2026

Business Model Canvas — due November 9

Week 6

November 11, 2026

TAM/SAM/SOM Financials — due November 16

Week 7

November 18, 2026

Pitch Presentation — presented at Finals

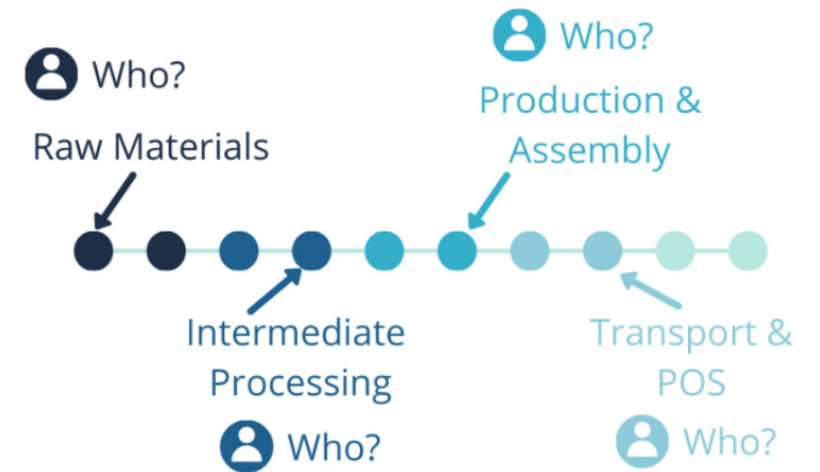
FINALS

November 19–21, 2026

The Flip Flop Trail



MISSING ACTOR: A TIMELINE OF PRODUCTION



What are each agent's concerns?
What are their conditions?
Where are they located?

...

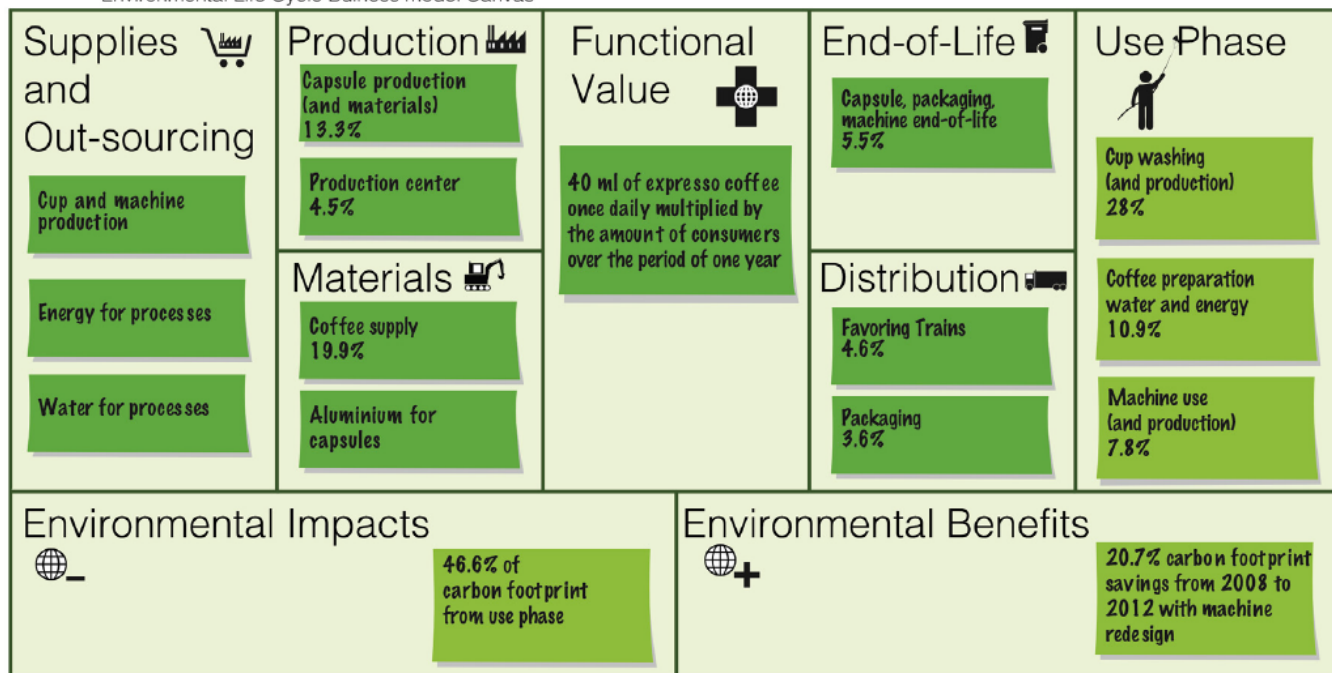
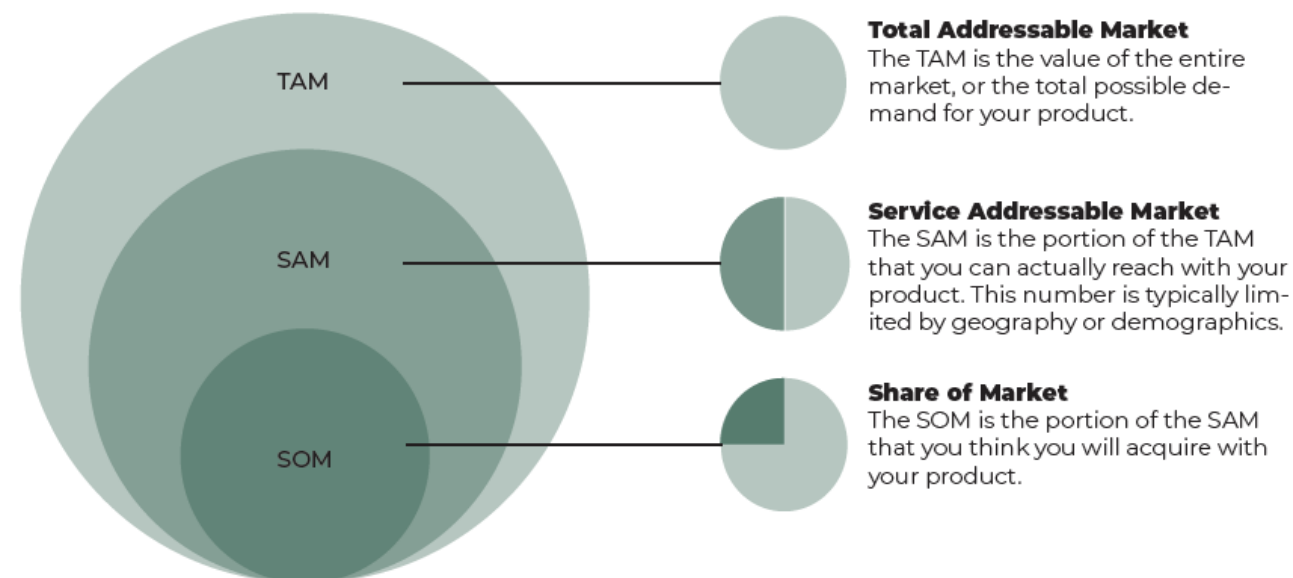


Fig. 2. The environmental life cycle layer of the triple layered business model canvas demonstrates the Nespresso case.



PHASE 2 · NOVEMBER 19 – 21, 2026

Finals Weekend Schedule

Thursday

NOVEMBER 19

EVENING

Speed Networking Event with Fashion Experts

Friday

NOVEMBER 20

MORNING

Circular Economy Workshops

AFTERNOON

Presentation Practice Runs and Feedback from Judges

EVENING

Social Event

Saturday

NOVEMBER 21

MORNING

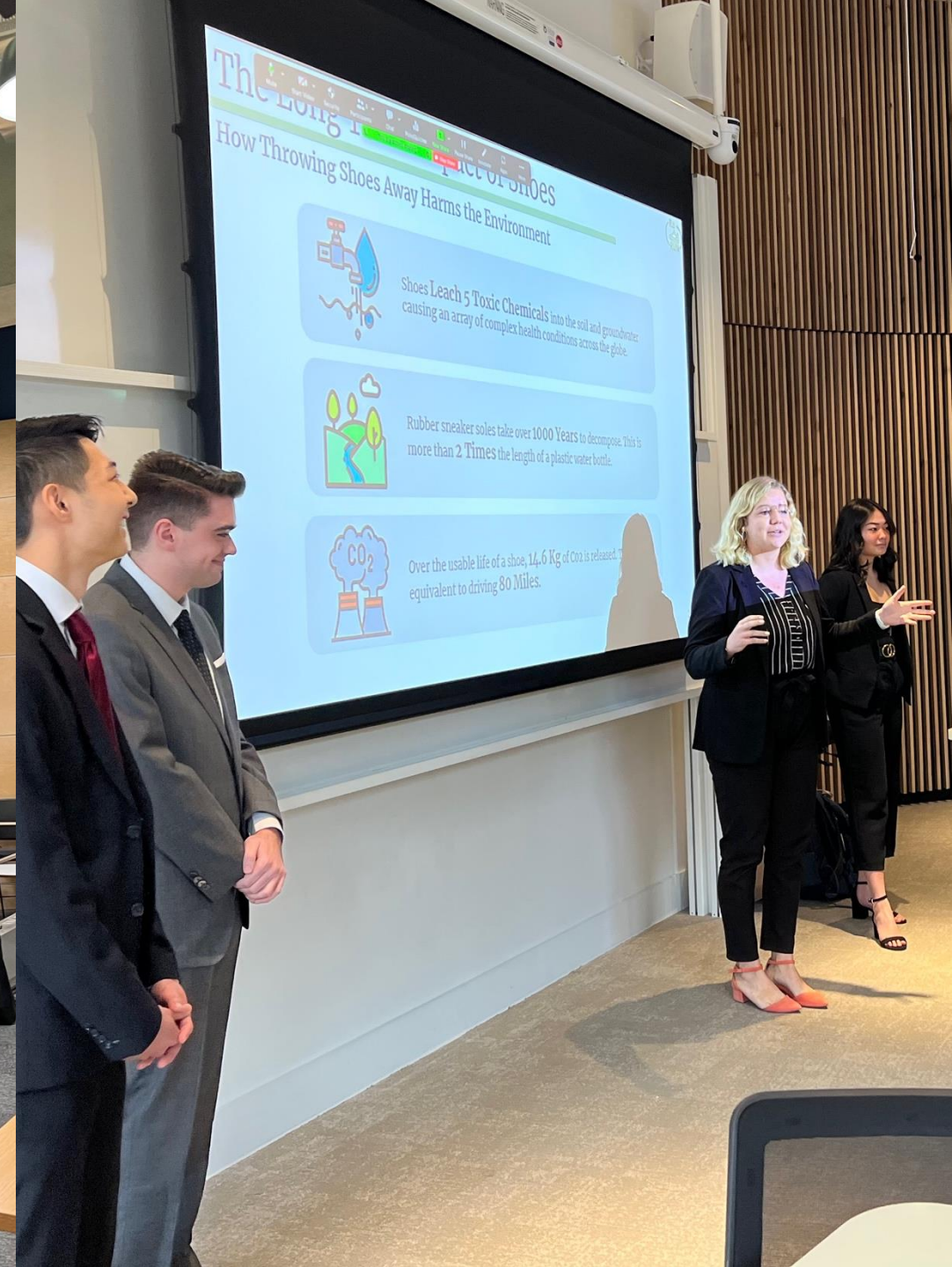
Semi-Finals Presentations

AFTERNOON

Finals

EVENING

Gala Announcement of Winners



HOW TEAMS ARE SCORED

Judging Criteria

100

POINTS MAXIMUM

PHASE 1

30 pts

Pre-Finals Weekly Assignments

Six Virtual Design Thinking Assignments

3 points/week

Awarded to every team that completes the weekly assignment

2 points/week

Awarded to top five teams every week (selected by weekly Mentor)

PHASE 2

70 pts

Pitch Presentation Presented at Finals

40 pts · Content

- Fulfills the principles of the circular economy
- Engages the next generation of consumers
- Clearly demonstrates a transformation in the fashion industry

30 pts · Presentation

- Well-structured, cohesive and clear
- Demonstrates creative confidence and a WOW factor
- Responds effectively to questions from judges

AND THE
WINNER OF
THE GLOBAL
CIRCULAR
CHALLENGE
2022 IS...



STAYING IN TOUCH

Communications

MONDAYS · 12 PM ET

Weekly Journal

GCC designers will receive a weekly journal on Monday afternoons at 12 PM ET to document places where they might be stuck or need some support.

WEDNESDAYS · 11 AM ET

Weekly Workshop

The GCC Leadership Team will hold weekly workshops on Wednesday afternoons at 11AM ET to introduce assignments, review progress and provide feedback from industry expert Mentors.

THURSDAYS · BY 12 PM ET

Weekly Update

GCC designers will receive an update every Thursday afternoon by 12 PM ET with a recap of the week's activities, next steps and tips for meeting assignments.

WHERE WE WORK

Slack

GCC Calendar

NEXT STEPS

Before we kick off

1

Assignment Packet

Review the full packet of weekly assignments.

2

Pre-Assignment 1

Team Meal + Team Picture — complete before Week 1.

3

Join us October 7

Week 1 — Tear Down Lab + Smart Material.





Department of
Geography and
Environment



NatWest
Group



ExperienceLabs

Welcome, Finalists!

GLOBAL
CIRCULAR
FASHION



Department of
Geography and
Environment



NatWest
Group



ExperienceLabs

Welcome, Finalists!

GLOBAL
CIRCULAR
FASHION





Global School of
Sustainability

Questions?

We're here to help you get started. Reach out any time.

CONTACT

karen@experiencelabs.org

J.C.Y.Wong@lse.ac.uk

ONLINE

lse.ac.uk/geography-and-environment/

[news/fashion-can-do-better](https://lse.ac.uk/news/fashion-can-do-better)