



CREATIVE DNA : ETHIOPIA 4.0 : Rules and Regulations

1. Context and aims

The Creative DNA: Ethiopia 4.0 programme is designed to offer business incubation support to 13 Ethiopia-based early-stage fashion enterprises, selected from Addis Ababa regional cities across Ethiopia . Created to provide business skill development, strengthen networks in Ethiopia and in the UK, and offer action-based learning through digital coaching sessions, co-created online campaigns, microgrant support, and market opportunities.

CDNA 4.0 is a British Council programme and implemented by a delivery partner iceaddis

2. Publicity

The partners reserve the right to publish details of the entrants, shortlisted candidates, finalists, and/or accepted designers of the incubation programme on their website and in other promotional and publicity material as it considers appropriate. By entering, entrants agree that they will be willing and available to participate in publicity and promotional activities and events and/or press conferences, including the programme's online campaigns and Fashion Fridays panels, and that the organisers shall be entitled to use entrants' names, photographs, and other relevant information in publicity throughout all media, free of charge.

3. Terms and conditions of entry

Entry to the incubation programme is free and open to designers based outside Addis Ababa, in Ethiopia's regional cities, with an innovative design and product.

Applicants must meet the following requirements at the date of the application to be eligible:

- Should be early stage (0 - 3 years of professional experience)
- Must have at least a prototype or small collection (3-5 pieces) to present
- The brand must be based in Ethiopia, Addis Ababa and regional cities are both eligible .
- The minimum age of founders is 18yr
- Must be able to commit and attend the incubation programme activities, including the 9-day Bootcamp Incubator in Addis Ababa (November 2026-February 2027)
- If selected, must agree to the terms governing use and reporting of microgrant funds

By entering the programme, participants agree to the rules and regulations of the Creative DNA: Ethiopia 4.0 programme.



4. Submission

The submission deadline for the **Creative DNA: Ethiopia 4.0 incubation programme** is October 25, 2026.

Applications can only be submitted through the relevant online form provided (please visit: www.iceaddis.com/cdna4). The submissions should include a detailed description (through the application form).

Selection criteria:

- Creativity & Originality: Demonstrates a distinct visual identity.
- Innovation: Use of unconventional materials, techniques, or tech integration (e.g., 3D design, sustainable fabrics).
- Scalability: Potential to grow beyond a niche/local market.
- Sustainability & Ethics: Use of upcycled/organic materials, low-waste production. Commitment to reducing the brand's environmental footprint.
- Impact on Local Ecosystem: Fair labor practices, community engagement, or artisan collaborations.
- Storytelling: Compelling brand narrative or cultural relevance.
- Early traction: Small sales, press features, or social media engagement.
- Regional Impact: Contribution to the creative economy and visibility of fashion talent outside Addis Ababa.

4.1 Languages for submission

The applicants can submit their entries in English or Amharic.

4.2 Special provisions

Compliance of submitted projects with these criteria will be verified as far as possible prior to presentation to the selection jury.

Partners cannot be held responsible for late submissions due to technical problems.

5. Selection Jury

The selection of the designers will be undertaken by the Selection Jury to be put forward for consideration by the Partners.

- The finalists will be selected based on stringent judging criteria.
- The eligibility and selection criteria will be shared with and confirmed by the British Council prior to the open call being published.
- The Selection Jury reserves the right to take external advice and guidance from such other experts as they consider appropriate, including but not limited to advice relating to the



originality of the submission and whether the submission infringes the intellectual property rights of a third party. Where relevant, UK partner representatives may be invited to advise the Jury.

- The Jury's deliberations will be documented. The decision will be determined by a simple majority. The Jury's decisions are made independently, are supreme and beyond dispute.
- Members of the Selection Jury shall disclose to the programme administration team if they (a) have personal or financial interests in or be an employee, officer, director, or agent of any entity that is a registered participant in the programme (including but not limited to a sponsor or financier of any such participant); or (b) have a familial or financial relationship with an individual who is a registered participant or participant sponsor, whereupon such members will be recused from reviewing, assessing, or voting on any matter relating to the relevant participants.
- The selecting jury's decision shall be final and non-appealable.

Please find further information on the following website: www.iceaddis.com/cdna4