



## VIDEO RECORDING GUIDELINES

Based on the [selection criteria](#) guidelines, the video recording is the instrument to evaluate commitment, attitude, and **motivation of the partnership members**. The steering board members expect to find answers to the questions 11 and 12 of the project proposal form:

**Q11. Why should WORTH Partnership Project support your idea?**

**Q12. How does the project fit with your strategy?**

E.g. new skills, increase profits, expand in new markets

**a. - At company level**

**b. - At partnership level**

**- Specifications:**

- The video should not be longer than **3 minutes**.
- **No larger than 20 MB**, in case of exceeding the permitted size please upload the video on YouTube or Vimeo and provide the link on your profile.
- Provide a video in any format compatible with “VLC media player” such as **.mov, avi or mp4**.

**- Other tips:**

- Tell the evaluators if the project will start from zero or if you have already reached a previous development stage. If so, tell how WORTH will help you to move forward onto the next stage.
- **Why is the project innovative?** Will you apply an innovative technique, digital craftsmanship technologies, does your project address the preservation of European heritage values?
- Tell the story behind your project. The evaluators want to hear the storytelling.
- The video is with the intent of explaining the idea concepts, what and how partners want to develop this.