

WORTH II

Call for Expressions of Interest

Guide for Applicants

Content

1. WORTH Overview	3
2. Objectives of the Call	3
3. Eligibility Criteria (Who can apply?)	4
4. How to apply?	5
5. Evaluation and selection of applications	8
6. Administrative Duties	15
7. Funding Scheme	15
8. Results and Deliverables	18
9. Support to applicants	18
10. Data privacy policy	18

1. WORTH Overview

WORTH Partnership Project fosters connection opportunities for designers, crafters, SMEs and tech firms, supported by EISMEA to encourage partnerships from lifestyle industries to:

- Enhance competitiveness and new designs and creations
- Integrate technologies in SMEs
- Foster new, innovative or high-added value products, processes or services developed in collaboration.

WORTH II is the Europe's largest incubator programme for creatives, offering:

- Market-based financial support to develop innovative products, services or business models with a higher added value.
- A coaching programme and advisory services tailored to the needs and specificity of the different partnerships in order to providing with targeted support to increase the chance of success for the different business ideas.
- Facilitating market-positioning and professional links between members of partnerships and other key players by organising networking activities and participating in relevant design events and exhibitions to showcase the projects results.

2. Objectives of the Call

The objective of the Call is to strengthen the competitiveness of SMEs in lifestyle industries and increase their innovation capacities through cross-sectorial, pan-European collaborations between SMEs, designers and technology providers to foster the integration of creativity, design and new technologies in SMEs with the aim of obtaining high added-value products, processes and services and at the same time enriching them with the exchange of knowledge and skills between the different actors involved.

In particular, the first call of WORTH II will be dedicated to the principles of the [NEW EUROPEAN BAUHAUS](#). The initiative aims to facilitate a profound, collaborative, and multidisciplinary societal transformation along three dimensions (core values):

- quality of experience, including style/aesthetics, healthy and safe living environments
- sustainability, including circularity
- inclusion, including accessibility and affordability

By applying to the WORTH Open Call, your project partnership will compete to get the following type of support:

1. Financial support to awarded partnerships projects (10.000, 15.000 and 20.000€). The amount of the lump sum will be tailored to the specificity of each partnership (see section 7 of this document).
2. Tailor-made coaching to participants on either technical or soft skills to elevate the relevance of projects and increase capabilities of the partners.
3. Facilitation of tailored professional links and market positioning between projects partners and other players (buyers, retailers, financial intermediaries, investors and media) by organizing networking activities, international events and providing links with key stakeholders. With the aim to trigger further potential activities, business cooperation and access to finance.

4. Facilitating access to market by identifying and organising participation of each of the partnerships in two relevant exhibitions or events to showcase results of partnerships.

The standard projects' duration is set at 10 months.

The first call for proposals will open on October 19th 2021 and will **close (deadline) on 2nd February 2022**. The official launch of the project will take place virtually on the informative session "Meet WORTH II". The call will also be announced in social networks, through press releases, WORTH website and newsletter.

3. Eligibility Criteria (Who can apply?)

Eligibility Criteria	
<p>I. <u>Eligible partners:</u></p> <p>In order to be eligible, the partners (lead applicants and partners) must:</p> <ul style="list-style-type: none"> a) be established in one of the eligible countries, i.e.: <i>(Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden), COSME associated countries (Albania, Armenia, Bosnia and Herzegovina, Iceland, Kosovo, Moldova, Montenegro, North Macedonia, Serbia, Turkey and Ukraine) or United Kingdom.</i> b) be legal entities forming a consortium, including: <ul style="list-style-type: none"> a. SME under the EU definition (Staff headcount <250 and either Turnover<= €50M or Balance sheet total <=€43M). SME companies must be legally established for at least six months prior to the signature of the partnership agreement b. self-employed professionals. They must be legally established according to the laws of each participating country, as of the signature of the grant agreement, and at least during the whole duration of their project implementation c. private non-for-profit organisations d. private for-profit organisations e. other entities, such as: universities, research organisations, design labs etc if justified as relevant to the project c) be active in any of the eligible lifestyle industry sectors: <i>textile/fashion, footwear, leather/fur, furniture/home decoration/interior design/architecture, jewellery, and accessories.</i> and have any of the following business activities: <i>design, manufacturing/craftsmanship, technology development</i> d) Partners must not be in process of receivership or bankruptcy. <p>Notes:</p> <ul style="list-style-type: none"> - Large companies are not eligible. - The lead applicants and partners will be required to complete a registration form where these eligibility criteria will be checked. 	
<p>II. <u>Eligible partnerships</u></p> <ul style="list-style-type: none"> a) Applications must be submitted by partnerships consisting of minimum two and maximum three eligible partners. b) Partnerships must be transnational, meaning that members must come from at least 2 different EU or COSME associated countries or United Kingdom. c) Each partnership will nominate a lead applicant. The lead applicant can only be an SME or a self-employed professional. d) At least two of the following roles must be represented in the partnership: <i>i) designer/creative; ii) manufacturer/crafter/maker, iii) technology developer/technology supplier/technology owner; However, the role of: i) designer/creative is mandatory for each eligible partnership.</i> e) Partnerships must address solutions for the eligible lifestyle industry sectors including <i>textile/fashion, footwear, leather/fur, furniture/home decoration/interior design/architecture, jewellery, and accessories.</i> 	

- f) While one partner can participate in several submitted applications, he/she can only be involved in **one selected/awarded partnership proposal per call**.
- g) Already awarded under previous WORTH calls can participate in this future calls only if the project idea is completely different from the one awarded in previous WORTH.
- h) The technology provider/owner/supplier must own or have the right to freely use the relevant technologies to be applied¹
- i)

4. How to apply?

Registration

All designers, SME manufacturers, crafters, technology providers/owners must register on the WORTH project submission system (EMS platform - <https://worth.ems-carsa.com>) in order to further proceed with the application form. The registration form will consist of 3 parts:

- General Information
- Confirmation of Eligibility Criteria
- Selection of relevant keywords to describe activities, interests of organisation/company

Matchmaking

While the registration is conducted individually, the application must be in partnership. Therefore, a matchmaking option will be available on the WORTH II project submission system (EMS platform) upon registration for the applicants who are searching for a partner.

The matchmaking may occur in three different ways:

It may be **self-arranged**, for partners who already know each other. They must register and pass the eligibility check individually and then prepare and submit the partnership proposal.

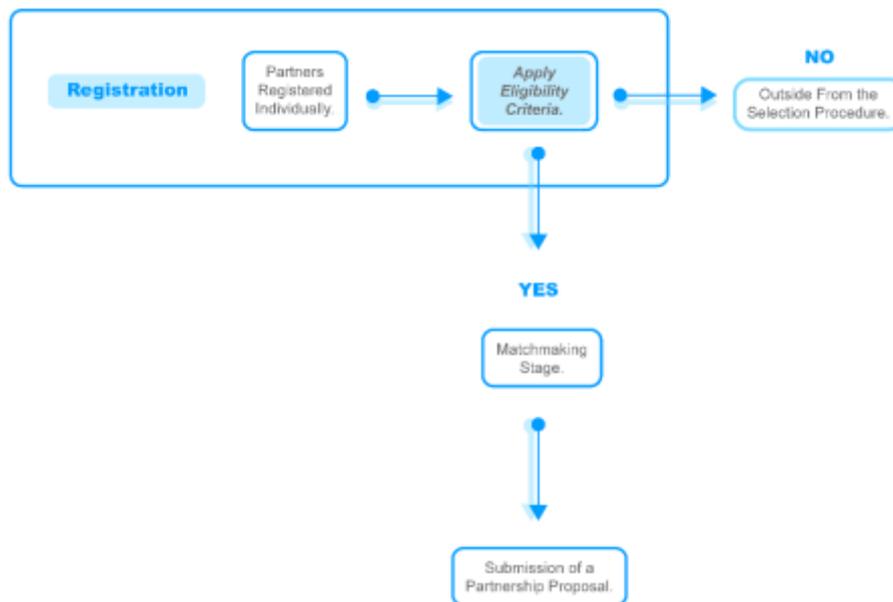
Participants can also use **partner search tool** featured on the EMS platform. During registration, designers, SME manufacturers, crafters, technology providers/owners will be asked to fill in all necessary information about their profiles followed by the selection of keywords. After the completion of the registration process, partners will be prompted to the matchmaking/partner search tool on the EMS platform - where they can start to search for partners using keywords and filter registered applicants by *country, sector, technology, product, process, service, expertise, hashtags, etc.* The applicants will be able to find information on potential project partners registered on the platform and then begin to contact them to discuss/propose a partnership. More information will be found in the EMS platform manual available on the helpdesk.

Partners can also request support to the consortium to find a suitable partner to work with. For the partnership search **facilitated by the consortium**, participants must contact the team at

¹ At the stage of the application, no official proof will be requested. However, all technology providers/owners will be asked to submit supporting documents confirming either their ownership or the right to use freely the relevant technologies at the later stage of the final evaluation, selection and validation in case they become finalists.

info@worthproject.eu, we will be happy to assist you. When scouting/searching for a suitable partner, the team facilitators will consider the needs/preferences/objectives of the applicant(s) – in order to identify potential synergies. The Consortium will present different options for the applicant to consider/evaluate. In case the partner's profile sought is not available on the WORTH registration database, the Consortium may assist in the search outside it.

Preparation and submission of partnership applications



Template of the application

Partnerships must prepare a technical description of the project they propose to put forward. This technical proposal will consist of 4 main parts: Applicants' potential for growth and added value of the cooperation, Level of innovation and creativity, added value, scalability and sustainability of the results, Market potential and Commitment, plus two annexes referring to the identification of mentoring needs and the identification of obstacles and barriers. Evaluation will be done for those 4 main sections:

1. Applicants' potential for growth and added value of the cooperation
The applicants must describe the activities done by each partner and their background; the complementarities between the partners and the added value brought to the project.
2. Level of innovation and creativity. contribution to a more beautiful, sustainable, and inclusive living environments. feasibility, added value, scalability and sustainability of the results
The applicant must describe the innovation capacity of the proposed project and explain the maturity level of the technology or business to be applied or used.
3. Market potential
The applicant must describe how the project will be commercialised. Define the communication strategy, commercialisation channels, etc... Market growth expectations should also be quantified.
4. Commitment

The applicant must describe how WORTH may impact in their business/career and also detail the budget breakdown of the project.

Language of the applications

All applications must be submitted only in English. Applications drafted in another language will not be eligible.

Submission of the application

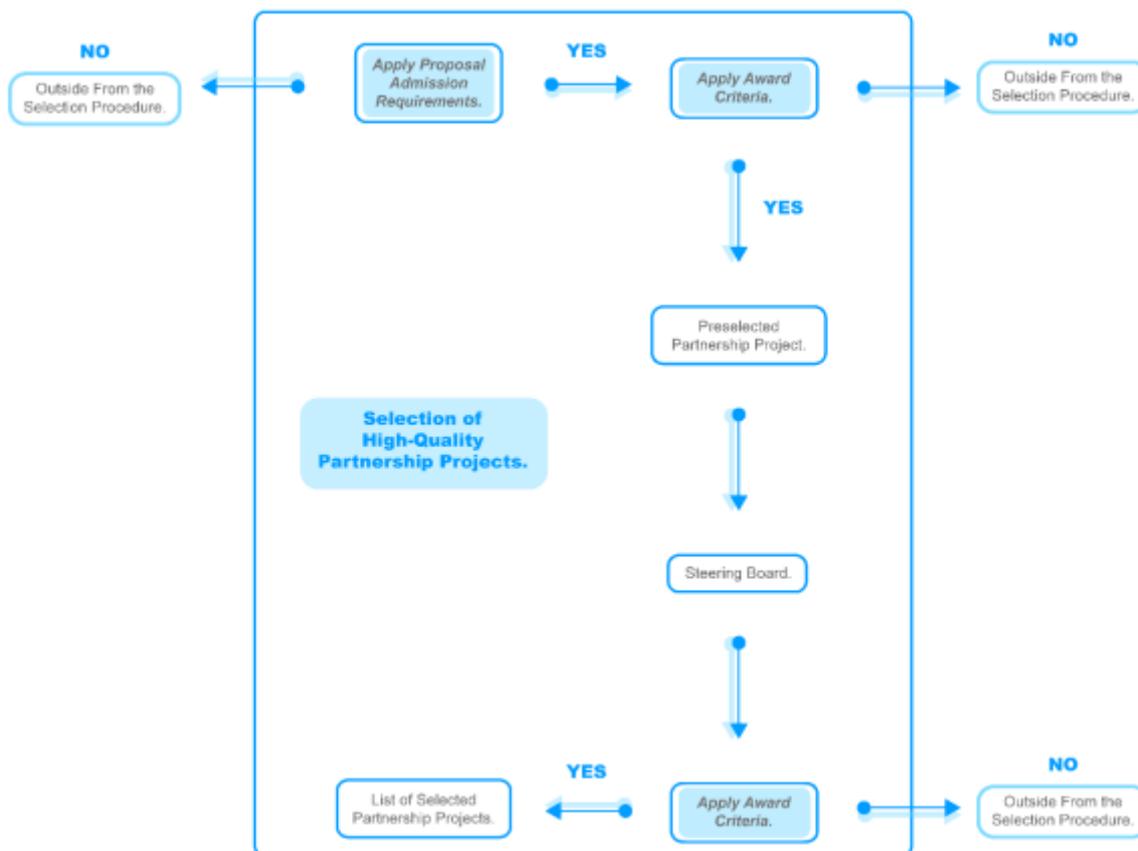
The application can be submitted only by one of the partners: either a designer, SME manufacturers, crafters, technology providers/owners. The organisation who creates the application proposal in the EMS platform will act from that moment on as the lead partner and will be the only one allowed to edit and submit the application. Its counterpart will have access to the application content (and proposal), but will not be able to edit nor submit it.

All applications must be submitted only through the WORTH II electronic submission system (EMS platform) within the given timeframe of the Call. Late applications will not be accepted.

The WORTH II project submission system (EMS platform)

The WORTH II electronic submission system ([EMS platform](#)) is a platform used for the registration of applicants, for matchmaking and for the reception and evaluation of applications. The EMS platform manual will be available in the helpdesk of the platform for any applicant in order to answer any doubt about the submission.

5. Evaluation and selection of applications



Evaluation process

All submitted applications will be evaluated first, against admission criteria and then against award criteria. These criteria are described below:

Admission criteria

Admission Criteria
1) Project proposals must be submitted in full administrative conformity (in due time, through the EMS platform, and including all the application documentation/forms duly completed).
2) Project proposals must be submitted in English only.

Award criteria

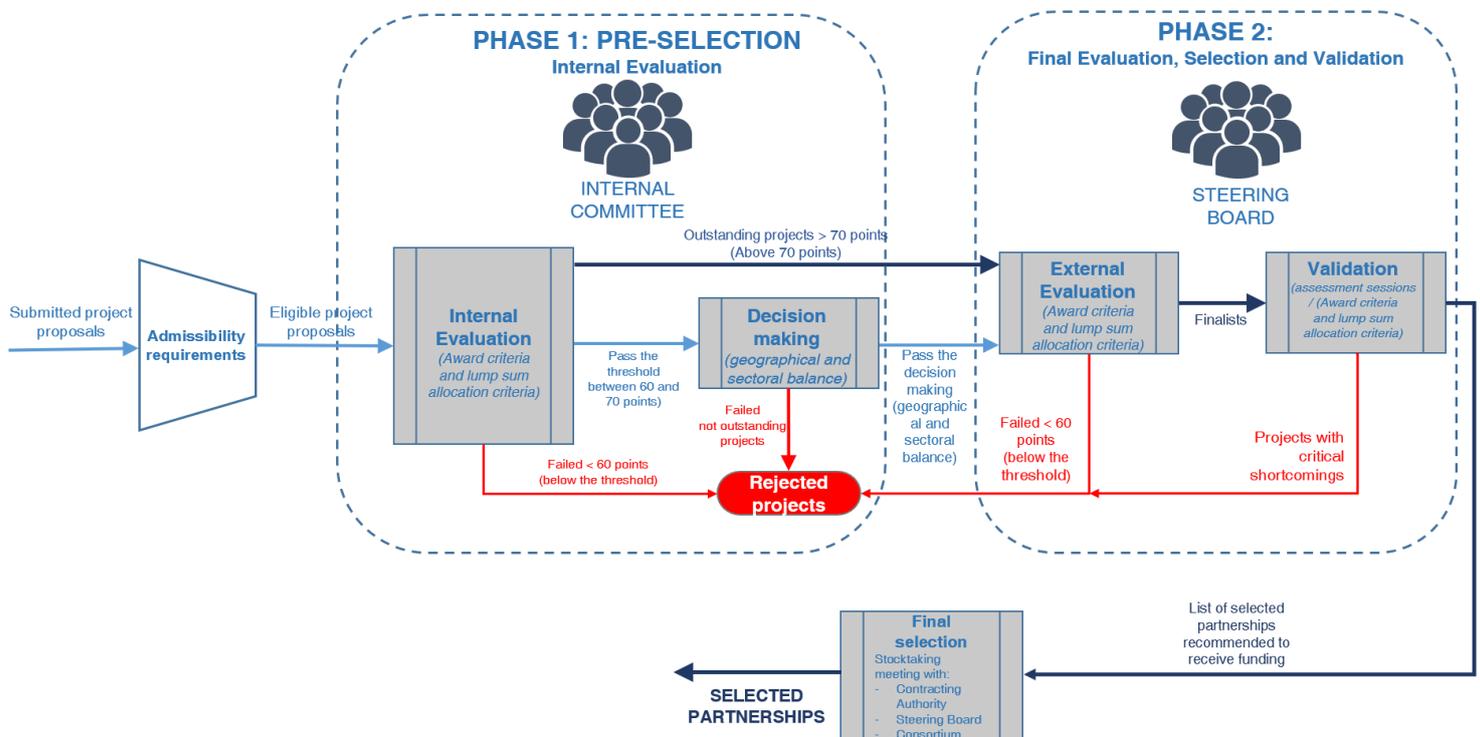
Category	Criteria Group	Sub-criteria and assessment questions associated	Analysis
Quality of the partnership (30 points)	Organisational and technical capacity of the partnership <u>Max: 10 points</u>	Applicants' potential for growth To what extent do applicants have the proven experience/expertise and competence in the thematic field concerned? as well as the necessary capacity to successfully implement the idea. 5 points	Excellent (5 points) Fair (2,5 points) Inadequate (0 points)
		The added value of the cooperation A real collaboration must be reflected in the partnership. The potential to increase the innovation capacity of makers (manufacturers and crafters) due to the intervention of creative professionals (designers/creatives) and/or tech providers will be analysed. This criterion will also assess the project impacts on their business strategy. The budget breakdown must reflect a real partnership collaboration. 5 points	Excellent (5 points) Fair (2,5 points) Inadequate (0 points)
	Skills and experience of the partnership <u>Max: 10 points</u>	Applicants must explain why they are the right team for the job, and what competences/talents they bring to the table that can bring this project the right level of quality. Previous experience in the development of solutions addressing relevant challenges will be considered, but not mandatory. Applicant may address this criterion in a portfolio. Through this criterion, it is assessed the maturity and the management capacity of the team to successfully develop the idea within the project duration as well as the capacity to drive the project outcome to the target market in the near future upon its development within WORTH. 10 points	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)
	Commitment <u>Max: 10 points</u>	This criterion will assess the motivation of the partnership shown in the project story video. Why should WORTH support the project idea? How the intervention of WORTH will impact the partnership's members businesses, career in terms of turnover, employment, internationalisation, access to new markets, other opportunities? What is the story behind the project? What inspires them? and how convincing the project idea is to contribute to New European Bauhaus movement? How well is the proposed partnership contributing to the NEB principle of transdisciplinarity : bridging silos between viewpoints and professions (e.g. culture, technology, innovation, design, engineering, arts, social and natural sciences). 10 points	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)

Category	Criteria Group	Sub-criteria and assessment questions associated	Analysis
Quality and relevance of the project idea <u>40 points</u>	Level of innovation and added value <u>Max: 20 points</u>	<p>Excellence and added value - 10 points Added value of the proposed project. The partnerships should demonstrate the value added by the idea and its integration/application in any manufacturing process or another relevant environment. To which extent the technique/technology/service/product developed or implemented is innovative and disruptive. The uniqueness of the idea should be assessed through this criterion. Excellence seeks to assess whether the idea delivers the right solution for a concrete and well-studied problem/gap/need. Proposals must deliver an innovative and design-oriented idea that reflects the integration of design and creative aspects to the solution proposed: an innovative product, prototype, service or business model in the lifestyle industry value chain.</p>	<p>Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)</p>
		<p>Innovation potential - 10 points The idea must show a clear advance or innovation in comparison to what is already existing on the market. The proposal must clearly point out whether the innovation lies in either the optimisation or use of new materials, processes (including operating conditions and machinery), methods/techniques. The selection will be based on the excellence of the proposed idea to address the identified challenge.</p>	<p>Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)</p>
	Relevance of the project idea: Contribution to the New European Bauhaus, a more <i>beautiful, sustainable, and inclusive</i> living environments <u>Max: 20 points</u>	<p>In line with the New European Bauhaus Initiative, this criterion will assess to what extent the design solution strives to contribute in an innovative and creative way to a more beautiful, sustainable, and inclusive living environments. The solution should highlight the value of all three values core values of the New European Bauhaus:</p> <ul style="list-style-type: none"> • sustainability (including circularity and promotion of more sustainable consumption), • inclusion in terms of accessibility and affordability, • aesthetics and beauty in users' daily lives. <p>The solutions have to be in one of the areas of lifestyle industries, such as: <i>textile/fashion, footwear, leather/fur, furniture/home decoration/interior design/architecture, jewellery, and accessories</i>. It must demonstrate simplicity, functionality and must contribute to healthy and safe living environments. The solution must not compromise the experience of any citizen nor community sector, it should be affordable for people that need it the most and accessible for all. New European Bauhaus delivery: https://europa.eu/new-european-bauhaus/delivery_en 20 points</p>	<p>Excellent (20 points) Good (15 points) Fair (10 points) Poor (5 points) Inadequate (0 points)</p>

Category	Criteria Group	Sub-criteria and assessment questions associated	Analysis
Prospective Analysis: Market potential and sustainability of the expected results <u>30 points</u>	Feasibility, added value, scalability, and sustainability of the project results <u>Max: 10 points</u>	<p>This criterion will assess if the expected outcome is feasible and achievable according to a realistic work plan, as well as whether its implementation is feasible in a very well-identified context and application environment.</p> <p>This criterion will also evaluate if the outcome developed within WORTH has the potential to successfully be further developed through scalability/implementation and achievement of a sustainable result in the long term. The value proposition of the solution developed should clearly be identified. The applicants should present an overview of the implementation phases beyond WORTH.</p> <p>10 points</p>	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)
	Market potential <u>Max: 20 points</u>	<p>Potential for commercialisation</p> <p>This criterion will assess if the partnership is aware and has an idea of basic market information such as: <i>what is the goal after the project period? Commercialisation channels, competitors, the gap in the market to bridge, users'/customers' profile.</i></p> <p>Does the proposal have the potential for brand creation, plans for internationalisation, new market orientation?</p> <p>10 points</p>	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)
		<p>Market impact</p> <p>This criterion will assess if the proposal properly addresses the target market, if the description provided is realistic. The defined business use case and expected market growth potential for the application of the innovation. It will assess if the proposal identified in a proper way the risks from market perspective.</p> <p>10 points</p>	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)

Selection process

The selection will be performed following the 2 phases depicted in the figure below:



Phase 1: Pre-selection. An internal committee will evaluate the project proposals according to the award criteria (technical assessment). All the projects above 70 points will be considered outstanding and will be part of the list of pre-selected projects since it is considered that they address relevant quality and innovation aspects very well. As a result, the internal committee will recommend each pre-selected project as candidate for the 3 different lump sum categories. Projects scored above the threshold but not marked as outstanding (between 60-70 points) will be subject to a **decision-making process** prior to a possible inclusion in the list of pre-selected partnerships. Only at this stage, aspects such as geographical and sectoral balances will be considered and only projects scored between 60 and 70 points will be subject to this process.

Phase 2: Selection and validation. A Steering Board (SB) of experts will evaluate the pre-selected projects according to the award criteria. Each partnership project will now be evaluated by two experts from the SB. The outcome of this phase will be a ranking of proposals based on the final scores achieved. The projects that pass this evaluation phase become finalist projects.

The overall threshold will be 60 (out of 100) - calculated taking into account the weight of each criteria.

All the projects scored above the threshold will be ranked. All project proposals that scored below the threshold are proposals that failed.

From there, based on the evaluation, the projects scored above the threshold will be required to participate in a validation session with the experts of the Steering Board (as a third screening). The validation sessions will be online and on-site according to the lump sum allocation criteria (see section 7).

A programme of validation sessions will be organised for each call. The projects that pass this evaluation phase become **finalist projects**.

During the 2-day validation stage, each finalist partnership will present their ideas and sketches to the Steering Board panel, and clarify any doubts, issues or challenges or address any questions raised by the Steering Board. The project partners will benefit from getting feedback and advice on their proposals/ideas.

Finalist partnerships **candidates to be awarded with the lump sum category of 10.000 €** will be requested to participate in an **online validation sessions**, as many as deemed web-based validation sessions between the assigned Steering Board experts and this group of finalists will be organised and take place during the 2 validation days.

On the other hand, finalist partnerships **candidates to be awarded with the lump sums of 15.000 € and 20.000 €** will be requested to participate in **on-site validation session** to further explore the lump sum categories allocation criteria.

All the on-site and online validation sessions will take place during the 2 validation days.

The **online validation sessions intended for 10.000€ lump sum category candidates** will be organised using professional virtual platform such as Professional Zoom or MSC Teams that allow virtual meeting rooms and simultaneous connections for all the attendees.

The **on-site validation sessions intended for 15.000€ and 20.000€ lump sum categories candidates** will be organised to physically take place in Brussels. This group of **finalists can also participate remotely, which will not jeopardise their chances to be selected**.

The on-site participation in the validation session in Brussels is a great occasion to make the most out of physical networking and connect with other creatives and members of the WORTH community. While finalists are encouraged to attend on-site, they can also join the validation session virtually without jeopardising their chances to be selected.

As part of the accompanying process implemented throughout the evaluation process, all the finalist partnerships invited to attend the validation session will be provided with the evaluation remarks and feedback as well as the guidelines to successfully address any shortcoming pointed out by the Steering Board.

The validation session is intended to identify any critical shortcoming that cannot be addressed through the mentoring programme. Therefore, this phase of the evaluation process is also intended to endorse the status of finalist projects that successfully address relevant quality and innovation aspects, these projects will pass the validation session. Also, it will serve to reach a resolution on the lump sum allocated to each finalist partnership.

The output of the validation session will be the list of projects recommended to receive support together with some special cases, whose final status will be further discussed with the whole Steering Board, Consortium and the Contracting Authority during the Final selection stocktaking meeting.

Just after the completion of the evaluation session, the Steering Board will attend a stocktaking meeting to decide on the final list of selected proposals (a fourth screening) and take a collegiate decision about the lump sum to be allocated to the projects selected.

All admissible project proposals will be notified of the outcomes of the evaluation via email. The notification letter will include the evaluation summary report. The evaluation will also be available on the private section "My area" of the applicant on EMS platform.

The Steering Board will consolidate the final list of selected partnerships/projects.

EISMEA and the Commission will participate in the plenary meetings of the Steering Board and provide necessary observations, support and inputs to help the discussion.

The process and the meetings/exchanges between the Steering Board members will also be documented.

The **final list of selected partnerships** will be provided to the Contracting Authority for the final approval.

A **reserve list** of up to 10 proposals that scored very well or above the threshold but were not included on the pre-selected short-list - following the decision-making process - will also be reviewed/evaluated and proposed by the Steering Board. These proposals could potentially become selected/awarded projects – subject to the evaluation/validation of the Steering Board and approval of the Commission – in case any of the final selected projects later withdraw their proposal, reject the award or fail to reach an agreement during the formalisation of the partnership. Reserve-listed projects and the respective position of priority will be recommended by the Steering Board.

A global list of the status of all project proposals received will be maintained on the EMS platform and sent to EISMEA. The list will categorise the projects according to their status and will include key information on each proposal (including the proposal name, project partners, abstract, score, countries, sector(s)).

Category	Description
Passed	All project proposals that scored above the threshold (but were not included on the pre-selected short-list following the decision-making process).
Failed	All project proposals that scored below the threshold.
Inadmissible	All project proposals that did not meet the admissibility requirements.
Pre-selected	All project proposals pre-selected by the internal committee – which includes all the outstanding proposals (at least 70 points) and the proposals scored above the threshold (after considering geographical and sectoral balance and applying the decision-making process).
Rejected by the Steering Board	The project proposals that were short-listed/pre-selected by the internal committee – but rejected by the assigned 2 Steering Board members to be invited to the evaluation session.
Invited – not selected	Non-selected projects resulting from the validation session due to the identification of any critical shortcoming.
Selected partnerships	All final selected projects that have also been approved by the Contracting Authority to be awarded.
Rejected by the Contracting Authority	Any final selected projects that ended up being rejected by the Contracting Authority for whatever reason.
Cancelled/withdrawn	Any proposal that later withdraws, rejects the award or fails to reach an agreement during the formalisation of the partnership.
Reserve	Proposals invited to the validation session that scored very well or above the threshold but were not selected upon the final selection by the Steering Board - following the decision-making process – but later reviewed/evaluated and proposed by the Steering Board to be included on the reserve list. These proposals could potentially become selected/awarded

	<p>projects – subject to the evaluation/validation of the Steering Board and approval of the Commission – in case any of the final selected projects later withdraw their proposal, reject the award or fail to reach an agreement during the formalisation of the partnership.</p>
--	---

Status of the project proposals.

6. Administrative Duties

The Consortium will inform the partnership on the two types of agreements to be signed as well as on the documents to be prepared alongside the two Agreements. The Consortium will offer support to the partners in understanding the content of the Agreements, and in preparing the required documents, etc.

The selected partnerships will sign a Partnership Agreement between the involved parties that regulates their relationship in terms of roles and commitments, distribution of funds, IPR issues, among others... and a Grant Agreement signed by the lead partner and AITEX (WORTH Consortium Coordinator). The Grant agreement regulates the relationship between the lead partner on behalf of the partnership and AITEX (on behalf of the Consortium) and includes important points such as reporting scheme, supporting services, obligations of both parties, payments, authorisations to publish information, and so on.

The main objective of this agreement is to validate financial and technical operational capacity from the partners and establish rules for receiving support for the WORTH II project.

All the administrative tasks required to perform from the beneficiaries throughout the project will be provided during the partnership agreement formalisation. Partnerships who fail in providing this documentation on time will be excluded.



7. Funding Scheme

The partnerships will receive a lump sum as part of the WORTH support. The aim is to provide the selected partnerships with a financial support to contribute to the cost of activities carried out during the scope of the project and intended to transfer/integrate creativity, design and new technologies to the SMEs. The lump sum will contribute to the costs of activities during the partnership project execution (e.g. travel costs, technology update, purchase of materials for prototypes, external services, registration of any protectable IP rights, among others).

Selected projects will be awarded with the financial support, according to three possible lump sum categories: 10.000€, 15.000€ and 20.000€, which will cover the whole duration of each

partnership. Up to 10% of the projects will be supported with 20.000€, up to 10% of the projects with 15.000€ and 80% of the projects with 10.000€.

The rationale behind this, is to provide amounts tailored to the needs of the projects in regards to the challenges faced to integrate/transfer innovation and technology; to source, use and implement sophisticated and expensive materials, technologies and/or equipments; the complexity of the prototype/minimum viable product/final product to be developed, and/or the need of higher/lower level of investment to reach the market depending on the initial and final maturity and market readiness level reached within WORTH II.

The provision of higher lump sums will be linked to the achievement of an excellent evaluation as a way to ensure that the project idea is excellent, relevant, feasible to be developed not only within WORTH but also to continue further development beyond the intervention of WORTH and that the partnerships' members have the necessary credentials to successfully bring the project idea into fruition.

The allocation of 15.000€ and 20.000€ to awarded partnerships will be based on the following lump sum allocation criteria:

CRITERION	MEANS OF VERIFICATION	20.000 €	15.000€
A) Market potential, market impact	<p>Meant to projects that can reach an advanced maturity and market readiness level as a result of the intervention of WORTH. There must be a market growth potential for the application of the innovation resulting from the development of the project idea.</p> <p>Projects must demonstrate that the outcome developed will reach (or will be very close to reaching) a fully validated product/service that meets the regulatory/quality compliance. This must be accompanied by the existence of a fully developed business and go-to-market strategy/plan and a production capacity. This criterion is assessed as a way to ensure that the projects have achieved a high investment readiness and will tackle the market successfully.</p>	Criteria of mandatory compliance to be a candidate project for this lump sum category	Criteria of mandatory compliance to be a candidate project for this lump sum category
B) Excellent evaluation	<p>Candidate projects to be granted with higher amounts must have achieved an excellent score as a result of the final evaluation. Only projects scored above 85 points in the global score and at least 12 points in the criterion “Contribution to more beautiful, sustainable, and inclusive living environments” in the evaluation can be considered for lump sums categories of 15.000€ and 20.000 €. This is to ensure that the project has excellent organisational and technical capacity, skills, and experience to successfully implement the project idea; that the project idea addresses an excellent level of innovation and creativity; the added value, scalability, sustainability of the project results are very relevant and the market potential and impact are high and that the solution developed contributes to the principles of the New European Bauhaus to a very great extent.</p>		
C) Materials to be employed	The partnerships will include in the proposal the types and amount of materials needed to develop the prototype, as well as the market prices and the associated sourcing, procurement, and maintenance costs.	All these criteria (4 out of 4) must be met by the candidate project to be considered for this lump sum category	At least 3 out of these 4 criteria must be met by the candidate project to be considered for this lump sum category
D) Technologies used	The partnerships will define in the proposal the need for any technology/equipment/software acquisition or upgrade/update, its relevance, and appropriateness for the development of the outcome. Partnerships must present a budget, estimate the dedication foresaw to the project (%), and amortization.		
E) External services	The partnerships will define in the proposal the need of using specific external services for the development of the project. A budget estimation will be required.		
F) Residence	The partnerships will define in the proposal the need to attending personally other facilities to carry out specific stages of the project implementation (e.g. partners’ facilities, experimentation labs, research centres, etc) and its appropriateness for the exclusive development of the project. A budget estimation will be requested.		

Criteria for lump sum categories allocation

The following payment scheme will apply:

- The first 30% will be provided at the beginning of the project.
- Other 40% will be paid after the approval of the mid-term report.
- The last 30% will be effective after approval of the final report and successful attendance to the exhibitions/design events.

The amount will be shared between the partners following the breakdown agreed by the Project Partners.

8. Results and Deliverables

The partnership work plan will be defined alongside the assigned mentor during the kick-off meeting.

Reporting to be delivered through the platform is: two monitoring reports (including progress and problems encountered). A Mid-term report (including technical sketches with specifications and drawings of the product). The delivery of the final prototype and the final report (including the final prototype and related documentation).

Reports scheme:

1st progress monitoring report will be submitted in month 2.

2nd progress monitoring report will be submitted in month 4.

The mid-term report will be submitted in month 6.

The prototype will be delivered in month 8.

The final report will be submitted at the end of the project.

9. Support to applicants

In addition to the present Guide for Applicants, the following tools are available to support applicants:

Frequently Asked Questions

A Frequently Asked Questions section is available on the website. The section is constantly updated to reflect the questions received.

Helpdesk

Applicants may contact the WORTH II helpdesk should they wish to receive further information on the Call for Expression of Interest content and conditions.

✉ Email address: helpdesk@worthproject.eu

10. Data privacy policy

The WORTH II project is fully compliant with the Regulation (EU) 2016/679 (GDPR) on the protection of natural persons with regard to the processing of personal data and on the free movement of such data. The WORTH II Consortium is responsible for the personal data

processing, under automated and analogical means, since its collection, through its organisation and storage, up to its deletion. The WORTH II Consortium keeps a continuous and thorough registry of all its personal data processing activities. The applicants' data will be retained in the WORTH II archives until the end of the project activities for which the applicants submitted their applications. No transfer of the personal information will take place to an organisation or a country unless there are adequate controls in place including security of the data and other personal information.

The WORTH II Consortium welcomes any inquiries and comments regarding Data Privacy Policy (privacy@worthproject.eu). The applicant has the right to receive information regarding how personal data is stored and managed by the Consortium. The applicant has also the right to erase any personal data.