



WORTH Partnership Project is funded by COSME Programme of the European Union for the competitiveness of Enterprises and Small and Medium-Sized Enterprises (SMEs)



## AWARD CRITERIA – WORTH dedicated call to the New European Bauhaus Initiative

Category	Criteria Group	Sub-criteria and assessment questions associated	Analysis
<b>Quality of the partnership</b> <b>(30 points)</b>	Organisational and technical capacity of the partnership  <u>Max: 10 points</u>	<b>Applicants' potential for growth</b> 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. <b>5 points</b>	Excellent (5 points) Fair (2,5 points) Inadequate (0 points)
		<b>The added value of the cooperation</b> 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. <b>5 points</b>	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. <b>10 points</b>	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). <b>10 points</b>	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)



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<b>Quality and relevance of the project idea</b>  <b>40 points</b>	Level of innovation and added value  <u>Max: 20 points</u>	<p><b>Excellence and added value - 10 points</b></p> <p>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.</p> <p>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 <b>innovative</b> 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><b>Innovation potential - 10 points</b></p> <p>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>
	<p>Relevance of the project idea: Contribution to the New European Bauhaus, a more <i>beautiful, sustainable, and inclusive</i> living environments</p> <p><u>Max: 20 points</u></p>	<p>In line with the <a href="#">New European Bauhaus Initiative</a>, this criterion will <b>assess to what extent</b> 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"> <li>- <b>sustainability</b> (including circularity and promotion of more sustainable consumption),</li> <li>- <b>inclusion</b> in terms of accessibility and affordability,</li> <li>- <b>aesthetics and beauty</b> in users' daily lives.</li> </ul> <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></p> <p>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: <a href="https://europa.eu/new-european-bauhaus/delivery_en">https://europa.eu/new-european-bauhaus/delivery_en</a> <b>20 points</b></p>	<p>Excellent (20 points) Good (15 points) Fair (10 points) Poor (5 points) Inadequate (0 points)</p>



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Category	Criteria Group	Sub-criteria and assessment questions associated	Analysis
<b>Prospective Analysis: Market potential and sustainability of the expected results</b>  <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><b>10 points</b></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><b>Potential for commercialisation</b></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><b>10 points</b></p>	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)
		<p><b>Market impact</b></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><b>10 points</b></p>	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)