



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



# WORTH APPLICATION FORM

## **PART 1. APPLICANTS' POTENTIAL FOR GROWTH AND ADDED VALUE OF THE COOPERATION**

### **PART 1A**

**Partner 1 (Partnership Leader):** Mark "X" in the appropriate box according to the role played in the partnership.

Designer (SME/start-up):	<input type="checkbox"/>	SME Manufacturer or crafter:	<input type="checkbox"/>	Technology Provider (SME/start-up):	<input type="checkbox"/>
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Name	:	
Trade name (brand) (if applicable)	:	
Business Sector	:	
Legal Status	:	
Country	:	
Telephone Number	:	
Email Address	:	
Webpage (if applicable)	:	
Social media accounts (if applicable)	:	

Profile / Activities: 260 characters

Background: *You may support this with your professional/company portfolio* 260 characters

What is your role in the partnership, what is the added value you bring to the project and why is this relevant? 260 characters

\*Research organizations (universities, research centers, etc.) can participate in a partnership project but cannot be the lead partner.



**Partner 2:** Mark "X" in the appropriate box according to the role played in the partnership.

Designer (SME/start-up):		SME Manufacturer or crafter:		Technology Provider / Owner / Developer (SME/start-up):	
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Name	:
Trade name (brand) (if applicable)	:
Business Sector	:
Legal Status	:
Country	:
Telephone Number	:
Email Address	:
Webpage (if applicable)	:
Social media accounts (if applicable)	:

Profile / Activities: 260 characters

Background: *You may support this with your professional/company portfolio* 260 characters

What is your role in the partnership, what is the added value you bring to the project and why is this relevant? 260 characters

\*Research organizations (universities, research centers, etc.) can participate in a partnership project but cannot be the lead partner.



**Partner 3:** Mark "X" in the appropriate box according to the role played in the partnership.

Designer (SME/start-up):		SME Manufacturer or crafter:		Technology Provider / Owner / Developer (SME/start-up):	
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Name	:
Trade name (brand) (if applicable)	:
Business Sector	:
Legal Status	:
Country	:
Telephone Number	:
Email Address	:
Webpage (if applicable)	:
Social media accounts (if applicable)	:

Profile / Activities: 260 characters

Background: *You may support this with your professional/company portfolio* 260 characters

What is your role in the partnership, what is the added value you bring to the project and why is this relevant? 260 characters

\*Research organizations (universities, research centers, etc.) can participate in a partnership project but cannot be the lead partner.



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**WORTH**  
**PARTNERSHIP**  
**PROJECT**

## **PROPOSAL ABSTRACT**

Please provide a summary of the project. Note that this information may be used for dissemination purposes. You should therefore ensure that it gives a concrete overview of the concept, the objective and the innovation capacity of the proposed partnership, and the envisaged impact. **1.200 characters**



## **PART 1B:**

Please explain why you are the right team for the job, and what competences / talents your partnership brings to the table that can bring this project the right level of quality and the reasons that make this cooperation perfect to drive the project outcome to the target market in the near future upon its development within WORTH. **300 characters**

## **PART 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.**

2.1. Project idea name:

2.2. Please, choose the sector of the idea:

- Textile / Fashion
- Jewellery
- Footwear
- Leather/Fur
- Furniture/Home decoration
- Accessories



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**2.3.** Provide a clear description of your project idea and let us know the project objectives you want to achieve within WORTH. **What is the identified gap / problem / need addressed and why is your project the right solution?** 1.000 characters.

**2.4.** Please, tell us what product / project development stage you have reached and how WORTH will help you to move forward towards a more advanced maturity and readiness level. Scope of the solution as well as its application environment should clearly be presented. You can show in the dossier what you have reached so far?  
700 characters.



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**2.5.** What is the final outcome do you want to produce / achieve within WORTH? An **innovative** product, prototype, service or business model in the lifestyle industry value chain should be developed. *Note that this must be supported with a project dossier including sketches, drawings or moodboards.* **450 characters.**

**2.6.** What makes this project idea innovative and unique? (What makes it different from what is existing in the market?) Please describe the innovative capacity of your proposal and its disruptiveness. Where relevant, refer to any existing similar products/services on the market or processes used by other players in the sector and explain the innovation potential of your proposal in comparison to those. **450 characters.**



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**WORTH**  
**PARTNERSHIP**  
**PROJECT**

**2.7.** Describe the potential of your project to successfully be further developed through scalability and achievement of a sustainable result in a long-term. What is the goal to achieve after your participation in WORTH? Describe how the adoption /implementation of the developed solution is feasible in any application environment / context. **750 characters.**

**2.8.** Will you optimise, use or develop a new technology, technique, methods and / or innovative materials? If so, please describe it and elaborate on the appropriateness for your project and the way it is applied/integrated into the process / product / service. **500 characters.**





**2.9.** Select the global challenges and **Bauhaus principles** mostly addressed by your project solution:

**Global Challenges:**

Circular economy and resources efficiency / Supporting transition towards more sustainable production and consumption.

Advanced digitised manufacturing, value chains and business models / Boosting digital transition.

High-value added solutions for attractive growth markets / Boosting SMEs innovation.

Smart, high-performance materials.

Rethinking social innovation and social inclusion.

Reinvention of craftsmanship and preservation of European heritage.

**Bauhaus Principles:**

Sustainability (including circularity).

Inclusion (in terms of accessibility and affordability).

Aesthetics & beauty in users' daily lives.

**2.10.** In line with [the New European Bauhaus Initiative](#). Let us know how will your project solution contribute to either a more beautiful, sustainable or inclusive living environments? Referring to sustainability (including circularity and promotion of more sustainable consumption); inclusion (in terms of accessibility and affordability) and aesthetics & beauty in users' daily lives. Tell us how your project solution tackles simplicity but functionality and contribution to healthy and safe living environments. **1.200 characters**



### **PART III: MARKET POTENTIAL**

**3.1.** Provide a brief plan of commercialization of the project outcome. Elaborate on the target markets / segments, communication strategy, commercialization channels, expected benefits to potential customers, users'/customers' profile, competitors. *Note that this must be supported with a brief commercialization plan (1 page maximum) presented as an Annex. 500 characters*

**3.2.** Please describe the current and future challenges posed by the target market as well as the opportunity the partnerships members has detected. Also, quantify the market growth expectations derived from this project and list the risks identified along with their corresponding alleviating measures envisaged. **500 characters**



## **PART IV: COMMITMENT**

**4.1.** Please tackle the following question items in the project story video. Guidelines will be available for applicants:

- Why should WORTH support your project?
- How will the intervention of WORTH impact on your business/career (e.g. in terms of turnover, employment, internationalisation, access to new markets, etc.)?
- How does this project idea fit in your business strategy or career? How will this benefit you? At partnership level and at individual level.
- Tell us the story behind the project idea. What inspired you?
- How well is the proposed partnership contributing to [the New European Bauhaus](#) principle of transdisciplinarity bridging silos between viewpoints and professions (e.g. culture, technology, innovation, design, engineering, arts, social and natural sciences).

**4.2.** Budget breakdown. Please provide details on the budget allocated to successfully develop your project idea, reflecting the real costs associated not only supported by WORTH, but also the ones covered by your own investment or other funding programmes. Note that the budget breakdown and sharing should be reasonable and reflect a partnership collaboration.

<b>Budget Category</b>	<b>Why is this investment / expense essential? Describe the concept in terms of the service received, persons, days, quantity / amount, model, version, etc.</b>	<b>Budget allocated (€)</b>	<b>Supported By:</b>
Staff Costs			
Acquisition / update / upgrade of equipment / machinery / software / technology			
Material Costs			
Sourcing, procurement, maintenance costs (if applicable)			
External services (testing, product certification, legal aspects, research, communication / advertising, etc. give other examples and describe)			

\* Travel expenses must be estimated for the participation in 1 on-site exhibition and 1 networking event.



**4.3. Please also provide a budget breakdown estimation per PHASE.**

PHASE	Partner 1 (Lead Partner)	Partner 2	Partner 3 (If Applicable)	TOTALS
	Amount (€)	Amount (€)	Amount (€)	
1. Research & Conceptualisation				
2. Design				
3. Prototyping & Experimentation				
Total				

**4.4. Technical Methodology**

Please describe in detail the activities that you will carry out in order to implement the project. Base your account on a logical structure in which you could divide its implementation in order to achieve the objectives and on the contributions of each partner. Use the table below in order to present an overview of your work plan broken into different tasks<sup>1</sup> within each Phase as well as the allocated time for their execution.

PHASE	Partner	Description of work	Associated Deliverables / Milestones	Starting Month	TOTALS
1. Research & Conceptualisation					
2. Design					
3. Prototyping & Experimentation					

I have read and agree to the [Terms](#) and Conditions.