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 4.1 section of the project proposal form:

- 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).

- 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.