



New European Bauhaus
beautiful | sustainable | together

WORTH Partnership Project first call for proposals

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PROJECT for EISMEA and DG GROW



What is WORTH about?

Introduction

WORTH Partnership Project is funded by the COSME Programme of the European Union. WORTH Partnership Project II (2021-2025) is the second edition of the programme.

First edition (2017 to 2021) supported 152 successful transnational partnerships, involving 349 partners from 34 EU –COSME countries. Community of over 2600 creatives.

Ambition: to support **200 new partnerships** to be selected in three calls for proposals, by 2025.

WORTH creates and supports transnational collaborations between **designers, creative professionals, manufacturing enterprises (SMEs), crafters/makers and technology providers** looking to develop design-driven and innovative products, solutions or business ideas in lifestyle industries.



Introduction



WORTH I 3rd Call “Reframd”

Reframd (DE) & Castor Sunglasses (ES)

REFRAMD

Providing great fitting, high quality eyewear for people with low and wide nose bridges.

“Eyewear products are not designed to fit people with low and wide nose bridges. Instead, most off-the-shelf or ready-to order products are designed to fit high and narrow nasal bridges (Caucasian nasal features). Consequently, people with low and wide bridges have little option but to wear badly fitting sunglasses, get custom-made frames at a huge cost”.



WORTH I 3rd Call “Vibrant barrier free glassware collection”

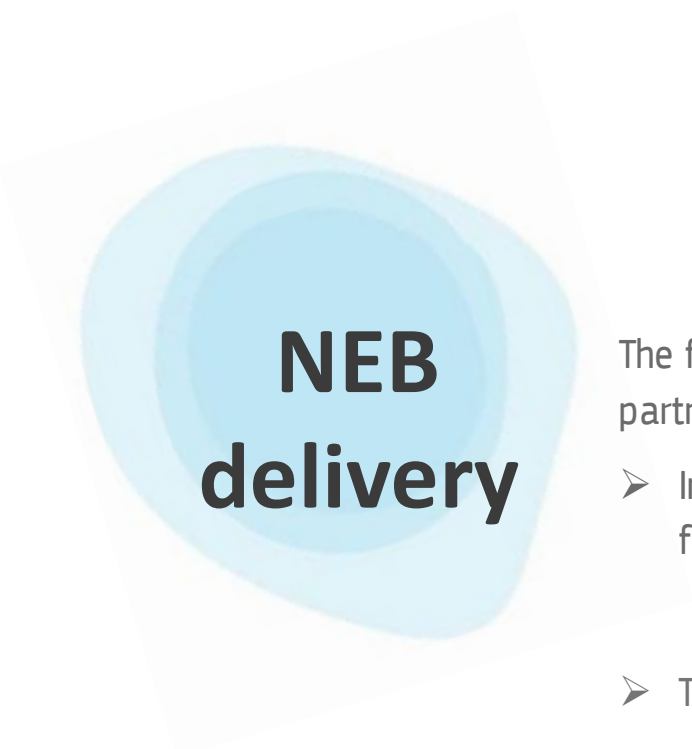
Hak Studio (PO) & Ferran Collado (ES)

VIBRANT BARRIER FREE GLASSWARE COLLECTION

Universal collection of glassware that facilitates pouring and drinking for the visually impaired

“In our society, there is a need of humancentred, high quality hardwearing products to help integrate the visually impaired and make their daily lives more rewarding”.





NEB delivery

WORTH contributing to NEB delivery

The first call, devoted to the New European Bauhaus and its core values, will support around 70 partnerships.

- Included in the EC communication on NEB (Annex) under Transformation of the enabling ecosystem for innovation

- Targeting lifestyle industries:

fashion&textile, footwear, furniture home décor, interior design and architecture, leather&fur, jewellery and accesories.

- Opportunity to design and develop new marketable products/ solutions which are sustainable, aesthetic, and inclusive (accessible and affordable).



WORTH II benefits

Scope

The selected partnerships will receive support (financial, mentoring and visibility) to develop new business ideas (products, services, production processes or business models) in lifestyle industries, **including fashion&textile, footwear, furniture home décor, interior design and architecture, leather&fur, jewellery and accesories.**

The support offered within WORTH **incubation programme**:

- Presence in media, advertising and social networks;
- Funding of **10.000** up to **20.000€**;
- A **tailored-made mentoring** programme;
- Participation in **two international events** to showcase the developed products
- Participation in **networking** activities
- **Professional links** provision
- **Visibility** of participants profile in the WORTH gallery





Target audience

Legal entities forming a consortium could include:

- **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.
- **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.
- **Private non-profit organisations.**
- **Private for-profit organisations.**
- **Other entities,** such as: universities, research centres, design labs etc if justified as relevant to the Partnership Project.





Target audience

- Applications must be submitted by **partnerships consisting of minimum two and maximum three eligible partners**.
- Partnerships must be **transnational**, meaning that members must come from at least 2 different EU or COSME associated countries or United Kingdom.
- Each partnership will nominate a lead applicant. The lead applicant can only be an SME or a self-employed professional.
- At least **two of the following roles** must be represented in the partnership:
 - i) designer/creative; Mandatory for each eligible partnership
 - ii) manufacturer/crafter/maker,
 - iii) technology developer/technology supplier/technology owner;
- **Partnerships must address solutions for the eligible lifestyle industry sectors:** fashion&textile, footwear, Leather&fur, furniture&home decoration, jewellery and accessories



A graphic consisting of three concentric yellow circles of increasing size, with the text 'Target audience' centered within them.

Target audience

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

You can participate if:

- You have an idea and already have a partner to work with.
- You have an idea, but do not know a partner.

You can use the WORTH gallery to find your partner

We can help you to find the right one

projects@worthproject.eu

How to apply?

STEP I- Registration

All partners must complete the registration form individually

STEP II- Find a partner

You can login and access WORTH gallery to look for a potential partner

If you don't find a suitable partner you may request our support for the matching
projects@worthproject.eu

If you already have a partner you may go ahead with the next step

STEP III-Submit your proposal

The leader must login and submit the application package:

- Complete the Application Form
- Dossier including sketches, drawings and a preliminary business plan
- Portfolio of the applicants
- Video story



How to apply ?





Eligibility criteria

Admission criteria

- a) Project proposals must be submitted in full administrative conformity
- b) Project proposals must be submitted in English

Eligibility criteria

- a) Partners must be established in one of the eligible countries i.e. EU-27, COSME Countries, UK
- b) Be legal entities including SMEs, self-employed professionals, private non-profit organisations, private for profit organisations, other entities such as Universities, Research Centres...
- c) Be active in one of the **eligible lifestyle industry sectors**: textile/fashion, footwear, Leather/fur, furniture/home decoration/interior design/Architecture, jewellery and accessories and have any of the following **business activities**: design, manufacturing/craftsmanship, technology development
- d) Partners must not be in process of receivership or bankruptcy





Award criteria

Award criteria

Quality of the partnership (30 points)

- a) Organisational and technical capacity of the partnership. Max. 10 points
- b) Skills and experience of the partnership. Max. 10 points
- c) Commitment. Max. 10 points

Quality and relevance of the Project idea (40 points)

- a) Level of innovation and added value. Max. 20 points
- b) **Relevance of the project idea: Contribution to the New European Bauhaus**, a more beautiful, sustainable, and inclusive living environment. Max. 20 points

Prospective analysis: Market potential and sustainability of the expected results (30 points)

- a) Feasibility, added value, scalability and sustainability of the Project results. Max. 10 points
- b) Market potential. Max. 20 points



A blue abstract shape, resembling a stylized drop or a cluster of overlapping circles, serves as a background for the 'Award criteria' text.

Award criteria

Relevance of the project idea: Contribution to the New European Bauhaus, a more beautiful, sustainable, and inclusive living environment. Max. 20 points

This criterion will assess to what extent the design solution strives to contribute to a more beautiful, sustainable, and inclusive living environments. The solution should highlight the value of all three core values of New European Bauhaus:

- sustainability (including circularity and promotion of more sustainable consumption),
- inclusion in terms of accessibility and affordability,
- aesthetics and beauty in users' daily lives.

The solutions 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



Apply now!!!



Timing

The first call for proposals devoted to New European Bauhaus

opened on the 19th October 2021

and

closes on the 2nd February 2022

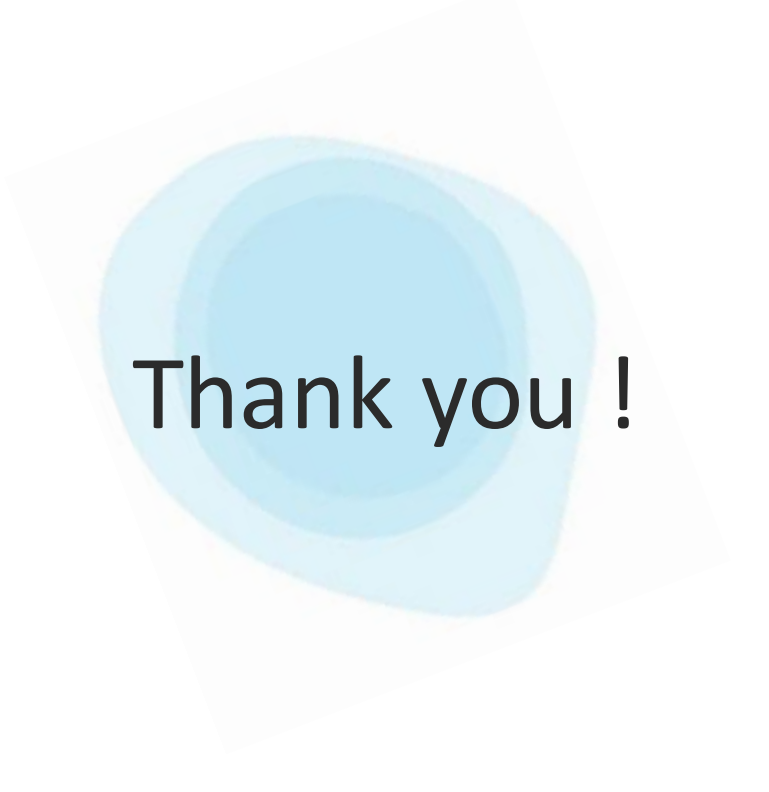


**More info &
contact details**

https://europa.eu/new-european-bauhaus/delivery_en

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info@worthproject.eu





Thank you !



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