



**WORTH Partnership Project II** is funded by the COSME Programme of the European Union. It creates and supports transnational collaborations between designers, creative people, manufacturing enterprises (SMEs), crafters / makers and technology firms looking to develop design-driven and innovative products.

WORTH Partnership Project II is the second edition of the programme, which ran from 2017 to 2021.



# WORTH ONLINE EXHIBITION

## Lectures Programme

### 3<sup>rd</sup> JULY-OPENING SESSION

**10.00- 10.05** Welcome words. **Korinna Mollá** WORTH coordinator  
**10.05-10.30** European Commission **Ilona Lelecek Husting** (DG GROW, Policy Officer Unit G2: Proximity, Social Economy, Creative Industries)  
**10.30- 11:15** **Daniel Pérez-Barriga** Brand Building: Creating meaningful brands in the XXI century

Brand Strategy Executive with 20 years experience in the fashion and lifestyle industry. Founder of Waterboy, a consultancy firm to help brands to speak the discourse of the XXI century. Member of Madrid's City Council Fashion Advisory Board, former members of the Mercedes Benz Madrid Fashion Week Steering Committee, Brand & Strategy Director at Madrid Es Moda & sits on the board of the Global Fashion Council for Slowfashion. Mentor & Board Member at Worth Project & ELITT Project, and Professor at University of Applied Sciences and Arts of Southern Switzerland & Blanquerna University on the subjects of Brand Building, Strategic Communications & New Luxury. Former guests writer at the Magazine Fashion & Arts in the area of Social Trends and amateur writer of novels



**11.30- 12:15** **Koen Snoeckx** "Journey through the wormhole: what creative entrepreneurs can learn from NASA (and vice versa)."

Can an artwork lead to a truly innovative product or service? Can artists and innovators create synergies without compromising their own ideology and integrity? Inspired by NASA, Arteconomy offers a framework that reveals synergies between the universes of art and innovation. The novel tool was developed together with Baltan Laboratories (Eindhoven) in the framework of Interreg RegionArts.



For years we have seen artistic and conceptual creative projects that have the potential to offer societal and economic value as a product or service but are clueless when it comes to developing all the steps to get there. They get stuck in 'the wormhole'. Wedged between the artistic and ideological reality and that of 'the market'.

During this session, Koen Snoeckx from Arteconomy introduces a tool that brings value towards the ecosystem around CCI-driven innovation: artists and creative entrepreneurs, policy makers and intermediary organizations, innovators inside and outside CCI...

### 4<sup>th</sup> JULY-ACCELERATION AND INVESTMENT DAYS

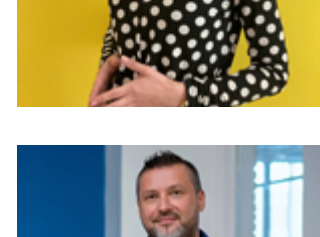
**Objective: To bring visibility to incubation, acceleration, investment, raise funding platforms, private/public funding instruments, programmes, and platforms.**

**Morning Programme**  
**9.00-10:30 (CEST TIME ZONE) Cristiana Bogateanu & Florin Pop. Funding for your start-up: Are you ready? First Part**  
**Description: Before preparing for funding for your startup, it is crucial to consider and prepare for several key aspects. So what are those? Additionally, it is important to have a clear understanding of how to prepare for and approach the funding search process from an internal perspective. 15 min for Q & A.**

Cristiana has over 10 years experience in entrepreneurship and business development. Also, over the years she participated in numerous programmes like Seedcamp (Coaching), Challenge UP, Hub:raum tech incubator. Having her work, in 2017 she won New Europe 100: easter Europe's emerging technology stars - Financial Times, in 2016 the National Competition - Global Startup Awards and in 2015 she appeared in Forbes 30 under 30.



Florin has been active in the investment and business consulting industry for over 20 years. He has whole series of specialisations and experiences in capital markets, financial analysis, business consulting, project management, consulting for startups, experiences lived in some companies and institutions of national renown such as IFB Finwest, Banca Transilvania, ADR Nord-Vest or Babeş-Bolyai University



He is the founder and partner of [Priminvest Capital Management](#), a company that deals with investments, asset management and business consulting. Florin is an investor in several high potential startups such as: [Telios Care](#), [Bookr](#), [AIVA](#), [ThinkOut](#), [Nifty Learning](#), [Cartloop](#), [Easy Sales](#), [Cyscale](#), [SanoPasso](#), [StageMe](#) and in some of these projects he is also a Board Advisor.

**11.00-12:00** **How to define your investment readiness level. Practical tips to approach investors. Ryan Clott. "Finding Your Investment Fit: Best Practices for Navigating Fundraising".**

Ryan is a seasoned entrepreneur and collaborator with a strong focus at the intersection of innovation, education, and entrepreneurship. With over 15 years of experience in the creative industries, particularly the fashion and tech sectors, Ryan is an active contributor in the startup ecosystem in both the USA and Europe.



As a 3x startup founder and a mentor for over 150 startups globally, Ryan brings an empathetic perspective to the table. He has collaborated with eight accelerators across Europe and has been instrumental in driving success for many founders and support organizations. Ryan's expertise in building and supporting ventures enables him to be more effective as a bridge between founders and support organizations.



Currently, Ryan is Principal at Innovation Architect where he consults with startups, corporates and entrepreneur support organizations with a focus on bridging the gap between innovation and business. Additionally Ryan is a Co-founder at Folklist, a Mentor for VentureVilla Accelerator, and a guest lecturer & speaker at organizations around Europe.

**12:00-12:45** **Cristina Molina -AITEX ELIIT Project presentation of the guidebook for technology transfer in the textile and footwear sectors.**

International Project Manager in AITEX with experience in European Programmes. She holds a Bachelor's Degree in Business Science, a Finance Management Master and a Textile Engineering Master.



She also participated in the first edition of the WORTH Partnership Project as part of the coordination team.

### AFTERNOON PROGRAMME

**15.30-16:15 "Fund raising journey: how to overcome the seed phase". Giusy Cannone. FTA Accelerator. The first phase of startups life is very critical, indeed is called "Valley of Death". The workshop will explain the main actors that can support this phase, what they look for and how to be prepared.**

Giusy is the CEO of Fashion Technology Accelerator, the international hub for digital innovation in the Fashion Industry. Giusy has 10 years experience in the investment and startups area. She has been Investment Manager at Italian Angels for Growth, business angels network with 14M€ invested. Previously, she was innovation specialist at Intesa Sanpaolo bank, running a program which supports business development of tech start-ups. Earlier, she had working experience in the United States working first as Researcher at the Kauffman Foundation then at the Mind the Bridge as coordinator of the incubation program in San Francisco. She has also been involved in consultancy projects to develop entrepreneurial ecosystem in different countries. She is lecturer at the major Italian Fashion Schools such as Istituto Marangoni and Domus Academy.



### 5<sup>th</sup> JULY-ACCELERATION AND INVESTMENT DAYS

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**11:00-11:45** **Pomilio Francesco Baiocchi – Media and communication. Bring visibility to communication channels and advertise projects through press agencies, etc Title: Boosting Visibility through the PESO Model**

This presentation explores the effective utilization of the PESO model to enhance business visibility. The PESO model combines Paid, Earned, Shared, and Owned media channels to maximize brand reach and engagement. By leveraging paid advertising, earned media coverage, shared content, and owned platforms, companies can amplify their online presence and achieve their objectives.



### AFTERNOON PROGRAMME

**15:30- 16.00** **Presentation of in Transit programme and future calls for proposals. Julia Vercher ATEVAL.**

Julia Vercher Alemany is a professional with a wide knowledge of the textile sector. She has gained valuable experience through her work in several companies in the textile value chain.



Since 2017, is part of Ateval team, the Textile Association of the Valencian Region. In these years, she has been actively participated in 20 funded European projects. Her participation in these projects has allowed her to deepen her knowledge of the sector and keep up to date with the latest developments and challenges for the sector.

From 2019, she has taken the role of European Projects Manager at Ateval. She has been responsible for the coordination of initiatives such as EuroBoosTEX, a Eurocluster project focused on the textile industry, and In Transit.

**16.00-16.45. Federica Leonetti. Textile Group EEN. Bring visibility to the EEN brokerage event and B2match events**

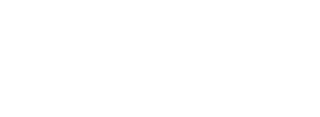
Graduated in International and Diplomatic Studies and Public Relations and Multimedia Networks, she obtained the International Master's Degree "Law and Business in the European Union". She currently holds the role of International Business Advisor within the [Enterprise Europe Network](#) at [Unioncamere Piemonte](#) Regional Union of the Chambers of commerce of Piedmont Region, Turin - IT) , supporting companies to grow and to innovate internationally. Focused on the creative industries sector, textile and the fashion industry she coordinates the Sector Group Textiles and the team of the Internationalisation Thematic Group for non-European countries of the EEN network. Project manager of the matchmaking event Fashion Match that brings together international delegations of entrepreneurs related to the textile/fashion sector every year in Turin alongside the international format addressed to emerging fashion designers and international manufacturing companies and innovative brands , the Torino Fashion Week , where brands get international visibility and interesting contacts to speed up their network and their business. She is also Mentor for the Astra programme aimed at female entrepreneurship and Mentor EEN for new members (India/USA) supporting colleagues dealing with EEN European policy guidelines and services provided to SMEs.



### 6<sup>th</sup> JULY-IP DAY

**Introduction and presentation for both EUIPO and the IPR Helpdesk by Anna Maria Stein and Korina Molla on behalf of the Worth Project. (10 min)**

**10:00-10:45** **European IP Helpdesk: An overview of their mission, including raising awareness, strategic use, and successful exploitation of IPRs. Michele Dubbini will present the services such as the Helpline, on-site and online training, and a possible successful case study.**



**15:30-16:15** **EUIPO: An overview of the funding/supporting programs for SMEs and a possible successful case study presented by Michelle Spiekerman. (20-30 min)**



### 7<sup>th</sup> JULY-INDUSTRY AND MEDIA DAYS

**To bring visibility to means of support after the creative process.**

**10:00** **Presentation of Enterprise Europe Network services to support companies, scale-ups and start-ups with international ambitions: partnering and advisory services, access to finance and acceleration support, as some practical examples. How to access the thousands of opportunities that are open to you on the EEN platform.**

**A tailored, customised and proximity advice to a global positioning - how each WORTH member can connect to his/her EEN support office in the Region where he /she lives.**

**Overview on Cultural & Creative Industries Sector Group Mandate, Priorities and Annual Work Plan 2023 – a Group of 90 cultural & creative experts from all over Europe that do their best to maximize the impact of culture and creative industries on local, regional and international development.**

**Céu Filipe**, with a degree in Law and lawyer, is the Innovation Manager at AEP - Portuguese Business Association, CCI and Chair of Cultural & Creative Industries Group of Experts at Enterprise Europe Network.



As a business mentor to start-ups and as a business advisor for highly competitive companies, have been working very closely with industry, education and research entities, acquiring effective and practical skills in business development, international business partnerships and support for innovation.

Direct and close support to SMEs has been the center of my activity for many years. This includes detailed answers on EU import and export, including legislation and policies, as well as advice on innovation management, access to new markets and sources of finance. I'm a member of the Thematic Groups Sustainability and Access to Finance, to tackle the issue of how to improve access by SME to green and sustainable finance.

Collaborated with Business Europe in areas related to: Better Regulation, Consumer Marketing and Public Procurement.

