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
—
PARTNERSHIP
PROJECT

PROPOSAL ABSTRACT

Please provide a summary of the project. 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**

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 appropiate box according to the role played in the partnership.

Designer (SME/start-up):		SME Manufacturer or crafter:		Technology Provider ʹ Ù ¸ } ^¦ Ö^ç^¦[ ] ^¦ (SME/start-up):	

Name	:	
Trade name (brand) (if applicable)	:	
Business Sector	:	
Legal Status	:	
Country	:	
Telephone Number	:	
Email Address	:	
Webpage (if applicable)	:	
Social media accounts (if applicable)	:	.

Current Business Activities: 260 characters

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

What are the activities you will carry out in the project? **500 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 appropiate box according to the role played in the partnership.

Designer (SME/start-up):		SME Manufacturer or crafter:		Technology Provider / Owner / Developer (SME/start-up):	

Name	:
Trade name (brand) (if applicable)	:
Business Sector	:
Legal Status	:
Country	:
Telephone Number	:
Email Address	:
Webpage (if applicable)	:
Social media accounts (if applicable)	: .

Current Business Activities: 260 characters

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

What are the activities you will carry out in the project? 500 characters

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

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PARTNERSHIP
PROJECT

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

Designer (SME/start-up):		SME Manufacturer or crafter:		Technology Provider / Owner / Developer (SME/start-up):	

Name	:	
Trade name (brand) (if applicable)	:	
Business Sector	:	
Legal Status	:	
Country	:	
Telephone Number	:	
Email Address	:	
Webpage (if applicable)	:	
Social media accounts (if applicable)	:	.

Current Business Activities: 260 characters

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

What are the activities you will carry out in the project? **500 characters**

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

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PART 1B:

Explain why you are the right team for the job, and what competecies your partnership brings to the table that leads this project to 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 name:

2.2. Please, choose the sector of the project:

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

2.3. Provide a **clear description of your project and which final product do you want to obtain** and let us know the **objectives** you want to achieve **within WORTH**. 1.000 characters.

2.4. 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 **after your participation in WORTH?** 750 characters.

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2.5. What is the **final outcome do you want to 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 is the identified problem addressed and why is your project the right solution? What makes this project idea innovative and unique? (What makes it different from what is existing in the market?)

Describe the innovative capacity of your proposal and its disruptiveness. Where relevant, refer to any existing similar solutions on the market or processes used by other players in the sector and explain the innovation potential of your proposal in comparison to those. 700 characters.

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2.7. Tell us what 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? 750 characters.

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

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WORTH
— PARTNERSHIP
PROJECT

2.9. Let us know how your **project contributes to the objectives of the call,** such as *circular economy (including green transitions, energy efficiency, reducing carbon footprint, sustainable production and consumption), digital manufacturing, high-added value solutions (including disruptive approaches and digitised value chains), high-performance and innovative materials, reinventing craftsmanship, social innovation (including European cultural heritage preservation for social cohesion and well-being).* **1.200 characters**

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WORTH
PARTNERSHIP
PROJECT

PART III: MARKET POTENTIAL

3.1. Provide a **<u>brief</u> commercialization plan** 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 (<u>1 page maximum</u>) presented as an Annex.* **500 characters**

3.2. Describe the **identified market oportunity**. Also, quantify the market growth expectations resulting from this project and list the **commercialization risks** identified along with their corresponding alleviating measures envisaged. **500 characters**

PART IV: COMMITMENT

4.1. Please tackle the following question items in the **story video** (max. 3 min). Guidelines **here**:

- 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 objectives of the call, such as circular economy (including green transition, energy efficiency, reducing carbon footprint, sustainable production and consumption), digital manufacturing, high-added value solutions (including disruptive approaches and digitised value chain), high-performance and innovative materials, reinventing craftsmanship, social innovation (including cultural heritage preservation for social cohesion and well-being).

4.2. Provide details on the budget allocated to successfully develop your project, 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.

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

Budget Category	Why is this investment /expense essential? Describe the concept in terms of the service received, persons, days, quantity / amount, model, version, etc.	Budget allocated (€)
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		

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PROJECT

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 (€)	
Total				

4.4. Technical Methodology

Describe in details your project work plan. Bear in mind that you will have 10 months to develop your 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 to present an overview of your work plan broken into different tasks within each phase as well as the allocated time for their execution.

PHASE	Partner	Description of work	Associated Deliverables / Milestones	Starting Month	TOTALS

By filing the application:

You certify that the information provided in your application is true, complete and correct.

You accept the Privacy policy, terms and conditions

You accept that your name and an overview of your project presented in the abstract of the project might be

published on Worth Partnership Project website.

All information remains confidential and will be exchanged and used only exclusively for purpose of the Worth

Project. Must be 18 years or older.

I have read and agree with the aforementioned conditions.