

**WORTH PARTNERSHIP PROJECT,  
THE FIRST INCUBATOR WHERE CREATIVITY MEETS INNOVATION**

*Wearable devices, IOT design and fashion products, processes for product customization, green and sustainable solutions: a concrete demonstration of how innovation, creativity and transnational partnerships can form the basis of Europe's future*

March, 2020 – 20 highly innovative projects, 58 transnational partners, 18 European countries involved: for the first time during the Milan Design Week and then in the Dutch Design Week the first winners projects of the WORTH Partnership Project were exhibited.

"In line with the objectives of the European Union, WORTH Partnership Project is the first virtual incubator that focuses on the combination of creativity and innovation, is a unique opportunity offered to designers, SMEs and start-ups to develop their knowledge, thanks to a community of international experts and professionals from the world of design, fashion and ICT. Started in 2017, we are proud to have presented the first 20 projects. 130 more projects will follow" explains Korina Molla, Project Coordinator of the WORTH Partnership Project.

Funded by COSME, the European Union Programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises, WORTH Partnership Project aims to encourage the development of innovative products related to the world of creativity through the creation of transnational partnerships between designers and SMEs, supporting a total of 150 partnerships over the 4-year project.

The selected partnerships will receive benefits of around 60,000, consisting of basic financial support, personalized coaching and mentoring by international specialists and experts, support in access to finance and market positioning, as well as advice on the protection of intellectual property, and the opportunity to participate in networking activities and two international events in which to showcase their projects.

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**WORTH Partnership Project**

*A European Commission initiative that aims to support collaboration between PM and start-ups of designers, producers and technology companies to create new products and implement innovative and disruptive ideas. The initiative is implemented by a consortium across Europe, with the belief that creative industries (SMEs and start-ups) are the main drivers of economic growth in Europe.*



*The WORTH Partnership Project is funded by COSME, the European Union Programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises.*

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**Consortium:**



*AITEX Research Institute. Project Leader  
Centre of excellence in applied research and advanced technical services for industry*



*KEPA Business and Cultural Development Centre  
Intermediary authority and management of support programs for SMEs and entrepreneurs*



*IED Istituto Europeo di Design  
International Institute of Higher Education specializing in design, creativity, communication and management*



*DAG Communication  
Communication agency with experience in complex projects around the world and with a special approach for different target media*



*AA Avvocati Associati Franzosi Dal Negro Setti  
Law firm with a strong reputation in the field of intellectual property law (design, trademarks, patents, copyrights, advertising, unfair competition) and in a range of business and commercial affairs at European level*

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