



Dear finalist participant,

We are writing to you to provide further guidelines regarding your participation in the final interview. Please **thoroughly read all the GUIDELINES below:**

General information

- You will soon receive an invite link to join the final online assessment interview. **Make yourself available at the scheduled date and time. Interviews will not be re-scheduled; your participation can only occur on the date and time scheduled.**
- You will have up to **30 min** to present your project to the evaluators.
- An expert of the Steering Board will attend the interview.

The session

- The interview **must be a dialogue in English**
- Make sure to prepare the story behind the design concept, what leads you to work on this solution? What inspires you? The evaluator will very much look forward to knowing how your project contributes in an innovative and creative way to the following objectives: ***circular economy, transition towards more sustainable production and consumption; advanced digitised manufacturing, digitised value chains and business models; social innovation and social inclusion; European cultural heritage preservation for social cohesion and well-being, reinvention of craftsmanship; shaping a new generation of innovators, entrepreneurs, professionals and citizens through innovative training and re-skilling tools; unique and disruptive design approaches; bolstering the EU single market, use of innovative materials, among other challenges that matter to communities.*** The alignment with the following additional objectives is considered an asset and brings additional value to the project: ***1) the need to push for green and digital transition of lifestyle industries; 2) the need to aim at efficient use of energy and resources of lifestyle industries; 3) the need to reduce the carbon footprint of lifestyle industries.***
- Make sure to have all the supporting resources on hand (ppts, interactive resources, and websites open). If someone else is joining the interview, make sure everything is ready, so you do not waste time in setting-up tasks during the interview.
- Each meeting will be formed of one expert of the Steering Board as representative of the expert panel who evaluated your application. One member of the WORTH consortium is joining and acts as an observer and rapporteur to document the session. While the participation of all the partnership members is welcomed, it is not mandatory. Only one partner as representative of the team can also participate. A representative of the European Commission EISMEA DG GROW will join some meetings randomly and will act as observer and surveillant to safeguard transparency is ensured.
- Calmly deliver with visual (body language), vocal (sound of voice) and language (words spoken) to develop trust and engagement with the listener. **The experts are willing to provide constructive feedback.**
- There is no standard structure to present your project to the experts. Note that the objective of the interview is to go through the main concerns that emerged in the pre-evaluation as shared in the Executive Summary Report (ESR), so the experts can fully clarify the concerns, provide you with feedback and advice. It is also intended to identify needs and gaps in terms of mentorship. Note that the experts will know in advance the projects assigned for the interview.
- While the interview is intended to be a spontaneous discussion, a **suggested interview structure** is detailed below. Be creative, impress the steering board! Even though they have already seen and scored your project proposal, this is your chance to convince the Jury that you and your partners can successfully develop the project. Here we go with some tips:

- Self-introduction.
- Start your presentation with a strong introduction of your project idea (About 5 min, just to place in context since the experts will know what your project is about). You can present facts and figures to show why the idea is relevant. Here, you can use any ppt/pdf presentation, highly recommended to use supporting evidences/materials including *samples, sketches, videos, simulations, business models, etc.* Special emphasis to be put on:
 - What is the added value tackled by your project in terms of design and innovation?
 - Have you reached any **development stage or are you starting from zero**? Why should WORTH support the project idea? What do you aim to develop beyond WORTH? In case you are selected, you will have 10 months to implement the idea.
 - Make sure to elaborate on how the technologies, craftsmanship techniques/methods or materials are being used and the skills your team has for a successful implementation.
 - What is the expected outcome you aim to deliver within WORTH? Make sure to elaborate on the materials, and processes as well.
 - Why is your project innovative, what makes your project idea unique, different from what is already existing on the market? What are your competitive advantages?
- Introduction of the team and the role that everyone plays in the partnership (very briefly no more than 3 min, just to put the evaluators in context while they already know what your project is about).
- Legal framework awareness (5 min): Evaluators want to understand the **real collaboration behind your project**, to this end, it is also **mandatory to explain how you would manage the ownership, protection and rights to use the results deriving from the partnership**. Make sure to **discuss these aspects with your partner(s) ahead of the session**.

Note that in case you are selected, two agreements will be signed; one between WORTH and the lead partner and the second one between the partners involved in the awarded partnership. We strongly recommend to go through the content of the [grant](#) and [partnership](#) agreements to be fully aware of the legal implications behind the award.

- Budget allocation (5 min): Please provide details on the budget allocated to successfully develop your project idea, 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. Among the eligible expenses you may consider: *materials to be employed and/or technologies used (sourcing, procurement, maintenance costs if relevant); external services (testing, product certification, legal aspects, research, communication/advertising); business trips with partners or providers; travel expenses to attend 1 on-site exhibition, if relevant the acquisition/update/upgrade of equipment/machinery/software/technology.*

If your project has been scored between 60 – 84 points, you can only opt for a lump sum of 10.000 €. If your project has been scored above or equal to 85 points, your project can be a candidate for the special lump sums of 15.000 € or 20.000 € if the criteria for the allocation of the special lump sums are demonstrated (see table B of [this document](#)).

The majority of the selected projects will be awarded with a lump sum of 10.000€. A certain quota of selected projects will be granted the lump sums of 15.000€ and 20.000€. Only outstanding projects scored overall above 85 points (out of 100), and at least 12 points (out of 20) in the criterion “Relevance of the project idea: Contribution to the objectives of the call” can be considered as candidates for these special lump sums. As regards the allocation of 15.000 € and 20.000 € in particular, they will be reserved to outstanding projects that require higher levels of investment to reach the market and which fulfil the additional award criteria elaborated in [Table B](#). The final allocation will be confirmed/approved by the contracting authority. Applicants must not request any specific lump sum in their application but only complete the budget breakdown section of the application form according to their estimation of real costs of the project.

- Open discussion on the feedback provided by the experts in the pre-evaluations (5 min)
Make sure to demonstrate your project feasibility.
- Identification of mentoring needs and gaps (5 min). This is your chance to present your business strategy/business plans/project and product development implementation, identification of possible constraints and countermeasures. How to bridge the design-concept challenges related to your project idea. Experts understand that a business plan depends on either the outcome and project maturity reached. Please discuss all these details with the experts.
- Make sure to add **highlighted figures and deliver a strong intervention to wrap up the main points of the interview** and allow the experts to take away with them the most important elements to remember when summarizing the conclusions of the interview to further discussion with the whole panel.
- Note that the above structure is just a suggestion, just make sure to tackle all the aspects that help the experts fully understand your project idea and your team’s skills, credentials and potentials to succeed and everything that help them understand your project feasibility.
- Be prepared for a 5-min Q&A timeslot.

Decision-making process

- At the end of the interview, the Steering Board expert will have 10 min to summarise the conclusions of the interview. Conclusions will be **raised with the whole panel of evaluators during a stocktaking meeting taking place in Brussels on 16 June where a collegiate decision will be reached** and results confirmed by the Contracting Authority EASME DG GROW of the European Commission.
- The list of projects proposed to receive funding will only be announced in late June, early July 2023.

Wishing you a successful interview result!

WORTH Partnership Project
Inspiring innovation through creative connections around Europe
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