



WORTH Partnership Project is funded by
COSME Programme of the European Union
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Small and Medium-Sized Enterprises (SMEs)

WORTH
PARTNERSHIP
PROJECT

GENERAL AWARD CRITERIA & ALLOCATION OF DIFFERENT LUMP SUMS

Selected projects will be awarded with one of the three possible lump sums: **10.000€**, **15.000€** or **20.000€**.

The allocation of the lump sums to the selected projects will be **recommended by the experts of the Steering Board** during the final selection and validation session based on the general award criteria see (Table A).

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.



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TABLE A: GENERAL AWARD CRITERIA – WORTH dedicated call to the New European Bauhaus Initiative

Category	Criteria Group	Sub-criteria and assessment questions associated	Analysis
Quality of the partnership (30 points)	Organisational and technical capacity of the partnership <u>Max: 10 points</u>	Applicants' potential for growth To what extent do applicants have the proven experience/expertise and competence in the thematic field concerned? as well as the necessary capacity to successfully implement the idea. 5 points	Excellent (5 points) Fair (2,5 points) Inadequate (0 points)
		The added value of the cooperation A real collaboration must be reflected in the partnership. The potential to increase the innovation capacity of makers (manufacturers and crafters) due to the intervention of creative professionals (designers/creatives) and/or tech providers will be analysed. This criterion will also assess the project impact on their business strategy. The budget breakdown must reflect a real partnership collaboration. 5 points	Excellent (5 points) Fair (2,5 points) Inadequate (0 points)
	Skills and experience of the partnership <u>Max: 10 points</u>	Applicants must explain why they are the right team for the job, and what competences/talents they bring to the table that can bring this project the right level of quality. Previous experience in the development of solutions addressing relevant challenges will be considered, but not mandatory. The applicant may address this criterion in a portfolio. Through this criterion, it is assessed the maturity and the management capacity of the team to successfully develop the idea within the project duration as well as the capacity to drive the project outcome to the target market in the near future upon its development within WORTH. 10 points	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)
	Commitment <u>Max: 10 points</u>	This criterion will assess the motivation of the partnership shown in the project story video. Why should WORTH support the project idea? How the intervention of WORTH will impact the partnership's members businesses, career in terms of turnover, employment, internationalisation, access to new markets, other opportunities? What is the story behind the project? What inspires them? and how convincing the project idea is to contribute to New European Bauhaus movement? How well is the proposed partnership contributing to the NEB principle of trans-disciplinarity: bridging silos between viewpoints and professions (e.g. culture, technology, innovation, design, engineering, arts, social and natural sciences). 10 points	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)



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Category	Criteria Group	Sub-criteria and assessment questions associated	Analysis
Quality and relevance of the project idea 40 points	Level of innovation and added value <u>Max: 20 points</u>	<p>Excellence and added value - 10 points</p> <p>Added value of the proposed project. The partnerships should demonstrate the value added by the idea and its integration/application in any manufacturing process or another relevant environment.</p> <p>To which extent the technique/technology/service/product developed or implemented is innovative and disruptive. The uniqueness of the idea should be assessed through this criterion. Excellence seeks to assess whether the idea delivers the right solution for a concrete and well-studied problem/gap/need. Proposals must deliver an innovative and design-oriented idea that reflects the integration of design and creative aspects to the solution proposed: an innovative product, prototype, service or business model in the lifestyle industry value chain.</p>	<p>Excellent (10 points)</p> <p>Good (7,5 points)</p> <p>Fair (5 points)</p> <p>Poor (2,5 points)</p> <p>Inadequate (0 points)</p>
		<p>Innovation potential - 10 points</p> <p>The idea must show a clear advance or innovation in comparison to what is already existing on the market. The proposal must clearly point out whether the innovation lies in either the optimisation or use of new materials, processes (including operating conditions and machinery), methods/techniques. The selection will be based on the excellence of the proposed idea to address the identified challenge.</p>	<p>Excellent (10 points)</p> <p>Good (7,5 points)</p> <p>Fair (5 points)</p> <p>Poor (2,5 points)</p> <p>Inadequate (0 points)</p>
	Relevance of the project idea: Contribution to the New European Bauhaus, a more <i>beautiful, sustainable, and inclusive</i> living environments <u>Max: 20 points</u>	<p>In line with the New European Bauhaus Initiative, this criterion will assess to what extent the design solution strives to contribute in an innovative and creative way to more beautiful, sustainable, and inclusive living environments. The solution should highlight the value of all three values core values of the New European Bauhaus:</p> <ul style="list-style-type: none"> - sustainability (including circularity and promotion of more sustainable consumption), - inclusion in terms of accessibility and affordability, - aesthetics and beauty in users' daily lives. <p>The solutions have to be in one of the areas of lifestyle industries, such as <i>textile/fashion, footwear, leather/fur, furniture/home decoration/interior design/architecture, jewellery, and accessories</i>.</p> <p>It 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, it should be affordable for people that need it the most and accessible for all. New European Bauhaus delivery: https://europa.eu/new-european-bauhaus/delivery_en 20 points</p>	<p>Excellent (20 points)</p> <p>Good (15 points)</p> <p>Fair (10 points)</p> <p>Poor (5 points)</p> <p>Inadequate (0 points)</p>



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Category	Criteria Group	Sub-criteria and assessment questions associated	Analysis
Prospective Analysis: Market potential and sustainability of the expected results <u>30 points</u>	Feasibility, added value, scalability, and sustainability of the project results <u>Max: 10 points</u>	<p>This criterion will assess if the expected outcome is feasible and achievable according to a realistic work plan, as well as whether its implementation is feasible in a very well-identified context and application environment.</p> <p>This criterion will also evaluate if the outcome developed within WORTH has the potential to successfully be further developed through scalability/implementation and achievement of a sustainable result in the long term. The value proposition of the solution developed should clearly be identified. The applicants should present an overview of the implementation phases beyond WORTH.</p> <p>10 points</p>	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)
		<p>Potential for commercialisation</p> <p>This criterion will assess if the partnership is aware and has an idea of basic market information such as: <i>what is the goal after the project period? Commercialisation channels, competitors, the gap in the market to bridge, users'/customers' profile.</i></p> <p>Does the proposal have the potential for brand creation, plans for internationalisation, new market orientation?</p> <p>10 points</p>	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)
	Market potential	<p>Market impact</p> <p>This criterion will assess if the proposal properly addresses the target market, if the description provided is realistic. The defined business use case and expected market growth potential for the application of the innovation. It will assess if the proposal identified in a proper way the risks from market perspective.</p> <p>10 points</p>	Excellent (10 points) Good (7,5 points) Fair (5 points) Poor (2,5 points) Inadequate (0 points)
	<u>Max: 20 points</u>		



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TABLE B: Additional award criteria for the allocation of lump sums of 15.000 € and 20.000

CRITERIA GROUP		MEANS OF VERIFICATION	Lump sum category 15.000 €	Lump sum category 20.000 €
A	Market potential, market impact	Meant to projects that can reach an advanced maturity and market readiness level upon the intervention of WORTH. There must be a market growth potential for the design solution developed. Projects must demonstrate that the outcome developed will reach (or will be very close to reaching) a fully validated product/service that meets the regulatory/quality compliance. This must be accompanied by the existence of a fully developed business and go-to-market strategy/plan and the necessary operational capacity. This criterion is assessed to ensure that the projects have achieved a high investment readiness and will tackle the market successfully.	Criteria A and B are of mandatory compliance to be a candidate project for this lump sum category	Criteria A and B are of mandatory compliance to be a candidate project for this lump sum category
B	Excellent evaluation	Candidate projects to be granted with 20.000 € or 15.000 € must have achieved an excellent score during the final evaluation. Only projects scored overall above 85 points (out of 100) and at least 12 points in the criterion “Relevance of the project idea: Contribution to the New European Bauhaus: more beautiful, sustainable, and inclusive living environments” (out of 20) can be considered. This is to ensure that the project idea is viable and fully in line with all requirements / criteria of the call, moreover partnership has excellent organisational and technical capacity to successfully implement the project idea and skills to bring the project the right level of quality.		
C	Materials to be employed and/or Technologies used	The partnerships will specify in the proposal the types and amount of materials needed to develop the prototype, as well as the market prices and the associated sourcing, procurement as well as maintenance costs (if relevant). The partnerships will define in the proposal the need for any technology/equipment/software acquisition or upgrade/update, its relevance, and appropriateness for the development of the outcome. Partnerships must present a budget, estimate the dedication to the project (%), and amortization.	At least 2 of the criteria C, D, E, must be met by the candidate project to be considered for this lump sum category	Criteria C, D, E , are of mandatory compliance to be a candidate project for this lump sum category
D	External services	The partnerships will define in the proposal the need of using specific external services for the development of the project. A budget estimation must be included in the budget breakdown.		
E	Business trips/ cooperation with partners or providers	The partnerships will define in the proposal the need to attend personally other facilities to carry out specific stages of the project implementation (e.g., partners’ facilities, experimentation labs, research centers, etc.) and its appropriateness for the exclusive development of the project. A budget estimation will be requested.		