

WORTH PARTNERSHIP PROJECT STRENGTHENS THE SMEs COMPETITIVENESS THROUGH CREATIVITY, INNOVATION, AND CONNECTIONS

After the success of the Pilot Project that involved a total of 79 small-medium businesses (SME) and 34 European enterprising partnerships, WORTH Partnership Project is back with renewed expectations.

*Embarked in 4 years journey,
the new objective is to support 150 cross-boundary partnership projects involving a minimum of 450 companies (SMEs and startups)*

Worth Partnership Project is funded by COSME programme of the European Union to support collaborations between SMEs and start-ups of designers, art & craft and creative people with peers' tech firms and manufactures to create innovative and disruptive products and ideas

17th September 2017 – On starting-line the first call of WORTH Partnership Project, project funded by COSME, the European Union Programme for the competitiveness of SMEs. WORTH aims to build partnerships across Europe between talented fashion designers, creative minds, crafters, technologist, manufacturing enterprises (SMEs) and technology firms. The goal is to develop new products and ideas by new ways of making, collaborating and adopting innovative and disruptive techniques, processes and businesses models.

Who can apply?

Tomorrow, the 18th of September 2017, every creative person, designer, artisan, startup, technology companies and SMEs manufacturers from fashion and consumer goods industries (fashion/textile, footwear, furniture/home decoration, leather/fur, jeweler, accessories), who are actively looking for new opportunities to exploit ideas and fashionable concepts with a high degree of innovation, disruption, integration of new technologies and design, could apply to be part of **WORTH Partnership Project** by submitting their idea or project proposal.

Applicants, SMEs and start-ups, will need to show a keen interest to **connect, create and innovate** on a transnational basis. The submitted ideas and projects will be valued based on the attitude to innovate, the social and environmental impacts, technical and industrial viability and market potential.

The Worth Partnership Project application call will be on going throughout 4 years, with different windows of opportunity. The first call, that will open the **18th of September 2017**, will close the 31st December 2017 for the first partnership formation. Application intakes will occur again in the following years 2018, 2019 and 2020 targeting to support 150 innovative/disruptive partnership projects. The disruptive partnerships will involve a minimum total of 450 companies (SMEs and startups)

Support for participants to form partnership projects

Once selected, each participant will be supported in matching the best partners to develop the concept or idea to make it true. The duration of partnership projects has been stated as a minimum duration of 9 months, the length will be tailored made to the technical complexity, maturity and readiness of the project/idea.

Each partnership will receive:

- 1) **financial support** to mature and bring the idea to life,
- 2) **tailor-made coaching and mentoring** by specialists to improve knowledge and skills related to design, technology, manufacturing processes and business strategy; access to finance; market positioning support; legal support and intellectual property rights management and
- 3) **networking activities and support to facilitate collaboration and market upscale.**

A dedicated Mentor will coordinate the coaching activities, manage the partnership's needs and provide support. The **result of each partnership project** will be **showcased in two relevant international exhibitions or trade fairs** to obtain future business relationships and increase its visibility to the market by potential buyers/consumers.

The selection process will be performed by a **steering board of highly renowned experts** from the high-end fashion and design and consumer goods industries.

About the Project

WORTH Partnership Project is an European Union project implemented by a consortium of enterprises with complementary expertise in providing support to SMEs and start-ups led by the Textile Technology Institute AITEX, (KEPA, IED, DAG Communication, AA Franzosi) with the core belief that creative industries (SMEs and start-ups) are the key drivers of economic growth in Europe.

“In accordance with European Union objectives, we are focused on elevating the competitiveness of fashion, lifestyle and consumer goods industries by pushing their design and innovation essence. WORTH Partnership Project is an opportunity for creative SMEs and start-ups to expand their innovation and design abilities through cross-border and cross-discipline partnerships across Europe” – said Vicente Cambra, R&D Assistant Manager of AITEX and WORTH project manager.

WORTH Partnership Project is a continuing edition of the successful pilot project which took place between 2013 and 2015. To know more about the 34 showcase products and results developed during the WORTH pilot project visit: <http://www.pilot.worth-project.eu/>

WORTH PARTNERSHIP PROJECT CONSORTIUM



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



*KEPA Business and Cultural Development Centre
Intermediate management authority for support programmes for SMEs and entrepreneurs*



*IED Istituto Europeo di Design
International Institution of Higher Education specialised in design, creativity,
communications, and management*



DAG COMMUNICATION

Communication agency with experience in complex projects worldwide with special approach to different media target



AA Avvocati Associati Franzosi Dal Negro Setti

Law firm with strong reputation in the field of intellectual property law (design, trademarks, patents, copyrights, advertisement, unfair competition) and in a variety of corporate and commercial matters at European level



European Commission

WORTH Partnership project is funded by COSME programme of the European Union.

COSME is the EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (SMEs). It runs from 2014 to 2020 with a planned budget of €2.3bn.

COSME will support better access to finance for SMEs, access to markets for SMEs, entrepreneurship and the improvement of conditions for business creation and growth.

Under the COSME programme (2014-2020), a multiannual operation is foreseen to promote the competitiveness of fashion & high end industries, and cultural and creative industries (CCIs) in general. The textile, clothing, footwear, leather products and other fashion and high-end products and accessories, included under design based consumer goods such as jewellery, furniture and home decoration are at the crossroads between arts and crafts, business and technology. This is the purpose of WORTH Partnership Project to put together designers and art & craft SMEs and start-ups with peers tech firms and manufactures to support them with funding, coaching and advice, networking and collaboration.

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To learn more visit www.worthproject.eu +

