

Winners Announced for the First Call: 25 outstanding international partnerships  
between SMEs and designers from all over Europe

## **WORTH PARTNERSHIP PROJECT**

### **APPLICATIONS OPEN FOR SECOND CALL**

After the success of the first call, from 17<sup>th</sup> of April 2018 the second call opens as a new opportunity to develop innovative products in furniture/home decoration, fashion, leather/fur, footwear, accessories, jewellery sector

[WORTH Partnership Project](#), an initiative created by the European Commission to boost fashion and lifestyle industries within Europe and develop innovative design-driven products, has announced the first 25 winning partnerships for the first call. Now, the #WORTHPartnershipProject **reopens applications** to discover the next round of promising projects. WORTH is embarking in the second edition of a 4-year journey, aiming to support 150 partnerships throughout the project duration.

**The second call for applications** opened on 17<sup>th</sup> of April. The WORTH Community is rapidly increasing, with over 800 members registered in WORTH, ready to connect and build transnational collaborations. All creative minds are invited to register and **apply to the second call** of WORTH Partnership Project, which closes on 24<sup>th</sup> October 2018.

**What in it for you?** The selected partnerships will receive financial and capacity building support to exchange knowledge and skills between manufacturing, creative and technology companies with:

- A small amount of seed money € 10,000 per project
- Individual coaching and advice on product market positioning, branding and IPR
- Participation in two international events,
- Networking, cross-sectorial collaboration, and product development

The 25 highly innovative design [projects selected in the first call](#) covered a broad spectrum of industries across 20 different European countries. All the projects presented strong market potential and have empowered real international partnerships to develop European creativity.

111 applications from designers, SMEs, start-ups, manufacturers and technology firms within the participating fashion and lifestyle sectors were submitted for the first edition. With the goal to connect, create and collaborate on a transnational basis, throughout European Union and COSME countries, 41 shortlisted partnerships were invited to attend the final evaluations at [#WORTHWeekendMadrid](#), where the Steering Board selected the final winning partnerships.

#### **Who can apply?**

Every creative person, designer, artisan, startup, technology company and SME manufacturer from the fashion and lifestyle industries consumer goods industries including *fashion/textile, footwear, furniture/home decoration, leather/fur, jewellery and accessories*, who is actively looking for new

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opportunities to exploit ideas and fashionable concepts with a high degree of innovation, disruption, integration of new technologies and design, could apply to be a part of **WORTH Partnership Project** by submitting their idea or project proposal.

Applicants, 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 their quality and operational capacities of the partnership members to successfully implement the project.

The Worth Partnership Project application call will be on going throughout 4 years, with different windows of opportunity

### How to apply?

To enter the application process, applicants must complete the following three steps:

- Fill out the registration form and request the eligibility check. [Apply now!](#)
- Find a partner to work with (partnerships must be formed of at least two partners, maximum three from at least two different [EU-COSME countries](#)).
- Submission of a partnership project proposal.

Once applicants have registered and passed the eligibility check, they gain access to the WORTH Gallery, which is currently made up of more than 800 creative fashion designers, artisans, SMEs manufacturers and disruptive tech firms from across Europe.

Applicants can request support from the WORTH Team to find a partner and/or shape a project/idea and advice on the project proposal submission process. A support section with specifications of the call, guidelines and selection criteria is available [here](#).

A [Steering Board](#) of renowned experts from the high-end fashion, design and consumer goods industries will support the successful partnership projects. Steering board members include international design specialists in disruptive processes such as 3D printing or flexible electronics, curators, design brands owners, founders of international fashion networks and directors of fashion institutions.

WORTH Partnership Project:

A European Commission initiative supporting collaborations between SME and start-up designers, manufacturers and technology firms to create innovative and design-driven products and ideas. The initiative is implemented by a consortium across Europe with the core belief that creative industries (SMEs and start-ups) are key drivers of economic growth in Europe.



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