

WORTH PARTNERSHIP PROJECT

www.worthproject.eu

Creativity | Innovation | Connections

Showcase your creativity and
innovation

WHAT is WORTH Partnership Project?

WORTH Project is about **collaborations** between **fashion designers, crafters, technology providers and SME manufacturers** willing to enter into a **transnational partnership** to develop innovative and disruptive products by adopting **new techniques and processes**.

The Project is **funded by EASME-COSME Programme of the European Union**.

WHAT is WORTH Partnership Project?

WORTH aims at establishing **meaningful connections** across the **EU-28** and **COSME associated countries** from different sectors of **fashion and consumer goods industries**, including



Footwear



Fashion /
Textile



Furniture /
Home
Decoration



Leather / Fur



Jewellery



Accessories

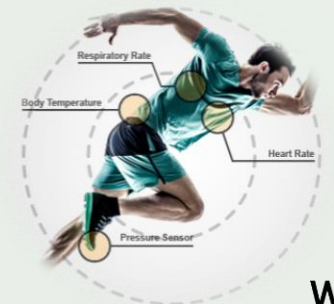
WHO can form a Partnership Project?

Partnerships can be formed by two or three different partners depending on the nature of the project:

- Fashion designers
- Creative and disruptive minds
- Crafters
- SMEs manufacturers
- Technology providers
- Start-ups

WHAT type of projects are eligible?

- **Design-led projects**, in which the added value primarily relies on design and creative concepts.
- **Manufacturer-led projects**, in which the manufacturers can work with designers to develop and introduce new products, processes and evolve existing ranges.
- **Technology-oriented projects**, in which the added value relies on the technology applied to design.



WHAT type of support?

Create a transnational partnership and benefit from the WORTH Project support!:

- A **direct economic support** (Up to 12.000 € per project)
- A **tailor-made coaching program** and **advice**
- **Networking activities** and **cross-sectorial collaborations**
- **International trade fairs and exhibitions** to showcase the products
- **Product market positioning** and branding
- **Intellectual property rights** management

TIME Framework of **W**ORTH Project

- Up to **150 partnership projects** will be supported over the course of the next **4 years (2017-2021)**
- **Several selection processes** with respective submission deadlines will take place
- **Call** for applications **opens on the 18th September 2017**
- **First submission deadline** December 2017

WORTH meets your needs to develop your project!

Be part of the **W**ORTH Community

At the centre: your partnership and your project

WORTH Community is made up of people keen to collaborate with the Project and share its values:

- **A steering board of renowned experts** will perform the selection process.
- **Ambassadors** will scout talented people and spread the European **values of WORTH**.
- **Coaches** will mentor successful products into the market.

We are convinced WORTH is indeed a programme of your interest!

WORTH Application Process

Create an account and register on the WORTH Project platform

www.worthproject.eu

Complete your application submission in three easy steps:

- Eligibility check
- Look for a partner in our gallery
- Submit together a partnership project proposal

The Team can help you to find an ally to work with

Participate in the WORTH Weekend (the final step in the assessment process)



WHO is behind the WORTH Project?

WORTH is an EU project developed by a consortium of partner organisations led by the Textile Technology Institute AITEX

We are focused on elevating the competitiveness of fashion, lifestyle and consumer goods industries by pushing their creativity, design and innovation essence.



WORTH Partnership Project is funded by
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WORTH Project is back!

The WORTH Project is a continuing edition of the pilot project which took place between 2013 and 2015. Due to previous successful results the project **is back with renewed expectations**

**79 partners involved
in 34
cross-boundary inter-disciplinary
partnerships**

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Stay tuned

www.worthproject.eu

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Supporting creative minds to
develop innovative products by
adopting new techniques and
processes