



Λευκωσία, 16 Ιουλίου 2019

**Προς: Όλους τους ενδιαφερόμενους**

**Θέμα: Πρόγραμμα WORTH Partnership**

Κυρία/ε,

Θα θέλαμε να σας ενημερώσουμε σχετικά με το πρόγραμμα WORTH Partnership, σκοπός του οποίου είναι η δημιουργία και η υποστήριξη διακρατικών συνεργασιών μεταξύ σχεδιαστών μόδας, δημιουργών, κατασκευαστικών επιχειρήσεων (ΜΜΕ) και τεχνολογικών εταιρειών που επιθυμούν να αναπτύξουν καινοτόμα προϊόντα που έχουν ως γνώμονα τη διαδικασία σχεδιασμού.

Το πρόγραμμα θα επιλέξει μέχρι 150 έργα και θα προσφέρει υποστήριξη μέσω:

- Απευθείας οικονομική υποστήριξη ύψους €10.000 (ανά έργο).
- Ανάθεση μέντορα για κάθε έργο, για να προσφέρει τεχνική αλλά και διοικητική υποστήριξη.
- Προσαρμοσμένο πρόγραμμα καθοδήγησης και εργαστήρια που θα εκτελούνται από ειδικούς σε τομείς όπως η εμπορία, η τεχνολογία, τα επιχειρηματικά μοντέλα, η διαχείριση δικαιωμάτων πνευματικής ιδιοκτησίας κλπ.
- Συμμετοχή και ανάδειξη των αποτελεσμάτων σε σχετικές εμπορικές εκθέσεις και άλλες εκδηλώσεις σε ολόκληρη την Ευρώπη καθώς και η οργάνωση δραστηριοτήτων δικτύωσης με στόχο τη διευκόλυνση της τοποθέτησης των προϊόντων που αναπτύσσονται στην αγορά.

Οι αιτήσεις για προτάσεις και ιδέες, μπορούν να αποστέλλονται στην ιστοσελίδα <http://www.worthproject.eu/register/> μέχρι τον Νοέμβριο του 2019.

Για περισσότερες πληροφορίες σχετικά με το πρόγραμμα WORTH, παρακαλώ επισκεφτείτε την ιστοσελίδα του προγράμματος <https://www.worthproject.eu>

Με εκτίμηση,

Μιχάλης Κούλλουρος  
Λειτουργός Τμήματος Βιομηχανίας  
για Γενικό Γραμματέα

# WORTH

WORTH is dedicated to supporting innovative ideas within the fashion and lifestyle industries including textile, footwear, leather and fur, furniture and home decoration, jewellery and accessories.

WORTH provides **designers, SME manufacturers, crafters and technology firms** a platform to develop creative concepts and the opportunity to enter into a **transnational partnership**.

Backed by the European Union, WORTH offers participants **funding, coaching**, market positioning, networking and international **product showcase**.

WORTH is about supporting innovative **design-driven ideas**, whereby the added value clearly lies in design concepts by integrating disruptive techniques or technologies in a creative way.

For further details and to start your WORTH Project journey, visit our website today!

**WORTH**

**PROJECT**

**APPLY**

**NOW**

# CALLING ALL

**#DESIGNERS #INNOVATORS #CRAFTERS #SMES  
#TECHFIRMS #CREATIVEMINDS #STARTUPS**

**Funding, coaching, market positioning,  
media kit, professional links, cross-discipline  
collaborations, networking opportunities and  
international events participation.**

**Supporting unique transnational partnerships  
with the aim to innovate, disrupt and create  
design-driven products and ideas.**

**THIRD CALL FOR PROPOSALS  
CLOSES OCTOBER 31ST, 2019**

[www.worthproject.eu](http://www.worthproject.eu)

[info@worthproject.eu](mailto:info@worthproject.eu)

**FOLLOW US**    

**WORTH  
PARTNERSHIP  
PROJECT**



WORTH Partnership Project is funded by COSME programme of the European Union for the Competitiveness of Enterprises and Small and Medium-Sized Enterprises (SME'S).



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**WORTH**  
**PARTNERSHIP**  
**PROJECT**

# THE THIRD CALL IS OPEN

# APPLY NOW

## Context

WORTH aims to create cross-border and cross-discipline collaborations between **designers, crafters, SME manufacturers, tech-firms and start-ups** across EU-28 and COSME countries, to develop unique and high-end products in the following sectors: *fashion and textile, footwear, fur and leather, furniture and home decoration, accessories and jewellery*.

WORTH is about creating **transnational** partnerships and supporting design-driven projects/ideas, wherein the **added value strongly lies in design concepts** by integrating disruptive techniques and/or technologies in a creative way.

90 innovative projects were awarded in the previous calls and up to 150 projects will be supported until 2021. WORTH is funded by the European Union through the programme EASME-COSME.

## 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 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

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## [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 formed of more than 1.600 creative fashion designers, artisans, SMEs manufacturers and disruptive tech firms from across Europe that are willing to enter into transnational partnerships.

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. The helpdesk area 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.

Feel warmly invited to learn more about the call in the FAQ document [here](#).

## [WORTH Benefits](#)

IF YOU ARE SELECTED YOU WILL BENEFIT FROM AN INCUBATOR PROGRAMME VALUED AT €60,000 CONSISTING OF:

- Media kit including international media relation activity, advertising and social media marketing
- **€ 10.000** seed money
- International product showcase through the participation in **two international design events**
- A tailored-made **mentoring programme**
- Cross-sector collaboration and participation in **networking** events
- Professional links

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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