



WORTH Partnership Project is funded by the COSME Programme of the European Union for the Competitiveness of Enterprises and Small and Medium-Sized Enterprises.

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

# THE FIRST CALL IS NOW 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-27, UK or COSME countries](#), to develop unique and high-end products in the following sectors: *fashion and textile, footwear, fur and leather, furniture/home decoration/architecture, 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.

The first call for proposals is dedicated to the principles of the [NEW EUROPEAN BAUHAUS](#) initiative, which seeks to develop of more sustainable, inclusive and beautiful living environments.

150 innovative projects were awarded in the previous edition of WORTH and up to 202 projects will be supported until 2025 during its second edition. WORTH is funded by the European Union through the programme EASME-COSME.

## Who can apply?

Every creative person, **designer, SME manufacturer, crafter, technology company** operating in the lifestyle industries including *fashion/textile, footwear, furniture/home decoration/architecture, leather/fur, jewellery and accessories*, who is actively looking for new opportunities to exploit ideas tackling the principles of sustainability, inclusion and beauty of the New European Bauhaus, can [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 evaluated according to their quality and operational capacities of the partnership members to successfully implement the project.

The WORTH Partnership Project will be ongoing throughout 4 years, with different windows of opportunities.

Learn more about the eligibility criteria [here](#).

## Contact

Helpdesk support: [helpdesk@worthproject.eu](mailto:helpdesk@worthproject.eu)

Matchmaking facilitator / guidance on the preparation of the application: [projects@worthproject.eu](mailto:projects@worthproject.eu)



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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-27, UK or 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 different creative designers, crafters, SME 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.

A Steering Board of renowned experts will carry out the evaluation and selection process according to the [award criteria](#).

Learn more about the call, the [application guidelines](#) and [frequently asked questions](#) in the [helpdesk area](#).

## [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 to € 20.000** seed money
- International product showcase through the participation in **two international design events**
- A tailor-made **mentoring programme**
- Cross-sector collaboration and participation in **networking** events
- Professional links
- Visibility of their professional profile on the WORTH Gallery

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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