



VIDEO RECORDING GUIDELINES

Based on the [selection criteria](#) guidelines, the video recording is the instrument to evaluate commitment, attitude, and **motivation of the partnership members. The steering board members expect to find answers to the 4.1 section of the project proposal form:**

- Why should WORTH support your project?
- How will the intervention of WORTH impact on your business/career (e.g. in terms of turnover, employment, internationalisation, access to new markets, etc.)?
- How does this project idea fit in your business strategy or career? How will this benefit you? At partnership level and at individual level.
- Tell us the story behind the project idea. What inspired you?
- How well is the proposed partnership contributing to [the New European Bauhaus](#) principle of transdisciplinarity bridging silos between viewpoints and professions (e.g. culture, technology, innovation, design, engineering, arts, social and natural sciences).

- Specifications:

- The video should not be longer than **3 minutes**.
- **No larger than 20 MB**, in case of exceeding the permitted size please upload the video on YouTube or Vimeo and provide the link on your profile.
- Provide a video in any format compatible with “VLC media player” such as **.mov, avi or mp4**.

- Other tips:

- Tell the evaluators if the project will start from zero or if you have already reached a previous development stage. If so, tell how WORTH will help you to move forward onto the next stage.
- **Why is the project innovative?** Will you apply an innovative technique, digital craftsmanship technologies, does your project address the preservation of European heritage values?
- Tell the story behind your project. The evaluators want to hear the storytelling.
- The video is with the intent of explaining the idea concepts, what and how partners want to develop this.