



VIDEO GUIDELINES

Based on the [award criteria](#), the video recording is the instrument to evaluate commitment, attitude, **motivation of the partnership members and the impact sought from WORTH**.

The Steering Board members expect to find answers to the questions included in the section 4.1 of the application 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 objectives of the call**, such as *circular economy, transition towards more sustainable production and consumption; advanced digitised manufacturing, digitised value chains and business models; **social innovation and social inclusion**; European cultural heritage preservation for social cohesion and well-being, reinvention of craftsmanship; shaping a new generation of innovators, entrepreneurs, professionals and citizens through innovative training and re-skilling tools; unique and disruptive design approaches; bolstering the **EU single market**, use of innovative materials, among other challenges that matter to communities*. Furthermore, the alignment with the following additional objectives is considered an asset and brings additional value to the project.: 1) *the green and digital transition*; 2) *efficient use of energy and resources*; 3) *reduction of the carbon footprint*.

Specifications:

- The video should not be longer than **3 minutes**.
- Provide a video in any format compatible with “VLC media player” such as **.mov, avi or mp4**.
- **The video cannot be larger than 20 MB**. In case of exceeding the maximum size, **you may also upload the video on YouTube or Vimeo** and upload to the EMS platform a pdf file with the link inserted.