



WORTH Partnership Project is funded by
COSME Programme of the European Union
for the competitiveness of Enterprises and
Small and Medium-Sized Enterprises (SMEs)

WORTH
PARTNERSHIP
PROJECT

GENERAL AWARD CRITERIA & ALLOCATION OF DIFFERENT LUMP SUMS

The majority of the selected projects will be awarded with the lump sum of **10.000€**.

The selected projects will be **recommended by the experts of the Steering Board** during the final selection and validation session based on the general award criteria (see Table A).

A certain quota of selected projects will be granted the lump sums of 15.000€ and 20.000€. Only outstanding projects **scored overall above 85 points (out of 100), and at least 12 points (out of 20) in the criterion “Relevance of the project idea: Contribution to the objectives of the call” can be considered as candidates for these special lump sums**. As regards the allocation of 15.000 € and 20.000 € in particular, they will be reserved to **outstanding projects** that require **higher levels of investment** to reach the market and which fulfil the additional award criteria elaborated in Table B.

The final allocation will be confirmed/approved by the contracting authority.

Applicants must not request any specific lump sum in their application but only complete the budget breakdown section of the application form according to their estimation of real costs of the project.



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TABLE A: GENERAL AWARD CRITERIA

Category	Criteria Group	Sub-criteria and assessment questions associated	Analysis
Quality of the partnership (20 points)	Organisational and technical capacity of the partnership <u>Max: 20 points</u>	<p>Applicants' technical capacity - 5 points To what extent do applicants have the proven experience/expertise and competence in the thematic field concerned? as well as the necessary capacity to successfully implement the idea.</p>	<p>Excellent (5 points) Fair (3 points) Inadequate (0 points)</p>
		<p>The added value of the cooperation - 15 points It will assess: the quality of the collaboration, which are the complementary skills that the partners bring to the partnership; -the potential to increase the innovation capacity of makers (manufacturers and crafters) thanks to the intervention of creative professionals (designers/creatives) and/or tech providers; - the project's impact on the business strategy. The budget breakdown must reflect a real partnership collaboration.</p> <p>Applicants must explain why they are the right team for the job, and what competencies/talents they bring to the table that can make this project feasible and bring this project the right level of quality. Previous experience in the development of solutions addressing relevant challenges will be considered, but not mandatory. The applicant may address this criterion in a portfolio.</p> <p>Through this criterion, it is assessed the maturity and the management capacity of the team to successfully develop the idea within the project duration as well as the capacity to drive the project outcome to the target market in the near future upon its development within WORTH.</p>	<p>Excellent (15 points) Good (12 points) Fair (8 points) Poor (4 points) Inadequate (0 points)</p>



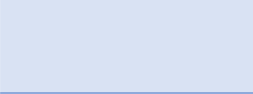
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Category	Criteria Group	Sub-criteria and assessment questions associated	Analysis
Quality and relevance of the project idea 40 points	Excellence and innovation potential of the proposed idea <u>Max: 20 points</u>	<p>Added value of the proposed project. The partnerships should demonstrate the value added by the idea and its integration/application in any manufacturing process or another relevant environment.</p> <p>To which extent the technique/technology/service/product developed or implemented is innovative and disruptive. The uniqueness of the idea should be assessed through this criterion. Excellence seeks to assess whether the idea delivers the right solution for a concrete and well-studied problem/gap/need/challenge. Proposals must deliver an innovative and design-driven idea that reflects the integration of design and creative aspects to the solution proposed: an innovative product, prototype, service or business model in the lifestyle industry value chain.</p> <p>The idea must show a clear advance or innovation in comparison to what is already existing on the market. The proposal must clearly point out whether the innovation lies in either the optimisation or use of new materials, processes (including operating conditions and machinery), methods/techniques. The selection will be based on the excellence of the proposed idea to address the identified challenge.</p>	<p>Excellent (20 points) Good (15 points) Fair (10 points) Poor (5 points) Inadequate (0 points)</p>
	Relevance of the project idea: Contribution to the objectives of the call <u>Max: 20 points</u>	<p>This criterion will assess to what extent the design solution contributes in an innovative and creative way to the general objective of the call, which is</p> <p>To support the green and digital transition, innovation and boosting entrepreneurship in creative and lifestyle industries through transnational collaborations between designers, creative people, manufacturing enterprises (SMEs), crafters/makers and technology firms looking to develop design-driven and innovative products, services, techniques or business models.</p> <ul style="list-style-type: none"> ➤ Circular Economy (including green transition, energy efficiency, reducing carbon footprint, sustainable production and consumption) ➤ Digital Manufacturing ➤ High-added value solutions (including disruptive approaches and digitised value chains) ➤ High-performance and innovative materials ➤ Reinventing craftsmanship ➤ Social Innovation (including European cultural heritage preservation for social cohesion and well-being) 	<p>Excellent (20 points) Good (15 points) Fair (10 points) Poor (5 points) Inadequate (0 points)</p>



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The solutions must be in one of the areas of lifestyle industries, such as *textile/fashion, footwear, leather/fur, furniture/home decoration/interior design/architecture, jewellery, and accessories.*- **20 points**

Category	Criteria Group	Sub-criteria and assessment questions associated	Analysis
Prospective Analysis: Market potential and sustainability of the expected results 40 points	Feasibility and sustainability of the project results <u>Max: 20 points</u>	Sustainability of the project results - 10 points This criterion will assess if the expected outcome is feasible and achievable according to a realistic work plan, as well as whether its implementation is feasible in a very well-identified context and application environment.	Excellent (20 points) Good (15 points) Fair (10 points) Poor (5 points) Inadequate (0 points)
		Impact sought from WORTH - 10 points This criterion will assess the motivation of the partnership shown in the project story video. Why should WORTH support the project idea? How the intervention of WORTH will significantly impact the different areas of the project development: i.e. Participants' businesses/career in terms of turnover, employment, internationalisation, access to new markets, other opportunities? What is the story behind the project? What inspires them?	



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	Potential for commercialisation - 10 points This criterion will assess if the partnership is aware and has an idea of basic market information such as: <i>what is the goal after the WORTH incubation period? Commercialisation channels, competitors, the gap in the market to bridge, users'/customers' profile.</i>	
Market potential	Does the proposal have the potential for brand creation, plans for internationalisation, new market orientation?	Excellent (20 points) Good (15 points) Fair (10 points) Poor (5 points) Inadequate (0 points)
<u>Max: 20 points</u>	Market impact - 10 points This criterion will assess if the proposal properly addresses the target market, if the description provided is realistic. The defined business use case and expected market growth potential for the application of the innovation. It will assess if the proposal identified in a proper way the risks from market perspective.	



TABLE B: Additional award criteria for the allocation of lump sums of 15.000 € and 20.000

CRITERIA GROUP		MEANS OF VERIFICATION	Lump sum category 15.000 €	Lump sum category 20.000 €
A	Excellent evaluation	Candidate projects to be granted with 20.000 € or 15.000 € must have achieved an excellent score during the final evaluation. Only projects scored overall above 85 points (out of 100) and at least 12 points in the criterion “Relevance of the project idea: Contribution to the objectives of the call” (out of 20) can be considered. This is to ensure that the project idea is viable and fully in line with all requirements/criteria of the call; moreover, partnership has excellent organisational and technical capacity to successfully implement the project idea and skills to bring the project the right level of quality.	Criteria A and B are of mandatory compliance to be a candidate project for this lump sum category	Criteria A and B are of mandatory compliance to be a candidate project for this lump sum category
B	Market potential, market impact	Only projects scored at least 12 points in the criterion “Market potential” (out of 20) can be considered as candidates for the allocation of the special lump sums. Meant to projects that could reach an advanced maturity and market readiness level upon the intervention of WORTH. There must be market growth potential for the design solution developed. Projects must demonstrate that the outcome developed will reach (or will be very close to reaching) a fully validated product/service that meets regulatory/quality compliance. This must be accompanied by the existence of a fully developed business and go-to-market strategy/plan and the necessary operational capacity. This criterion is assessed to ensure that the projects have achieved a high investment readiness and will tackle the market successfully.		
C	Materials to be employed and/or Technologies used	The partnerships will specify in the proposal the types and amount of materials needed to develop the prototype, as well as the market prices and the associated sourcing, procurement as well as maintenance costs (if relevant). The partnerships will define in the proposal the need for any technology/equipment/software acquisition or upgrade/update, its relevance, and appropriateness for the development of the outcome. Partnerships must present a budget, estimate the dedication to the project (%), and amortization. The Steering Board will consider positive: <i>a) when the employment of material and technology are well thought out and efficient with regard to the project’s objectives; b) when the partnership provides a sound estimation of costs; c) when the partners are committed to covering the extra costs to ensure the implementation of the project in case the support granted by WORTH covers only part of the estimated costs; d) when the partnership have the necessary degree of knowledge to use the employed materials/technology in the most efficient way.</i>	At least 2 of the criteria C, D, E, must be met by the candidate project to be considered for this lump sum category	Criteria C, D, E , are of mandatory compliance to be a candidate project for this lump sum category
D	External services	The partnerships will define in the proposal the need to use specific external services for the development of the project. A budget estimation must be included in the budget breakdown.		
E	Business trips/ cooperation with partners or providers	The partnerships will define in the proposal the need to attend personally other facilities to carry out specific stages of the project implementation (e.g., partners’ facilities, experimentation labs, research centers, etc.) and its appropriateness for the exclusive development of the project. A budget estimation will be requested. The Steering Board will consider positive: <i>a) when the business trips are well thought out and efficient with regard to the project’s objectives; b) when the partnership provides a sound estimation of costs; c) when the partners are committed to covering the extra costs to ensure the implementation of the project in case the support granted by WORTH covers only part of the estimated costs; d) if the partnership would acquire the necessary degree of knowledge and the development/outcome of the project ensured in the most efficient way.</i>		