

WORTH PARTNERSHIP PROJECT

APPLICATIONS OPEN FOR the SECOND CALL on 17/4/2018

After a successful first call, the second call opens on the 17th of April 2018 as new opportunity to develop design-driven products in furniture, textile, footwear, accessories, jewellery and leather sectors

[WORTH Partnership Project](#), an initiative of the European Union to boost the fashion and lifestyle industries within Europe and develop innovative and design-driven products, has announced the first 25 [winning partnerships](#) from the first call.

Now, the #WORTHPartnershipProject **reopens applications** to discover the next round of promising projects. WORTH is now embarked on the second year of a 4-year journey aiming to support 150 partnerships throughout the project duration.

The second call for applications opens 17th of April and will be ongoing until 24th of October 2018. The WORTH Community is rapidly increasing, over 700 members are registered in the WORTH platform ready to connect and build up transnational collaborations. -If you are also ready for the challenge: [register](#) and apply **to the second call** of WORTH Partnership Project.

Awarded projects will [receive funding, coaching, participation in international events, professional links, market upscale](#) and **access to an innovative community** to kick-start their disruptive design ideas.

COSME WORTH partnership project supports collaboration between fashion designers, traditional and digital craftsmanship and the manufacturing industry. **What in it for you?** The selected partnerships will receive financial and capacity building support to exchange knowledge and skills between manufacturing, creative and technology companies with:

- A small amount of seed money € 10,000 per project
- Individual coaching and advice on product market positioning, branding and IPR
- Participation in two international events,
- Networking, cross-sectorial collaboration, and product development

WORTH Partnership Project provides funding for transnational partnerships between highly innovative SMEs in fashion, design and lifestyle industries. The success of the 1st call for applications with more than 100 applications submissions received, turned into 41 short-listed partnerships who pitched in an international competition in front of a high-profile jury. The concrete results are the selection of 25 innovative partnerships based on the outstanding quality of the ideas and partners. Partnerships are formed of SMEs (Small and Medium sized Enterprise) partners working in the fashion and consumer goods industry across Europe who can apply to the project: designers,

Press Contact

Emma Roberts
Sara Brambilla
Barbara D'Incecco

eroberts@dagcom.com
sbrambilla@dagcom.com
bdincecco@dagcom.com

Tel + 39 02 89054151
Tel + 39 02 89054168
Tel + 39 02 89054158

crafters, start-ups, SMEs, and technology firms operating in following sectors: fashion/textile, footwear, leather, jewellery, accessories, furniture and home decoration.

In the 1st worth international [pitching event](#), there was a high level of individual commitment from the participating SMEs partnerships and from the international jury who selected the projects to reply to the expectations created by these. The level of expectations from participants was high and the return received in terms of connection and learning exchange was exponential. *“There is no price for that unique experience”* – said **Sabri Colle** from the Bulgarian company Madesign.

The 1st weekend focused on how European creativity and innovation, and the fusion between traditional and new skills can make a significant change into the fashion/textile, footwear/leather/furniture and design-based industries. One of the steering board members, the director of the Amsterdam school of fashion expressed *“We have to reflect on new ways of mixing creativity and innovation and expressing creativity through the lens of other disciplines”* - **Leslie Holden**, director of the Amsterdam School of Fashion and member of the steering board, expressed.

Anna Athanasopoulou, Head of Unit for Tourism, Emerging and Creative Industries, DG for Internal Market, Industry, Entrepreneurship and SMEs, said *“We attach great importance to the WORTH partnership project. Through this initiative, and thanks to the EU programme COSME, we encourage exchange of knowledge and skills between fashion designers, traditional and digital craftsmanship and the manufacturing industry. Our goal is to help small companies integrate creativity and innovation into the way they produce goods or provide services so that they remain competitive and grow.”*

The 25 highly innovative design selected partnerships are now on motion. They cover a wide spectrum of industries across 20 European countries. All the projects presented were incredible and have empowered real international partnerships to develop European creativity. We are now ready to embrace new disruptive partnerships and ideas – [Apply](#) as from now!

WORTH Partnership Project, an initiative of the European Union, supports collaborations between SMEs and start-up designers, manufacturers and technology firms to create innovative and design-driven products and ideas. The initiative is funded under the COSME programme and 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.



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

Press Contact

Emma Roberts
Sara Brambilla
Barbara D’Incecco

eroberts@dagcom.com
sbrambilla@dagcom.com
bdincecco@dagcom.com

Tel + 39 02 89054151
Tel + 39 02 89054168
Tel + 39 02 89054158