

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



**Re-FREAM**



**S+T+ARTS**  
LIGHTHOUSE  
RE-FREAM

# Re-FREAM



Re-Thinking of Fashion in  
Research and Artist collaborating  
development for Urban Manufacturing

[www.re-fream.eu](http://www.re-fream.eu)



Re-FREAM is funded by the  
European Union's Horizon  
2020 research and innovation  
programme under grant  
agreement No 825647.



# Mission

The Mission of Re- FREAM is to co-explore digitally-enabled small-scale production/manufacturing systems with artists and designers and invite to tinker and experiment in an fully geared-up infrastructure and community-supportive environment.

**Re-FREAM is looking for artists and designers to co-create innovate fashion concepts together with researchers using novel production technology.**



# Open Call until May 30th

Re- FREAM is an invitation to artists and designers to join and submit a project proposal within the following research challenges:



Re-Think Fashion  
**from analog to connected**



Re-Think Fashion  
**from 2D to 3D**



Re-think Fashion  
**from linear to  
sustainable circular systems**

# Companies Involved



## Co-Creation Spaces

In three co-creation spaces, each of the 20 artists (10 in each call) will receive 55.000 EUR funding for co-create innovative art-concepts with scientists within a 9-month-period.

**Disruptive in  
Berlin**

**Engineered  
in Linz**

**Responsible  
in Valencia**

These hubs will be your co-creation space at least one third of the project duration.



## Who can apply?

- Designers and artists with experience in the mentioned fields
- Self-employed or professional freelancers, SME or a start-up, legally established by the sign of the contract
- Must be based in an EU member state or an associated country of the H2020\*

## Selection process

- 6 experts will evaluate the projects based in the documentation
- Criteria for selection based in three topics
  - Design
  - Technology
  - Business
- Shortlist will be published on the website
- Awarded artists will be announced in Ars Electronica in Linz, September 6th 2019

\* Iceland, Norway, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia, Armenia



# Timeline

**After registration** you have to submit a proposal before May 30<sup>th</sup>

Select one hub (Linz, Berlin or Valencia)

Send the documentation including

- Video
- Workplan
- Project Proposal form

## After Submission

Shortlist will be published on the website

Awarded artists will be announced in Ars Electronica in Linz, September 6th 2019

**After selection** you have to sign a Grant Agreement (contract) which handles

IP rights

presence (30%)

Grant

publication of your results

## After contract signing

the projects run from 1 October 2019 – 30 June 2020

You must spend 30% of the total project time at the selected hub to discuss, experiment and co-create.



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**WORTH**  
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# THE PROJECT

WORTH Partnership Project creates and supports transnational collaborations between designers, creative people, crafters, manufacturing enterprises (SMEs) and technology firms looking to develop innovative and disruptive **design-driven** products.



Funded by COSME Programme of the European Union for the Competitiveness of Enterprises and Small and Medium-Sized Enterprises (SMEs)

# MANAGING TEAM



- European Commission
- Aitex
- Kepa
- IED
- Dag
- Avvocati Associati Franzosi

# BENEFITS



## SELECTED PARTNERSHIPS WILL ENTER IN AN INCUBATOR PROGRAMME VALUED AT 60,000€:

- Media kit including promotion and presence in international media, advertising and social media,
- € 10,000 seed money,
- a tailored-made mentoring programme,
- participation in two international events,
- cross-sector collaboration and participation in networking events
- professional links
- visibility of your profile in the WORTH gallery

# WHO CAN APPLY?



## APPLICANT PROFILES

- Designers:
  - Studios or freelance, design labs, and start-ups
- Makers:
  - Crafters, fab labs and SME manufacturers
- Technology firms:
  - innovators, tech labs, tech providers and start-ups

## SECTORS

- Fashion/textile
- Footwear
- Furniture/home decoration
- Leather/fur
- Jewellery
- Accessories

# WHO CAN APPLY?

## CONDITIONS

- Partnerships must be formed by 2 or 3 partners with different profiles based, at least, in 2 participating countries.
- Involved companies must be SME
- Each partner can only be involved in one winning Team

## YOU CAN PARTICIPATE IF

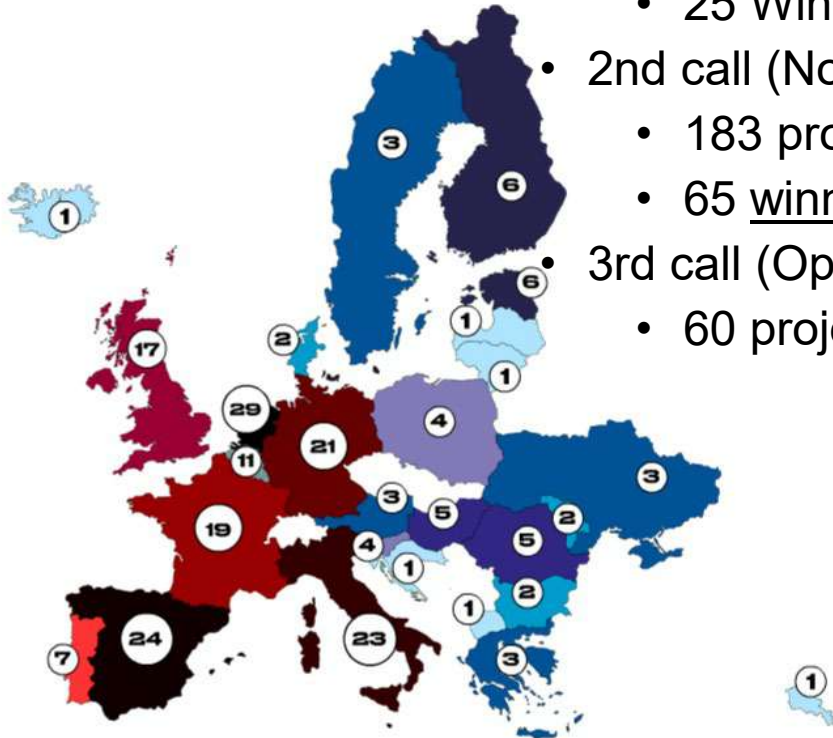
- You have an idea and already have a potential partner to work with,
- You have an idea but do not know a partner, we can help you to find the right one.



# WORTH PROJECT IN NUMBERS

The European commission aims to fund 150 projects

- 1st call (December 31st 2017)
  - 111 proposals submitted
  - 25 Winning projects
- 2nd call (November 15th 2018)
  - 183 proposals submitted, involving 387 partners from 33 countries
  - 65 winning projects, involving 150 partners from 25 countries
- 3rd call (Open until October 31st 2019)
  - 60 projects to be founded





# THE COMMUNITY

## AMBASSADORS

WORTH Partnership Project collaborators focused on scouting talent, providing support and promoting the project in each country.

## STEERING BOARD MEMBERS

Renowned experts from fashion and lifestyle industries, chosen to evaluate and support partnership projects.

## MENTORS

Specialists providing tailor-made coaching to elevate partnerships' capabilities and advise projects to succeed.



#Creativity | #Innovation | #Connections

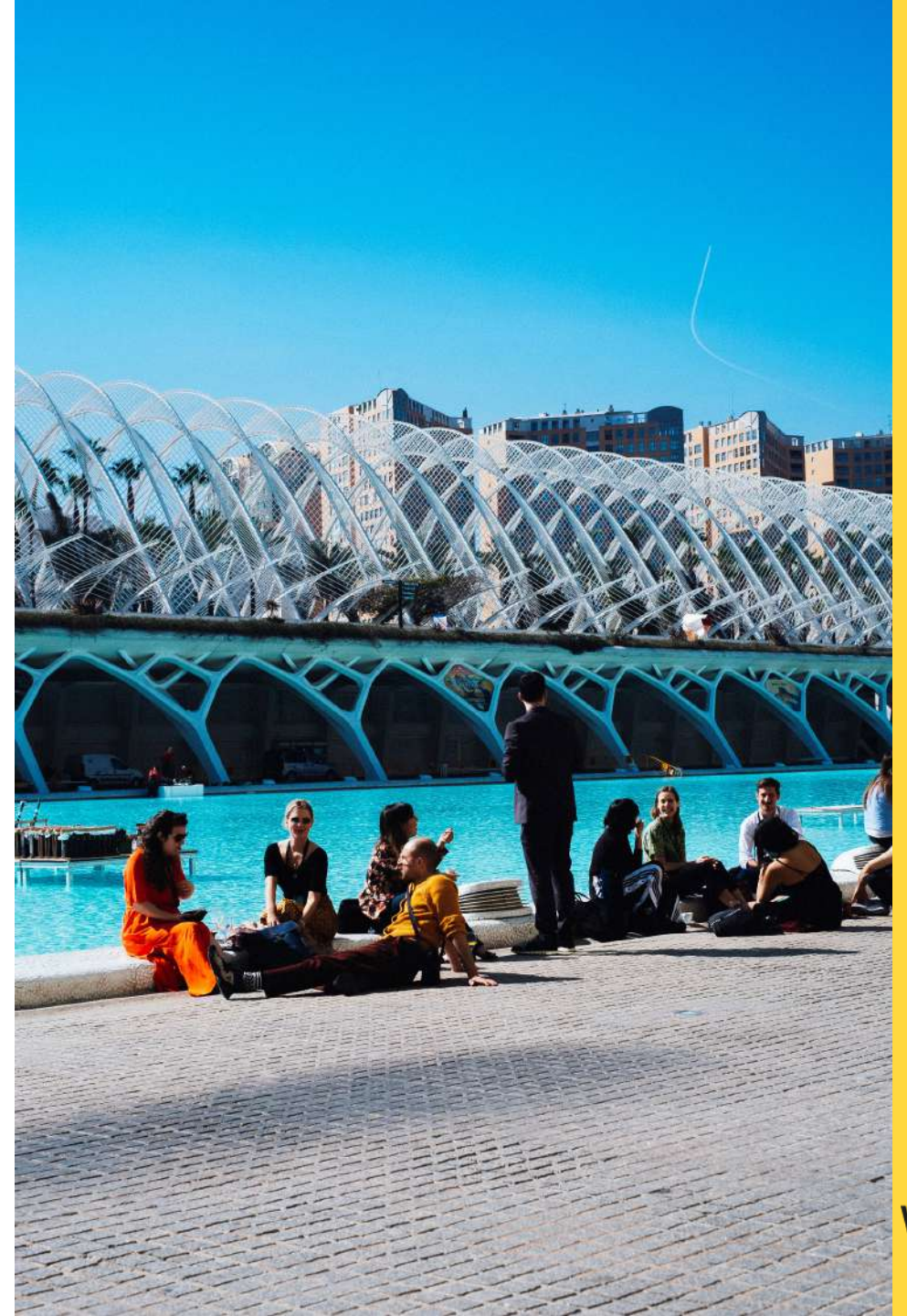


- There are mentors and Steering board members specialized in each sector. Take a look in our website to see their profiles.

# HOW TO APPLY

## Approximate timeline.

1. Register in our website. [www.worth-project.eu](http://www.worth-project.eu)
2. Form a partnership
3. Submit your proposal before October 31<sup>st</sup> 2019
4. The finalists will be announced – Around January 2020
5. Worth Weekend – Around March 2020
6. Legal contracts and paperwork must be signed
7. Winners Kick-Off – Around May 2020
8. Project development with a deadline in February 2021
9. Exhibition of the projects during 2021



# REGISTRATION

1. Enter in the registration page of our website. [www.worth-project.eu](http://www.worth-project.eu)
2. Fulfill at least all the mandatory fields
3. When your registration is approved you will receive a notification

First, fill out the registration form so you can join WORTH

◦ visible on public profile

\* mandatory

Name / Surname ◦ \*

Legal Name ◦ \*

Participant Category ◦ \*

Business Sector ◦ \*

Based Country ◦ \*

Mobile Number \* ?

E-mail Address ◦ \*

We would like to know more about your work

Webpage ◦

f Facebook ◦

Bē Behance ◦

in LinkedIn ◦

Instagram ◦

Pinterest ◦

Legal status \*

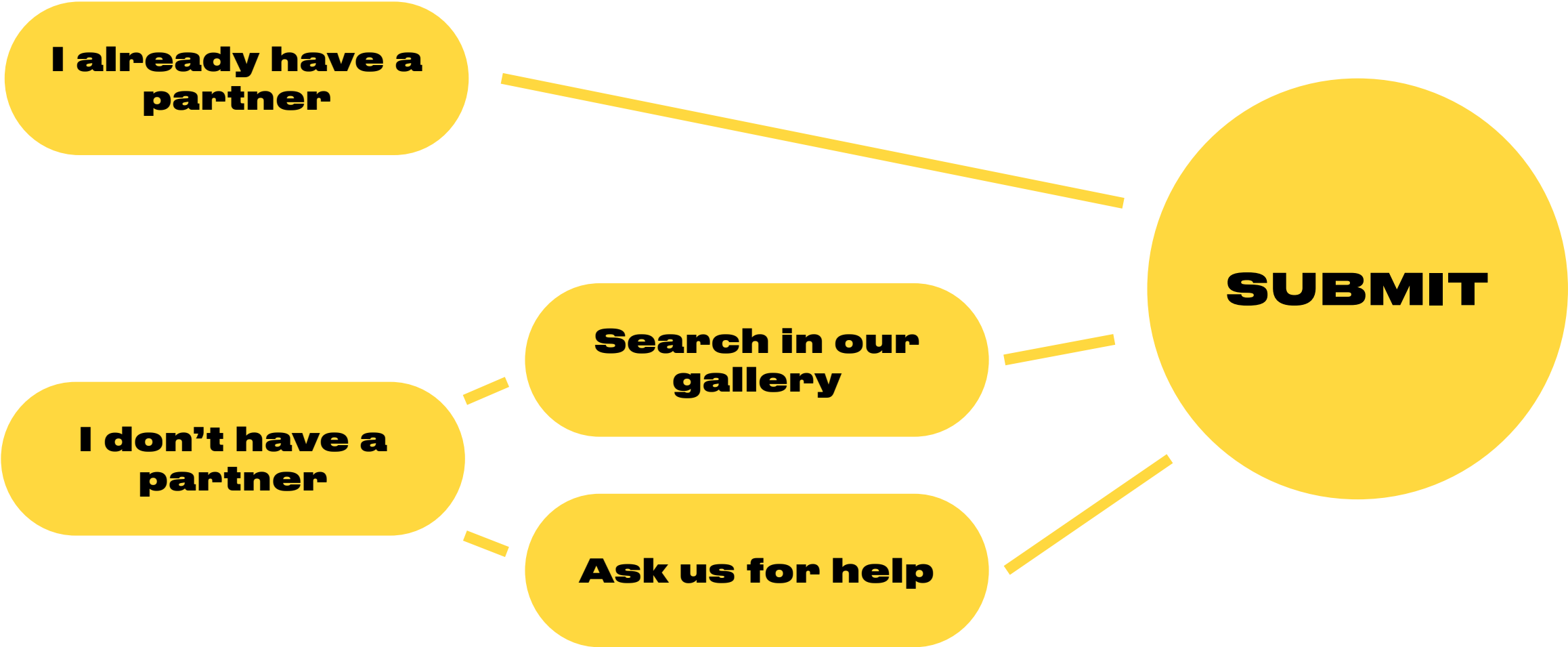
How did you hear about WORTH? \*

Username \*

Password \* ?

Confirm Password \*

# TEAM FORMATION



# WORTH GALLERY

<https://www.worthproject.eu/members/>

In the Worth gallery you can find:

- 1600 registered professionals.
- 38 countries

Participant Category  Business Sector  Username

Country  Products  Trends

Materials&Processes



TESTORE GROUP SRL



Winston Facey Hoyte



3DFILAMENTS S.L.

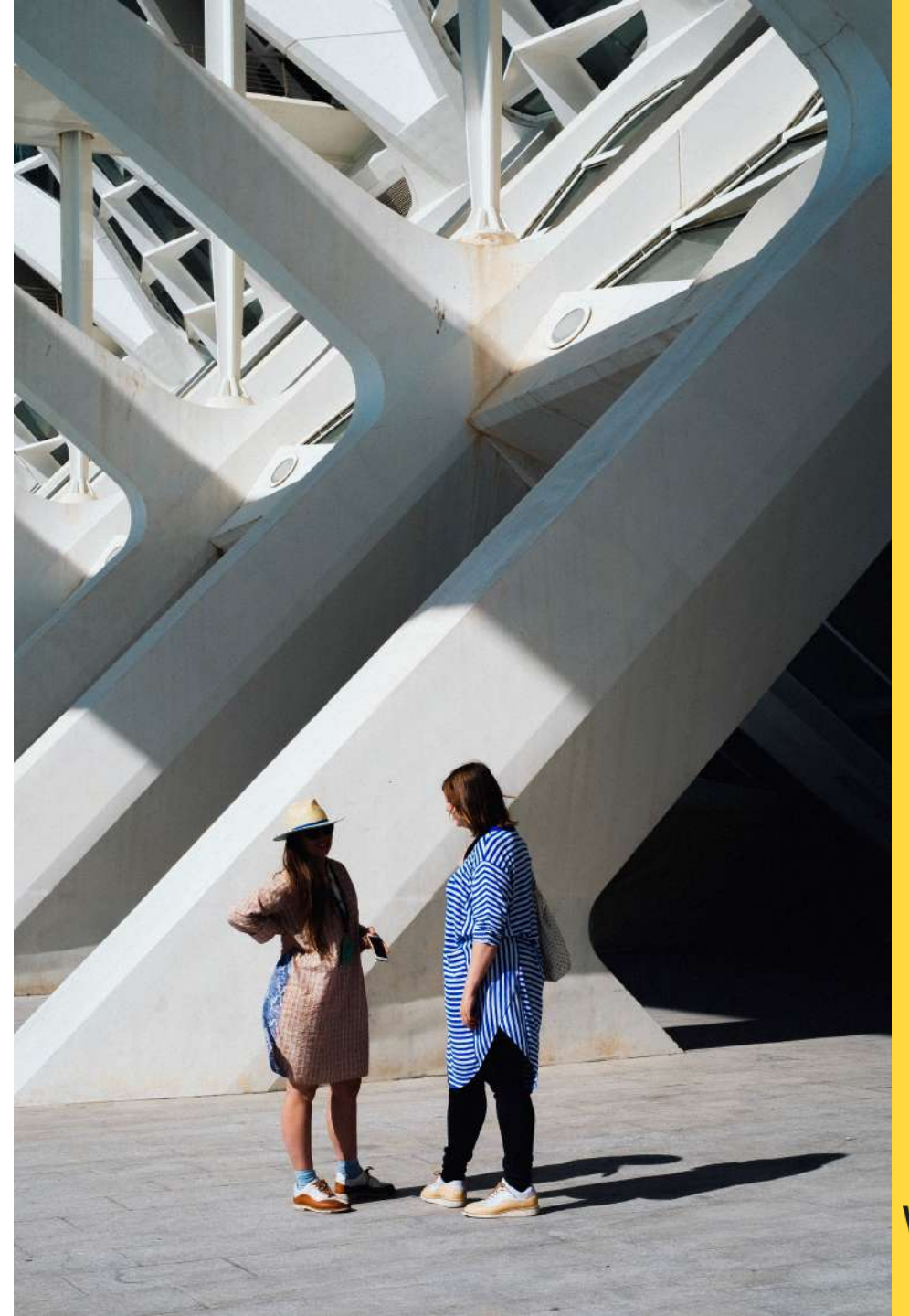
# FINDING A PARTNER

If you can't find a partner by yourself or in the gallery, ask for help by email:

1. [Customer-service@worthproject.eu](mailto:Customer-service@worthproject.eu)
2. [lfrochoso@aitex.com](mailto:lfrochoso@aitex.com)

In that email include:

- Your project description
- The skills you need from your partner
- Your portfolio



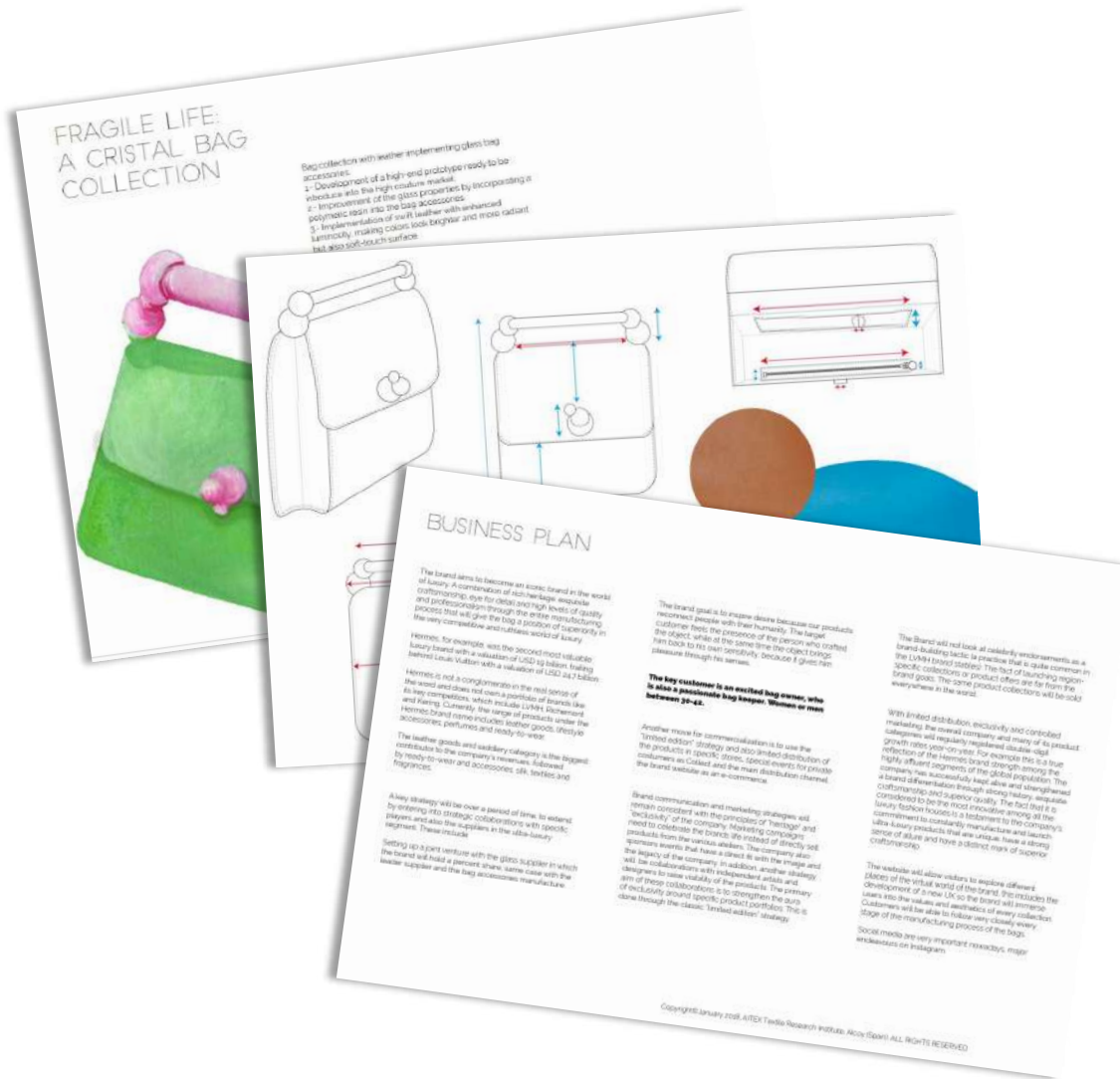
# SUBMIT YOUR PROPOSAL 1



- Partners Portfolio
  - One document
  - 3 Pages per partner



# SUBMIT YOUR PROPOSAL 2



- Project Dossier
  - One document per team
  - 3 Pages per partner
  - Sketches, renders, etc.
  - Brief Business plan

# SUBMIT YOUR PROPOSAL 3

## 2. Provide a brief description of your Partnership

(experience, activities, personnel, previous collaborations).

### Partner 1 (Partnership Leader):

**Profile/activities:** 260 characters

A fashion designer based in Alcoy. She currently advises fashion designers on new products for new brands. Connecting fashion with innovation. Gabriela also helps fashion brands with branding and marketing strategies.

**Background:** 260 characters

Fashion Project Manager. Born and raised in Venezuela. She is a Fashion designer specialized in High Couture with a master degree in Textile Engineering.

**What is your role in the partnership and why is this relevant in this project?** 260 characters

Gabriela Izquierdo will be the leader and designer of the collection. She will be taking care of all the aspects from the designer point of view, aesthetic values and visual contents.

### Partner 2:

**Profile/activities:** 260 characters

AITEX, is a private research association which performs characterisation trials and certification of textile materials and articles for a wide range of sectors including interior design, fashion, work clothing, healthcare, sports, etc.

**Background:** 260 characters

AITEX research work has several bilateral agreements with centres from around the world to exchange experiences, participate in international R+D projects and generate know-how to provide the private sector with a value-added factor for their products.

**What is your role in the partnership and why is this relevant in this project?** 260 characters

AITEX will be in charge of the development of the glass mixed with the resin to improve the quality of the glass parts of the bag so they will be more resistant.

### Partner 3:

**Profile/activities:** 260 characters

CUEROS DE VALENCIA, S.A (CUELSA) is a company dedicated to the tanning, dyeing and finishing for clothing sheepskins, with the main items such as Doble-Face, the Napa and Nubuck and in recent years has expanded its range product for the industry.

**Background:** 260 characters

The company competes in the first line of quality, in the leather market for clothing, and today is introduce into the main brands of footwear and leather market, mainly using Spanish material. Currently, 85% of CUELSA's sales are allocated abroad.

**What is your role in the partnership and why is this relevant in this project?** 260 characters

CUELSA will be the leather provider and manufacturer of the bag collection.

**Reservados todos los derechos.**

## • Project Proposal

- Contact information of the partners
- Simple questions about the Project
  - Role of each partner
  - Aim of the Project
  - Sustainability and social impact
  - Budget Breakdown

# SUBMIT YOUR PROPOSAL



- Video
  - Short video (3 minutes)
  - Explain the project to show your motivation.
  - Guidelines in the website

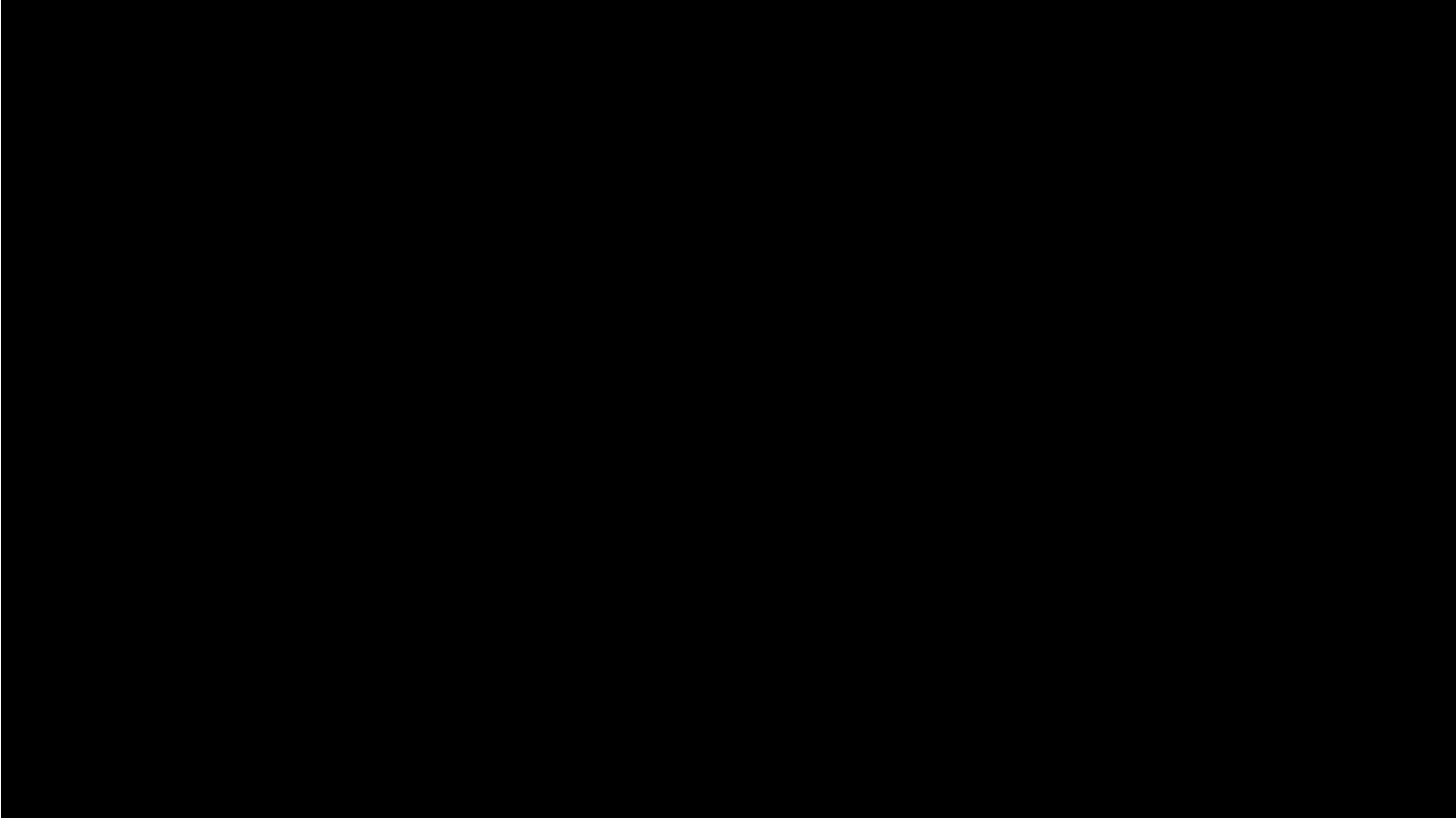
# EVALUATION



- Pre-evaluation
  - 2 steering board members
- Evaluation event for the finalists



# WORTH WEEKEND



# WINNING PARTNERSHIPS – 1st Call

**JEWELLERY**



**ACCESORIES**

# WINNING PARTNERSHIPS – 1st Call

FURNITURE



FOOTWEAR



FASHION

# WINNING PARTNERSHIPS –2nd Call

**BALTA BALTA**



# REMEMBER THAT

# HELPDESK & FAQ

## TUTORIALS

How to Apply – Video Tutorial (Coming soon)  
WORTH Application Tutorial (Coming soon)

## LEARN MORE ABOUT THE CALL

1. Guide for Applicants
2. Annex: Selection criteria WORTH Call
3. FAQ's

## APPLICATION GUIDELINES

1. Project Proposal Template
2. Example Project Proposal Package
  - \* Example Project Proposal
  - \* Example Project Dossier
  - \* Video Recording Guidelines
  - \* Example Project Video

## FORMALISATION OF PARTNERSHIPS

1. Model Grant Agreement
2. Partnership Agreement Model

## REPORTING

1. Progress Monitoring Reports

- You can find a lot of information in the FAQ section in our website
- In the Worth team there are designers and engineers so we can help to solve doubts with your proposals.
- If you send us the documents before the deadline (around september) we are happy to help you to strengthen the weak points.

**THANK YOU**