



# **WORTH — PARTNERSHIP PROJECT**



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

# WHY WORTH?

SMEs and designers play a crucial role to reach the strategic objectives of Europe.

Although creative industries are considered pivotal for growth and employment, their competitiveness is somehow hampered by their limited exploitation of the international opportunities .

In this context, the programme for the competitiveness of the Small and Medium Size enterprises-COSME has as main objective to support the development and strengthen the competitiveness of the European SMEs and designers as innovation drivers.



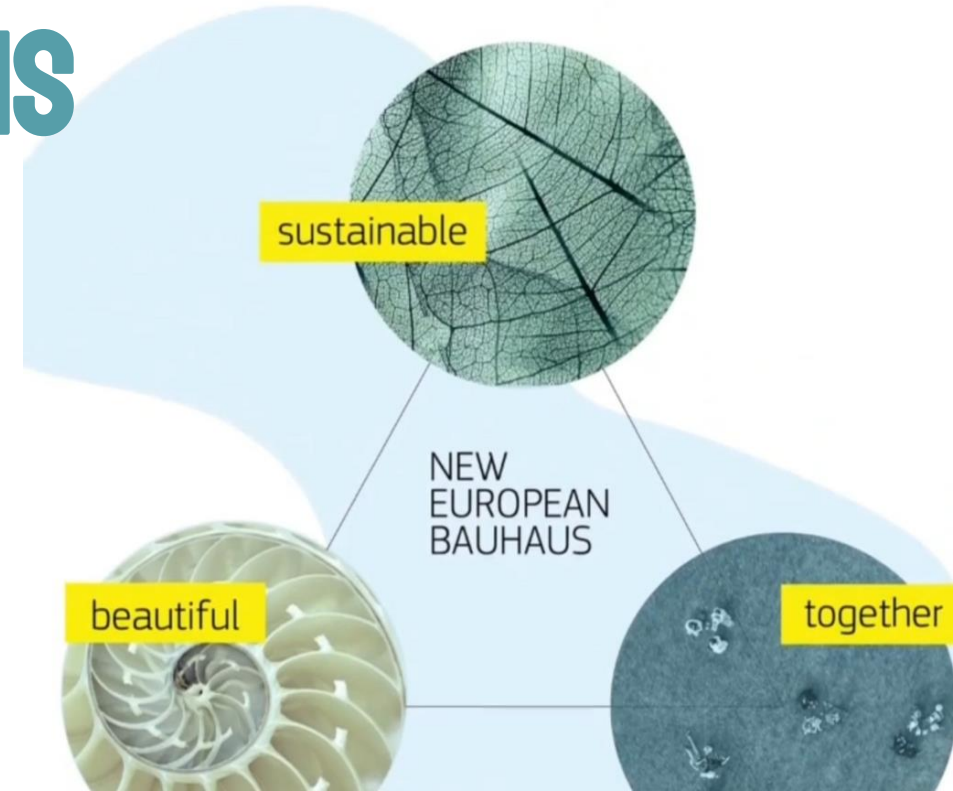
# HOW THE FASHION COULD BENEFIT FROM INTERNATIONAL COLLABORATIONS

WORTH Partnership Project II is funded by the COSME Programme of the European Union.

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

WORTH Partnership Project II is the second edition of the programme, which ran from 2017 to 2021.

The first call of WORTH was linked to the New European Bauhaus including its three core values: Beautiful, Sustainable and Inclusive.



Over four years...

2.600 partners registered

462 Applications submitted

978 applicants

From 36 countries

152 transnational partnerships selected

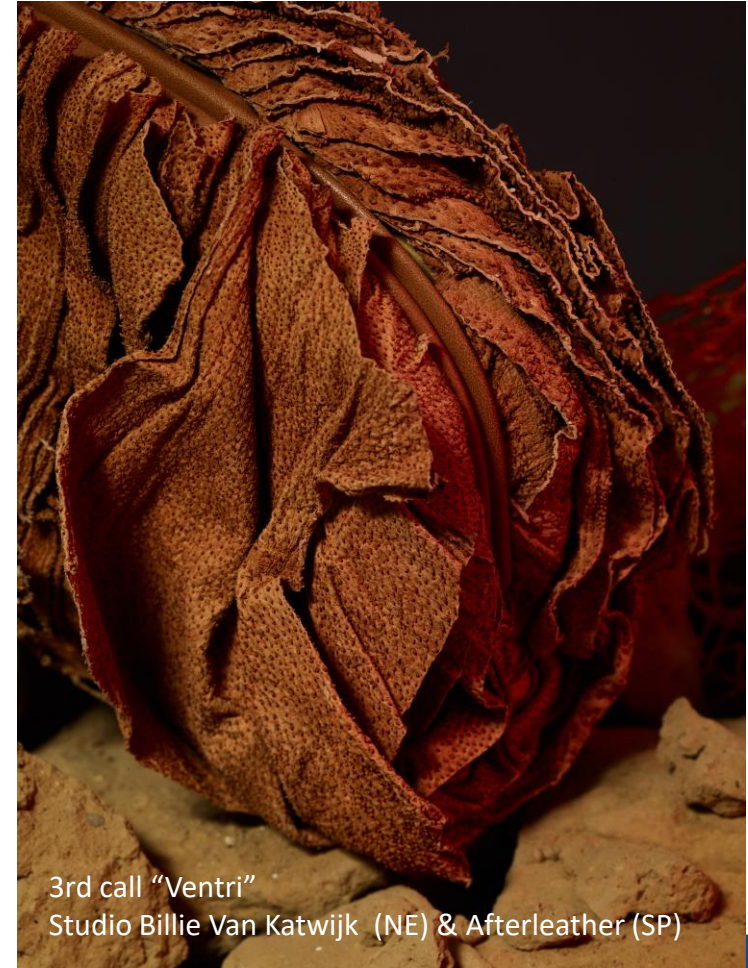
WORTH II 200 transnational partnerships selected in 3 calls

1st CALL 123 proposals submitted involving 680 partners

680 partners registered

**65 NEW PARTNERSHIPS ONGOING**

# WORTH FIGURES AND FACTS



3rd call "Vetri"  
Studio Billie Van Katwijk (NE) & Afterleather (SP)

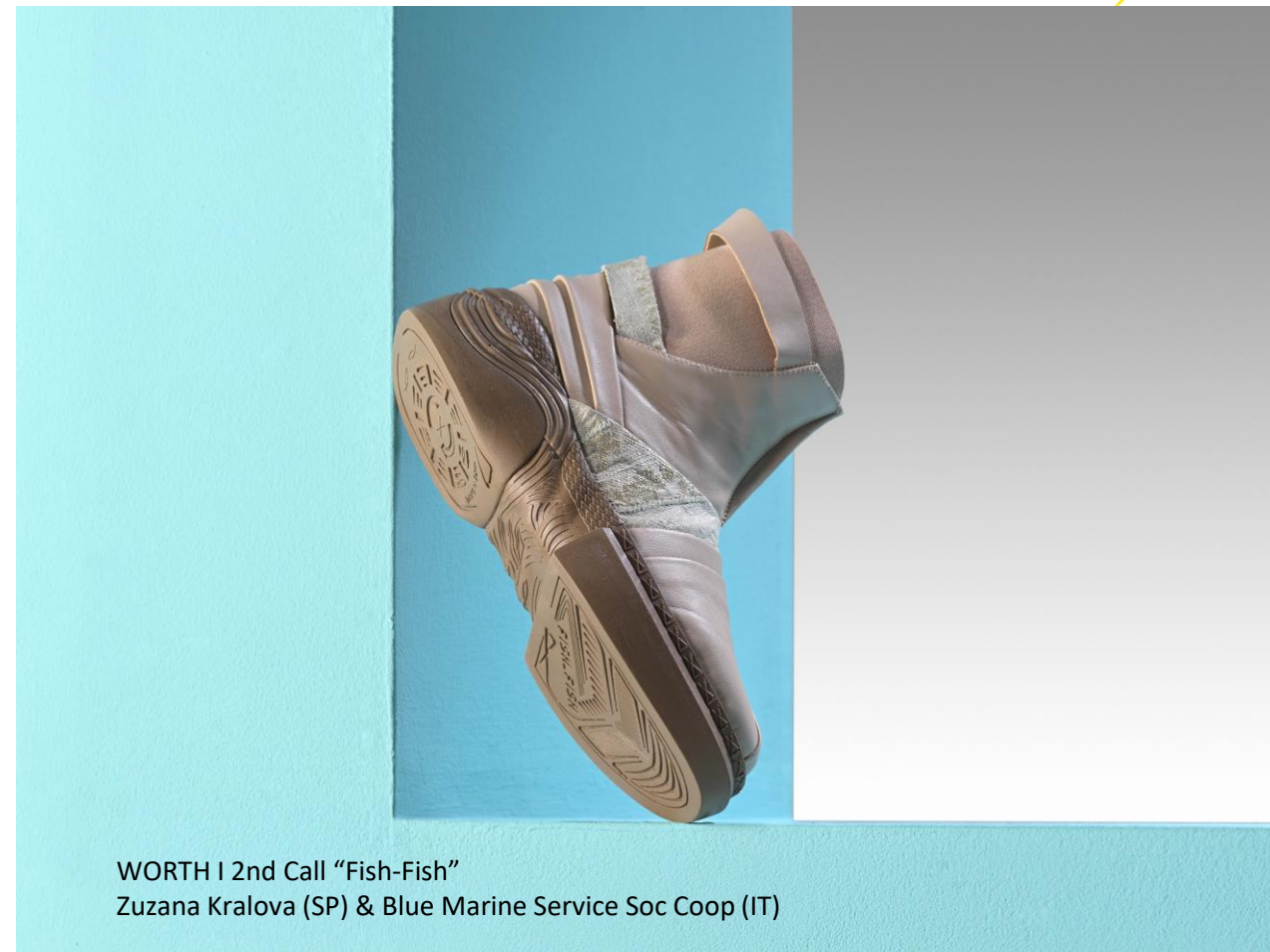


# WORTH II BENEFITS

**200 PARTNERSHIPS** will be selected in three calls for proposals.

The support offered within this **INCUBATION PROGRAMME** is:

- Presence in media, advertising and social networks;
- Funding of **10.000** up to **20.000€**;
- A **tailored-made mentoring** programme;
- Participation in **two international events** to showcase the developed products
- Participation in **networking** activities
- **Professional links** provision
- **Visibility** of participants profile in the WORTH gallery



WORTH I 2nd Call "Fish-Fish"  
Zuzana Kralova (SP) & Blue Marine Service Soc Coop (IT)

# COACHING PROGRAMME

2.300 hours of tailored mentoring and advisory service were delivered

40 hours of training

35 online modules/seminars

8 on-site workshops

helped the **152 selected** partnerships acquire or further developed capacities

*"This was an excellent match in terms of mentoring. We were surprised by the level of professionalism and implication of the mentor in our project. We owe a large part of having successfully completed the co-creative experiments to our mentor who guided us and provided support. We do not see any are of improvement possible."*

*Project W03\_053 WeAr Design*

*"Our mentor really helped us in areas of our project where we most needed to add value - ourselves! He was amazingly motivating, really backed the project and gave us many gems to ponder and help shape the final outcome of our production! He was also key in editing and refining our language to be more engaging, identifying business opportunities and target audiences. We really could not have asked for a better mentor!"*

*Project W03\_125 Future Wardrobe*

*"....he is describing himself: "a collision maker". From the beginning he was very good with making links and immediately thinking about connections. What also pleasantly surprised me is his ability to seeing the bigger picture and speculating about the future."*

*Project W03\_085- Soft touch of industrial waste*

# EXHIBITIONS & NETWORKING



**6 Exhibitions** were organised (two per round of projects).

**3 B2B matchmaking events** (one per round) intended to connect WORTH partnerships with trade partners and other professionals

**3 internal networking** activities under the format of working groups to trigger the creation of professional connections, as well as the **exchange of knowledge and best practices**, giving the **winning partners** the **opportunity to connect**.

**120 sectoral events** in **26 EU&COSME** associated countries

# WHO CAN PARTICIPATE?

**LEGAL ENTITIES** forming a consortium could include:

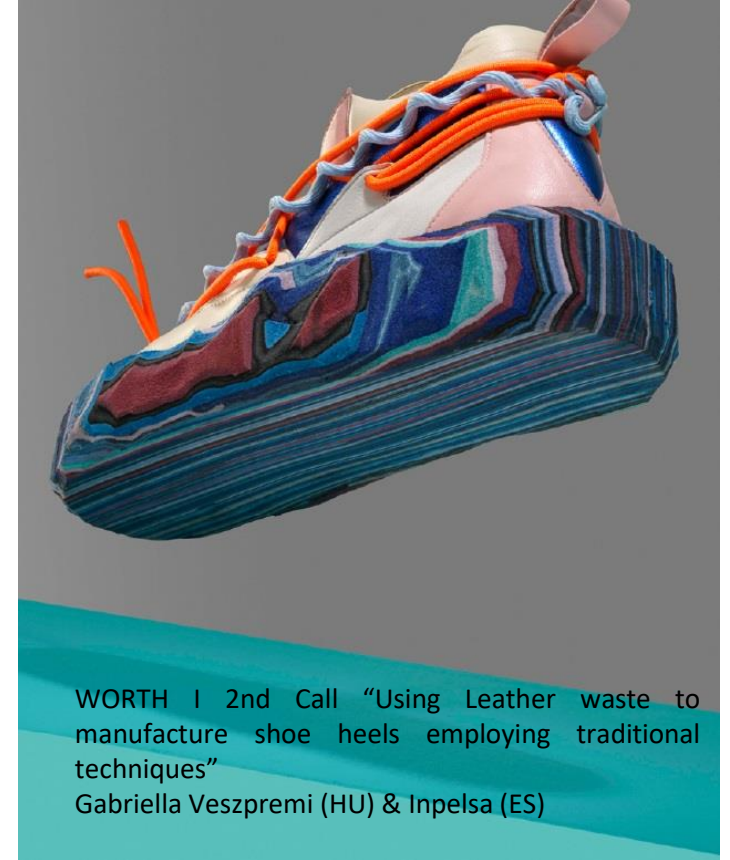
- **SME under the EU definition** (Staff headcount <250 and either Turnover<= €50M or Balance sheet total <=€43M). SME companies must be legally established for at least six months prior to the signature of the partnership agreement.
- **Self-employed professionals.** They must be legally established according to the laws of each participating country, as of the signature of the grant agreement, and at least during the whole duration of their project implementation.
- **Private non-profit organisations.**
- **Private for-profit organisations.**
- **Other entities,** such as: universities, research centres, design labs etc if justified as relevant to the Partnership Project.



WORTH I 2nd Call “Change”  
Cartiera (IT) & SWIdeas AB (SW)



# WORTH | SUCCESS STORIES



WORTH | 2nd Call "Using Leather waste to manufacture shoe heels employing traditional techniques"  
Gabriella Veszpremi (HU) & Inpelsa (ES)

# USING LEATHER WASTE TO MANUFACTURE SHOE HEELS EMPLOYING TRADITIONAL TECHNIQUES

With the focus on ergonomic and functional aspects, the sole is manufactured using leather waste

Gabriella Veszpremi- Hungary  
Impelsa-Spain



# NO/THING PERFECTLY DESIGNED JEWELS THROUGH INNOVATIVE PROCESSES

The Project develops a collection of jewellery mixing together the professional and different skills of such diverse partner's background. The process is about the combination of **reusing industrial materials** with deep creativity (sustainable message – Reuse Design), with the **Filigree's traditional** and delicate Maletese technique (advanced jewellery craftsmanship – The Silversmith) up to the final exploration of **new smarter materials with the 3d printing** (ultimate technology – Turnia).



Invaerso-Italy  
Turnia- Poland  
The Silversmith- Malta

## VENTRI- HANDBAGS MADE OUT OF COW STOMACHS

In the meat industry, **animal stomachs are a waste product**. There is a **challenge in providing higher value through design** to something that is considered waste in many countries. Beauty is hidden in unexpected places. **There is a huge demand for sustainable alternatives to luxury leather goods, which do not compromise on aesthetics and quality.**

A cow has four different stomachs, each with a different function and therefore different shapes and textures. Three of the four stomachs are highly suitable for tanning.

**The project has produced scalable prototypes of three different handbags, each made of leather from a different stomach.**

Through the partnership, the craftsmanship of the Spanish leather artisans (Afer leather) is applied to Billies Van Katwijk (The Netherlands) unique textured material to create a line of handbags.



3rd call "Vetri"  
Studio Billie Van Katwijk (NE) & Aferleather (SP)



# CIRCULAR WORKWEAR COLLECTION

WORKWEAR DESIGNED BY RE-USING INDUSTRIAL TEXTILES

The project aims to create a **workwear collection for hotel service personnel made from repurposed industrial textiles from the EU**. Focused on advantaged **bespoke design** and developing different **sustainable treatments for dyeing and finishing to the textile wastes** to create a high quality B2B collection. All the articles in the collection are easy to customise and include bespoke features. By changing colours, length and functional details, the pieces can be adapted to the customers' needs, while supporting local industry.

Tauko Design OY (Finland)  
KNK-KANAKA (Poland)





## Reframd

Providing great fitting, high-quality eyewear for people with low and wide nose bridges



Providing great fitting, high-quality eyewear for people with low and wide nose bridges.

Most off-the-shelf or ready-to order products are **designed to fit high and narrow nasal bridges** (Caucasian nasal features). Consequently, **people with low and wide bridges (mostly people of African descent") have little option** but to wear badly fitting sunglasses, get custom-made frames at a huge cost or opt-out of wearing sunglasses altogether.

An eyewear brand focused on designing and **producing glasses to fit most of Black People's nose profiles**. Incorporating significant changes to frame design in combination with great aesthetics and material finish. The products are **3D-printed in nylon and premium cellulose acetate**. The Project incorporates **algorithmic design in combination with additive manufacturing** to speed up design iterations and product development.

Reframd (Germany)  
Castor Sunglasses (Spain)

## WORDS THAT SHIMMER

COLLECTION OF SUSTAINABLE JEWELLERY COMBINING ARTISAN AND DIGITAL MANUFACTURING

A collection of **sustainable jewellery** that the owner can change as they wish. Inspired by a Maslow's Hierarchy of needs, they offer symbols of sanctuary and easy ways to change style whilst promoting social + environmental change that leads to responsible production and supply chain transparency. **The project combines modern 3D-printing techniques with the traditional artisan technique of lost wax casting to develop customised pieces.**

Lissome (Germany)  
Vipa Designs (Poland)





# MINTA- A MODULAR STRUCTURE SYSTEM

MINTA is a **structure system based on the art of weaving**. The logic of the handicraft is translated into **modular multi-layered surfaces that create a unique aesthetic and customizable design innovated by a 3D software and the technology of laser cutting**. By creating the modular system which then must be assembled by hand, we are returning to the roots of the traditional handicraft.

Orsi ORBAN (Germany)  
MAKERSPACE.HU (Hungary)



## AMALGAMA- ARTISANAL AND INNOVATIVE PRINTING COAT

**Artistic collection that looks like one garment but it is composed by 9 different garments. When people disassemble the main piece it turns into a small collection of individual garments.**

LEANDRO CANO (Spain)  
MASTELAS (Spain)  
Label-Graine (France)



# REGISTER NOW!!!

The second call for proposals will open after Summer

## STAY TUNED...



WORTH1 1st Call "EDBORA"  
ADBUSE (SP) & Castellari (IT)



European  
Commission

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## WORTH PARTNERSHIP PROJECT

**INSPIRING INNOVATION THROUGH CREATIVE CONNECTIONS  
ACROSS EUROPE**

**[WWW.WORTHPROJECT.EU](http://WWW.WORTHPROJECT.EU)**

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