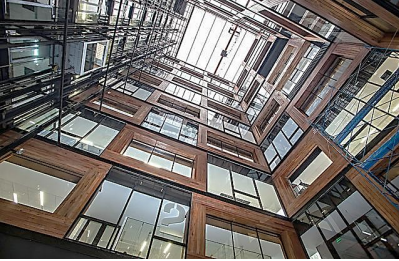


# W P

## WORTH PARTNERSHIP PROJECT

About the  
Team





WHY

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PARTNERSHIP  
PROJECT



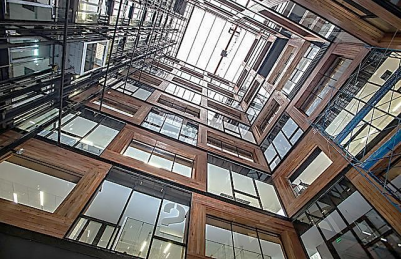
**SMEs** are the backbone of Europe's economy.

**SMEs** are the 99% of all companies in EU

**SMEs** provide 2/3 private sector Jobs

**SMEs** provide  $> \frac{1}{2}$  total added value created by business in EU.

**SMEs** create around 85% of new Jobs in EU



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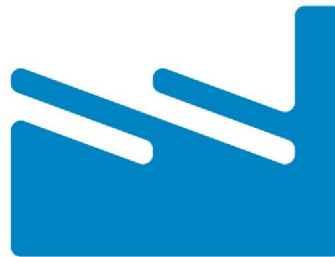


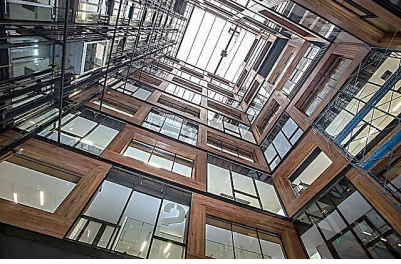
## FASHION INDUSTRIES IN THE EU CREATIVE INDUSTRIES

€ **558**  
**BILLION**  
IN VALUE ADDED TO EU GDP

 **9,2%**  
OF TOTAL EU  
EMPLOYMENT

**+850.000**  
**COMPANIES**





WHY

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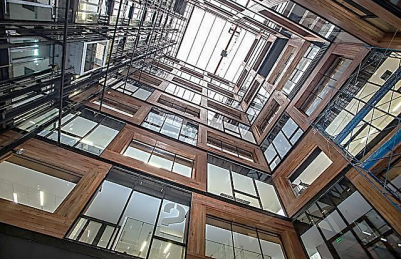


## HOWEVER

**SMEs** are affected by limited exploitation of international opportunities and innovation projects in the Single Market and beyond.

**SMEs** operate mainly at national level

Few **SMEs** are engaged in cross-border business within the EU



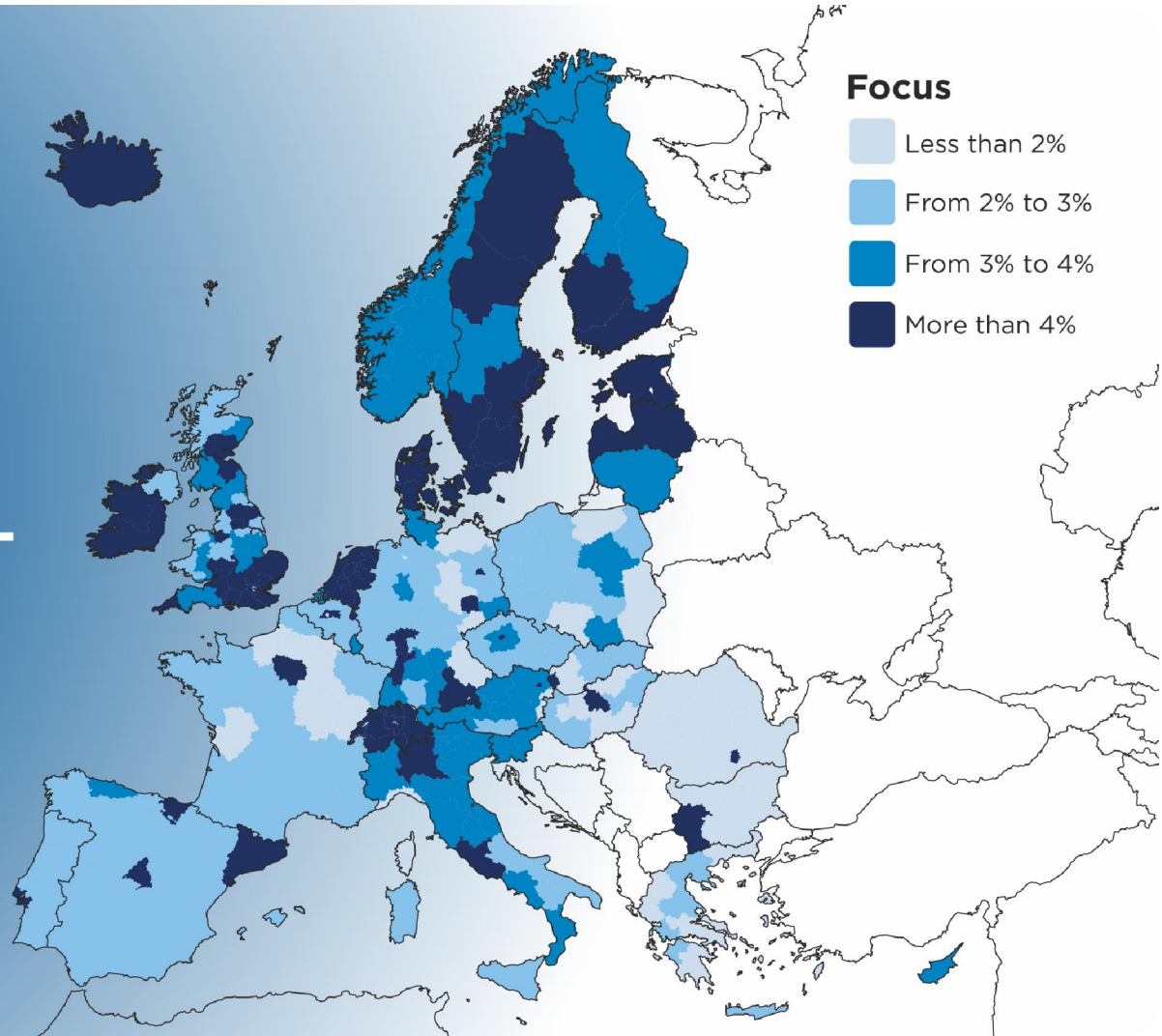
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# CREATIVE AND CULTURAL INDUSTRIES



# CHALLENGES

These industries are facing a number of challenges such as increasing number of counterfeit products, the protection of intellectual property rights and the financial difficulties that small businesses normally suffer.<sup>8</sup>

## WORKFORCE

To compete, they require a more qualified workforce to deal with new technologies, stimulate innovation, ensure quality management and develop international strategies and marketing. Therefore, the availability of adequately skilled workers has become one of the major issues for the fashion industries.



## FINANCE

Access to finance remains also a key issue, given the average small size of fashion businesses as the sector is dominated by micro-enterprises with less than 10 employees. The type of their activity, the presence of mostly immaterial assets and difficulties in presenting the investment opportunities to investors hamper further their ability to obtain external financing needed to ensure the everyday functioning and growth of businesses.



## DIFFICULTIES TO ACCESS THE INTERNATIONAL MARKETS

Due to the small size of the companies, there is a lack of appropriate structures to Commission staff working document. Competitiveness of the European high-end industries

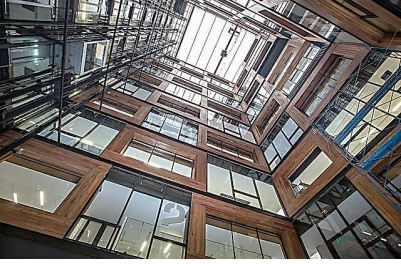


Fashion and lifestyle consumer goods manufacturing SMEs face difficulties to work with designers and vice versa. Cost considerations on the part of companies appear to be a main reason for this observed gap to better integrate design know-how into manufacturing.<sup>9</sup>



There is a general lack of technical/engineering manufacturing and marketing knowledge on the part of the designers





WHY

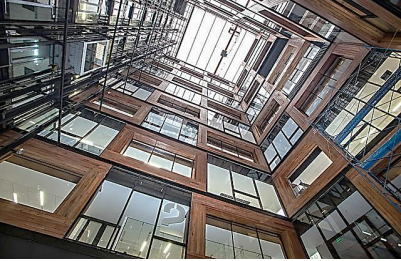
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## OPPORTUNITIES

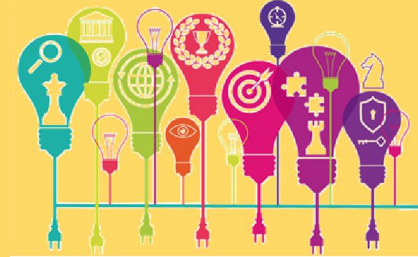
Finally, with demographic expansion and economic growth leading to the increase of revenues in certain third countries, new export markets opened up for EU fashion products. Recent years have seen an increase in European exports, both to some of the rapidly growing emerging markets such as China, United Arab Emirates and Saudi Arabia as well as to developed countries, including USA and Japan. Taking into account the stagnating internal demand, exporting is currently the driving force for the fashion industries. To benefit from this trend, more and better support is needed for companies, in particular SMEs, for which it is more difficult to sell or invest in new markets.<sup>10</sup>



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## HOW WILL WORTH COVER THE CHALLENGES OF THE EUROPEAN FASHION INDUSTRY??

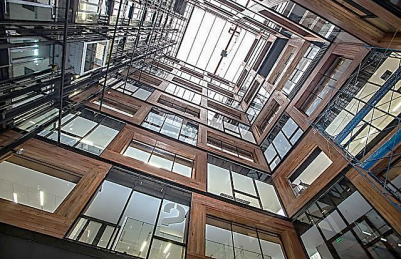
Reinforcing the innovation and **competitiveness** of the **fashion** and **lifestyle consumer goods** sector by promoting **cross-cooperation** and **synergies** between sectors that would find difficult to cooperate without a support

Fostering the **creativity** in the European Industry, allowing the advance to most **innovative products**, materials, processes and business models with highest added value and also to new entrepreneurship models assuring the competitiveness to long term.

Promoting the **internationalization** and **cooperation**, the **networking** among **designers, companies** and **technology firms**, fostering the interaction with commercial key stakeholders and strengthening the support to SMEs for protecting their **IPR**.







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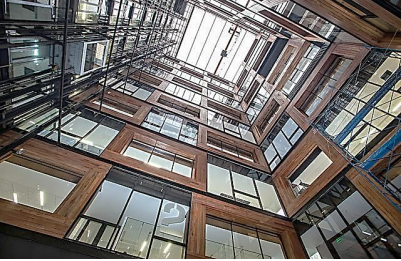
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PROJECT

Aims to tackle this gap and help SMEs in the fashion and lifestyle consumer goods to **take full advantage of the Single Market** through hands-on support to create **trans-national partnerships**.

The Project targets also a second major challenge for EU economy: **INNOVATION**.

**DESIGN** and **CREATIVITY** are largely recognized as **KEY DRIVERS** of **INNOVATION** to provide **BUSINESS** with a clear **COMPETITIVE ADVANTAGE**





# WHAT IS WP ?

WORTH PARTNERSHIP PROJECT



The **WORTH Partnership Project** put in place **European trans-national partnerships between designers and enterprises:**

- W** To encourage the competitiveness of **ALL** the value chain in **FASHION and LIFESTYLE INDUSTRIES**, such as *textile, jewellery, footwear, eyewear, furniture, fur, leather and home decoration.*
- W** To integrate **creativity, design** and **new technologies** in **SMEs.**
- W** To foster **new, innovative** or **high added-value** products, processes or services developed in collaboration **between designers** and **manufacturers** or **technology companies.**



# WHAT IS **WP**

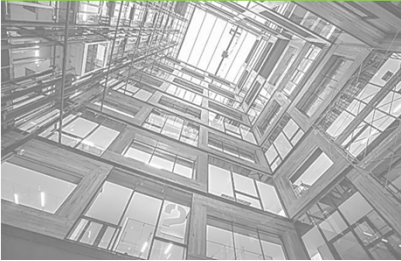
**WORTH PARTNERSHIP PROJECT**



The **WORTH Partnership Project** supports the participants through the following 3 key tactics:

- **Financial support** to 150 selected partnerships projects.
- Providing **tailored** and **customized coaching** to participants on either technical or soft skills to elevate the relevance of projects and increase capabilities of the partners.
- Facilitating **professional links** and **market positioning** between projects partners and other players by organizing **networking activities, trade fairs/relevant exhibitions** and **providing links with key stakeholders.**

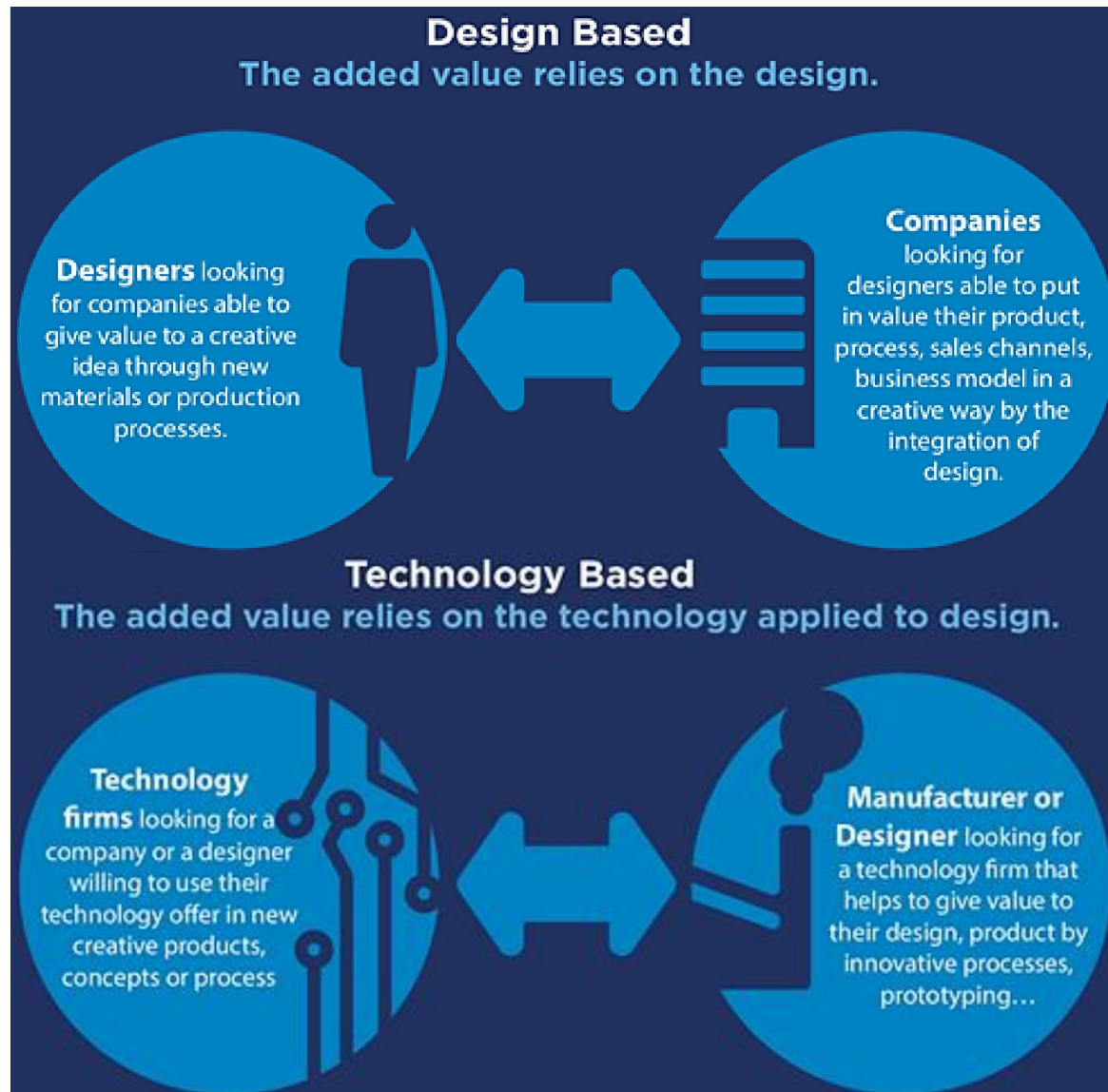


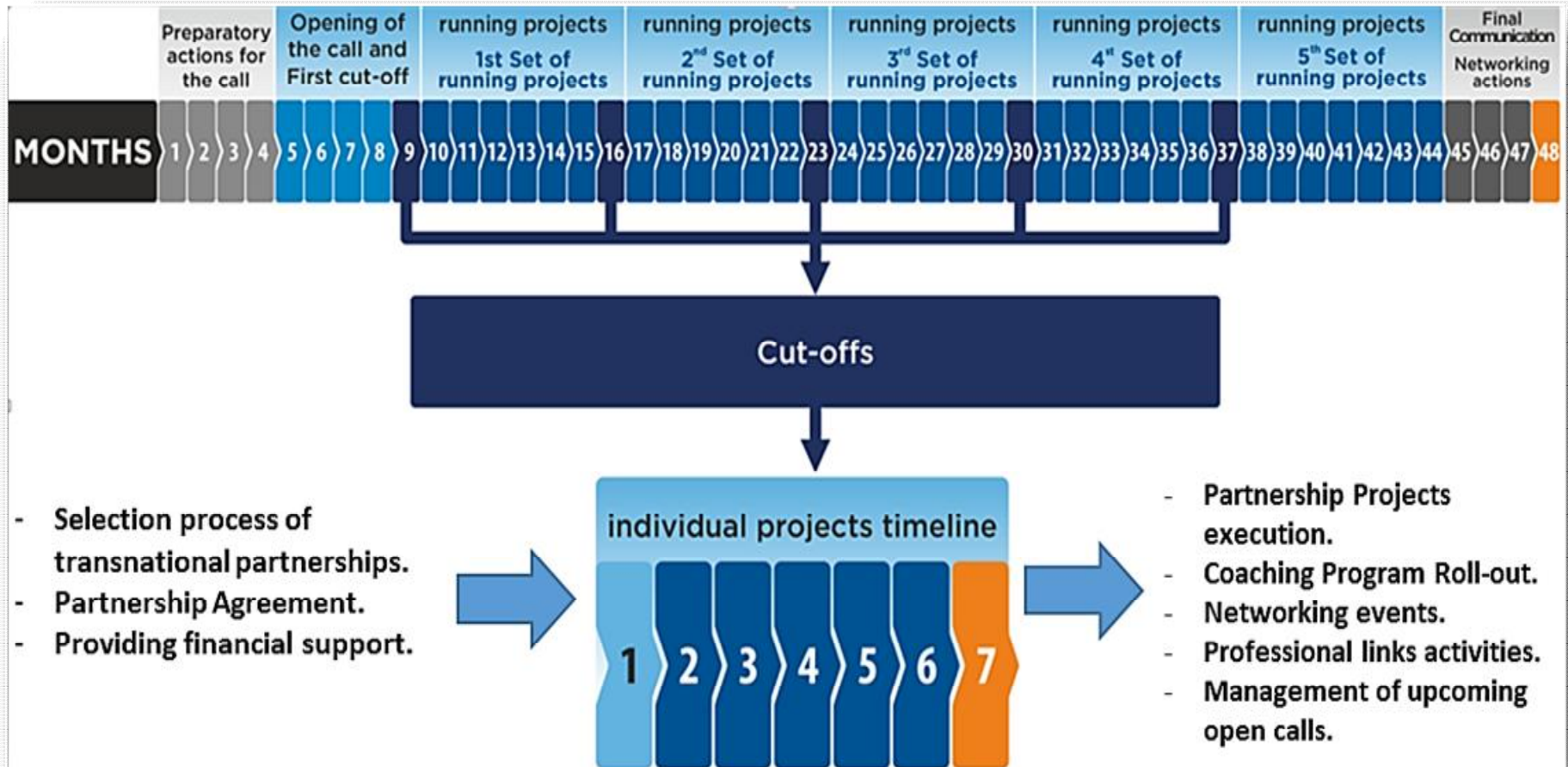


A first approach performed by the consortium establishes two categories of eligible partnerships according to the **added value** obtained from the concept/proposal:

- Design-based projects
- Technology-based projects

Depending on the focus put by each partnership.







A **tailored coaching** will be developed for the partnerships: **2 general coaching** sessions will be organized for topics of common interest as well as **specific coaching** for each type of partnership.

In addition, transversal support will be given by organizing **networking events** and activities to provide **professional links**. Hence, visits to **relevant exhibitions** and **trade fairs** will take place.





## **W** HO can Apply?

- **Creatives, designers, artists, artisans** and Small Medium Sized Enterprises (**SMEs**) from industries such as: **fashion, textile, jewellery, footwear, eyewear, furniture, fur, leather** and **home decoration**.

## **W** HEN will the public Call be open?

- The public call will be open **from September 2017 onwards**, and will keep **opened during 32 months**.
- **Five selection processes** of partnerships will take place while running the public call (**5 cut-off dates**).
- Partnerships projects shall last no longer than 7 months.



## HAT type of projects are eligible?

According to the value-added obtained from the concept, two categories are defined:

- **Design-based** partnerships (Innovative idea whose results are strongly **design & creativity-oriented**).
- **Technology-based** partnerships (Innovative idea whose result is strongly **technology-oriented**).



## HAT type of support?

- **Financial Grant.**
- A **coaching program** will be rolled out by a highly recognized staff of coaches.
- Participation in **relevant industry events** to showcase the product and foster its **market positioning: networking activities, professional links, trade fairs and exhibitions.**
- A **renowned steering committee** will be in charge of partnerships selection process and guidance.
- **IPR** organization and management.



# Be part of WORTH !

Opportunity

Creativity

Innovation

Success



For further enquiries about the project:

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Web site under construction

