



VIDEO RECORDING GUIDELINES

Based on the selection criteria guidelines, the video recording is the instrument to evaluate commitment, attitude, and **motivation of the partnership members**. The steering board members expect to find answers to the questions 11 and 12 of the project proposal form:

Why should WORTH Partnership Project support your idea?

How does the project fit with your strategy?

E.g. new skills, increase profits, expand in new markets

a. - At company level

b. - At partnership level

- **Specifications:**

The video should not be longer than **3 minutes**.

No larger than 200 MB, in case of exceeding the permitted size please upload the video on YouTube or Vimeo and provide the link on your profile.

Provide a video in any format compatible with "VLC media player" such as **.mov, avi or mp4**.

- **Other tips**

Tell the jury if the project will start from zero or if you have already reached a previous development stage. If so, tell how WORTH will help you to move forward onto the next stage.

Why is the project innovative? Will they apply a cutting-edge technology or any relevant crafting technique?

The video is with the intent of explaining the idea concepts, what and how partners want to develop this.