

## Deliverable 3.6 – Call announcement & GfA 2<sup>nd</sup> stage 2<sup>nd</sup> OC

### Version 1.0

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**Objective of the deliverable**

The purpose of this document is to outline the requirements for the second Hungry EcoCities call - Open Call for Art-Driven Experiments, which consists of two phases:

1. Open Call for End-Users
2. Second Open Call for Artists

It includes the Open Call Announcements, Guides for Applicants (GfA), Frequently Asked Questions (FAQ), and application forms for both phases.

Outcome D3.6, part of WP3, Task 3.1 led by FundingBox with contributions from BUoT, In4ART, SOS, CRA, and NTWK, ensures technical requirements and inclusivity in the application process. This outcome initiates the final phase of two open calls targeting 300 artists, selecting up to 20 S+T+ARTS residencies, and identifying 50 alternative AI methods/scenarios from over 50 artists within the Hungry EcoCities project.

## History of changes

Date	Version	Author	Comment
12.06.24	0.1	Klara Kaluzikova	Setup of deliverable
20.06.24	1.0	FundingBox	Draft for review
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## I. Abstract

This document aims to present the Hungry EcoCities second call - Open Call for Art-Driven Experiments, comprising two phases. The first phase, now closed, involved an Open Call for End-Users from 15 February to 15 May 2024, targeting SMEs (including start-ups) interested in improving their product/service design and production processes within the agrifood value chain. Selected SMEs will begin project implementation in September 2024.

The second phase, starting on July 11, involves an Open Call for Artists with expertise or relevant experience in combining technology, art, and science within the food domain. Artists will join the HECLab platform for a matchmaking process with SMEs to form collaborative teams for the program.

The document includes Open Call Announcements, Guides for Applicants (GfA), FAQs, and application forms for both phases.



## II. Call announcement – 1<sup>st</sup> Phase – Call for End-Users

### Announcement of an open call for recipients of financial support

Call title:	Hungry EcoCities Second Open Call Open Call for End-Users (Call for Art-Driven Experiments – 1 <sup>st</sup> stage)
Full name of the EU funded project:	AI enabled artistic solutions for sustainable food systems
Project acronym:	Hungry EcoCities
Grant agreement number:	101069990
Call publication date:	15/02/2024 09:00 (Brussels Time)
Call deadline:	15/05/2024 17:00 (Brussels Time)
Expected duration of participation:	14 months
Total EU funding available:	Total planned budget for the second open call: 810 000 EUR The maximum amount of support per <b>Path to Progress Experiment (PPE) - 81 000 EUR</b> , including a maximum grant of <b>45 000 EUR per End User</b> selected in this open call (Call for End-Users).
Submission & evaluation process:	<p>The applicants can submit a proposal through the following website: <a href="https://hungry-ecocities-end-users.fundingbox.com/">https://hungry-ecocities-end-users.fundingbox.com/</a></p> <p>The selection of the open-call proposals will be carried out in a three-step process. Step one will check the proposals against eligibility criteria and in/out scope verification. Step two will involve independent external and internal evaluation to assess the proposal according to the criteria. Step three will involve the Hungry EcoCities consortium voting on the list of pre-selected applicants in a Consensus Meeting.</p> <p>For further information see the Guide of Applicants.</p>
Further information:	For further information about the Hungry EcoCities project, please visit the following website: <a href="https://starts.eu/what-we-do/residences/hungry-ecocities/">https://starts.eu/what-we-do/residences/hungry-ecocities/</a> Email address for further information: <a href="mailto:hungryecocities@fundingbox.com">hungryecocities@fundingbox.com</a>

<p>Task description:</p>	<p>The HungryEcoCities project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101069990.</p> <p>In this initiative, collaborative efforts between studios, universities, growers, agricultural specialists, artists, and creative thinkers aim to generate innovative ideas for the future of the food system. The project plans to host 20 S+T+ARTS residencies, focusing on defining, designing, and developing AI-enabled responsible, art-driven solutions for end-users in the agri-food industries.</p> <p>In the second call (Call for Art-Driven Experiments), the project aims to identify 10 experiments known as Paths to Progress (PPE) experiments. These experiments involve collaboration between art, science, and industry, with one industrial end-user partnering with a core group of Hungry EcoCities organizations and a selected artist. Together, they will work towards reaching the prototyping stage within the project resources and specified timeframe, addressing challenges in a concrete test site provided by the end-user (e.g., supermarket, bio farm, community garden, production facility, restaurant).</p> <p>The first stage of the second Open Call, the Call for End-Users, will select 10 entities (SMEs including start-ups in the agri-food value chain) receiving a €45,000 lump sum to cover costs. These selected end-users will then collaborate with the Hungry EcoCities consortium to form a team with an artist for further participation in the support program.</p> <p>The selected end-users will enter a 14-month S+T+ARTS support program divided into three stages: Discovery (problem framing and scientific start), Prototype and Set-up (testing digital prototypes, scientific research, and creating the innovation monitoring plan with the selected artist) and Demonstrate (real environment testing).</p> <p>Artists will have a separate application process in the second phase of the Hungry EcoCities Call for Art-Driven Experiments, where an Expression of Interest application process will be initiated.</p>
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# Guide for Applicants (GfA)

## Hungry EcoCities Second Open Call

### Open Call for Art-Driven Experiments

#### 1st Phase - Call for End-Users

Application submission starts on 15 February 2024 at 09:00 CET (Brussels time).  
Submission deadline is 15 May 2024 17:00 CEST (Brussels time).

PUBLIC

#### History of changes

Date	Version	Author	Comments/Changes
19.12.2023	1.1	FundingBox	All Sections
15.01.2024	1.2	FundingBox	Updates by In4Art
31.01.2024	1.3	FundingBox	Version for PO
12.02.2024	1.4	FundingBox	Final after PO input
14.03.2024	1.5	FundingBox	Adjustment to 2 <sup>nd</sup> AMD

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## Must Read Brief

### WHY this Open Call?

**We need a future where we use resources responsibly to produce and consume food.**

**Hungry EcoCities is dedicated to creating innovative prototypes for products and services in the agri-food sector.** Our approach involves seeking artistic inspiration to address industrial and societal challenges in unconventional ways. The project will include 10 collaborative experiments between art and industry, which we refer to as **Paths to Progress Experiments (PPEs)**.

### HOW do we intend to make this possible?

**Through responsible development and deployment of AI and digital technologies to reduce resources used in the production, processing, logistics, transportation, consumption and waste of food.**

**The PPEs** will demonstrate how **AI-enabled artistic experiments** can effectively lead to human-centered sustainable working prototypes for new agricultural products and services. They will increase inclusiveness, explore ethical considerations, and realize technological progress in unusual meetings of minds from the technological, artistic, and industrial world leading to innovative experiences and artistic prototypes exploring alternative futures for agriculture and food systems design. The experiments will be tested, demonstrated, and showcased with the purpose of developing Technology Readiness Level **5/6** (also known as **TRL**, see the definition and stages of TRL [in FAQ](#)) **prototypes** tested in the actual environment of the 10 industrial partners along the **agri-food value chain**.

The PPEs are defined as consortia consisting of 2 entities, so that **one industrial End-User (the entity) and one artist (the natural person) collaborate as a team**, to reach the tested prototyping stage with the project resources and within the established timeframe.

### **The 2nd Hungry EcoCities Open Call - Call for Art-Driven Experiments - consists of two phases:**

1. **1st Phase: Open Call for applications from individual End-Users** interested in improving their product/services design and/or production/processes in the agrifood value chain. By submitting an application, the End-Users will enter a selection process and, if selected, will be invited to the programme and start their project implementation in Stage 1 of the programme. Then the HungryEcoCities consortium will enable a matchmaking process with an Artist partner to form the team and prepare an artistic prototyping proposal for collaboration in the PPE support programme. The team will collaborate in Stages 2 and 3 of the programme.
2. **2nd Phase: Open Call for individual Artists** interested in combining technology, art and science who have knowledge or relevant experience in the food domain. All information regarding the application and selection process for the Artists will be available in the documents for the 2nd Phase of this Open Call - Call for Artists.

The total budget available for up to 10 PPEs (1 End-User + 1 artist) in the **Second Hungry EcoCities Open Call – Call for Art-Driven Experiments is up to 825 000 Euro**.

This Guide for Applicants summarises the main features of the **Call for End-Users**, as a preliminary phase to join the 2nd Hungry EcoCities Support Programme (Paths to Progress Experiments, 'PPEs').

- Maximum funding per PPE (per consortium, where there must be 2 entities): up to **82 500 EUR**
- Maximum funding per End-User (relevant for this 1st phase - Open Call for End-Users): up to **45 000 EUR**
- Maximum funding per Artist: **up to 37 500 EUR** (relevant for the 2nd phase - Open Call for Artists. The Open Call for Artists will be announced in summer 2024).
- Duration of the PPE support programme for End-Users: **14 months**
- Number of selected applicants: up to **10 End-Users**

Resources for this Open Call, **1st Phase: Open Call for applications from individual End-Users:**

- Guide for End-Users Applicants (this document)
- [Frequently Asked Questions](#) for End-User Applicants
- [Application Form template](#) for End-User Applicants
- [Online application form](#) for End-User Applicants

In case you still have doubts or questions after going through the available resources, feel free to reach out by email at [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com) or write to us through the [Hungry EcoCities community](#).

## 1. Basic Info about Hungry EcoCities

**Hungry EcoCities** aims to explore one of the most pressing challenges of our times: **the need for a more healthy, sustainable, responsible, and affordable agri-food system for all.**

**The ambition of Hungry EcoCities is to accelerate responsible innovation by rethinking the existing technology design and development of agri-food value chains and networks across Europe through the lens of art-driven experimentation and prototyping.** Through a series of experiments and use cases, this second open call for art-driven experimentation will demonstrate that with a proper standardization and development framework, European agri-food business can multiply their capacity to deliver AI-enabled responsible innovation for a sustainable food chain.

**In this call for art-driven experimentation, artists and End-Users come together to address specific local challenges for artist-driven experiments conducted in local test sites.**

The selected PPEs are expected to work together on a proposal to tackle a challenge in a concrete test site provided by the End-User (e.g., supermarket, bio farm, community garden, production facility, restaurant).

**Hungry EcoCities** has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101069990. It is part of the S+T+ARTS programme and consists of [8 partners across 6 EU countries](#).

[The project consortium](#) is coordinated by Brno University of Technology (CZ) and includes KU Leuven (BE), CRA – Carlo Ratti Associati (IT), Studio Other Spaces (DE), In4Art (NL), Mendel University (CZ), NethWork (NL), FundingBox Accelerator (PL).

## 2. Summary of the 2nd Open Call Process

The first phase in the 2nd Open Call - the Call for End-Users will be open from **15 February 2024** at 09:00 Brussels time (CET) until **15 May 2024** at 17:00 Brussels time (CEST).



In this first phase of the Call for Art-Driven Experiments, the Hungry EcoCities consortium is looking for **End-Users active in the agrifood value chain (SMEs)**. All eligible applicants are listed in [section 4.1. of this Guide for Applicants](#).

The main objective of the first phase of the 2nd Open Call - the Call for End-Users is to find the most relevant test sites in the food and agriculture sectors, demonstrating a potential to experiment with digital technologies. The End-Users will then be joined by Artists with prototyping skills to ensure that a successful PPE can be created.

The selected End-Users will be assisted by the Hungry EcoCities consortium to form the team with the Artist which will further collaborate in the support programme.

Artists will be invited to apply separately in the second phase of the Hungry EcoCities 2nd Open Call - Call for Art-Driven Experiments where an application process for Artists will be launched.

The steps within the 2<sup>nd</sup> Hungry EcoCities Open Call until the collaboration of End-Users with the matched Artists within the Paths to Progress Experiments are as follows:

1. **Application Form** submission by End-Users;
2. **Selection of the 10 End-Users** demonstrating the best fit and relevance for the project;
3. Application Form submission by Artists;
4. **Start of the PPE for the 10 selected End-Users (signature of the Subgrant Agreement by the selected End-Users)**. Important information for End-Users: the selected End-Users will be invited to sign the Subgrant Agreement, which will last 14 months. For the first 6 months, the end-users will work individually, while for the next 8 months together with the Artists selected in the 2nd phase of this Open Call - Call for Artists. Therefore, the Subgrant Agreement for the end-users will include:
  - relevant provisions for the first 6 months of individual project implementation (milestones, deliverables, deadlines etc) - Stage 1 and
  - requirements that must be met by the end-users to continue the project implementation for the next 8 months - Stage 2 and 3, in particular: achieving the milestones envisaged for Phase 1 in scheduled deadlines; fulfilled all obligations as per Subgrant Agreement; participation in the matchmaking session and matchmaking screening; finding the right Artist matched to the end-user and its acceptance by the Hungry EcoCities consortium; participating as 'coach/ mentor' with 2 finalists-Artists on needs/ fit/ access; preparing the testing environment; signing the appropriate amendment to the Subgrant Agreement, which will include cooperation with the Artist, necessary modification of the End-User Individual Mentoring Plan, and others if required. Otherwise, if the requirements are not fulfilled, the end-users will be invited to leave the programme.
5. **Pre-validation of the Artist** applicants;
6. End-Users' **challenges and opportunities posted on the HECLab**<sup>1</sup>;
7. **The matchmaking process on the HECLab with pre-validated Artists reaching out to the End-Users to collaborate**. The process will also be supported by the Hungry EcoCities consortium;
8. **Pre-selection of 20 Artists** with the assistance of the End-User beneficiaries (2 Artists per 1 End-User beneficiary);
9. **Artistic prototyping proposal** preparation on concrete industrial end-user scenario challenges, with the support of the End-User beneficiaries;

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<sup>1</sup> The HECLab is the digital environment built by Hungry EcoCities to facilitate matchmaking between testing environments and high potential art-driven innovation prototypes.

10. **Selection process of the 10 Artists to enter the PPE support programme (1 per End-User beneficiary).** This step will be fully detailed in the Guidelines for Artists.
11. **Start of the 8-month collaboration of 1 Artist (natural person) + 1 End-User (entity)** in the Paths to Progress Experiments (signature of the Subgrant Agreement by the selected Artists)

Please refer to [the FAQ](#) for a complete and detailed timeline of the application and selection processes involving both the end users and the artists.

### 3. What do we offer?

As mentioned before, Hungry EcoCities will fund **10 Paths to Progress Experiments (PPEs) via the Call for Art-Driven Experiments. During the 1st phase - Call for End-Users - Hungry EcoCities will select up to 10 End-Users**

Up to **EUR 82,500 (total lump sum)** will be distributed to each one of the selected PPEs (creating a consortium of 1 artist and 1 end-user), based upon the successful delivery of technical and business reports along the 14-month **Paths to Progress Experiments**. This lump sum will be distributed among the PPE partners as follows:

- End-Users: up to EUR 45,000\* (relevant for this 1st phase - Open Call for End-users). Thus, the maximum grant amount that can be awarded to each End-User in the Subgrant Agreement is EUR 45,000)
- Artists: up to EUR 37,500

\*Up to EUR 35.000 for End-User beneficiary expenses (personnel, travel, consumables, overhead) and up to EUR 10.000 for subcontracting and dissemination expenses for agreed purposes of the 2-member PPE consortium.

**HungryEcoCities will provide to the 10 selected End-Users:**

- **A fixed lump sum of up to EUR 45,000;**
- **14-month support programme** to unravel and test the identified issue/problem by the End-User to contribute to a future food system that is more healthy, sustainable and/or responsible;
- Access to **scientific expertise and input** from the Hungry EcoCities scientist group;
- **Artistic experimentation/testing** through art-driven innovation future product/service: demonstration of the prototype in the relevant environment;
- **Access to creative studios** with creative storytelling knowledge;
- Access to the **project tools** from the Hungry EcoCities digital prototypes;
- Access to the **network of the knowledge HUBs**.

The End-Users selected in the second Hungry EcoCities Open Call will start the three stages PPE support programme:

- **Stage 1:** Discovery: Problem definition and solution framing, including the matchmaking with artists, identifying scientific input needs and selecting the Hungry EcoCities digital prototype for testing.
- **Stage 2:** Prototype Development and Test Set-up: focus on collaboration with the artist to prepare the selected prototype solution for testing in the real business/ operations environment of the End-User. Additionally, there will be testing of the Hungry EcoCities digital prototypes (minimum of 1) and scientific input integration.
- **Stage 3:** Demonstrate: Prototype validation in the real business/ operations environment of the End-User to verify the prototype system: existing field testing, prototype iteration and experiment validation.



Applicants can submit a proposal through the following website: <https://hungry-ecocities-end-users.fundingbox.com/>.

## 4. Admissibility and Eligibility Criteria

We will check the admissibility and eligibility of all proposals submitted before the deadline via our [online application form](#). All the admissibility and eligibility criteria are listed in this Section of this Guide for Applicants. The projects that do not comply with those criteria will be excluded and marked as ineligible. We will check the admissibility and eligibility criteria based on the information provided in your application during the whole evaluation process.

### 4.1 Who are we looking for?

We are looking for individual (single) agri-food SMEs<sup>2</sup>, including Start-ups<sup>3</sup>, registered before the start date of the Second Open Call as a company in any of the eligible countries listed below<sup>4</sup>:

- The Member States of the European Union<sup>5</sup> and its Overseas Countries and Territories (OCT) or
- Associated Countries to Horizon Europe<sup>6</sup>.

To be eligible, the End-User<sup>7</sup> must be involved in the food industry, a qualification that will be confirmed through the business code in the registration documents.

The **Hungry EcoCities** consortium partners or their affiliates or employees or permanent collaborators are not eligible for funding within this open call.

### 4.2 Project Ambition

The End-Users, artists, project partner studios and university experts collaborate on the production of innovative solutions that tackle the selected food industry challenges. The expected outcome is:

- a novel product or service prototype in line with a human-centred and sustainable approach to innovation.

Irrespective of the outcome, the results of the PPEs need to (1) make the food chain more transparent, inclusive, and sustainable, (2) build connections between different stakeholders in the food chain, and (3) promote more informed and sustainable consumption patterns.

By the end of the support programme, the PPEs will have delivered 10 use scenario prototypes based upon challenges and tested within the industrial use case environment. These artistic prototypes will have reached TRL level 5/6 and are developed in line with a human-centred approach to innovation and

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<sup>2</sup> **SME definition.** An SME will be considered as such if it complies with the European Commission's Recommendation 2003/361/EC. As a summary, the criteria defining an SME are Headcount in Annual Work Unit (AWU) less than 250; Annual turnover less or equal to €50 million OR annual balance sheet total less or equal to €43 million. Note that the figures of partners and linked enterprises should also be considered as stated in the SME user guide. For detailed information check EU recommendation: [https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en) or [https://ec.europa.eu/growth/smes/sme-definition\\_en](https://ec.europa.eu/growth/smes/sme-definition_en)

<sup>3</sup> SMEs must have a product on the market with a sufficient track record and real environment to test in.

<sup>4</sup> The applicants who are subject to EU restrictive measures under Article 29 of the Treaty on the European Union (TEU) and Article 215 of the Treaty on the Functioning of the EU (TFEU) are not eligible to participate in this open call. Please note that the EU Official Journal contains the official list and, in case of conflict, its content prevails over that of the EU Sanctions Map.

<sup>5</sup> [https://european-union.europa.eu/principles-countries-history/country-profiles\\_en](https://european-union.europa.eu/principles-countries-history/country-profiles_en)

<sup>6</sup> **AC as of 15.02.2024:** Albania, Armenia, Bosnia and Herzegovina, Faroe Islands, Georgia, Iceland, Israel, Kosovo, Moldova, Montenegro, North Macedonia, Norway, Serbia, Türkiye, Tunisia, Ukraine, for the most up-to-date list please first part of this [document](#). For the avoidance of doubts, New Zealand and the United Kingdom are not eligible in this open call.

<sup>7</sup> An industrial End-User in the context of the agrifood chain refers to an entity actively engaged in one or various capacities within the agricultural and food production ecosystem. Depending on their role, these End-Users can be categorized as input providers, producers/growers, traders, processors, transporters/distributors (including packaging), retailers/chefs, consumers, or waste treaters, all demonstrating available infrastructure and resources for use-case experimentation.

with the sustainability goals embedded throughout the development fellowships in dedicated art-industry R&D project collaborations.

#### 4.3 What types of projects can be funded?

For the second Hungry EcoCities Open Call, the selected projects will focus on the art-driven **collaborative experimentation between artists and End-Users** in sectors related to the agrifood value chain.

In this context, the End-Users as applicants in this first phase of the Art-Driven Experiments Call must clearly describe the challenges/problems they want to address and that will become the object of artistic and digital experimentation along with the test site and resources they enable throughout the PPE.

All digital technologies can be explored by the Artists in relation to the challenge and test site provided by the End-User, but in particular Artificial Intelligence.

The artistic prototyping proposal (as described in [section 2](#) of this Guide for Applicants) to be submitted in a later phase by the Artist based on the End-user challenge should address social, business or sustainability challenges in the agriculture value chain.

The proposals submitted in this phase of the Open Call by the End-Users need to describe:

- the identified challenge/problem of the test site within the project objectives;
- the relevance for the food sector & agriculture;
- the potential of the test site to experiment with digital technologies;
- the motivation to collaborate;
- the potential for impact.

The proposals by the End-Users are expected to cover the following aspects:

- Provide a clear description of their activities and facilities and access to test in a real environment, as well as commitment to test;
- Present a clear connection to the food value chain/ EU topics<sup>8</sup> / [Hungry EcoCities directions](#).

#### 4.4 How to apply?

We know it. Applying to an open call takes time and dedication and we are grateful you take up the challenge of applying to the **Hungry EcoCities** open call. We are here to support and help you understand the process and the eligibility requirements you have to comply with.

- **Be on time and use our system:**

Make sure you submit your proposal through the online form <https://hungry-ecocities-end-users.fundingbox.com/> before the **deadline of 15<sup>th</sup> of May 2024, 17:00 Brussels time (CEST)** (admissibility criterion). If you submit the form correctly, the system will send you a confirmation of your submission. Get in touch with us if it is not the case. You need to know

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<sup>8</sup> According to [EU2023 Policy](#) these are:

1. Governance for food systems change
2. Urban food system transformation
3. Food from the oceans and freshwater resources
4. Alternative proteins for dietary shift
5. Food waste and resource-efficient food systems
6. The microbiome world
7. Nutrition and sustainable healthy diets
8. Food safety systems of the future
9. Food systems Africa
10. Data and digital transformation
11. Zero Pollution food systems

that we will not be evaluating any proposal sent after the deadline and submitted outside the dedicated form. Interested applicants must meet the deadline.

- **English language:**

Your proposal must be written in **English** in all mandatory parts to be eligible. Only parts written in English will be evaluated. If the mandatory parts of the proposal are in any other language, the entire proposal will be rejected (admissibility criterion).

- **Every question deserves your attention:**

All mandatory sections of your proposal - generally marked with an asterisk - must be filled in (admissibility criterion). Make sure that the data provided is true and complete. This is crucial for us to properly assess your proposal. Conversely, any additional material that is not specifically requested in the online application form will not be considered for the evaluation.

- **Have a European dimension:**

Your proposal should have a clear *European* dimension meaning all your actions, results and methodologies must be carried out according to European standards and overall, keeping in mind that they can be used in different member states across the European Union once the project is finished. The proposal should be relatable to the Sustainable Development Goals (SDGs)<sup>9</sup> and the European Green Deal (EGD) goals<sup>10</sup>.

- **Be exhaustive:**

Have you answered all the sections of the form? It won't be possible to add any information after the deadline. However, you will be able to modify the form as much as you like even *after* the proposal is submitted, **if it is done before the deadline**.

- **Multiple submission:**

Though applicants can submit multiple applications, neither team members nor any legal entities can be funded twice by Hungry EcoCities. If more than one proposal with any similar team members or from the same organisation will be among the selected projects, only the one with more points will be funded.

- **No double funding rule applies:**

No costs for the same activity can be funded twice from the EU budget. You cannot be awarded twice for the same project. While filling in the application form you will be asked to provide further details about your participation in other projects granting EU money, in particular with regard to the projects under the S+T+ARTS program. We will investigate potential double-funding risks. Please note that in case of a successful application in another Horizon Europe or S+T+ARTS project simultaneously, when double-funding risk is recognized, you will have to choose only 1 project which you will participate and receive funding from.

- **Conflicts of interest:**

We will take into consideration the existence of a potential **conflict of interest** between you and one or more **Hungry EcoCities** Consortium partners. Indeed, consortium partners, their affiliated entities, employees, and permanent collaborators cannot take part in the **Hungry EcoCities** programme as applicants or beneficiaries. All cases of potential conflict of interest will be assessed case by case.

- **Healthy finances and a clean sheet are a must:**

We won't accept entities that are under liquidation or enterprises in difficulty according to the Commission Regulation No 651/2014, art. 2.18. Neither will we accept proposals from entities that are excluded from the possibility of obtaining EU funding under the provisions of both national and EU law, or by a decision of both national and EU authority. We also do not accept entities that are meeting national regulations regarding bankruptcy.

- **It is your proposal:**

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<sup>9</sup> <https://sdgs.un.org/goals>

<sup>10</sup> [https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal\\_en](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en)



Your project should be based on your original work. If not, that's okay, just make sure your right to use the IPR is 100% certain. Going forward, any foreseen developments must be free from third-party rights and if not, these third-party rights must be clearly stated.

- **Acceptance of the open call rules:** to apply for this open call you have to accept its rules and regulations detailed in this Guide for Applicants.

**Hungry EcoCities** planned two online webinars [on February 27, 2024](#), and [April 2, 2024](#), about this open call to clear doubts and answer questions live. They will be announced at [the Hungry EcoCities Community Space](#) and on [the Open Call microsite](#), so sign up and stay up to date.

## 5. How will we evaluate your proposal?

Our evaluation process is transparent, fair and equal to all our participants with a clearly defined complaint procedure (See section [Complaints](#)). We will evaluate your project in 4 phases. For this call, we are looking for the best fit for our project and we expect a high number of applications since we are much more concerned with quality than quantity, we suggest that you put effort into how you present your project in the best possible way, providing as much detail as you can, to support us while evaluating your application and identify the main key points and how it fits with the overall **Hungry EcoCities** scope. Hungry EcoCities is committed to an inclusive selection process, with an explicit focus on increasing the ethnic, socio-economic, and gender diversity within the project.

### 5.1 Admissibility and Eligibility Check

Once the open call is closed, we will check whether the proposal meets the admissibility and eligibility conditions set up in [Section 4](#). We will do it based on the statements included in your proposal. At this stage, the eligibility criteria are checked against a Declaration of Honour or self-declarations included in the application form. Later on, during the evaluation process, the above criteria will be verified during the whole evaluation process (including the final formal check). The projects that do not comply with these criteria will be rejected.

### 5.2 IN/OUT Scope Screening

The In/Out Scope Screening will be done by the Selection Committee, which means that each proposal may be reviewed by one partner from the following list of partners: BUOT, IN4ART, CRA, SOS, NTWK. The overall summary/general objectives of all proposals included in the 'List of Eligible Applications' will be reviewed to evaluate the following items:

- **Scope.** The objectives of the proposal must fit within the scope of the project as described in this [Guide for Applicants \(GfA\), Section 4.3](#).
- **European Dimension.** The project should have a European dimension as described in this [Guide for Applicants \(GfA\), Section 4.4](#).

The **Selection Committee** will assess if your proposal complies with the aspects above on a YES/NO basis and will provide reasoning in the cases where no compliance evidence is found.

The Selection Committee will meet to review the partner's assessment and validate the ones proposed, generating an 'In Scope List' and agree on the ones to be excluded.

Be aware that proposals that do not comply with any of the aspects described above will be rejected. The ones complying with all of them will move on to the experts' evaluation phase.

We will inform you about the results of the eligibility and admissibility check and the in/out scope screening.

### 5.3 Internal/ External Evaluation

Each proposal that has reached this stage will be evaluated by up to **1 external and independent evaluator and 1 internal evaluator** appointed according to the specific characteristics of the applicants from the pool of Experts.

These are the criteria they will consider to evaluate your proposal:

### **Motivation**

Motivation to work in a multidisciplinary team structure

Motivation to work on tech-driven innovation challenges

Motivation to Contribute to the EU and Hungry EcoCities project goals on sustainable food systems.

### **Fit**

With Hungry EcoCities scope and aims

With the Food value chain

Challenge/Problem fit with the possibilities of Hungry EcoCities

### **Environmental considerations regarding**

Feasibility of the testing environment

Availability and suitability of the team.

The evaluators will score each criterion on a scale from 0 to 5:

0 = The proposal fails to address the criterion, or it cannot be assessed due to missing or incomplete information.

1 = Poor – The criterion is inadequately addressed or there are serious inherent weaknesses.

2 = Fair – The proposal broadly addresses the criterion, but there are significant weaknesses.

3 = Good – The proposal addresses the criterion well but there are a certain number of shortcomings.

4 = Very good – There is a small number of shortcomings but overall, the proposal addresses the criterion very well.

5 = Excellent – The proposal successfully addresses all relevant aspects of the criterion with no or minor shortcomings.

Each evaluator will produce an Individual Evaluation Report. Your final score will be calculated as an average of the individual assessments provided by the Evaluators.

For each section (criterion), **the minimum threshold is 3** out of 5 points. **The total** maximum score will be 15 points, with a **minimum threshold of 10 points**.

In case of ties, the following criteria will be used to rank the projects, in order:

- The highest score in the 'Fit with the project' Section.
- Other factors related to the objectives of the call are to be determined by the Selection Committee.

After carrying out the Independent Individual Evaluation, experts who have evaluated the proposals will join a **Consensus Group**, to agree on a common position, including comments and scores for all evaluated proposals. The Consensus Group will specially discuss the cases where there is a significant divergence between the evaluators' scoring. In case no consensus is reached between the evaluators, an additional evaluator will be included to provide an extra evaluation. FBA will moderate it to make those evaluations as aligned as possible.

As a result of the Independent Evaluation, a 'Ranking List' will be produced.

All proposals that reach the threshold or are scored above the threshold, will pass to the next phase.

Please note that we need time to process all the proposals in this phase, so you probably won't hear back for a while.

## **5.4 Consensus Meeting**

Following the external/internal evaluation, a 'Selection Committee' formed by BUOT, IN4ART, CRA, SOS, NTWK, and FBA, will decide by consensus (or minimum  $\frac{2}{3}$  majority votes) on the "List of Selected End-

Users” to move on to the next phase. The discussion will be based on the ranking obtained as a result of the External Evaluation. 2 External Evaluators from the External Evaluation phase or from the pool of the external evaluators will be invited to attend the Consensus Meeting but in an advisory capacity (with voice but without vote).

Bear in mind that even if it is normally the best-marked proposals that are selected for funding, the Selection Committee may have fair reasons for objecting to the selection of a specific candidate. These reasons can relate to:

- The alignment with the **Hungry EcoCities** goals and scope.
- The ability to achieve the strongest possible impact.
- Positive impact on the agriculture value chain.
- The existence of a potential conflict of interest.

In case a top-ranked application is rejected, we will consider selecting the next best-ranked proposal. Although the **Hungry EcoCities** project aims to select a portfolio of proposals that will result in a balanced outcome among the different application technologies/challenges/countries, the final decision as to proposals approved will be made based on the quality and potential of the submitted applications.

Finally, the exact number of proposals approved will be decided based on the overall **quality** of the proposals (up to 10 in this open call). The ‘Selection Committee’ will decide by consensus (or minimum  $\frac{2}{3}$  majority votes) on the ‘List of Finalists’ as well as the “Reserve List”.

After the Consensus Meeting, we will communicate the results to the Applicants.

## 6. Formal Check, Subgrant Agreement Preparation and Signature

Before you get started with the Hungry EcoCities programme, you need to sign the SubGrant Agreement with the **Hungry EcoCities** Consortium.

The SubGrant Agreement will be signed for a period of 14 months. After the first six months of the programme, you will need to sign an amendment to the SubGrant Agreement due to the launch of your collaboration with a matched Artist. Please review [section 2 of this Guide](#) for Applicants for more details.

Before signing the Agreement, you should provide documents regarding your formal status. The **Hungry EcoCities** Consortium will verify them, to prove your eligibility. Please do it within the deadlines that will be communicated to you. If you fail to deliver the requested documents on time, without clear and reasonable justification, we will exclude you from the further formal assessment and you will be replaced with the company from the Reserve list.

## 7. Our Support Programme and Payment Arrangements

Once your eligibility has been confirmed following the formal check and the SubGrant Agreement signed, you will be an official beneficiary of the **Hungry EcoCities** programme.

Selected beneficiaries acting as End-Users will receive a fixed **lump sum of up to €45 000**. The lump sum is a simplified method of settling expenses in projects financed with Horizon Europe funds. It means that you are **not** required to present strictly defined accounting documents to prove the costs incurred (e.g., invoices). However, you are obliged to demonstrate that the implementation of the project is in line with the milestones set for it. The milestones (deliverables, Key Performance Indicators - KPIs and ethical recommendations) will be defined and calendared in the ‘Individual Mentoring Plan’ elaborated at the beginning of the programme. In short, we will carefully assess your progress and the quality of your work during Interim Reviews, not your accountancy. Bear in mind that the lump sum does not release you from the obligation to collect documentation to confirm the costs under fiscal regulation.



Financial support in the different phases is made across the accomplishment of several milestones/KPIs/deliverables. Payments will be made in the form of lump-sum grants as follows:

- **Stage 1 Discovery**

The beneficiaries will receive 25 % of the financial support upon **validation of the End-User Individual Mentoring Plan**. This is planned for the first month of the support programme for the End-User.

- **Stage 2 Prototype Development and Test Set-up:**

The beneficiaries will receive 50% of the financial support upon **validation of the Individual Mentoring Plan, elaborated in collaboration with the Artist**. This is planned for M7 of the residency for the End-User (M1 of residency for the Artist).

- **Stage 3 Demonstrate**

The beneficiaries will receive 25% of the financial support upon validation of the final deliverable (experiment validation), **elaborated in collaboration with the Artist**. This is planned for M14 of the residency for the End-User (M8 of residency for the Artist).

These 'Individual milestones' will be evaluated based on the quality and quantity metrics set up in the 'Individual Mentoring Plan'. The beneficiaries will deliver the Individual Mentoring Plan and the Mentoring Committee will assess it.

The Mentoring Committee will evaluate the beneficiaries' performance at the Milestone Review (established every time a payment is due), according to the following criteria:

- Deliverables' quality. To be scored by the Mentoring Committee based on the Deliverables established in the 'Individual Mentoring Plan'.
- Technical performance indicators. To be scored by the Technical Mentors based on the KPIs established in the 'Individual Mentoring Plan'
- Deadline Compliance. To be scored by the Mentoring Committee.

Each criterion will be scored from 0 to 10 and the weight of each one of these criteria, in the final score, will be as follows:

- Deliverable quality (30%).
- Technical performance indicators (60%).
- Deadline Compliance (10%).

According with this final score:

- **Beneficiaries over the threshold** (which is 7 points) will successfully receive the full payment agreed in the SGA.
- **Beneficiaries under threshold**. The beneficiaries who haven't reached the threshold will be proposed by the Mentoring Committee as candidates to leave the Program. And, if this decision is finally ratified by the 'Selection Committee', they will have to leave the Program and won't receive the payment.

Once the milestones and payments to each beneficiary are approved by the 'Selection Committee', according to the Milestone Review Process, the relevant tranche will be transferred to the beneficiary. Lastly, for a more detailed payment schedule, you can read our [Frequently Asked Questions](#).

## 8. Contact us!

### How can we help you?

If you have extra questions regarding our Open Call process, feel free to get in touch with us:

- Ask your question in the Helpdesk space of [Hungry EcoCities Community](#)
- Send us an email to the following address: [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com).

In case of any technical issues or problems, please include the following information in your message:

- your username, telephone number, and your email address;
- details of the specific problem (error messages you encountered, bugs descriptions, i.e. if a dropdown list isn't working, etc.); and
- screenshots of the problem.

### Complaints

If, after receiving the results of one of the evaluation phases, you consider that a mistake has been made, you can send us your complaint in English by email to [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com) including the following information:

- Your contact details (including email address).
- The subject of the complaint.
- information and evidence regarding the alleged breach.

### Important note regarding the timeline:

You have **3 calendar days** to submit your complaint starting from the day after the communication was sent. We will review your complaint within no more than seven calendar days from its reception. If we need more time to assess your complaint, we will inform you by email about the extension.

We will not review anonymous complaints as well as complaints with incomplete information. Please take into account that the evaluation is run by experts in the agrifood and business consultancy fields, and we do not interfere with their assessment, therefore we will not evaluate complaints related to the results of the evaluation other than related to the mistakes in the evaluation of the first eligibility criteria.

## 9. Last but not least - final provisions

Any matters not covered by this Guide will be governed by Polish law and rules related to the Horizon Europe programme and EU grants.

Please take into account that we make our best effort to keep all provided data confidential; however, for the avoidance of doubt, you are solely responsible for indicating your confidential information as such.

Your IPR will remain your property.

For the selected beneficiaries, the SubGrant Agreement will include a set of obligations towards the European Commission (for example: promoting the project and giving visibility to the EU funding, maintaining confidentiality, IPR, understanding potential controls by the EC/ECA, EPPO, and OLAF). The **Hungry EcoCities** Consortium might cancel the call at any time, change its provisions, or extend it. In such a case we will inform all applicants about such a change. The signature of the SubGrant Agreement is an initial condition to establish any obligations among applicants and any Consortium partners (concerning the obligation of confidentiality of the application).

Did not find what you were looking for? [Contact us](#) and we will happily answer all your questions. You may want to check our [Frequently Asked Questions](#) Section.

## 10. Extra hints before you submit your proposal.

A proposal takes time and effort and we know it. Here are a few crucial points you should read before submitting your proposal.

- Is your project in line with what **Hungry EcoCities** is looking for? Not 100% sure? You can consult this [section](#) as well as this [one](#).
- Did you present your project in a way that will convince evaluators? Go back to this [section](#) if you have any doubt.
- Is your project fulfilling all the admissibility and eligibility requirements described in the Guide for Applicants? Check again this [section](#).



- Are you sure you can cope with our process of the SubGrant agreement signature and payment arrangements for selected proposals? You may want to go over this [section](#).
- Do you need extra help? [Get in touch!](#)

Good luck!

## Hungry EcoCities Consortium



# Frequently Asked Questions (FAQ)

## Hungry EcoCities Second Open Call

### Open Call for Art-Driven Experiments

#### 1st phase - Call for End-Users

Application submission starts on **15 February 2024 at 09:00 CET (Brussels time)**.  
The submission deadline is **15 May 2024 17:00 CEST (Brussels time)**.

PUBLIC

#### History of changes

Date	Version	Author	Comments/Changes
08.01.2024	1.0	FBA	All Sections
07.03.2024	1.1	FBA, In4Art	Updated Questions

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## Frequently Asked Questions and Tips for Applicants

These Frequently Asked Questions concern the main features of the Hungry EcoCities Second Open - 1st phase - Call for End-Users, as a preliminary step to join the Second Hungry EcoCities Support Programme (Paths to Progress Experiments, 'PPEs').

### What is Hungry EcoCities?

**Hungry EcoCities**, an initiative conducted by [8 partners](#) across the European Union, aims to establish synergies among technology, agri-food, and the arts to enhance awareness and the impact of technological tools on responsible resource use.

**Hungry EcoCities** advocates for a high-level alliance between science, technology, and the arts to explore how digital technologies can contribute to reduced food waste, more sustainable value chains, eco-friendly practices, and ethical food consumption. This project brings together renowned art studios, leading AI and agricultural experts, and a network of over 40 European agricultural companies to develop a healthier, sustainable, and affordable agri-food system.

For this part of the project, where we invite End-Users to join us, the goal is to develop, test and validate innovative applications of (AI) technology with food chain End-Users leading to:

- A] lasting innovative results for the SMEs/ End-Users
- B] wider effects on the food chain
- C] proving the value of creatives (artists) as innovators.

This project is funded by the European Commission under the Horizon Europe program framework.

### Where can I find more information about the project?

Project website: <https://starts.eu/>

Open Call website: <https://hungry-ecocities-end-users.fundingbox.com/>

Community: <https://spaces.fundingbox.com/spaces/smart-manufacturing-hungry-ecocities/65ca139382e68c575832c95d>

LinkedIn: <https://www.linkedin.com/company/starts-eu/>

Open Call helpdesk email: [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com)

### Why should you apply?

Hungry EcoCities, in its Second Open Call, provides the opportunity for End-Users to collaborate with our consortium and ultimately (in the second stage of this Open Call) form a team with an artist (Artist-End-User team). This opportunity will secure funding for projects to address key issues related to the food ecosystem, and environmental issues and raise awareness across the European Union. This stage of the second Open Call covered in this FAQ is dedicated to End-Users (the entities). This project offers an opportunity to work on innovation challenges in a multi-disciplinary setting.

## Who should apply?

If you represent a small or medium-sized enterprise (SME<sup>11</sup>) including a start-up<sup>12</sup> registered as a company before the start date of the Second Open Call. The above-mentioned SMEs will be eligible if they have a product on the market with a sufficient track record and a real environment to test in. Additionally, they must be involved in the agri-food sector, interested in innovation and new opportunities, and commit to making the food chain more transparent, inclusive, and sustainable. If you aim to build connections between different stakeholders in the food chain and promote more conscious and sustainable consumption patterns, this project is tailored for you. All eligible applicants are listed in section 4.1. of [the Guide for Applicants](#).

Your involvement can contribute to the actions proposed by Hungry EcoCities and foster your professional development, ensuring a more significant impact from your work.

## What could be a perfect candidate for this call of Hungry EcoCities?

If you're an entity (the full scope of the entities is specified in detail in section 4.1. of [the Guide for Applicants](#)) involved in the food system seeking to shift the perception of the food chain, open to collaborating with those in the realms of art and science, and eager to enhance your capabilities in delivering AI-driven responsible innovations for a sustainable food chain, you're an ideal fit for this project.

In short, we search for End-Users (the entities):

- active in the food chain,
- interested in innovating around a complex challenge,
- looking to improve (their part of) the food chain,
- open for collaborations within the Hungry EcoCities support program with:
  - technology scientists (AI / Robotics / IoT / Biotech)
  - world-leading creative studios (SOS, CRA, AMO)
  - artists with innovative prototypes.

## What types of projects will be appropriate in this call?

The experiments will centre around a complex challenge from the specific / local context of the SME.

A complex challenge is a challenge which requires multiple disciplines to tackle.

It is a system level challenge which has technical, business and societal implications.

Art-driven experiments are projects where we use artistic research, curiosity and ideas to define and design the project goals and execution.

Local test sites are the production / working environments of the SME companies themselves. These will be the locations where the experiments will be taking place.

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<sup>11</sup> **SME definition.** An SME will be considered as such if it complies with the European Commission's Recommendation 2003/361/EC. In summary, the criteria defining an SME are: Headcount in Annual Work Unit (AWU) less than 250; Annual turnover less or equal to €50 million OR annual balance sheet total less or equal to €43 million. Note that the figures of partners and linked enterprises should also be considered as stated in the SME user guide. For detailed information check EU recommendation: [https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en) or [https://ec.europa.eu/growth/smes/sme-definition\\_en](https://ec.europa.eu/growth/smes/sme-definition_en)

<sup>12</sup> The applicants who are subject to EU restrictive measures under Article 29 of the Treaty on the European Union (TEU) and Article 215 of the Treaty on the Functioning of the EU (TFEU) are not eligible to participate in this open call. Please note that the EU Official Journal contains the official list and, in case of conflict, its content prevails over that of the EU Sanctions Map

A few examples of complex challenges which would be in scope of this call (please note these are random examples which are intended to provide some context and inspiration to develop your own challenge):

- A. A greenhouse grower is faced with a lot of biological waste from foods which have been discarded in the process. How can these foods be (re)used so that no produce goes to waste?
- B. A dairy farm cooperative has the ambition to support the farmers they work with in caring for their animals. With a lot of experience and knowledge around milk processing, they already support the farmers in selecting the right food, but they want to do more.
- C. A chocolate factory is dealing with a lot of packaging waste. Cardboard, plastics. A lot of packaging for packaging. This must be possible to do smarter.
- D. A supermarket wants to know what the true cost of their shelf products are. Not just the purchasing cost, but what implications their products have on people and planet.
- E. A restaurant wants to design their menu on the basis of responsibility rather than availability. By taking into account the footprint of ingredients, the seasonality, the nutritional value and more, they are interested in creating their menu around these parameters in the future.
- F. A food logistics startup is making it possible for customers to shop directly at dozens of local farmers and get the products delivered to their house. This digital supermarket wants to help customers choose for fresh local produce by offering them added value over regular supermarkets. How could technology, interfacing and digital communication support this is the question.

## What is the EU food policy (EU topics) and how does it relate to the proposal by the End-User?

The European Union has set out a framework for the development of the food industry under [Food2030](#).

It will concentrate on 11 areas known as pathways for action:

- Governance for food systems change
- Urban food system transformation
- Food from the oceans and freshwater resources
- Alternative proteins for dietary shift
- Food waste and resource-efficient food systems
- The microbiome world
- Nutrition and sustainable healthy diets
- Food safety systems of the future
- Food systems Africa
- Data and digital transformation
- Zero Pollution food systems

The challenges identified by End-Users have to fall under the 11 areas above and fit into the Food2023 policy.

## What happens if I do not submit my application within the deadline?

We do not accept applications after the deadline. We strongly encourage you not to wait until the last minute to submit your proposal. Failure to meet the submission deadline for any reason, including extenuating circumstances, will result in the rejection of the proposal.



## How long does it take to fill in the application?

Once you collect all the required information and depending on the complexity of your proposal, filling in the application form online on the dedicated portal can take from 3 to 6 hours.

## What are the criteria to assess the proposals?

All the admissibility and eligibility criteria are defined in section 4 of [the Guide for Applicants](#). Those criteria will be evaluated according to section 5 of [the Guide for Applicants](#).

## Are there any webinars planned?

Two webinars with a Q&A session are planned - one [on February 29, 2024](#), in the afternoon and the other [on April 2, 2024](#), in the morning. Exact times and links for registration will be provided on the [call microsite](#) and [STARTS webpage](#). In case you cannot make it to the webinar, the webinars will be recorded and made available to watch afterwards.

## Where can I go for support if I need help with preparing an application?

If you have any doubts during the preparation of the proposal, make sure to check [the Guide for Applicants](#) and the FAQ documents. If you do not find the answers, you can still contact us at [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com) or write to us in the [Hungry EcoCities community](#). Make sure you [join the community](#) to stay up to date with events and register for the online webinars where we answer all your questions.

## How to write a proposal that convinces evaluators?

To improve your chances, make sure to include all the guidelines as suggested in the open call description in [the Guide for Applicants](#). Make sure you do not leave any information out of your proposal. Be specific and provide precise answers to the questions in the application form. If you want to stand out, quality is the way to go.

## What are the different evaluation phases?

The selection of the open-call proposals will be carried out in a four-step process that will last approximately 2 months. Step one will check the proposals against admissibility and eligibility criteria and step two is in/out scope verification. Step three will involve independent external and internal evaluation to assess the proposal according to the criteria detailed in [the Guide for Applicants](#). Step four will involve the Hungry EcoCities consortium partners voting on the list of selected participants scoring above the threshold in a Consensus Meeting scheduled for June 28, 2024\*.

*\*Dates are estimated. If any changes occur, all applicants will be notified.*

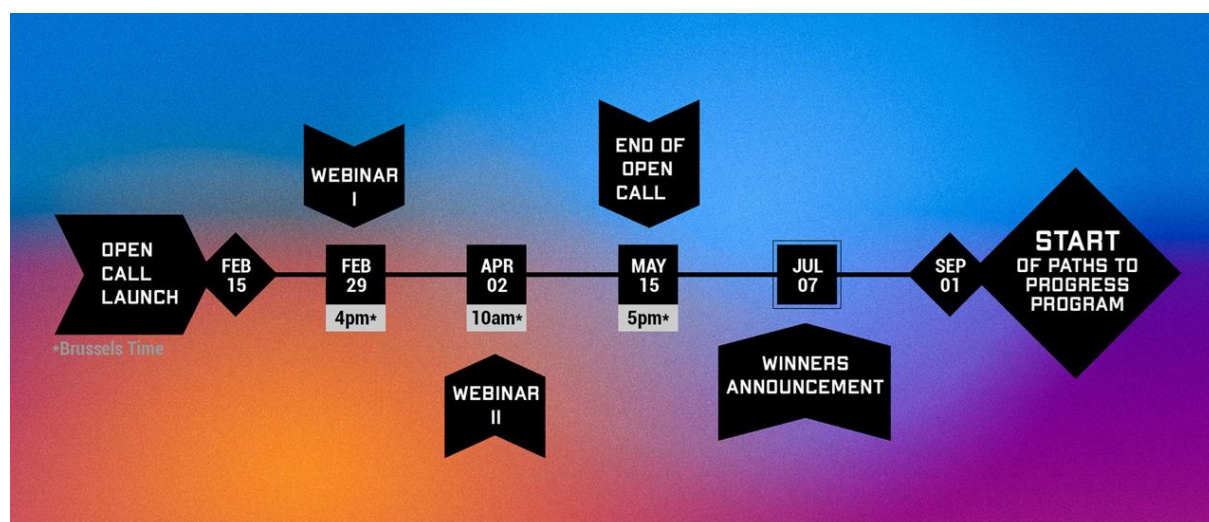
**Stage 1: End Users Proposals Submission**

The process flow is as follows:

- Submission:** Proposals are submitted via FundingBox.
- Admissibility & Eligibility Check:** Conducted by FBA.
- In/Out Scope Screening:** Conducted by Experts from partners (1 partner per proposal). This step produces a 'List of Eligible Applications' and an 'In Scope List'.
- Independent Individual Evaluation:** Conducted by Independent Experts (2 or 3 experts per proposal).
- Consensus Meeting:** Conducted by the Selection Committee (Plus 2 independent experts). This step produces a 'Ranking List'.
- Formal Check/Ethics:** Conducted by BUOT + Ethical Experts from partners. This step produces a 'List of Selected End-Users'.
- SGAs signature:** The final step, resulting in '10 Selected End-Users'.

**Rejection Path:** Proposals can be rejected at any stage and sent back to the 'Oc for End-Users' via email.

The table below presents the successive phases of the Open Call for End-Users.



## What are the Paths to Progress Experiments (PPEs)?

**Paths to Progress Experiments (PPEs)** is a 14-month support programme to unravel and test the identified issue/problem by the End-User to contribute to a future food system that is more healthy, sustainable, and/or responsible in a concrete test site (e.g., supermarket, bio farm, community garden, production facility, restaurant).

The PPEs are defined as consortia consisting of 2 entities, so that **one industrial End-User (the entity) and one artist (the natural person) collaborate as a team**, to 1) respond to the question (challenge/problem) raised by the End-User and 2) reach the tested prototyping stage with the project resources and within the established timeframe.

The PPEs will demonstrate how **AI-enabled artistic experiments** can effectively lead to human-centered sustainable working prototypes for new agricultural products and services. They will increase inclusiveness, explore ethical considerations, and realize technological progress in unusual meetings of minds from the technological, artistic, and industrial world leading to innovative experiences and artistic prototypes exploring alternative futures for agriculture and food systems design.

## What do the different phases of the program consist of?

The Paths-to-Progress experiments consist of 3 stages:

- **Stage 1: Discovery:** Problem definition and solution framing; including matchmaking with artists, identifying scientific input needs and selecting the Hungry EcoCities digital prototype for testing.
- **Stage 2: Prototype Development and Test Set-up:** focus on collaboration with the artist to prepare the selected prototype solution for testing in the real business/ operations environment of the End-User. Additionally, there will be testing of the Hungry EcoCities digital prototypes (minimum of 1) and scientific input integration.
- **Stage 3: Demonstrate:** Prototype validation in the real business/ operations environment of the End-User to verify the prototype system: existing field testing, prototype iteration and experiment validation.

Throughout the support programme, the assigned mentors will assist you in establishing a framework of the PPE (experiment and testing), support in the collaboration and necessary support to focus on the execution of the PPE to realize the prototype solution and to verify the prototype system.

## What will be the result of the PPE?

By the end of the support program, the PPEs will have produced 10 prototype scenarios addressing challenges, rigorously tested in an industrial setting. These imaginative prototypes will have attained a TRL (Technology Readiness Level) of 5/6, aligning with a human-centered innovation approach and integrating sustainability goals across the development fellowships in specialized art-industry R&D project partnerships.

## What is a TRL?

TRL - Technology Readiness Levels (TRLs) are indicators of the maturity level of particular technologies. This measurement system provides a common understanding of technology status and addresses the entire innovation chain.

There are nine technology readiness levels: TRL 1 being the lowest and TRL 9 being the highest. In our project, we refer to [section B of General Annexes to the Horizon Europe - Work Programme 2021-2022](#) (Horizon Europe) for a full description of TRLs.

## What does TRL level 5/6 mean?

**TRL level 5** typically indicates that the technology has been validated in a relevant environment. It means that the technology has undergone testing and demonstrated its functionality in a simulated or prototype environment, but it might not yet be ready for widespread commercial use. In essence, TRL 5 suggests that the technology is in an advanced development stage, moving closer to practical application.



**TRL 6** signifies a higher level of technology readiness in the development process. At this stage, the technology has typically undergone testing and validation in a relevant environment or prototype system. The focus is on demonstrating the technology's functionality, performance, and potential for integration into practical applications. TRL 6 represents a significant advancement, as the technology has transitioned from a prototype to a stage where it is closer to being ready for deployment in real-world scenarios.

## Which actors are defined in the agrifood chain?

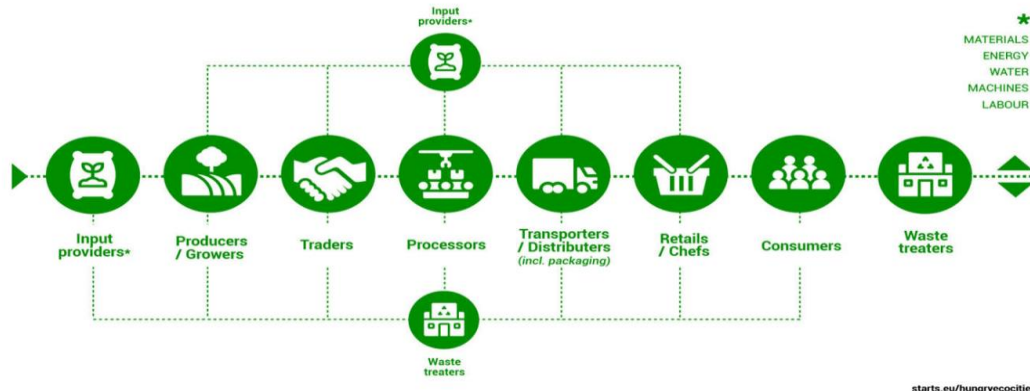
For the Hungry EcoCities Second Open Call, we refer to the following actors in the food chain (as presented in the graph below):

- Input providers
- Producers / Growers
- Traders
- Processors
- Transporters / Distributers (inc. packaging)
- Retails / Chefs
- Consumers
- Waste treaters

We expect the End-Users to be active in one or multiple parts of this chain. For more information, please read our article: [Hungry EcoCities: A journey through rebuilding the food chain.](#)

**HUNGRY ECOCITIES**  
A S+T+ARTS RESIDENCIES PROJECT

### Food Chain



## When taking part in an open call, should we invite the artist to collaborate with us?

No, it is not necessary. The Hungry EcoCities consortium will enable a matchmaking process seeking an artist (through a call for the Artists in the second stage of this Open Call) to complete the team and prepare an art-driven prototyping proposal on the joint collaboration of End- Users and Artists in the PPE support programme. The full description of the steps within the second Hungry EcoCities Open Call is presented in Section 2 of [the Guide for Applicants](#).

## What are the payment conditions?

For the sake of simplicity and transparency, the Financial Support (up to 45 000 Euro grant for End-Users) will be paid against specific Deliverables/Milestones/KPIs defined in the 'Individual Mentoring

Plan' (IMP) elaborated at the beginning of the programme. The IMP will become an Annex to your SubGrant Agreement. Please find more details in section 7 of [the Guide for Applicants](#). The payment schedule can be found below - in the question "What is the payment schedule".

## What is the payment schedule?

Payment Milestones	Deliverable	Payment Milestone	% Total Grant	Fixed Lump Sum per project
Open Call for End-Users				
Stage 1 Discovery	Challenge Definition and Card on HEClab	First stage (End-User IMP)	25	11 250 €
Stage 2 Prototype Development and Test Set-up	Use case design	IMP approval (joint)	50	22 500 €
Stage 3 Demonstrate	Experiment Validated	End of Stage (joint)	25	11 250 €
<b>Total</b>			<b>100%</b>	<b>45,000 €</b>

## What services does Hungry EcoCities offer in the Support Program?

Apart from the lump sum, you can expect a service of support through the mentoring sessions on diverse topics as well as several possibilities for networking and learning new skills at different events and conferences. You will become part of the Hungry EcoCities community and have your mentor from the studios, connected to university knowledge and a perspective on responsible arts-based innovation, to guide you through the entire process. The Hungry EcoCities network also includes several experts in communication and dissemination that will help you maximise the impact of the project outcome.

## Do I need to travel for the project?

Yes, traveling is part of the PPE. We expect the End-User to join at least one collaborative knowledge-sharing meeting as part of the Hungry EcoCities project. The details of this collaborative meeting will be discussed and formed according to the needs of the different participants and will take place after M7, when the artists join the End-Users, forming the team. We do recommend a second trip to make use of the network opportunities coming from the Hungry EcoCities partners.

## Is any accountability required on the way the funds have been used, e. g. invoices and other financial documents? Are there any specific restrictions on how the funds are utilized?

The Hungry EcoCities 2nd Open Call FSTP beneficiaries acting as the End-Users will receive a fixed lump sum of up to 45 000 € - wherein up to EUR 35.000 for End-User beneficiary expenses (personnel, travel, consumables, overhead) and up to EUR 10.000 for subcontracting and dissemination expenses in agreement with the Hungry EcoCities consortium.

The lump sum is a simplified method that means that the financial support recipient is not required to present accounting documents like invoices, timesheets, etc, to prove that the cost was actually incurred. However, Hungry EcoCities will assess your progress and the quality of your work during Interim Reviews, not your accountancy. In this sense, we will ask you to demonstrate the implementation of the project in line with the milestones set. In any case, the lump sum methodology does not release you from the obligation to collect documentation to confirm the costs under fiscal regulation..

## Which are the eligible costs for my proposal?

Lump sum budgets are based on a cost estimation which means that you need to provide us with a detailed budget table with realistic cost estimations for each cost category (personnel costs, subcontracting costs, purchase costs, overheads, and other costs) per beneficiary.

These cost estimations and the resources you commit for the purposes of implementing the project are the basis to justify the lump sum. The cost estimations must be an approximation of your actual costs.

The costs are eligible if they meet the following requirements:

- they are set out in your project budget in the 'Individual Mentoring Plan';
- they are compliant with the same eligibility rules as in actual costs grants (a reference to actual costs as described in Art. 6 of AGA – Annotated Grant Agreement);
- they are in line with your normal practices, usual accounting and management principles (e.g. subcontracting must be awarded using the beneficiary's usual purchasing practices - provided these ensure subcontracts with the best value for money (or if appropriate the lowest price) and that there is no conflict of interest));
- they are reasonable/not excessive;
- they are in line with and necessary for the implementation of your project, and the corresponding tasks and part of your project have been properly implemented and the expected milestone/deliverables have been achieved;
- they must be actually incurred by you;
- they must be incurred only during the lifetime of the project. The period of costs' eligibility is from the SubGrant Agreement signature date (from the start date of the programme period of your project) until the end of the project period.

Subcontracting may cover only a limited part of the action, up to 10 000 Euro. If the subcontracting budget is higher than 10 000 Euro, the beneficiary must and should justify it properly.

## How should we estimate the budget?

Each project proposal will include a cost calculation in the Implementation section of the application form. Checking the consistency between these costs and the expected work of the project will be part of the evaluation of proposals.

The total cost of each project should be estimated based on the following criteria:

- 1) **Personnel costs:** costs should be calculated with the estimation of the required effort
- 2) **Travel costs:** Costs should be calculated with a min. of 1 European trips;
- 3) **Consumables, equipment depreciation, etc.:** Estimated by a standard practice of the applicant; if relevant (for example: headsets/software/sensors)
- 4) **Subcontracting:** up to 10 000 Euro; if relevant
- 5) **Overheads** (25% of sum of 1+2+3)
- 6) **Total costs** (1+2+3+4+5)
- 7) **Requested funding amount:** Maximum amount 45 000 Euro.



## If I foresee subcontracting in my project, should the offers of subcontractors (from which I select a subcontractor) be included in the indicative budget allocation (in the application form)?

You are not required to include offers when estimating the budget. However, please consider that when subcontracting, core activities of your proposal have to be done by you and not third parties. Subcontracting may cover only a limited part of the action, up to 10 000 Euro (to cover technical expertise and e.g. support on communication/ video documentation). Also, subcontracting must be awarded using each beneficiary's usual purchasing practices – provided these ensure subcontracts with best value for money (or if appropriate the lowest price) and that there is no conflict of interest.

## What could the collaboration with technology scientists (AI / Robotics / IoT / Biotech) look like?

In Hungry EcoCities we intend to work on increasing the trust and acceptance of digital technologies, in particular AI, within the food chain. AI is believed to have the potential to offer insights and tools into how we can grow and provide food for a growing global population while minimizing our dependence on fossil fuels and increasing the well-being of local environments and people.

The universities (belonging to the partners) provide access to an impressive digital toolbox consisting of available knowledge, programs, solutions and equipment to support the development. This toolbox is divided into three groups: AI tools, Biotech tools, and Digital tools:

- VR
- UAV Robotic Systems
- Explainable AI
- Sociality of AI
- Algorithmic Supply Chains
- Advanced Sensing / Sat data
- Molecular Biology
- Algae/ plant cultivation
- Plant acoustics and spectra
- UV analytics

In specific the universities offer collaboration on the following possibilities:

### **Leuven.AI:**

Leuven.AI is one of the first four "KU Leuven Institutes" bringing together KU Leuven's world-class AI experts from diverse disciplines in an interdisciplinary research network with societal relevance. Within the Path-to-Progress experiments, they will be available for advice and suggestions on a needs basis to support the PPEs (experiments) from their research in the domains of AR/ VR, Explainable AI, Sociality of AI and Algorithmic Supply Chains. Next to that, they will run specific thesis projects that in particular will focus on following topics;

- 3rd scope of emissions
- Future forecasting and AI
- Recommender system for food (biases)
- Impact of AI decisions in the food system on sustainability, food waste and carbon

The thesis project will be carried out via students of the Master AI program with scientific guidance and components, which would provide the End-Users access to (scientific) knowledge and talent. The End-User shall start in September 2024 to collaborate on the definition of a thesis project by providing

applicational context and guidance – this will be done together with a KU Leuven researcher assigned to the End-User.

#### **Mendel University:**

The Department of Chemistry and Biochemistry at Mendel University in Brno is a hub of scientific excellence and education, offering a wide array of research capabilities in several fields. Their expertise in Molecular Biology is essential for groundbreaking discoveries in molecular aspects of plant and algal production. In Algae and Plant Cultivation, they excel in optimizing growth environments and exploiting bioproduct potential, paving the way for sustainable advancements. Their research in Plant Acoustics and Spectra is revolutionizing the understanding of plant-environment interactions, essential for the development of advanced agricultural technologies.

They aim to provide support and consultancy for End- Users. Partnering with us not only gives access to their knowledge but also to a robust research network and state-of-the-art infrastructure. This combination makes them an ideal ally for those looking to develop innovative prototypes and conduct cutting-edge research, driving forward the boundaries of Hungry Eco Cities.

#### **Brno University of Technology:**

The team representing the Knowledge Technology (KnoT) Research Group, Faculty of Information Technology, Brno University of Technology, offers collaboration on various aspects of applied machine learning, large language models, embedded intelligence, power-aware computing, IoT, natural user interfaces, automation, and robotics. They will provide consultancy and support experiments in generative AI, advanced retrieval models for relevancy estimation of scientific data, claim detection and fact-checking, long-life battery operation of IoT devices in agriculture, and automation in waste management. As the faculty is also involved in the cooperation with the Czech supercomputing centre IT4Innovations (which is interlinked with pan-European HPC and supercomputing initiatives) and the team members can offer expertise in optimization and scaling of machine learning tasks, they are also available for advice and help in training and adapting large machine learning models for specific tasks, their quantization, and federated learning.

The team members also lead many student projects and supervise Bachelor and Master theses. In addition to the above-mentioned domains, they will offer the following topics to perform research, test hypotheses, and improve prototypes either resulting from our previous research or developed as a result of the student work. The following laboratory experiments and thesis topics could particularly benefit from the evaluation in the non-academic environment and natural conditions of the participating SMEs:

- Environmental claim identification, extraction of evidence from scientific literature, and fact-checking based on the semi-automatic assessment of the veracity of internet information sources.
- Generative AI and large language models for retrieval-augmented generation and automatic summarization of expert knowledge available in extensive collections of documents.
- Low-power and ultra-low-power IoT data collection, edge-based processing and communication, power-aware computing and dynamic off-loading in the edge-cloud continuum.

In the opposite direction, involved SMEs would take advantage of the young talents that will get familiar with their practical problems and the environment, and could extend their collaboration beyond their study or the specific thesis or project. The student's involvement in an SME's application area and the research/thesis supervision by the experts from BUoT will contribute to successfully realising the Path-to-Progress experiments.



## What do we mean by the Hungry EcoCities directions?

In Hungry EcoCities we work around 3 directions which are the visions on the future of food as developed by the three residency hosting partners, also known as hosting studios in Hungry EcoCities: Studio Other Spaces (GE), CRA- Carlo Ratti Associati (IT), EatThis (NL) ('The Studios'). The End-Users will work closely with the Studios in sharpening the challenge and designing the solution component(s).

The three directions for the End-User applicants to consider as potential reference or input in the application process are as follows:

### 1) **Mega-scale – EatThis**

This direction explores the relative spatial and cultural distance we built between food production and the city: society considered food production as something that didn't require serious cultural attention, while it prioritized cheaper and easier access. How and where it was made or grown wasn't of great interest. This left production in the hands of a purely industrial rationale, a relentless yet arguably successful form of modernism, and transformed it into a black box not to be seen by society. The role of society was mainly the consumption of its output. Food marketers were tasked to make up the space in between with faux-idyllic romanticism which were accepted against one's better judgement. We want to explore these challenges by trying to find an interface where 'our' intelligence matters and can provoke new considerations and thoughts. At a planetary level, we are interested in the logic of production site locations (Where to grow?), including how the urban level seeks to address the opposition between the scale of production needed and urban space available (Gigafactory for Food). On a cultural level, we are interested in exploring how trying to fuse hi-tech and alternative food growing cultures can lead to alternative futures. In each one the role of a specific form of growing, e.g. Controlled Environmental Agriculture (CEA), can be taken as a starting point.

*Where do we grow the additional food we need with respect for nature, humans, and culture? What would it mean if a city is to sustain itself? Would it require a giga factory for food production? How will such an integrated system look like? What will it grow? How could technological scaling be combined with alternative growing techniques? Where should we grow in a warming world?*

### 2) **City+Farming Synergies - CRA - Carlo Ratti Associati**

The urban population is projected to grow consistently over the coming decades. For this reason, the urgency has never been greater for cities to establish more efficient and sustainable agricultural practices to keep their residents fed and healthy.

Fortunately, the contours of a functional and sustainable urban agriculture system are beginning to emerge. Stakeholders from different fields are engaging in various forms of experimentation to bring our vision closer to reality. For instance, rooftops, basements and other under-utilized spaces – including ones made redundant by the COVID pandemic – have been converted into hotspots for crop cultivation; Experiments take place in controlled environments to imagine what it would take for farms to be placed vertically on building facades; Forward-looking prototypes have been unveiled at design weeks to involve diverse communities in the conversation.

Among most of these novel endeavors, CRA-Carlo Ratti Associati believes in the use of sensors, artificial intelligence and other digital devices to realize what had not been feasible. Over the years, our studio has undertaken various projects to harness the power of automation with intention and adequate planning, with the goal to help contemporary urban farmers do more with fewer resources. As part of the Hungry EcoCities consortium, CRA will offer its expertise in architectural design and technological innovation its collaboration with the selected SMEs to make agriculture an integral element of the urban landscape, in turn exploring the possibilities of territorial regeneration in urban and peri-urban areas.

### 3) **Local Conditions - Studio Other Spaces:**

This direction will focus on food cultures and investigate how they must reflect the needs of our bodies, of our communities, of the planet, and the agri-food sector's role in shaping more sustainable cultures. Cooking and sharing food is an activity that ties habitats, communities, individuals and agricultural methods together. Reducing energy consumption in agricultural food production and fostering biodiversity are key goals for us throughout this phase of the project. We believe that conscious awareness of the role of food cultures, including the impact of agricultural practices on our diets, health, and relationships with the environment can lead to more sustainable and resilient food system practices. Our hope is that widespread awareness and collaborative momentum can catalyse novel solutions for feeding the growing global population while respecting planetary boundaries. Today, lighthouse projects already exist in, for instance, regenerative agriculture and circular food systems. **How do we scale smaller, experimental projects of this kind that value regeneration, resilience, and fairness in the agri-food sector?** Studio Other Spaces wishes to support projects that contribute to solving this challenge.

*How will local solutions in agriculture and food cultures shape what we grow, what we eat, when and with whom we eat? Can learning about our food systems and telling new stories lead to innovation in, development of, and scaling up regenerative and integrative agricultural practices? Can it help reconnect people living in urban, peri-urban, and rural communities? Can it radically reimagine sustainable markets and modes of distribution of farm goods? To that end, through outreach and a different kind of storytelling about food systems, can agriculture become a vocational calling for the people who perhaps least expect it?*

## Who are the Creative Studios in Hungry EcoCities?

**Studio Other Spaces (SOS)** was founded by artist Olafur Eliasson and architect Sebastian Behmann in Berlin in 2014. Their shared interest in spatial experimentation led them to the holistic approach that defines Studio Other Spaces.

**CRA - Carlo Ratti Associati** is an international design and innovation office based between Turin and New York City. Founded by MIT professor Carlo Ratti, CRA explores the intersections between the natural and the artificial in the built environment, often tapping into digital technologies to develop projects on every scale of intervention. The office has a long history of putting forward experimental visions for the future of food systems.

**EatThis** is an international network and movement bringing together over 40 companies from the food sector in a joint mission to realize a sustainable and healthy food system for all. EatThis has a double role in Hungry EcoCities, feeding the project from the industry as well as functioning as a studio headed by Stephan Petermann and Rem Koolhaas, founder of OMA. Rem and Stephan are involved in the project on a personal title.

## How does Hungry EcoCities stimulate diversity and inclusion?

Hungry EcoCities encourages applications stimulating diversity and inclusion, referring to different country of origin, country of residence, identity, age, background, impact of the proposal. In Hungry EcoCities, we try to organize diversity and inclusion in different ways: firstly, by asking applicants to take the topic into account in their applications. Secondly, by paying attention to this topic in the evaluation. Thirdly, by organizing for a diverse and inclusive evaluation process and evaluators. Fourthly, by paying continuous attention to this topic throughout the residences and finally by making it part of the dissemination approach.

## Can Beneficiaries of the first open call apply for the second one?

No, beneficiaries of the 1st Open Call cannot apply to the Second Open Call.

## What is a Conflict of Interest?

Conflict of interest may occur, if there are capital or personal connections between two or more entities (Applicant, Consortium partner or any person involved in the selection process), in particular, it should be understood as:

- any ownership relations - ownership of shares, financial links and economic connections - like joint venture, holding, joint participation, silent partner. E.g., the Applicant entity owns shares in the Consortium partner company or Consortium partner company own shares in the Applicant company (it also refers to the Applicant partner/linked enterprises). As economic connection we can understand exclusive license, sale agreements if they concern product or solution covered by your application;
- family and personal relationships, in particular: with marriage, kinship, a relationship of affinity to the second degree in a straight line or lateral line, adoption, custody or guardianship or actual life and other close personal ties binding the Applicant and Consortium partner or any person involved in the selection process (it refers also to employees, shareholders, members of the management body, members of the board, managers, subcontractors etc.) – e.g. person representing the Consortium partner company has family/personal relationship with any person representing the Applicant company;
- the existence of material, especially financial relationships (such as the receipt by a person involved in the selection process from Applicant any significant gifts, donations, future contracts or employment, etc);
- relationships based on employment, cooperation or existing civil contract between the Consortium partners and people involved in the Applicant structure, including managerial or supervisory functions, position in managing or supervising bodies. For example, the Director of the Consortium partner is involved in the management bodies of an Applicant company; the Applicant employees involved in the Project are employed or contracted by the Consortium partner company;
- remaining in a legal or factual relationship that may give rise to justified doubts as to the impartiality of the people involved in the selection process (expert/evaluator/employee/member of the management bodies of any of the Consortium partners).

The reasons set forth above may result in a conflict of interest if they occur at the time of an action or have occurred in the past (during the last 3 years before the action starts). Time limits do not apply to family and personal relationships.

Remember that the concept of conflict of interest should be understood widely, so if you have any doubts about the conflict of Interest please consult with our team. All cases of conflict of interest will be assessed on a case-by-case basis.

## Are UK entities eligible under this open call?

No, UK entities are not eligible at this time to receive funding. The UK applicants, starting from the 1st of January 2024, are able to participate in the Horizon Europe calls for award procedures implementing the European Union budget for the year 2024 and onwards, which means that the UK applicants are **ineligible** for FSTP Open Calls funded under older budgetary appropriations and Work Programmes (like our Project). UK entities/natural persons can apply in the Hungry EcoCities Second Open Call but will be



rejected after the first evaluation phase (Admissibility and Eligibility Check) and will not sign the Sub-Grant Agreement in this project.

**If subcontracting is not used or less than €10,000 is allocated, can SMEs use the EUR 10,000 for other costs or not?**

Artists will be provided with a separate budget of EUR 37,500. SMEs can allocate up to EUR 10,000 for subcontracting once they have initiated collaboration with artists and identified the technologies or artistic experiments they plan to use (i.e. implementing/adapting HTE to your needs or preparing a (digital) test environment). It's worth noting that there is no obligation to exhaust the entire subcontracting budget, and adjustments can be made as needed throughout the program.

**Is the starting TRL at application supposed to be at 4 or from 1-4?**

The level of readiness will be crucial in the next phase of this open call, for artist applicants. The challenges presented by the SME will be developed in collaboration with the artist, leading to the creation of a prototype solution. TRL is not a requirement for this phase of the open call.

**Will artists be able to propose a project or is this only possible if you apply as an SME?**

This call for proposals is specifically aimed at small and medium-sized enterprises (SMEs) operating within the food industry. The second phase for artists will be launched in the summer of 2024. Artists will propose their artistic prototype starting from the challenge presented by the SME.

**Can manufacturers of machinery/equipment for the food industry be applicants in this first phase of the call?**

Yes, manufacturers of machinery/equipment for the food industry are considered input providers across the agri-food chain so are also eligible for this call.

## The Hungry EcoCities Consortium







Starts.eu



S+T+ARTS



HungryEcoCities project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101069990.

## V. Application Form Template - 1<sup>st</sup> Phase – Call for End-Users

### HUNGARY ECOCITIES

#### A S+T+ARTS RESIDENCY PROJECT

<https://starts.eu/what-we-do/residences/hungry-ecocities/>

**Welcome to the Hungry EcoCities Second Open Call!**

**Open Call for Art-Driven Experiments**

**1st Phase - Call for End-Users**

<https://hungry-ecocities-end-users.fundingbox.com/>

**The Deadline for this Call is Monday 15 May 2024 at 17:00 (CET)**

Only applications in English will be admitted.

Before applying, read carefully the Open Call related information ([Guide for Applicants, 3 Directions Booklet & FAQ](#)), which includes all the necessary information on the application process, evaluation criteria, and the proposal's requirements.

A practical point: you can save your application as a draft and continue later.

# Application Form Template – Open Call for End-Users

## v1.01.2024

### 1. Basic Information

Before applying, read carefully the Open Call related information ([Guide for Applicants](#) & [FAQ](#)), which includes all the necessary information on the application process, evaluation criteria, and the proposal's requirements.

A practical point: you can save your application as a draft and continue later. You can also add other members of your team as contributors to help you complete the application form. You can change it until the deadline of May 15, 2024.

**Project Acronym\*:**

Please, enter the project's acronym. Text (50 characters)

**Project Title\*:**

Please, enter the project's title. Text (200 characters)

**Name and Surname of the Contact person\*:**

Enter your complete name (first name and last name), please.

**Contact person email address\*:**

Please, enter the email address (mail@mail.com format) where we can contact you and send all the communications.

**Contact person phone number\*:**

Remember to include your country code in brackets. E.g.: (+xx) xxxxxxxx.

### 2. Company and project information

The following information will enable us to contact you and verify that your organisation fills out the eligibility criteria for participating in the Hungry EcoCities project. (see the requirements in [the Guide for Applicants](#)).

**Legal name of your entity\*:**

The legal name in the country where the company is incorporated.

**Size of your entity\*:**

Please indicate Number of people employed in the entity:

- ☐ 2-10
- ☐ 11-49
- ☐ 50-99
- ☐ 100-249
- ☐ 250- 500
- ☐ Over 501

**VAT number (if applicable):**

Text (50 characters)

**Country where the entity is registered\*:**

Take notice that only countries indicated in [the Guide](#) are eligible for application.

**Date of registration of the entity\*:**

Text (50 characters)

**Address of the entity \*:**

Text (200 characters)

**Website URL\*:**

# Application Form Template – Open Call for End-Users

## v1.01.2024

(<https://...> or <http://...>)

**Please select which part in the food value chain your company is active:** (please see: <https://starts.eu/hungry-ecocities-a-journey-through-rebuilding-the-food-chain/>)

- ☐ Input providers
- ☐ Producers / Growers
- ☐ Traders
- ☐ Processors
- ☐ Transporters / Distributors (inc. packaging)
- ☐ Retails / Chefs
- ☐ Consumers
- ☐ Waste treaters

### 3. Fit with HEC

**Tell us about your current activities, highlighting how you operate in the food value chain and how you relate to Food2030 topics (see: [https://research-and-innovation.ec.europa.eu/research-area/environment/bioeconomy/food-systems/food-2030\\_en](https://research-and-innovation.ec.europa.eu/research-area/environment/bioeconomy/food-systems/food-2030_en)) \*:**

Can select multiple:

- ☐ Governance for food systems change
- ☐ Urban food system transformation
- ☐ Food from the oceans and freshwater resources
- ☐ Alternative proteins for dietary shift
- ☐ Food waste and resource-efficient food systems
- ☐ The microbiome world
- ☐ Nutrition and sustainable healthy diets
- ☐ Food safety systems of the future
- ☐ Food systems Africa
- ☐ Data and digital transformation
- ☐ Zero Pollution food systems

**Please, give a short explanation why you have a fit/ work towards that\*:**

Text (1200 characters)

**Tell us about your current activities emphasizing how you act in the food value chain and how you relate the Hungry EcoCities directions (Mega Scale, Local Condition and/or City+Farming Synergies) \*:**

Text (1200 characters)

**Please select which part in the food value chain you would like to tackle in this project (please see: <https://starts.eu/hungry-ecocities-a-journey-through-rebuilding-the-food-chain/>)\*:**

Can select multiple:

- ☐ Input providers
- ☐ Producers / Growers
- ☐ Traders
- ☐ Processors
- ☐ Transporters / Distributors (inc. packaging)
- ☐ Retails / Chefs
- ☐ Consumers
- ☐ Waste treaters



## Application Form Template – Open Call for End-Users

### v1.01.2024

**Please describe the problem/ challenge in your business you would like to tackle in this project in its current situation. Make sure you illustrate the relevance of the problem/challenge in your daily operations. \*:**

Text (1200 characters)

**Please describe the digitalization level of your company. Which processes are automated and to what extent? Do you work data-driven in any process? If so, which ones? Do you use robotics, IoT systems, AI systems or other digital technologies in your operations today? \*:**

Text (1200 characters)

**Do you have experience with technology-related projects? \*.**

- ☐ Yes
- ☐ No

If Yes, text (1200 characters)

**Do you have experience with designer/artist collaborations? Please elaborate? \*.**

- ☐ Yes
- ☐ No

If Yes, text (800 characters)

**Do you have experience with collaborating with researchers from universities? Please elaborate? \*.**

- ☐ Yes
- ☐ No

If Yes, text (800 characters)

**Have you received any previous funding within S+T+ARTS program ? if yes please provide further details, so we can assess potential double-funding risks\*:**

**a. Name and description of the project**

**b. Grant amount and receipt date of the grant**

- ☐ Yes
- ☐ No

If Yes, text (800 characters)

**Are you applying in parallel for another S+T+ARTS program ? (if yes please provide further details, so we can assess potential double-funding risks) \*:**

**a. Name and description of the project**

**b. Grant amount you are applying for**

**Please note: If selected for another S+T+ARTS project, you must choose which project to participate in and receive funding from.**

- ☐ Yes
- ☐ No

If Yes, text (800 characters)

#### 4. Motivation and Environment

Before completing this section, please read [the Guide for Applicants](#) and [the FAQ](#).

**Describe why you are motivated to join Hungry EcoCities in the form of a letter. \***

**In your answer, please reflect upon your motivation to work in a multidisciplinary team including creative studios, scientists, artists; your motivation to work on tech-driven innovation challenges; your motivation to contribute to the EU and project goals on sustainable food systems.**

Text (2500 characters)

**Provide details on the test environment you will provide access to for this project (operational environment access/ testing infrastructure). \***

Text (1200 characters)

# Application Form Template – Open Call for End-Users

## v1.01.2024

**Which companies/institutions do you believe are relevant and can interact with the development of your project at any stage and in any form? \***

Text (1000 characters)

**Describe your team and relevant resources you will employ for this project as well as your (team) availability for the support programme. \***

Text (1000 characters)

**Video/ Slideshow (e.g 3-5 min) to show the test facilities/ introduce the team/ person(s) who will be involved (max 10MB) \***

Click to upload (pdf, max 10 MB)

**Video/ Slideshow (e.g 3-5 min) to show the test facilities/ introduce the team/ person(s) who will be involved (URL)**

Please provide an URL address.

### 5. Resources - Budget

Before completing this section, please read [the FAQ](#), which includes all the necessary information on the budget calculation.

Budget	Value	Required
(1) Personnel costs	Number (20 characters)	Yes
(2) Travel costs	Number (20 characters)	Yes
(3) Consumables, equipment depreciation, etc.	Number (20 characters)	Yes
(4) Subcontracting	Number (20 characters)	Yes
(5) Overheads (25% of sum of 1 + 2 + 3)	Number (20 characters)	Yes
(6) Total costs (sum of 1 + 2 + 3 + 4 + 5)	Number (20 characters)	Yes
(7) Requested amount (Maximum amount 45 000 Euro)	Number (20 characters)	Yes

### 6. Declaration of Honour

**Please read carefully the statements below. You will not be able to change the statements after the deadline [or after submission if you are not letting them modify application]**

By ticking the boxes below, I confirm that	Type of Answer	Mandatory?
I have read and understood the information about the project, as provided in <a href="#">the Guide for Applicants (GfA)</a>	Yes/No	*
I accept all the rules and regulations of this open call as detailed in <a href="#">the GfA</a>	Yes/No	*
I acknowledge that the evaluators and the European Commission and its bodies and agencies may have access to the data collected under the open call	Yes/No	*
The data provided in the application form are true and up-to-date	Yes/No	*



Application Form Template – Open Call for End-Users  
v1.01.2024

The entity I represent meets the eligibility conditions described in <a href="#">the GfA</a> , in particular is an SME	Yes/No	*
There is no conflict of interest between the company I represent and any of the consortium partners	TRUE/FALSE	*
Moreover, the entity I represent , or persons with power of representation, decision-making or control over the aforementioned legal entity:		
is/ are not listed on the EU sanction list : <a href="https://www.sanctionsmap.eu">https://www.sanctionsmap.eu</a> , which means that is/are not subject to EU restrictive measures under Article 29 of the Treaty on the European Union (TEU) and Article 215 of the Treaty	TRUE/FALSE	*
is /are not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, or is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations	TRUE/FALSE	*
has/have not been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata	TRUE/FALSE	*
has/have not been guilty of grave professional misconduct proven by any means which the contracting authority can justify, including by decisions of the European Investment Bank and international organisations;	TRUE/FALSE	*
is/are in compliance with their obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which it is established or with those of the country of the contracting authority or those of the country where the contract is to be performed;	TRUE/FALSE	*
has/have not been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity, where such illegal activity is detrimental to the Union's financial interests;	TRUE/FALSE	*
is/are not subject to an administrative penalty for being guilty of misrepresenting the information required by the contracting authority as a condition of participation in a grant award procedure or another procurement procedure, or failing to supply this information, or has/have not been declared to be in serious breach of their obligations under contracts or grants covered by the Union's budget.	TRUE/FALSE	*
I did not make false declarations in supplying the information required, as a condition of participation in the Open Call or do not fail to supply this information	TRUE/FALSE	*
I voluntarily agree to be registered at Hungry EcoCities Community and I understand that I can delete my profile from the above-mentioned Community by informing the Hungry EcoCities Team via helpdesk mail	Yes/No	

## 7. Processing of Personal Data

# Application Form Template – Open Call for End-Users v1.01.2024

I confirm that I read and understood the information clause concerning processing of the personal data provided above.	Yes	*
I confirm that I have legal basis for processing personal data of the team members listed in the application form.	Yes	*
I will pass the information clause provided above to all team members mentioned in the application form.	Yes	*



## Information clause for personal data processing in the 2nd Open Call organized under Hungry EcoCities Project Grant Agreement No. 101069990

### CONTROLLER'S IDENTITY AND CONTACT DETAILS

The data controllers are all entities in the [FundingBox capital group](#) as the Joint Controllers. All FundingBox entities have agreed on common data processing purposes. In all matters regarding personal data, you can contact us using the following email address: [privacy@fundingbox.com](mailto:privacy@fundingbox.com).

The essence of the arrangement is available [here](#).

PURPOSES, LEGAL BASIS AND PROCESSING PERIOD		
The purpose and legitimate interest of processing	Legal basis for processing	Period
1) To run an Open Call and collect data necessary to evaluate applications submitted in the Open Call.	Legitimate interest of FundingBox (based on Art. 6.1.f) of GDPR) which is fulfilling the obligations and our other interests related to implementation of the Project.	6 years from the end of the year in which the Project ended.
2) To realize the Project goals described in the Grant Agreement (e.g. communication, reporting, collaborating with other project partners).		
3) To consider potential complaints and defend against them.		
4) To investigate a potential conflict of interest (processing includes, among others, examining family, financial, business or organizational links).		
5) To gather feedback from applicants when the Open Call is over to improve processes.		
6) To send newsletter about other FundingBox activity (e.g. information about other funding opportunities).		
If an applicant has been selected to become the beneficiary of the project:		

# Application Form Template – Open Call for End-Users

## v1.01.2024



7) To collect the applicant's details and documentation necessary to verify its legal status. Data will be collected in separate form via FundingBox platform.	Processing is necessary for the performance of a contract (based on Art. 6.1.b) of GDPR).	
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### Important:

Data collected for the purpose of investigating a potential conflict of interest will be stored for the indicated retention period and will not be deleted even at the request of the applicant before the end of the retention period.

### DATA RECEIVERS

The Joint Controllers will transfer personal data only to trusted recipients such as IT service providers, accountants, law firms, postal and courier companies (who process personal data on the controllers' behalf).

Due to the fact that we use the services of Google LLC, your data may be transferred to the USA. We have concluded an agreement with those entities – the so-called Standard Contractual Clauses. This means that in accordance with the decision of the European Commission No. 2021/914 EU of June 4, 2021, your personal data may be processed by this company in the USA. More information about the decision at: <https://fundingbox.com/trust/transfer-outside-eea/>.

To realize the Project, data can be transferred also to Project Partners (complete list of the project partners is available at the email address: [privacy@fundingbox.com](mailto:privacy@fundingbox.com)) and European Commission.

### RIGHTS OF DATA SUBJECT

Due to the fact that we process your personal data, you have the right to:

- 1) request access to your personal data,
- 2) demand the rectification of your personal data,
- 3) request to remove or limit the processing of your personal data,
- 4) data portability,
- 5) complain with the supervisory authority ([https://edpb.europa.eu/about-edpb/about-edpb/members\\_en](https://edpb.europa.eu/about-edpb/about-edpb/members_en)).

You also have a right to object to processing of your personal data for all purposes indicated above (according to the Article 21 of GDPR).

### INFORMATION ABOUT VOLUNTARY OR OBLIGATORY DATA PROVISION

Providing data is voluntary, although it is necessary to participate in the Open Call. Without providing your data, it is not possible to contact you and evaluate the application.

## VI. Call announcement – 2<sup>nd</sup> Phase – Call for Artists

### Call announcement

#### Announcement of an open call for recipients of financial support

Call title:	Hungry EcoCities Second Open Call  Open Call for Art-Driven Experiments 2nd Phase - Call for Artists
Full name of the EU-funded project:	AI-enabled artistic solutions for sustainable food systems
Project acronym:	Hungry EcoCities
Grant agreement number:	101069990
Call publication date:	11/07/2024 09:00 (Brussels Time)
Call deadline:	20/09/2024 13:00 (Brussels Time)
Expected duration of participation:	8 months
Total EU funding available:	Total planned budget for the second open call: 825 000 EUR The maximum amount of support per <b>Path to Progress Experiment (PPE) - 82 500 EUR</b> , including a maximum grant per Artist: <b>up to 37 500 EUR</b> , selected in this open call (2nd Call for Artists). This includes <b>1 500 EUR</b> designated for participation in Jury Day for each of the up to 20 Artist finalists pre-selected in this phase, along with <b>36 000 EUR</b> allocated for the up to 10 finalists who will participate in the support program.
Submission & evaluation process:	<p>The applicants can submit a proposal through the following website: <a href="https://hungry-ecocities-oc2-artists.fundingbox.com/">https://hungry-ecocities-oc2-artists.fundingbox.com/</a></p> <p>The selection of the open-call proposals will be carried out in a five-step process. Step one will check the motivation proposals against eligibility criteria and in/out scope verification. In the second step, the selection process will continue with the Matchmaking on the HEClab where Artists select the challenges posted by the End-Users. Artists will get access to a matchmaking dashboard, where they will find the challenges (by SME End-Users) most relevant to their artistic approach.</p> <p>All artists who have sent a match request in HEClab and identified at least one end-user for collaboration will be invited to the next step of the evaluation process. They then submit a full prototype proposal for the SME challenge, including a budget.</p> <p>Step three will involve independent external and internal evaluation to assess the full proposal according to the criteria as described in the Guide for Applicant. Step four will consist in the Hungry</p>



	<p>EcoCities consortium voting on the list of pre-selected applicants in a Consensus Meeting. Up to 20 pre-selected artists will sign a mini-grant agreement, and will receive funding of EUR 1,500.</p> <p>The final step will be an online Jury Day, where up to 10 finalists will be selected to sign the grant agreement, receive EUR 36,000, and participate in the PPE.</p> <p>For further information see the Guide for the Applicants.</p>
Further information:	<p>For further information about the Hungry EcoCities project, please visit the following website: <a href="https://starts.eu/what-we-do/residences/hungry-ecocities/">https://starts.eu/what-we-do/residences/hungry-ecocities/</a></p> <p>Email address for further information: <a href="mailto:hungryecocities@fundingbox.com">hungryecocities@fundingbox.com</a></p>
Task description:	<p>The HungryEcoCities project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101069990.</p> <p>In this initiative, collaborative efforts between studios, universities, growers, agricultural specialists, artists, and creative thinkers aim to generate innovative ideas for the future of the food system. The project plans to host 20 S+T+ARTS residencies, focusing on defining, designing, and developing AI-enabled responsible, art-driven solutions for end-users in the agri-food industries.</p> <p>In the second call (Call for Art-Driven Experiments), the project aims to identify 10 experiments known as Paths to Progress (PPE) experiments. These experiments involve collaboration between art, science, and industry, with one industrial end-user partnering with a core group of Hungry EcoCities organizations and a selected artist. Together, they will work towards reaching the prototyping stage within the project resources and specified timeframe, addressing challenges in a concrete test site provided by the end-user (e.g., supermarket, bio farm, community garden, production facility, restaurant).</p> <p>The first phase of the second open call, the End-User call, aimed to select up to 10 End-Users (SMEs, including start-ups in the agri-food value chain). The selected End-Users will join a 14-month S+T+ARTS support programme.</p> <p>The second phase of the Call for Art-Driven Experiments (2nd Open Call for Artists) is a separate application process for selecting artists. Artists with experience or relevant projects in technology, art, science, and the food domain are invited to apply. Pre-selected artists will team up with an SME to prepare artistic prototyping proposals for collaboration in the support programme. The final team, composed of one artist and one SME End-User, will collaborate for 8 months in Stages 2 and 3 of the programme.</p>

# Guide for Applicants (GfA)

## Hungry EcoCities Second Open Call

### Open Call for Art-Driven Experiments

### 2nd Phase - Call for Artists

Application submission starts on 11 July 2024 at 09:00 CEST (Brussels time).  
Submission deadline is 20 September 2024 13:00 CEST (Brussels time).

PUBLIC

#### History of changes

Date	Version	Author	Comments/Changes
15.04.2024	1.1	FundingBox	All Sections
29.04.2024	1.2	In4Art	Input All Sections
10.06.2024	1.3	FundingBox	Version for PO
21.06.2024	1.4	FundingBox	Final after PO input

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## Must Read Brief

### WHY this Open Call?

**We need a future where we use resources responsibly to produce and consume food.**

**Hungry EcoCities is dedicated to creating innovative prototypes for products and services in the agri-food sector.** Our approach involves seeking artistic inspiration to address industrial and societal challenges in unconventional ways. The project will include up to 10 collaborative experiments between art and the agri-food industry, which we refer to as **Paths to Progress Experiments (PPEs)**.

### HOW do we intend to make this possible?

**Through responsible development and deployment of AI and digital technologies to reduce resources and/ or energy used in the production, processing, logistics, transportation, consumption and waste of food.**

**The PPEs** will demonstrate how **AI-enabled artistic experiments** can effectively lead to human-centered sustainable working prototypes for new agricultural products and services. They will increase inclusiveness, explore ethical considerations, and realize technological progress in unusual meetings of minds from the technological, artistic, and industrial world leading to innovative experiences and artistic prototypes exploring alternative futures for agriculture and food systems design. The experiments will be tested, demonstrated, and showcased to develop Technology Readiness Level **5/6** (also known as **TRL**, see the definition and stages of TRL [in FAQ](#)) **prototypes** tested in the actual environment of the 10 industrial partners along the **agri-food value chain**.

The PPEs are defined as consortia consisting of 2 entities, so that **one industrial End-User (the entity) and one artist (the natural person) collaborate as a team**, to reach the tested prototyping stage with the project resources and within the established timeframe.

### The 2nd Hungry EcoCities Open Call - Call for Art-Driven Experiments - consists of two phases:

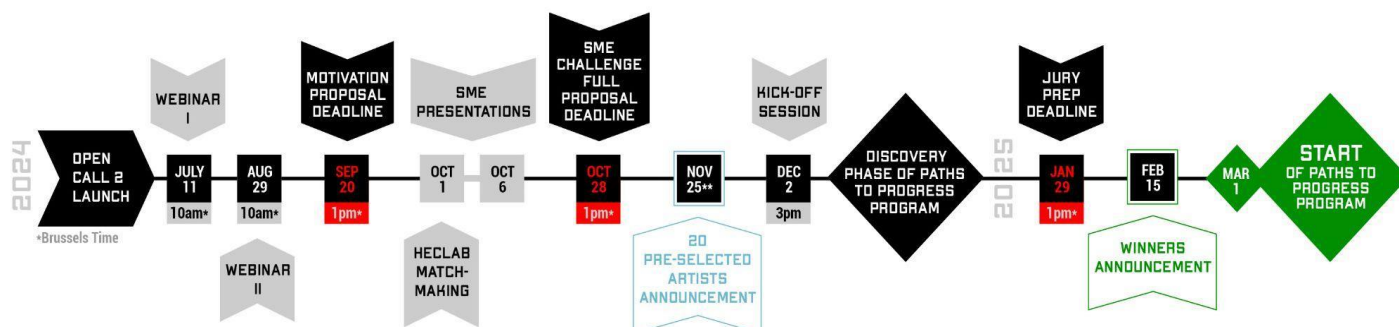
1. **1st Phase [CLOSED]:** Between 15 February and 15 May 2024, an Open Call for End-Users was carried out to receive applications from individual SMEs (including start-ups) interested in enhancing their product/service design and/or production/processes within the agrifood value chain. Proposals submitted by End-Users underwent a selection process and the selected SMEs have been invited to participate in the program. Up to 10 winning proposals by SMEs will begin the 1st Stage of project implementation in September 2024.
2. **2nd Phase: An Open Call for receiving applications from individual Artists is launched.** Artists interested in combining technology, art, and science who have knowledge or relevant experience in the food domain or relevant existing prototypes/ projects are invited to apply and enter the selection process. Pre-validated Artists will be invited to join [the HECLab](#) platform of Hungry EcoCities to continue their application process. On [the HECLab](#), a matchmaking process between candidates and SMEs (End-Users) will be facilitated to pre-select 2 Artists per SME. Each pre-selected artist will form a team with the SME and prepare artistic prototyping proposals for collaboration in the support programme. The final team composed of one Artist and one SME End-User will collaborate in Stages 2 and 3 of the programme.

### Timeline:



## TIMELINE 2ND OPEN CALL FOR ARTISTS 2024-2025

**HUNGRY ECOCITIES**  
A S+T+ARTS RESIDENCIES PROJECT



Funded by  
the European Union

S+T+ARTS  
SCIENCE + TECHNOLOGY + ARTS

(\*\*) Please consider that this is an estimated timeline, and it may change at any time.

starts.eu/hungryecocities

Please consider that this is an estimated timeline, and it may change at any time. Changes will be communicated in due time.

The total budget available for up to 10 PPEs (1 End-User + 1 Artist) in the **Second Hungry EcoCities Open Call – Call for Art-Driven Experiments** is up to **EUR 825,000**.

This Guide for Artist Applicants summarises the main features of the Call for Artists, as a final phase to join the 2nd Hungry EcoCities Support Programme (Paths to Progress Experiments, 'PPEs'):

- Maximum funding per PPE (per consortium, where there must be 2 entities): up to EUR<sup>13</sup> 82 500.
- Maximum funding per Artist: **up to EUR 37,500**. This includes **EUR 1,500** designated for participation in Jury Day for each of the up to 20 beneficiaries pre-selected in this phase, along with **EUR 36,000** allocated for the up to 10 finalists who will participate in the support program.
- Duration of the PPE support programme for Artists: **8 months**
- Number of pre-selected applicants: up to **20 Artists for Jury Day participation**
- **Number of selected applicants to join the PPE and form the final team with End-Users: up to 10 Artists.**

Resources for this Open Call, **2nd Phase: Open Call for applications from Artists**:

- Guide for Artist Applicants (this document)
- [Frequently Asked Questions](#) for Artist Applicants
- [Application Form template](#) for Artist Applicants
- [Online application form](#) for Artist Applicants
- [HECLab manual](#)

In case you still have doubts or questions after going through the available resources, feel free to reach out by email at [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com) or write to us through the [Hungry EcoCities community](#).

<sup>13</sup> Maximum funding per End-User (relevant for the 1st phase, closed in May 2024 - Open Call for End-Users): up to **EUR 45 000**. Duration of the PPE support programme for End-Users: **14 months**

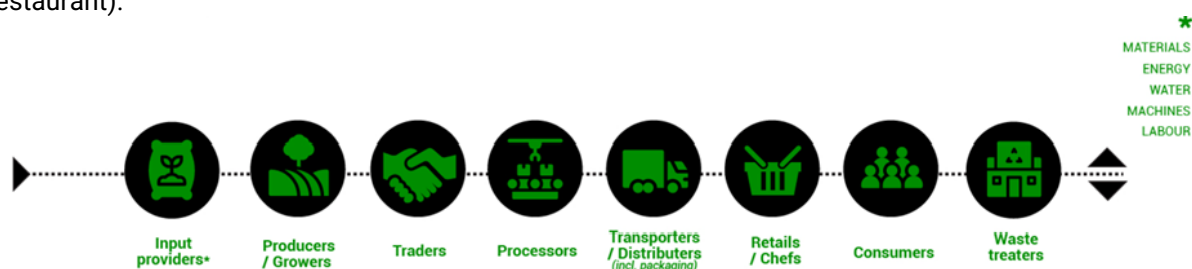
## 1. Basic Info about Hungry EcoCities

**Hungry EcoCities** aims to explore one of the most pressing challenges of our times: **the need for a more healthy, sustainable, responsible, and affordable agri-food system for all enabled by AI.**

**The ambition of Hungry EcoCities is to accelerate responsible innovation by rethinking the existing technology design and development of agri-food value chains and networks across Europe through the lens of art-driven experimentation and prototyping.** Through a series of experiments and use cases, this second open call for art-driven experimentation will demonstrate that through an art-driven innovation development framework, European agri-food business can multiply their capacity to deliver AI-enabled responsible innovation for a sustainable food chain.

**In this call for art-driven experimentation, Artists and End-Users come together to address specific local challenges for artist-driven experiments conducted in local test sites.**

The selected PPEs are expected to work together on a proposal to tackle a challenge in a concrete test site provided by the End-User (e.g., supermarket, bio farm, community garden, production facility, restaurant).



**Hungry EcoCities** has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101069990. It is part of the S+T+ARTS programme and consists of [8 partners across 6 EU countries](#).

[The project consortium](#) is coordinated by Brno University of Technology (CZ) and includes KU Leuven (BE), CRA – Carlo Ratti Associati (IT), Studio Other Spaces (DE), In4Art (NL), Mendel University (CZ), NethWork (NL), FundingBox Accelerator (PL).

## 2. Summary of the 2nd Open Call Process

The second phase in the 2nd Open Call - the Call for Artists will be open from **11 July 2024** at 09:00 Brussels time (CEST) until **20 September 2024** at 13:00 Brussels time (CEST).

In this second phase of the Call for Art-Driven Experiments, Hungry EcoCities is looking for artists (natural persons). **All eligible applicants are listed in [section 4.1](#) of this Guide for Applicants.**

Hungry EcoCities will fund up to **10 Paths to Progress Experiments (PPEs)** through the **Call for Art-Driven Experiments**. During the 2nd phase - Call for Artists - Hungry EcoCities will pre-select up to **20 finalist Artists** for participation in the Jury Day stage (see [Section 5.6](#) of this Guide for Applicants). Later on, from the pre-selected finalists, up to **10 Artists** will be ultimately selected to join the PPE residency and form the teams with the End- Users.

The main objective of the second phase of this 2nd Open Call is to identify Artists who demonstrate previous experience and skills through applying existing prototypes/ projects and are interested in testing how a previous concept/ artwork would work in a real-life setting to create a societal impact with the work. They must be interested in collaboration with selected SMEs in the agri-food sector and the partners of Hungry EcoCities, among others the Creative Studios.

The steps within the 2nd Hungry EcoCities Open Call, 2nd Phase Call for Artists until the collaboration of the selected End-Users with the matched Artists within the Paths to Progress Experiments are as follows:

1. **Application Form submission by Artists, including HECLab card creation;**
2. **Pre-validation of the Artist applicants;**

3. **The matchmaking process on the [HECLab](#)<sup>14</sup> with pre-validated Artists reaching out to the End-Users to collaborate.** The process will also be supported by the Hungry EcoCities consortium;
4. **Pre-selection of up to 20 Artists** with the assistance of the End-User beneficiaries (2 Artists per 1 End-User beneficiary);
5. **Artistic prototyping proposal** preparation on concrete industrial end-user scenario challenges, in interaction with the assigned End-User beneficiary and support of a Hungry EcoCities mentor;
6. **Selection process of up to 10 Artists to enter the PPE support programme (1 Artist per End-User beneficiary).** For further details about the selection process see **Section 5** of this Guide for Applicants.
7. **Start of the 8-month collaboration of 1 Artist (natural person) + 1 End-User (entity)** in the Paths to Progress Experiments (signature of the Subgrant Agreement by the selected Artists).

Please refer to the FAQ for a complete and detailed timeline of the application and selection processes involving both the end users and the artists.

### 3. What do we offer?

Up to **EUR 82,500 (total lump sum)** will be distributed to each of the selected PPEs (consisting in the consortium of 1 artist and 1 End-User), based upon the successful delivery of technical reports, communication outputs, and demonstration through testing of the final results. along the 14-month **Paths to Progress Experiments**. This lump sum will be distributed among the PPE partners as follows:

- **End-Users:** Up to EUR 45,000 per SME selected in the first phase, which closed in May 2024 (Open Call for End-Users). **Artists:** up to EUR 37,500, consisting of EUR 1,500 for each of the up to 20 pre-selected Artists participating in the Jury Day plus EUR 36,000 per the final up to 10 selected Artists joining the PPE residency for 8 months.

**In addition to the EUR 37,500 per Artist financial support, HungryEcoCities will provide for up to 10 selected Artists:**

- **8-month art-driven support programme**, including mentoring sessions, core-team meetings, topic-specific masterclass upon needs-based and artist café for knowledge exchange and collaboration
- Access to **scientific expertise and input** from the Hungry EcoCities scientist group
- **Access to creative studios** and their directions on the future of food and access to the network of the Knowledge Hubs;
- **Access to CRA Factory in Turin**, with the possibility to use its equipment (3D printing, laser cutting, crafting tools, etc.) for prototyping, and to receive technical support on their use (according to availability)

Up to 10 Artists selected in the second Hungry EcoCities Open Call will start the three stages of the PPE support programme:

- **Stage 1 for Artists** (Stage 2 for End-Users): Prototype development and Test Set-up (joint stage for End-Users and Artists) with a focus on the launch of the collaboration through an on-site physical kick-off at the SME to prepare the selected prototype solution for testing in the real business/ operations environment of the End-User. Additionally, there will be testing of the Hungry EcoCities digital prototypes (minimum of 1) and scientific input integration based on

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<sup>14</sup> [The HECLab](#) is the digital environment built by Hungry EcoCities to facilitate matchmaking between testing environments and the proposed projects/ prototypes of interested artists.



the End-User challenge and the creation of the Individual Mentoring Plan (elaborated jointly by End-Users and Artists).

- **Stage 2 for Artists:** Prototype Development and Test Set-up: focus on preparing the selected prototype solution for testing in the real business/ operations environment of the End-User. A joint session with all artists and SMEs in the week of 5 May – 10 May 2025 (exact dates and location to be confirmed and may be subject to change).
- **Stage 3:** Demonstrate (joint stage for End-Users and Artists): Prototype validation in the real business/ operations environment of the End-User to verify the prototype system: existing field testing, prototype iteration and experiment validation, demonstration event at the SME to exchange knowledge, recording material for documentation and uptake.

Applicants can submit a proposal through the following website: <https://hungry-ecocities-oc2-artists.fundingbox.com>

## 4. Eligibility Criteria

To participate in the Hungry EcoCities programme, you must meet all the criteria described in [Section 4](#) of this Guide, positively pass our evaluation process, and formally sign the Subgrant Agreement with the Hungry EcoCities Consortium.

Proposals that fail to meet the criteria outlined in this section will be excluded. We will check the eligibility criteria based on the information provided in your application throughout the entire evaluation process.

### 4.1 Who are we looking for?

We are looking for **Natural Persons running a business and those not running a business** acting as an artist.

**An Artist refers to:**

- person or entity, registered under [NACE Code '9003 Artistic creation'](#), or
- a self-employed individual (freelancer) who undertakes artistic activities as a profession/job occupation, such as creative technologists, media artists, creative coders, artistic front & back-end designers & hackers, digital artists, etc.

The artist must have produced **enough artwork** (as a reference, we seek prototypes with at least a TRL 4<sup>15</sup>) to assess their skills, artistic quality and experience. The Artist must **share evidence** for each artwork reference by **creating a prototype card on the HEClab**<sup>16</sup>. The artist should **showcase past experiences and skills**, demonstrating a willingness to explore how previous concepts or artworks could translate into real-world applications for societal impact. Collaboration with End-Users (SMEs) and alignment with the [Studio's vision](#) are essential aspects expected from the artist.

The natural persons who act as Artists have to be **citizens or permanent residents** in any of the eligible countries listed below<sup>17</sup>:

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<sup>15</sup> TRL 4 is referring to a level of development that corresponds with a technology validated in a lab, hence beyond the experimental proof-of-concept. More info: [wp-13-general-annexes\\_horizon-2021-2022\\_en.pdf \(europa.eu\)](#)

<sup>16</sup> The [HEClab](#) is an online beta-version platform with the purpose of facilitating the matchmaking between prototypes and opportunities contributing to the Hungry EcoCities goals: [heclab.eu](#)

<sup>17</sup> Following the Council Implementing Decision (EU) 2022/2506, as of 16th December 2022, no legal commitments can be signed with Hungarian public interest trusts established under Hungarian Act IX of 2021 or any entity they maintain. Affected entities may continue to apply to calls for proposals. However, in case the Council measures



- The Member States of the European Union<sup>18</sup> and its Overseas Countries and Territories (OCT) or
- Associated Countries to Horizon Europe<sup>19</sup>.

The applicants subject to [EU restrictive measures](#) under Article 29 of the Treaty on the European Union (TEU) and Article 215 of the Treaty on the Functioning of the EU (TFEU)<sup>20</sup> are not eligible to participate in this open call.

The **Hungry EcoCities** consortium partners, their affiliates, employees or permanent collaborators are not eligible for funding within this open call.

#### 4.2 Project Ambition

We are in search of dynamic **artists and designers** who possess a passion for creative problem-solving and are dedicated to addressing societal and technological challenges. Our definition of an artist encompasses individuals who are not only interested in autonomous work but also in collaborative experimentation and hands-on testing to explore new pathways toward progress. It's crucial to note that we are not seeking artists solely focused on art production; rather, we are looking for **visionaries eager to transform proof-of-concepts into tangible, real-world applications with societal impact**.

The **ideal candidate** will have a proven track record of merging artistic expression with building applications and should be enthusiastic about collaborating with companies to drive innovation. We value individuals who embrace an art-driven innovation approach, view creativity as a catalyst for solving complex problems, and are results-oriented in bringing prototypes to practical implementation.

Moreover, we seek **artists and designers** who are accustomed to being part of a team, and able to collaborate to reach a common defined vision, while having their responsibilities. The ability to follow a proper design thinking process becomes fundamental in the challenge to transform previously created art (prototypes) into impactful solutions that extend beyond traditional artistic realms.

The End-Users, artists, project partner studios and art-driven innovation experts collaborate on the production of innovative solutions that tackle the selected food industry challenges. **The expected outcome is a novel product or service prototype in line with a human-centred and sustainable approach to innovation.**

Irrespective of the outcome, **the results of the PPEs** need to:

1. make the food chain more transparent, inclusive, and sustainable,
2. build connections between different stakeholders in the food chain, and
3. promote more informed and sustainable consumption patterns.

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are not lifted, such entities are not eligible to participate in the Hungry EcoCities 2nd open call. In case of consortium, co-applicants will be invited to remove or replace that entity. Tasks and budget may be redistributed accordingly.

<sup>18</sup> [https://european-union.europa.eu/principles-countries-history/country-profiles\\_en](https://european-union.europa.eu/principles-countries-history/country-profiles_en)

<sup>19</sup> **AC as of 15.05.2024:** Albania, Armenia, Bosnia and Herzegovina, Faroe Islands, Georgia, Iceland, Israel, Kosovo, Moldova, Montenegro, North Macedonia, Norway, Serbia, Türkiye, Tunisia, Ukraine, for the most up-to-date list please first part of this [document](#). For the avoidance of doubts, New Zealand and the United Kingdom are not eligible in this open call.

<sup>20</sup> Please note that the EU Official Journal contains the official list and, in case of conflict, its content prevails over that of the [EU Sanctions Map](#).

By the end of the support programme, the PPEs will have delivered up to **10 demonstrated prototypes** based upon challenges and tested within the industrial use case environment. These art-driven innovation prototypes will have reached TRL level 5/6.

#### 4.3 What types of activities can be funded?

For the second Hungry EcoCities Open Call, the selected projects will focus on the art-driven **collaborative experimentation between Artists and End-Users** in sectors related to the agrifood value chain.

The artistic prototyping proposal to be submitted **based on the End-user challenge** should address social, business or sustainability challenges in the agriculture value chain.

The application process for Artists involves several stages to ensure a thorough and fair evaluation.

- Initially, Artists need to submit [the application form](#), consisting of a motivation artist proposal with a focus on the artists' motivation and artwork (prototype) they have already produced, including the creation of [the HECLab](#) account and of at least 1 prototype proposal in the artist portfolio demonstrating minimum TRL 4.
- After the submission of the application form, a first check and in/out scope screening will be conducted to determine if the proposals submitted by the Artists are a good fit for the Hungry EcoCities project and meet the criteria listed in [Sections 4.1](#) and [5.2](#) of this Guide for Applicants. Only the Artists who positively passed the first check and in/out scope screening will move to the next stage.
- Next, there will be matchmaking sessions on [the HECLab](#), where the End-Users (SMEs) will be introduced to the 'in-scope Artists' (meaning the Artists who positively passed the first check and in/out scope screening). 'In-scope Artists' will then elaborate and submit their full proposals based on the challenges they selected from the challenges posted by the end-users. The full proposals will be submitted through the FundingBox platform and only in-scope Artists will receive the invite to fill in and submit the full proposal application form.
- Independent individual evaluations, both external and internal, will take place, followed by a consensus meeting where up to 20 Artists (up to 2 Artists per SME end-user) will be invited to participate in the Jury Day.
- Pre-selected artists will participate in Jury Day during which they will present their full proposals. Selected applicants (finalists) will then sign the Sub-Grant Agreement (SGA), after which they will join the PPE programme for their residency.

The proposals by the Artists are expected to cover the following aspects:

- have a clear European Dimension meaning all your actions, results and methodologies must be carried out according to European standards and overall, keeping in mind that they can be used in different member states across the European Union once the project is finished. The proposal should be relatable to the Sustainable Development Goals (SDGs)<sup>21</sup> and the European Green Deal (EGD) goals<sup>22</sup>
- Present a clear connection to the food value chain/ EU topics<sup>23</sup> /[Hungry EcoCities directions](#).

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<sup>21</sup> <https://sdgs.un.org/goals>

<sup>22</sup> [https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal\\_en](https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en)

<sup>23</sup> According to [EU2023 Policy](#) these are:

1. Governance for food systems change
2. Urban food system transformation
3. Food from the oceans and freshwater resources
4. Alternative proteins for dietary shift
5. Food waste and resource-efficient food systems

#### 4.4 Ground rules

When applying to the **Hungry EcoCities** open call, please also note the following:

- **Be on time and use our system:** only proposals submitted through the online form at <https://hungry-ecocities-oc2-artists.fundingbox.com/> before the **deadline on 20 September 2024, 13:00 Brussels time (CEST)** will be evaluated and considered for funding. Also, at a further stage, after a first check and in/out scope screening, the full Artists' proposals will be submitted through the [FundingBox platform](#). Note that, only in-scope Artists will receive the invite to fill in the full proposal application form before the deadline on **28 October 2024 at 17:00 Brussels time**. In both cases, make sure you hit 'submit' at the end of the page on the online application form. If you submit the form correctly, the system will send you a confirmation of your submission within a few minutes. Get in touch with us if it is not the case. You need to know that we will not be evaluating any proposals sent after the deadline and submitted outside the dedicated form. Interested applicants must meet the deadline.
- **English language:** your proposal must be written in English in all mandatory parts to be eligible. Only parts written in English will be evaluated. If the mandatory parts of the proposal are in any other language, the entire proposal will be rejected. If only non-mandatory parts of a proposal are submitted in a language different from English, those parts will not be evaluated but the proposal is still eligible.
- **Every question deserves your attention:** all mandatory sections - generally marked with an asterisk - of your proposal must be completed. The data provided should be actual, true, and complete and should allow assessment of the proposal. Additional material, not specifically requested in the online application form, will not be considered for the evaluation.
- **Be exhaustive:** You have to verify the completeness of the form, as it won't be possible to add any further information after the deadline. After the proposal is submitted, you will be able to modify the form until the deadline.
- **Conflicts of interest:** we will take into consideration the existence of a potential conflict of interest among you and one or more Consortium partners. Consortium partners, their affiliated entities, employees, or persons treated as personnel (ex. working under a B2B contract) cannot take part in the Hungry EcoCities programme. All cases of potential conflict of interest will be assessed case by case.
- **Healthy finances and a clean sheet are a must:** we don't accept entities that are under liquidation or are an enterprise under difficulty<sup>24</sup> according to the Commission Regulation No 651/2014, art. 2.18, or that are excluded from the possibility of obtaining EU funding under the provisions of both national and EU law, or by a decision of both national or EU authority. We also don't accept entities that are meeting national regulations regarding bankruptcy.
- **It is your proposal:** your project should be based on your original work or your right to use the IPR must be clear. Any work related to the implementation of the project described in the

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<sup>24</sup> An enterprise will be considered an undertaking in difficulty if more than half of the capital has disappeared. This refers to the loss of "subscribed share capital". If profit and loss reserves deficit more than 50% of share capital, there is a potential problem with the company. (Article 2, item 18, point a) and b)

(a) In the case of a limited liability company (other than an SME that has been in existence for less than three years [...]), where more than half of its subscribed share capital has disappeared as a result of accumulated losses. This is the case when deduction of accumulated losses from reserves (and all other elements generally considered as part of the own funds of the company) leads to a negative cumulative amount that exceeds half of the subscribed share capital. For the purposes of this provision, 'limited liability company' refers in particular to the types of company mentioned in Annex I of Directive 2013/34/EU (1) and 'share capital' includes, where relevant, any share premium

(b) In the case of a company where at least some members have unlimited liability for the debt of the company (other than an SME that has been in existence for less than three years [...]), where more than half of its capital as shown in the company accounts has disappeared as a result of accumulated losses. For the purposes of this provision, 'a company where at least some members have unlimited liability for the debt of the company' refers in particular to the types of company mentioned in Annex II of Directive 2013/34/EU.

Please note that, if your SME exist from less than three years, you won't be considered as undertaking in difficulties.



application may not violate the IPR of third parties, and the IPR of the application project may not be the subject of a dispute or proceedings for infringement of third-party IPR.

- **Multiple submission:**

Though applicants can submit multiple applications, neither team members nor any legal entities or person can be funded twice by Hungry EcoCities. It means Hungry EcoCities will only consider up to one pre-selected application per team or legal entity or person. If more than one proposal with any similar team members or from the same organisation or person is submitted, only the one with more points can be among the pre-selected proposals and only one application per team or organization or person can be funded.

- **No double funding rule applies:**

No costs for the same activity can be funded twice from the EU budget. You cannot be awarded twice for the same project. While filling in the application form you will be asked to provide further details about your participation in other projects granting EU money, in particular with regard to the projects under the S+T+ARTS program. We will investigate potential double-funding risks. Please note that in case of a successful application in another Horizon Europe or S+T+ARTS project simultaneously, when double-funding risk is recognized, you will have to choose only 1 project which you will participate and receive funding from.

- **Acceptance of the open call rules:** to apply for this open call you have to accept its rules and regulations detailed in this Guide for Applicants.

**Hungry EcoCities** planned two online webinars [on 11 July 2024](#), and [29 August 2024](#), about this open call to clear doubts and answer questions live. They will be announced at [the Hungry EcoCities Community Space](#) and on [the Open Call microsite](#), so sign up and stay up to date.

## 5. How will we evaluate your proposal?

Our evaluation process is transparent, fair and equal to all our participants with a clearly defined complaint procedure (See section [Complaints](#)). We will evaluate your project in 5 phases. For this call, we are looking for the best fit for our project, and we anticipate a high volume of applications. Since our primary concern is quality over quantity, we encourage you to put in the effort to present your project in the best possible way, offering as much detail as you can. This will assist us in evaluating your application and identifying how your proposal aligns with the overall scope of Hungry EcoCities.

### 5.1 First Check

After the closure of the open call on 20 September 2024 we will review your initial proposal to ensure it meets the conditions outlined in [Section 4](#). This assessment will be based on the statements provided in your proposal.

At this stage, the eligibility criteria are checked against the Declaration of Honour or self-declarations included in the application form, and they will be continuously verified throughout the evaluation process, including the final formal check.

Projects that do not comply with the above-mentioned criteria will be rejected. We will inform you about the results of this initial check.

### 5.2 IN/OUT Scope Screening

The In/Out Scope Screening will be done by the Selection Committee, which means that each proposal may be reviewed by one partner from the following list of partners: BUOT, IN4ART, CRA, SOS, NTWK.

To maximise the impact within the framework of the Hungry EcoCities, your proposal must be aligned with the scope of activities outlined in [Section 4.3](#) and provide a clear demonstration of this alignment. For this reason, the Selection Committee will review the following aspects of your proposal:

- **Scope:**

- The applications need to highlight the connection to the agrifood value chain, the reached level of at least TRL 4 for the existing artwork/ prototype to enable testing and developing in the real test environment of the agri-food End-User and [the project directions](#). This aspect will be considered against the information provided in the application form in terms of CV/Artistic Portfolio: the artist's background



must match in terms of needs, strategies and competencies, proving the artist's ability to produce prototypes.

- Confirmation of the creation of their personalised profile cards in [HEClab](#) will be essential for the upcoming matchmaking phase.
- The artist demonstrates clear motivation to collaborate with End-User and project partners throughout the project period.
- **European Dimension.** The project should have a European dimension as described in this [Guide for Applicants \(GfA\), Section 4.3](#). The artist demonstrates a clear understanding of the European context and art-driven innovation approach underlying this program.

The **Selection Committee** will assess if your proposal complies with the aspects above on a YES/NO basis and will provide reasoning in the cases where no compliance evidence is found.

The Selection Committee will meet to review the partner's assessment and validate the ones chosen, generating an 'In Scope List' and agreeing on the ones to be excluded.

Be aware that proposals that do not comply with any of the aspects described above will be rejected. The ones complying with all of them will move on to the matchmaking phase and will be invited to submit a full proposal.

We will inform you about the results of the first check and the in/out scope screening.

### 5.3 Matchmaking and Prototype Proposal (full proposal)

In the second phase of the Call for Art-Driven experiments, the Call for Artists, the selection process will continue through the Matchmaking on [the HEClab](#) enabling Artists to select the challenges posted by the End-Users.

- Artists will get access to their personal matchmaking dashboard, where they will find those challenges (posted by End-Users) most relevant to their artistic approach.
- In the first week of October 2024 (exact date to be confirmed), introduction online sessions with the End- Users are organised for live Q&A.
- Based on the opportunity card (presented challenge) of the End-User and the online session with the End-Users, the artist will elaborate the full proposal by selecting the fitting End-Users' challenges (2 at maximum) and describe their motivation to collaborate with the selected End-User. In this stage, the artist can apply to a maximum of **two** different challenges.
- All Artists with match requests sent out on [the HEClab](#), meaning having identified at least one End-User for collaboration will be invited to continue their participation in further evaluation stages in the second phase of the Call for Art-Driven experiments, Call for Artists. The artists must **submit a full proposal tackling the End- User's challenge**, completed with a budget estimate **no later than 28 October 2024 at 17:00 Brussels time**.

The above-mentioned steps must be completed between **7 and 28 October 2024**, and meeting the deadlines is mandatory. The individual deadlines for completing the profile cards, selecting the challenges, and submitting the full proposal will be constantly communicated to the in-scope artists and must be strictly adhered to. Failure to meet any of these deadlines will result in the rejection of your application from further stages of the selection process.

Projects that do not comply with the above-mentioned requirements will be rejected. We will inform you about the results of this stage.

#### 5.4 Independent Individual Evaluation

Prototype proposals (full proposals) elaborated by Artists on the challenges defined by the End-Users (after successfully passing the matchmaking stage by the Artist) will be evaluated by **1 external evaluator and 1 internal evaluator** selected based on the specific characteristics of the applicants from the pool of Experts.

Your full proposal will be evaluated within the following awarding criteria:

**(1). EXCELLENCE** will evaluate:

- **Ambition/Innovation.** The applicants have to demonstrate to what extent their proposal contributes to the **project scope**, has a **European dimension** and is beyond the **State of the Art**. The full proposal has to describe the innovative approach behind it (e.g., ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models use of AI/ digital technologies), based both on previous work by the artist and on the motivation developed in the application regarding the use of AI/ digital technology in tackling/addressing the selected challenge.
- **Soundness of the approach** and credibility of the proposed methodology and art-driven approach. In particular:
  - **Co-creation approach.** The applicants have to provide information about alternative art methods or use scenarios that they are going to use in their experiment to contribute to the agriculture value chain problems and needs.
  - **Human-centered approach:** the applicants have to demonstrate how they contribute to conceiving challenging human-centred use scenarios.

**(2). IMPACT** will analyse:

- **Medium-term market opportunity:** The applicants have to demonstrate a clear idea of what they want to do and whether the re-designed/new/improved product or technology has potential, e.g. because it solves a relevant problem.
- **Environmental and social impact:** The applicants have to demonstrate the project contribution towards environmental, social and economic impacts to contribute to sustainable development, Green Deal and other European policies and how the artist relates to that. Additionally, the proposals reflect an alignment with the S+T+ARTS goals: the artist demonstrates a clear understanding of, and congruence with, the goal of S+T+ARTS regarding art-science-technology and art-driven innovation.

**(3). IMPLEMENTATION** will consider:

- **Team:** The applicants have to demonstrate their management and leadership qualities, their capacity to carry out the art-driven experimentation. The team should be a cross-functional team, with a strong background and skills base.
- **Resources.** Demonstrate the quality and effectiveness of the resources assigned in order to get the objectives/deliverables proposed.
- **Art-tech congruence:** synergy between technological challenge and artistic thematic and methodological approaches. The artist demonstrates an understanding of the food value chain and understands the position of the End-User within the food system, presenting a new, unexpected approach towards the challenges with an emphasis on how their previous artwork (prototype) would be part of addressing this challenge.

The evaluators will score each criterion on a scale from 0 to 5:

0 = The proposal fails to address the criterion, or it cannot be assessed due to missing or incomplete information.

1 = Poor – The criterion is inadequately addressed or there are serious inherent weaknesses.

2 = Fair – The proposal broadly addresses the criterion, but there are significant weaknesses.

3 = Good – The proposal addresses the criterion well but a number of shortcomings are present.

4 = Very good – the proposal addresses the criterion very well, but a small number of shortcomings are present

5 = Excellent – The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

Each evaluator will produce an Individual Evaluation Report. Once the Individual Evaluation Reports are submitted, the final score for each criterion will be calculated as an average of the individual assessments provided by each Evaluator. The final score of each application will be calculated as the sum of the scores for each criterion.

Once the Individual Evaluation Reports are submitted, the final score will be calculated as an average of the individual assessments provided by each evaluator.

For each section (criterion), **the minimum threshold is 3** out of 5 points. **The total** maximum score will be 15 points, with a **minimum threshold of 10 points**.

In case of ties, the following criteria will be used to rank the projects, in order:

- The highest score in the Excellence Section.
- Gender balance among the personnel responsible for carrying out the activities
- Other factors related to the objectives of the call are to be determined by the Selection Committee.

After carrying out the Independent Individual Evaluation, experts who have evaluated the full proposals will join a **Consensus Group**, to agree on a common position, including comments and scores for all evaluated proposals. The Consensus Group will specially discuss the cases where there is a significant divergence between the evaluators' scoring. In case no consensus is reached between the evaluators, an additional evaluator will be included to provide an extra evaluation. FBA will moderate it to make those evaluations as aligned as possible.

As a result of the Independent Evaluation, a 'Ranking List' will be produced.

All proposals that reach the threshold or are scored above the threshold, will pass to the next phase. Please note that we need time to process all the proposals in this phase, so you probably won't hear back for a while.

### 5.5 Consensus Meeting

Following the external/internal evaluation, a 'Selection Committee' formed by BUOT, IN4ART, CRA, SOS, NTWK, and FBA, will decide by consensus (or minimum  $\frac{2}{3}$  majority votes) on the "List of Jury Day's participants" to move on to the next phase. The discussion will be based on the ranking obtained as a result of the Independent Individual Evaluation. A maximum of 2 External Evaluators from the Independent Evaluation phase or the pool of external evaluators will be invited to attend the Consensus Meeting in an advisory capacity (with voice but without vote).

Bear in mind that even if it is normally the best-marked proposals that are selected for funding, the Selection Committee may have fair reasons for objecting to the selection of a specific candidate. In particular, these reasons can relate to:

- The alignment with the **Hungry EcoCities** goals and scope.
- The ability to achieve the strongest possible impact.
- Artist's availability and dedication to the project.
- Commercial competition.
- The existence of significant ethical concerns.



- The existence of a potential conflict of interest.

In case a top-ranked application is rejected, we will consider selecting the next best-ranked proposal. Although the **Hungry EcoCities** project aims to select a portfolio of proposals that will result in a balanced outcome among the different application technologies/challenges/countries, the final decision as to proposals approved will be made based on the quality and potential of the submitted applications.

The exact number of proposals pre-selected to participate in the Jury Day will be decided based on the overall quality of the proposals. After the Consensus Meeting, we will communicate the results to the Applicants. At this stage up to 20 Applicants will be selected and will pass to the next stage.

## 5.6 Jury Day

If your proposal has been selected following the Consensus Meeting, you will be invited to an online Jury Day, which is the final stage of evaluation of your proposal concluding with a Jury Day decision.

Up to 20 pre-selected artists invited for the Jury Day will be requested to sign a mini-grant agreement with the Hungry EcoCities Consortium. The artists participating in the Jury Day stage will receive up to EUR 1,500 (as a lump sum). This funding is designated to offset the expenses artists may accrue while participating in the matchmaking phase and preparing the prototype full proposal.

Each artist invited to the Jury Day will be requested some basic legal information to prepare the mini-grant agreements, which will be signed before the kick-off meeting. The mini-grant of up to EUR 1.500 will be paid to the pre-selected artists against submission of the pitch, participation in the kick-off and interactive meetings as well as the signature of the mini-grant agreement with the Hungry EcoCities Consortium. Failure to meet any of the requirements will automatically result in the exclusion of your proposal.

The jury day stage will be as follows:

- **Join the kick-off meeting:** up to 20 pre-selected artists will attend the online kick-off meeting on Monday, December 2, 2024, to get introduced to the Hungry EcoCities project and understand the process leading up to the Jury Day.
- **Interactive meetings:** up to 20 pre-selected artists will hold interactive online meetings with the End-Users and various jury members before Jury Day, providing them with the opportunity to interact and understand their projects/ challenges.
- **Pre-recorded Pitches:** Pre-selected artists will be asked to submit pre-recorded pitches, which are then viewed by jury members over several days before the Jury Day. The pre-selected artists are offered a dry-run with a mentor for feedback and Q&A.
- **Jury Day Format:** The Jury Day will be a day dedicated to in-depth discussion among jury members (composed by the Selection Committee **including KUL and MNDLU**) to finalize the selection of artists based on their previous interactions and the review of the pre-recorded pitches.

After the Jury Day, the Hungry EcoCities Selection Committee will undertake the **final evaluation** taking into account the following awarding criteria:

- High potential impact on the project's goals
- Vision and attitude of the Team/Artist
- Level of illustration of the value of co-creation
- Artistic/design relevance of the proposal
- Positive impact on the agri-food value chain
- Feasibility of proposed project planning and activities

The 'Selection Committee' will decide by consensus (or minimum 2/3 majority votes) on the 'List of Finalists' as well as the "Reserve List". The exact number of proposals approved will be decided based on the overall quality of the proposals (up to 10 in this open call). In case the number of proposals



approved is lower than expected, 'Selection Committee' may decide either to select a lower number of beneficiaries, in this particular open call, or to extend the selection process by inviting applicants (over the threshold) from the next places on the ranking list, obtained as a result of the Independent Individual Evaluation, and organise an 'additional online pitching session' i.e., a simplified version of a Jury Day.

After Jury Day, we will communicate the results to all pre-selected applicants.

### 5.7 Sub-grant Agreement Preparation and Signature

Before you get started with the Hungry EcoCities programme, in addition to the mini-grant agreement, you need to sign the SubGrant Agreement with the **Hungry EcoCities** Consortium. Therefore, after the final selection of up to 10 Artists, a Sub-Grant Agreement will be drafted for them, encompassing a grant of EUR 37,500 (including Jury Day mini-grant), marking the commencement of their participation in the PPE from that moment onward. Before signing the Sub-Grant Agreement you should provide documents regarding your formal status. The Hungry EcoCities Consortium will verify them to prove your eligibility.

#### Be extremely vigilant concerning:

1. **The nature of the documents we request.**

If the documents you provide us with do not prove your eligibility, the adventure will end here.

2. **The deadlines** that we will give you to hand us these documents. If you do not deliver the requested documents on time, without a clear and reasonable justification, we will have to exclude you from further formal assessment. Another applicant from the Reserve list will then replace you.

## 6. Our Support Programme and Payment Arrangements

Once your eligibility has been confirmed following the formal check and the SubGrant Agreement signed, you will be an official beneficiary of the **Hungry EcoCities** programme.

Selected beneficiaries acting as Artists will receive a fixed **lump sum** of **up to EUR 37,500** (including Jury Day mini-grant).

The lump sum is a simplified method of settling expenses in projects financed with Horizon Europe funds. It means you are **not** required to present strictly defined accounting documents to prove the costs incurred (e.g., invoices). However, you are obliged to demonstrate that the implementation of the project is in line with the milestones set for it. The milestones (deliverables, Key Performance Indicators - KPIs and ethical recommendations) will be defined and calendared in the 'Individual Mentoring Plan' elaborated at the beginning of the programme. In short, we will carefully assess your progress and the quality of your work during Interim Reviews, not your accountancy.

Bear in mind that the lump sum does not release you from the obligation to collect documentation to confirm the costs under fiscal regulations.

Financial support in the different phases is made across the accomplishment of several milestones/KPIs/deliverables. Payments will be made in the form of lump-sum grants as follows:

- **Stage 1:** Prototype development and Test Set-up (joint stage for End-Users and Artists) focus on the launch of the collaboration, the definition of the first prototype and the creation of the Individual Mentoring Plan (elaborated jointly by End-Users and Artists)

The beneficiaries will receive 50% (up to 18.000 EUR) of the financial support upon **validation of the Individual Mentoring Plan, elaborated in collaboration with the End-User**. This is planned for M1 of residency for the Artist (M7 of the residency for the End-User).

- **Stage 2:** Prototype Development and Test Set-up (stage only for Artists): focus on collaboration between the mentor, studio, university and the artist to prepare the selected prototype solution for testing in the real business/ operations environment of the End-User.

The beneficiaries will receive 25% (up to 9.000 EUR) of the financial support upon validation of the prototype first version deliverable (M5 of residency for the Artist).

- **Stage 3:** Demonstrate (joint stage for End-Users and Artists): Prototype validation in the real business/ operations environment of the End-User to verify the prototype system: existing field testing, prototype iteration and experiment validation.

The beneficiaries will receive 25% (up to 9.000 EUR) of the financial support upon validation of the final deliverable (experiment validation), **elaborated in collaboration with the End-User**. This is planned for M8 of residency for the Artist (M14 of the residency for the End-User).

These 'Individual milestones' will be evaluated based on the quality and quantity metrics set up in the 'Individual Mentoring Plan'. The beneficiaries will deliver the Individual Mentoring Plan and the Mentoring Committee will assess it.

The Mentoring Committee will evaluate the beneficiaries' performance at the Milestone Review (established every time a payment is due), according to the following criteria:

- Deliverables' quality. To be scored by the Mentoring Committee based on the Deliverables established in the 'Individual Mentoring Plan'.
- Technical performance indicators. To be scored by the Technical Mentors based on the KPIs established in the 'Individual Mentoring Plan'
- Deadline Compliance. To be scored by the Mentoring Committee.

Each criterion will be scored from 0 to 10 and the weight of each one of these criteria, in the final score, will be as follows:

- Deliverable quality (30%).
- Technical performance indicators (60%).
- Deadline Compliance (10%).

According with this final score:

- **Beneficiaries over the threshold** (which is 7 points) will successfully receive the full payment agreed in the SGA.
- **Beneficiaries under threshold.** The beneficiaries who haven't reached the threshold will be proposed by the Mentoring Committee as candidates to leave the Program. And, if this decision is finally ratified by the 'Selection Committee', they will have to leave the Program and won't receive the payment.

The Selection Committee will review and validate the Mentors proposal, putting special attention to the 'under threshold' cases, if any, by taking into consideration all possible objective reasons for underperformance (i.e., external factors which might have influenced the beneficiaries' performance). The Selection Committee will make the final decision and approve the payments.

Payment of the given tranche depends on the proper and timely execution of the work planned in the 'Individual Mentoring Plan'. Once the milestones and payments to each beneficiary are approved by the 'Selection Committee', according to the Milestone Review Process, the relevant tranche will be transferred to the beneficiary.

Lastly, for a more detailed payment schedule, you can read our Frequently Asked Questions.

## 7. Contact us!

### How can we help you?

If you have extra questions regarding our Open Call process, feel free to get in touch with us:

- Ask your question in the Helpdesk space of [Hungry EcoCities Community](#)
- Send us an email to the following address: [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com).

Responses to any questions are provided on an individual basis, do not constitute a change to this Guide for Applicants, and are provided for informational purposes.

In case of any technical issues or problems, please include the following information in your message:

- your username, telephone number, and your email address;
- details of the specific problem (error messages you encountered, bugs descriptions, i.e. if a dropdown list isn't working, etc.); and
- screenshots of the problem.

## Complaints

If you believe that a mistake has been made after receiving the results of one of the evaluation phases (when foreseen), you may submit a complaint. To do so please email us your complaint in English at [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com) and include the following information:

- our contact details (including email address);
- the subject of the complaint;
- information and evidence regarding the alleged breach.

You have **3 calendar days** to submit your complaint, starting from the day after the communication was sent. We will review your complaint within seven calendar days from its reception. If we need more time to assess your complaint, we will inform you about the extension by email. We will not review anonymous complaints as well as complaints with incomplete information.

Please take into account that the evaluation is run by experts in the agrifood and business consultancy fields and we do not interfere with their assessment. Therefore, we will not evaluate complaints related to the results of the evaluation other than those related to procedural or technical mistakes.

## 8. Last but not least - final provisions

Any matters not covered by this Guide will be governed by Polish law and rules related to the Horizon Europe programme and EU grants. Please take into account that we make our best effort to keep all provided data confidential; however, for the avoidance of doubt, you are solely responsible for indicating your confidential information as such.

Your IPR will remain your property. In the event that collaboration with the End-user during project implementation could affect the scope of your intellectual property rights, this will be addressed in the Sub-grant agreement.

For the selected beneficiaries, the SubGrant Agreement will include a set of obligations towards the European Commission (for example: promoting the project and giving visibility to the EU funding, maintaining confidentiality, IPR, understanding potential controls by the EC/ECA, EPPO, and OLAF).

The **Hungry EcoCities** Consortium might cancel the call at any time, change its provisions, or extend it. In such a case we will inform all applicants about such a change. The signature of the SubGrant Agreement is an initial condition to establish any obligations among applicants and any Consortium partners (concerning the obligation of confidentiality of the application).

Did not find what you were looking for? [Contact us](#) and we will happily answer all your questions. You may want to check our Frequently Asked Questions Section.

## 9. Extra hints before you submit your proposal

A proposal takes time and effort and we know it. Here are a few crucial points you should read before submitting your proposal.

- Is your project in line with what **Hungry EcoCities** is looking for? Not 100% sure? You can consult this [section](#) as well as this [one](#).
- Did you present your project in a way that will convince evaluators? Go back to this [section](#) if you have any doubt.

- Is your project fulfilling all the admissibility and eligibility requirements described in the Guide for Applicants? Check again this [section](#).
- Are you sure you can cope with our process of the SubGrant agreement signature and payment arrangements for selected proposals? You may want to go over this [section](#).
- Do you need extra help? [Get in touch!](#)

Good luck!



## Hungry EcoCities Consortium



# Frequently Asked Questions (FAQ)

## Hungry EcoCities Second Open Call

### Open Call for Art-Driven Experiments

### 2nd Phase - Call for Artists

Application submission starts on **11 July 2024 at 09:00** (Brussels time).  
Submission deadline is **20 September 2024 13:00** (Brussels time).

PUBLIC

#### History of changes

Date	Version	Author	Comments/Changes
10.06.2024	1.0	FBA	All Sections

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## Frequently Asked Questions and Tips for Applicants

These Frequently Asked Questions concern the main features of the Hungry EcoCities Second Open – 2nd phase - Call for Artists, as a final step to join the Second Hungry EcoCities Support Programme (Paths to Progress Experiments, 'PPEs').

### What is Hungry EcoCities?

**Hungry EcoCities**, an initiative conducted by [8 partners](#) across the European Union, aims to establish synergies among technology, agri-food, and the arts to enhance awareness and the impact of technological tools on responsible resource use.

**Hungry EcoCities** fosters a high-level alliance between science, technology, and the arts to explore how digital technologies can reduce food waste, create more sustainable value chains, promote eco-friendly attitudes, and encourage ethical food consumption. In this initiative, studios, universities, growers, and agricultural specialists collaborate with artists and creative thinkers to generate innovative ideas for the future food system.

The project will include up to 10 collaborative experiments between art and the agri-food industry, which we refer to as **Paths to Progress Experiments (PPEs)**.

This project is funded by the European Commission under the Horizon Europe program framework.

### Where can I find more information about the project?

Project website: <https://starts.eu/>

Open Call website: <https://hungry-ecocities-oc2-artists.fundingbox.com/>

Open Call Helpdesk Community: <https://spaces.fundingbox.com/spaces/smart-manufacturing-hungry-ecocities/category/helpdesk-hec-artists>

LinkedIn: <https://www.linkedin.com/company/starts-eu/>

Open Call helpdesk email: [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com)

HECLab manual: <https://heclab.eu/>

### Why should you apply?

Hungry EcoCities offers teams of artists and SMEs the opportunity to fund their projects and develop innovative techniques to increase impact and raise awareness about key environmental issues across the European Union. Have you ever wanted to use artistic interventions to highlight resource waste? Are you an experienced artist capable of developing new ideas around topics relevant to the challenges of agrifood SMEs? Do you have insights on how to contribute to the actions suggested by the Hungry EcoCities project? If so, this project can enhance your professional and artistic growth while amplifying the impact of your work.

In this call for art-driven experimentation, artists and end-users collaborate to tackle specific local challenges through artist-led experiments at local test sites. The selected PPEs will create proposals to address challenges in real-world settings provided by the end-users (e.g., supermarkets, bio farms, community gardens, production facilities, restaurants).

## Who should apply?

We are seeking artists<sup>25</sup> who are either natural persons running a business or those not running a business. Artists must have produced enough work (at least reaching TLR 4 we need prototypes) to demonstrate their skills, artistic quality, and experience. Each artwork/ project outcome reference must be documented on the HECLab through a prototype card. Artists should showcase their past experiences and skills, demonstrating how their previous concepts or artworks could have real-world societal impacts. Collaboration with companies and alignment with the studio's vision are essential.

All eligible applicants are listed in section 4.1. of the Guide for Applicants.

## What could be a perfect candidate for this call of Hungry EcoCities?

We are in search of dynamic artists and designers who possess a passion for creative problem-solving and are dedicated to addressing societal and technological challenges. Our definition of an artist encompasses individuals who are not only interested in autonomous work but also in collaborative experimentation and hands-on testing to explore new pathways toward progress. It's crucial to note that we are not seeking artists solely focused on art production; rather, we are looking for visionaries eager to transform proof-of-concepts into tangible, real-world applications with societal impact.

The ideal candidate will have a proven track record of merging artistic expression with building applications and should be enthusiastic about collaborating with companies to drive innovation. We value individuals who embrace an art-driven innovation approach, view creativity as a catalyst for solving complex problems, and are results-oriented in bringing prototypes to practical implementation.

Moreover, we seek artists and designers who are accustomed to being part of a team, while having their own responsibilities. If you are excited about pushing boundaries, challenging conventions, and driving meaningful progress through art-driven approaches, we encourage you to apply and join our support program.

## What happens if I do not submit my application within the deadline?

We do not accept applications after the deadline. We strongly encourage you not to wait until the last minute to submit your proposal. Keep in mind that you can save your progress and return to it later, until the deadline. Failure to meet the submission deadline for any reason will result in the rejection of the proposal, and no extenuating circumstances will be taken into account. Please make sure that in addition to filling in all sections, you submit the proposal by clicking the submit button at the end of the online form.

## How long does it take to fill in the application?

**Application Form submission, including HECLab card creation:** After gathering all the necessary information, completing the online application form for the motivation proposal on the dedicated portal and creating the HECLab profile may take between 3 to 6 hours, depending on the amount of previous proof-of-concept/ artwork you want to upload to the HECLab.

**Full Proposals submission:** Preparing a full prototype proposal addressing the End-User's challenge, along with a budget estimate at the matchmaking stage, may take a bit longer—about 2-3 days—as you will need to review the opportunities you are matched with, write a motivation and answer some additional questions.

## What are the criteria to assess the proposals?

All the admissibility and eligibility criteria are defined in section 4 of the Guide for Applicants. Those criteria will be evaluated according to section 5 of the Guide for Applicants.

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<sup>25</sup> **An Artist refers to:** person or entity, registered under [NACE Code '9003 Artistic creation'](#), or a self-employed individual (freelancer) who undertakes artistic activities as a profession/job occupation, such as creative technologists, media artists, creative coders, artistic front & back-end designers & hackers, digital artists, etc.

## Are there any webinars planned?

Two webinars with a Q&A session are planned - one [on July 11, 2024](#), at 10 a.m. and the other [on August 29, 2024](#), at 10 a.m. In case you cannot make it to the webinar, the webinars will be recorded and made available to watch afterwards.

## Where can I go for support if I need help with preparing an application?

If you have any doubts during the preparation of the proposal, make sure to check the Guide for Applicants and the FAQ document. If you do not find the answers, you can still contact us at [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com) or write to us in the [Hungry EcoCities community](#). Make sure you [join the community](#) to stay up to date with events and register for the online webinars where we answer all your questions.

Moreover, throughout the matchmaking phase and the process of creating your full application, you will receive ongoing support from the Consortium Partners. You will have the chance to discuss any doubts or questions with them as they come up.

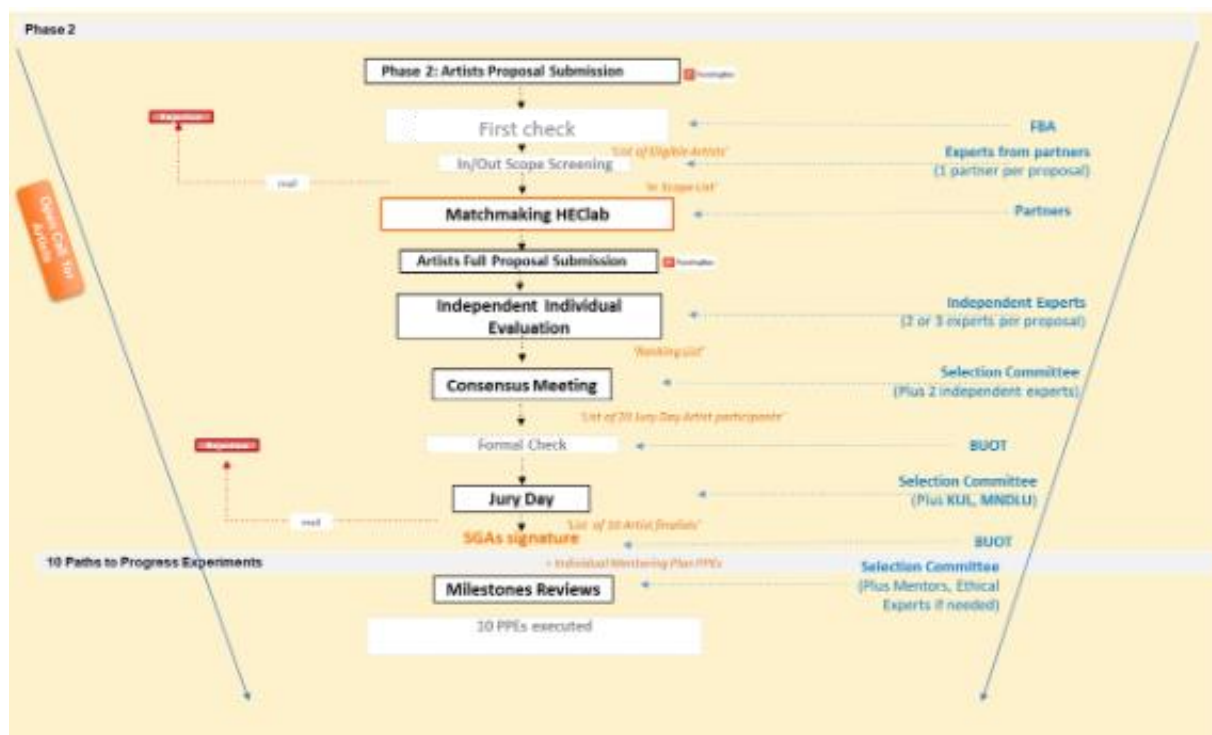
## How to write a proposal that convinces evaluators

To improve your chances, make sure to include all the guidelines as suggested in the open call description in the Guide for Applicants. Ensure you do not leave any information out of your proposal. Be specific and provide precise answers to the questions in the application form. If you want to stand out, quality is the way to go. Additionally, during the matchmaking phase and while creating your full application, you will receive continuous support from the Consortium. You will have the opportunity to discuss any doubts or questions with them as they arise.

## What are the different evaluation phases?

The selection of the open-call proposals will be carried out in a five-step process that will last approximately 5 months. Step one, first check, will review if the motivation proposals meet the conditions outlined in section 4 of Guide for Applicants (eligibility criteria) and step two is in/out scope verification. Following this, there will be a matchmaking phase, and up to 20 pre-selected applicants will submit a full application (full proposal). Step three will involve independent external and internal evaluation to assess the full prototype proposal according to the criteria detailed in the Guide for Applicants. Step four will involve the Hungry EcoCities consortium partners voting on the list of up to 20 pre-selected participants who scored above the threshold in a Consensus Meeting. The last step will be Jury Day where up to 10 Artist beneficiaries will be invited to join the support programme.





## What is the expected timeline of the call?

The table below presents the indicative dates for each of the phases of the Open Call for Artists. Please note that if you are among the pre-selected applicants for the Jury Day, you must ensure availability in the mentioned periods. The pre-selected applicants will be put in contact with the host studios and will prepare the pitch for the online Jury Day session. All details related to the pitching and Jury Day preparation will be shared in an online kick-off meeting on Monday, December 2, 2024, (currently foreseen from 15:00- 17:00 CET).

### TIMELINE 2ND OPEN CALL FOR ARTISTS 2024-2025

**HUNGRY ECOCITIES**  
A S+T+ARTS RESIDENCIES PROJECT



Funded by the European Union  
S-T-ARTS  
SCIENCE TECHNOLOGY ARTS

(\*\*) Please consider that this is an estimated timeline, and it may change at any time.

[starts.eu/hungryecocities](https://starts.eu/hungryecocities)

Please consider that this is an estimated timeline, and it may change at any time. Changes will be communicated in due time.



## What are the Paths to Progress Experiments (PPEs)?

**Paths to Progress Experiments (PPEs)** is a 8-month support programme for Artists (14-months for SME End-Users) to unravel and test the identified issue/problem by the End-User to contribute to a future food system that is more healthy, sustainable, and/or responsible in a concrete test site (e.g., supermarket, bio farm, community garden, production facility, restaurant).

The PPEs are defined as consortia consisting of 2 entities, so that **one industrial End-User (the entity) and one artist (the natural person) collaborate as a team**, to 1) respond to the question (challenge/problem) raised by the End-User and 2) reach the tested prototyping stage with the project resources and within the established timeframe.

**The PPEs** will demonstrate how **AI-enabled artistic experiments** can effectively lead to human-centered sustainable working prototypes for new agricultural products and services. They will increase inclusiveness, explore ethical considerations, and realize technological progress in unusual meetings of minds from the technological, artistic, and industrial world leading to innovative experiences and artistic prototypes exploring alternative futures for agriculture and food systems design.

## What do the different phases of the program consist of?

The Paths-to-Progress experiments consist of 3 stages:

- **Stage 1 for Artists** (Stage 2 for End-Users): Prototype development and Test Set-up (joint stage for End-Users and Artists) with a focus on the launch of the collaboration through an on-site physical kick-off at the SME to prepare the selected prototype solution for testing in the real business/ operations environment of the End-User. Additionally, there will be the creation of the Individual Mentoring Plan (elaborated jointly by End-Users and Artists).
- **Stage 2 for Artists:** Prototype Development and Test Set-up: focus on preparing the selected prototype solution for testing in the real business/ operations environment of the End-User. Min, of 1 on-site collaboration/ testing activity and a joint session with all artists and SMEs in the week of May 5<sup>th</sup> – May 10<sup>th</sup>, 2025 (exact dates and location to be confirmed and may be subject to change).
- **Stage 3 for Artists:** Demonstrate (joint stage for End-Users and Artists): Prototype validation in the real business/ operations environment of the End-User to verify the prototype system: existing field testing, prototype iteration and experiment validation, demonstration event at the SME to exchange knowledge, recording material for documentation (video) and uptake within the studio directions.

Throughout the support programme, the assigned mentors will assist you in establishing a framework of the PPE (experiment and testing), support in the collaboration and necessary support to focus on the execution of the PPE to realize the prototype solution and to verify the prototype system.

## What will be the result of the PPE?

By the end of the support program, the PPEs will have produced up to 10 prototype scenarios addressing challenges, rigorously tested in an industrial setting. These new/further elaborated prototypes will have attained a TRL (Technology Readiness Level) of 5/6, aligning with a human-centered innovation approach and integrating sustainability goals across the development fellowships in specialized art-industry R&D project partnerships.

## With what type of (digital) prototype/ artwork can you apply for Hungry EcoCities?

We are searching for artworks/prototypes that have already been tested, offering a new perspective on an AI-enabled technology, or aimed at having the potential to be validated as a relevant food value chain intervention for a defined target group.

**What is digital:** in this project, digital refers to existing AI and digital technologies. Experiments shall contribute to developing 'new perspectives' on the 'potential of AI-enabled technologies' by either [1] developing a new AI-enabled application prototype or [2] using existing AI applications or digital technologies in a new way.

**What is prototype:** the outcomes must be developed to technology readiness level (TRL) 4. This means that the prototype has been tested on a lab scale. The prototype can be fully digital or partially digital.

### What is a TRL?

TRL - Technology Readiness Levels (TRLs) are indicators of the maturity level of particular technologies. This measurement system provides a common understanding of technology status and addresses the entire innovation chain.

There are nine technology readiness levels: TRL 1 being the lowest and TRL 9 being the highest. In our project, we refer to [section B of General Annexes to the Horizon Europe - Work Programme 2021-2022](#) (Horizon Europe) for a full description of TRLs.

### What does TRL level 4-6 mean?

**TRL 4-6** represent the bridge from scientific research to engineering, from development to demonstration. **TRL 4 is the first step** in determining whether the individual components will work together as a system. The goal of TRL 4 should be the narrowing of possible options in the complete system.

**TRL level 5** typically indicates that the technology has been validated in a relevant environment. It means that the technology has undergone testing and demonstrated its functionality in a simulated or prototype environment, but it might not yet be ready for widespread commercial use. In essence, TRL 5 suggests that the technology is in an advanced development stage, moving closer to practical application.

**TRL 6** signifies a higher level of technology readiness in the development process. At this stage, the technology has typically undergone testing and validation in a relevant environment or prototype system. The focus is on demonstrating the technology's functionality, performance, and potential for integration into practical applications. TRL 6 represents a significant advancement, as the technology has transitioned from a prototype to a stage where it is closer to being ready for deployment in real-world scenarios.

### What are the payment conditions?

For the sake of simplicity and transparency, the Financial Support (up to **36,000 EUR** grant for up to 10 finalists who will participate in the support program) will be paid against specific Deliverables/Milestones/KPIs defined in the 'Individual Mentoring Plan' (IMP) elaborated at the beginning of the programme. The IMP will become an Annex to your SubGrant Agreement. Please find more details in section 6 of the Guide for Applicants.

Additionally, each of the up to 20 preselected beneficiaries participating in Jury Day will receive a mini-grant of EUR 1,500, to be paid based on a contract (mini-grant agreement) as outlined in section 5 of the Guide for Applicants.

## What is the payment schedule?

Maximum funding per Artist: **up to 37,500 EUR**. This includes **1,500 EUR** designated for participation in Jury Day for each of the up to 20 beneficiaries pre-selected in this phase, along with **36,000 EUR** allocated for the up to 10 finalists who will participate in the support program.

Payment Milestones	Deliverable	Payment Milestone	% Total Grant	Fixed Lump Sum per project
2 <sup>nd</sup> Open Call for Artists				
1. Funding for up to 20 pre-selected Artists participating in the Jury Day				
Jury Day participation	Submission of the pitch, participation in the kick-off and interactive meetings, and signing of the mini-grant agreement.			1,500 EUR
	Total			1,500 EUR
2. Funding for up to 10 finalists participating in the support program (36,000 EUR)				
Stage 1 Prototype development and Test Set-up	Use case design – jointly performed by End-User and Artist.	IMP approval (joint)	50	18,000 EUR
Stage 2 Prototype Development and Test Set-up (stage only for Artists)	Digital prototype testing	Approval of prototype 1st version	25	9,000 EUR
Stage 3 Demonstrate	Experiment Validated	Approval of the Final Deliverables, elaborated jointly by the End-User and the Artist	25	9,000 EUR
	Total		100%	36 000 EUR

## What services does Hungry EcoCities offer in the Support Program?

In addition to the lump sum, you will receive ongoing support through an 8-month art-driven program, including mentoring sessions, core-team meetings, and needs-based, topic-specific masterclasses. You will have multiple opportunities for networking and skill acquisition at various events and conferences, such as the artist café for knowledge exchange and collaboration. As a member of the Hungry EcoCities community, you will be guided by a mentor from the studios, connected to university knowledge and have a strong focus on responsible arts-based innovation. You will also gain access to scientific expertise from the Hungry EcoCities scientist group and creative studios specializing in the future of food, as well as the extensive network of the Knowledge Hubs. Furthermore, you will have access to the CRA Factory in Turin, with the opportunity to use its equipment (3D printing, laser cutting, crafting tools, etc.) for prototyping, along with technical support based on availability.

## Do I need to travel for the project?

Yes, travelling is an essential component of the PPE. Throughout the stages, we expect the artist to commit to 1-2 days of availability per trip. The artist is expected to travel four times, as follows:

### 1. Physical Kick-off:

- Location: End-User facilities



- Participants: Artist, SME End-User, and at least one Hungry EcoCities consortium partner<sup>26</sup>
- 2. **Knowledge Sharing Meeting:**
  - Preferred Location: One of the SME End-Users' sites
  - Planned Date: Early May 2025 (please reserve May 5th to May 10th, 2025; exact date to be confirmed)
  - Participants: All artists, SME End-Users and Hungry EcoCities consortium partners
- 3. **Stage 2: Prototype Test-Up Preparation and Iteration Meeting:**
  - Location: SME End-User site
  - Timeframe: Estimated between May and August 2025
  - Participants: Artist and SME End-User
- 4. **Stage 3: Demonstration and Second Tests:**
  - Location: SME End-User site
  - Timeframe: September to October 2025
  - Activities: Demonstration phase, video recording (optional HEC partner visit on-site, and potential local event participation)

Please note that dates and locations are subject to change.

### Is any accountability required on the way the funds have been used, e. g. invoices and other financial documents? Are there any specific restrictions on how the funds are utilized?

The FSTP beneficiaries will receive a fixed lump sum of up to 37 500 €.

The lump sum is a simplified method that means that the FSTP recipient is not required to present accounting documents like invoices, timesheets, etc, to prove that the cost was actually incurred. However, Hungry EcoCities will assess your progress and the quality of your work during Interim Reviews, not your accountancy. In this sense, we will ask you to demonstrate the implementation of the project in line with the milestones set. In any case, the lump sum methodology does not release you from the obligation to collect documentation to confirm the costs under fiscal regulation.

### At what stage should a detailed budget be submitted?

The budget will be included in the full proposal submitted after the matchmaking stage, in response to a specific challenge posted by the End-User on the HECLab platform.

### What are the eligible costs for my proposal?

Make sure you provide an indicative budget allocation in your application to allow the evaluator to better understand the organization and implementation of the project.

Eligible costs are:

1. Direct costs - specific costs directly linked to the performance of the project and which can therefore be directly booked to it.
  - a. Personnel costs - the daily rate of the staff of the beneficiary dedicated to actual work under the project (rounded up or down to the nearest half-day).
  - b. Subcontracting costs - calculated on the basis of the costs actually incurred, awarded using the beneficiary's usual purchasing practices – provided these

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<sup>26</sup> Physical presence at the event is optional for Hungry EcoCities Consortium Partners. Consortium Partners can participate in the event in- person or online.



- ensure subcontracts with the best value for money (or if appropriate the lowest price) and that there is no conflict of interests.
- c. Purchase costs - bought using the beneficiary's usual purchasing practices – provided these ensure purchases with the best value for money (or if appropriate the lowest price) and that there is no conflict of interests:
  - i. Travel, accommodation and subsistence
  - ii. Equipment
  - iii. Other goods, works or services, if necessary to implement the project - for instance: consumables and supplies, promotion, dissemination, protection of results, translations, publications, cost related to IPR, if required under the SubGrant Agreement.
- 2. Indirect Costs - costs incurred within the context of a project that cannot be attributed directly to the project, e.g., room rent, energy costs or general administration costs. A fixed flat rate of 25% of the eligible direct costs shall be applied.

Subcontracting may cover only a limited part of the action, up to 20%. If the subcontracting budget is higher than 20%, the beneficiary must and should justify it properly.

Only costs generated during the lifetime of the project can be eligible. The period of costs' eligibility is from the contract signature date until the end of the project. Costs described in the submitted budget must be determined in accordance with the usual accounting and management principles and practices of the beneficiary (e.g., subcontracting must be awarded using the beneficiary's usual purchasing practices – provided these ensure subcontracts with the best value for money (or if appropriate the lowest price) and that there is no conflict of interest).

## How should I estimate the budget?

Each project proposal after the matchmaking stage will include a cost calculation in the Implementation section of the application form. Checking the consistency between these costs and the expected work of the project will be part of the evaluation of proposals.

The total cost of each project should be estimated based on the following criteria:

- 1) **Personnel costs:** Artist's salary; costs should be calculated with the estimation of the required effort
- 2) **Travel costs:** Costs should be calculated with a min. of 4 European trips;
- 3) **Consumables, equipment depreciation, etc.:** Estimated by a standard practice of the applicant; if relevant (for example: headsets/software / sensors)
- 4) **Subcontracting:** Up to 20% of total costs; if relevant (for example: to subcontract a developer/ needed expertise)
- 5) **Overheads** (max. 25% of sum of 1+2+3)
- 6) **Total costs** (1+2+3+4+5)
- 7) **Requested funding amount:** Maximum amount 36 000 Euro.

## If I foresee subcontracting in my project, should the offers of subcontractors (from which I select a subcontractor) be included in the indicative budget allocation (in the application form)?

You are not required to include offers when estimating the budget. However, please consider that when subcontracting, the core activities of your proposal have to be done by you and not third parties. Subcontracting may cover only a limited part of the action, up to 20% of your total cost (to cover technical expertise and e.g. support on communication/ video documentation). Also, subcontracting must be awarded using each beneficiary's usual purchasing practices – provided these ensure subcontracts with the best value for money (or if appropriate the lowest price) and that there is no conflict of interest.

## Is there a possibility of pitching a few ideas first to the Hungry Ecocities team/consortium before applying?

No, there is no such possibility. If specific cases need input which cannot be found within the documentation of the Open Call, feel free to email us at [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com) and we will reply by email or we can consider a one-on-one call where we would clarify any doubts. However, this input is intended to provide non-binding consultation, while is not to be considered support in preparing the proposal or choosing an idea for your proposal. It is a mere consultation on aspects related to the Open Call requirements for informational purposes only.

## Are collectives or artist duos also eligible to apply?

No. Eligible applicants are individual artists either running a business or as a natural person.

It is not possible to apply as a duo or collective. If you are part of a duo or collective, you have to apply on your own - as an individual artist, and the evaluation will be based on your proposal/portfolio (please find more details in sections 3 and 4 of the Guide for Applicants).

If selected, the sub-grant agreement will be signed with you - the individual artist.

## Is an applicant living and working in one of the eligible countries with residential and work permits regarded as legally established and eligible for application?

Yes, but only when your residence is permanent, as stated in section 4.1. of the Guide for Applicants. If you are not a permanent resident in one of the eligible countries listed in section 4.1. of the Guide for Applicants, you are not eligible.

Permanent residency and legal residence with a valid work and residence permit are not considered equivalent. Therefore, only Artists who have permanent residency in the countries listed in the Guide for Applicants are eligible to participate in the 2<sup>nd</sup> Open Call for Artists.

Permanent residency refers to a person's legal status in a country where they have the right to reside and work indefinitely, without any restrictions or the need for a visa or work permit.

On the other hand, a person who lives and works in one of the eligible countries with a valid work and residence permit is considered legally established in that country, but their status is usually temporary and subject to renewal. They may not have the same rights and benefits as permanent residents.

## Who are the Creative Studios in Hungry EcoCities?

**Studio Other Spaces (SOS)** was founded by artist Olafur Eliasson and architect Sebastian Behmann in Berlin in 2014. Their shared interest in spatial experimentation led them to the holistic approach that defines Studio Other Spaces.

**CRA - Carlo Ratti Associati** is an international design and innovation office based between Turin and New York City. Founded by MIT professor Carlo Ratti, CRA explores the intersections between the natural and the artificial in the built environment, often tapping into digital technologies to develop projects on every scale of intervention. The office has a long history of putting forward experimental visions for the future of food systems.

**EatThis** is an international network and movement bringing together over 40 companies from the food sector in a joint mission to realize a sustainable and healthy food system for all. EatThis has a double role in Hungry EcoCities, feeding the project from the industry as well as functioning as a studio headed by Stephan Petermann and Rem Koolhaas, founder of OMA. Rem and Stephan are involved in the project on a personal title.

## How does Hungry EcoCities stimulate diversity and inclusion?

Hungry EcoCities encourages applications stimulating diversity and inclusion, referring to different countries of origin, countries of residence, identity, age, background, impact of the proposal. In Hungry EcoCities, we try to organize diversity and inclusion in different ways: firstly, by asking applicants to take the topic into account in their applications. Secondly, by paying attention to this topic in the evaluation. Thirdly, by organizing for a diverse and inclusive evaluation process and evaluators. Fourthly, by paying continuous attention to this topic throughout the residences and finally by making it part of the dissemination approach.

## Where can I get more detailed information about the tech toolbox and tech partners?

The project leaflet gives more insight into the type of tools of the universities: <https://starts.eu/wp-content/uploads/Hungry-Ecocities-leaflet.pdf>

If you have specific questions, please feel free to email us at [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com).

## Is it possible to use the support of the technology partners in the consortium and not spend money on subcontracting technology experts?

You can rely on the support of the technology partners. However, it is not the role of the technical mentors to execute the work of the Paths to Progress experiments or to replace a subcontracted party. They can support and assist with the relevant expertise as advisors but not do the work themselves. Please, check this FAQ document to find more information about subcontracting.

## Can Beneficiaries of the first open call apply for the second one?

No, beneficiaries of the 1st Open Call cannot apply to the 2nd Open Call.

## What is a Conflict of Interest?

Conflict of interest may occur, if there are capital or personal connections between two or more entities (Applicant, Consortium partner or any person involved in the selection process), in particular, it should be understood as:

- any ownership relations - ownership of shares, financial links and economic connections - like joint venture, holding, joint participation, silent partner. E.g., the Applicant entity owns shares in the Consortium partner company or Consortium partner company own shares in the Applicant company (it also refers to the Applicant partner/linked enterprises). As economic connection we can understand exclusive license, sale agreements if they concern product or solution covered by your application;
- family and personal relationships, in particular: with marriage, kinship, a relationship of affinity to the second degree in a straight line or lateral line, adoption, custody or guardianship or actual life and other close personal ties binding the Applicant and Consortium partner or any person involved in the selection process (it refers also to employees, shareholders, members of the management body, members of the board, managers, subcontractors etc.) – e.g. person representing the Consortium partner company has family/personal relationship with any person representing the Applicant company;
- the existence of material, especially financial relationships (such as the receipt by a person involved in the selection process from Applicant any significant gifts, donations, future contracts or employment, etc);
- relationships based on employment, cooperation or existing civil contract between the Consortium partners and people involved in the Applicant structure, including managerial or



supervisory functions, position in managing or supervising bodies. For example, the Director of the Consortium partner is involved in the management bodies of an Applicant company; the Applicant employees involved in the Project are employed or contracted by the Consortium partner company;

- remaining in a legal or factual relationship that may give rise to justified doubts as to the impartiality of the people involved in the selection process (expert/evaluator/employee/member of the management bodies of any of the Consortium partners).

The reasons set forth above may result in a conflict of interest if they occur at the time of an action or have occurred in the past (during the last 3 years before the action starts). Time limits do not apply to family and personal relationships.

Remember that the concept of conflict of interest should be understood widely, so if you have any doubts about the conflict of Interest please consult with our team. All cases of conflict of interest will be assessed on a case-by-case basis.

### **How do I create a profile on the HECLab platform?**

Please register on [the HECLab website](#). If you have any questions, refer to the user manual or send an inquiry to: [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com).

### **I can't upload my image on the HECLab platform.**

You can only upload images that support the JPG, PNG or BMP format and are a maximum of 10 MB.

### **I don't see my added link or reference on the HECLab platform.**

You need to actively ADD the link/ reference to your card, by using the ADD button.

### **What happens to my profile after this call?**

The HECLab currently is only available for Hungry EcoCities 1st and 2nd Open Call - Call for artists. After the end of this call, there will be no more opportunities planned for now. We intend to feed the platform with more opportunities in the future, but when and how is currently unknown. You can choose whether to keep or delete your prototype(s) and/or complete profile from the HECLab after the call process has been completed. Deleting prototype(s) can be done directly on the platform. If you desire to delete your profile, you must contact Hungry EcoCities and we will delete your profile.



## The Hungry EcoCities Consortium





Starts.eu



S+T+ARTS



HungryEcoCities project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101069990.

## VIII. Application Form Template – 2<sup>nd</sup> Phase – Call for Artists

### HUNGRY ECOCITIES A S+T+ARTS RESIDENCY PROJECT

<https://starts.eu/what-we-do/residences/hungry-ecocities/>

**Welcome to the Hungry EcoCities Second Open Call!**

**Open Call for Art-Driven Experiments**

**2nd Phase - Call for Artists**

<https://hungry-ecocities-oc2-artists.fundingbox.com/>

**The Deadline for this Call is Friday 20 September 2024 at 13:00 Brussels Time**

Only applications in English will be admitted.

Before applying, read carefully the Open Call related information ([Guide for Applicants and FAQ](#)), which includes all the necessary information on the application process, evaluation criteria, and the proposal's requirements.

A practical point: you can save your application as a draft and continue later.

Finally, be aware that all information provided will be verified during the evaluation process. Where any false information is detected, your candidacy will be immediately excluded.

Questions marked with (\*) are mandatory.

**S+T+ARTS**

SCIENCE + TECHNOLOGY + ARTS



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Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them.

## 1. Basic Information

*Before applying, read carefully the Open Call related information ([Guide for Applicants](#) & [FAQ](#)), which includes all the necessary information on the application process, evaluation criteria, and the proposal's requirements.*

*A practical point: you can save your application as a draft and continue later. You can also add other members of your team as contributors to help you complete the application form. You can change it until the deadline of September, 2024.*

**Name and Surname of the Contact person\*:**

Enter your complete name (first name and last name), please.

**Contact person email address\*:**

Please, enter the email address (mail@mail.com format) where we can contact you and send all the communications.

**Contact person phone number\*:**

Remember to include your country code in brackets. E.g.: (+xx) xxxxxxxx.

## 2. General entity information

The following information will enable us to contact you and verify that your organisation fills out the eligibility criteria for participating in the Hungry EcoCities project. (see the requirements in the Guide for Applicants and the FAQ at <https://hungry-ecocities-oc2-artists.fundingbox.com/pages/hungry-ecocities-oc2-artists>).

**Legal name of your entity or Full name and surname of natural person \*:**

The legal name in the country where the company is incorporated / Name and surname of the Artist

**Country where the entity is registered/ country of citizenship or residence\*:**

Take notice that only the countries indicated in the Guide for Applicants are eligible for application.

**Address of the entity or address of your residence \*:**

Text (200 characters)

**Date of registration of the entity (if applicable):**

Text (80 characters)

**VAT number (if applicable):**

Text (80 characters)

**Entity registration number (if applicable):**

Text (80 characters)

**Entity email address\*:**

Text (80 characters)

**Website URL\*:**



(https://... or http://...) Please note this is a mandatory field: If you don't have a personal website to showcase your portfolio, include a social media account link here

**Social media account link (URL)**

(https://... or http://...)

**3. Related Experience of the Artist and Approach in merging artistic expression with practical applications**

- *Provide details on your previous work that demonstrates your passion for creative problem-solving and collaborative experimentation. Upload on HECLab at least 1 card including examples of artwork or prototypes that have reached at least TRL 4, showcasing your ability to follow a design thinking process and develop solutions beyond traditional artistic realms.*

**Summary of the work (short): Please highlight specific projects where your creativity has driven innovation and resulted in real-world applications, particularly in the context of the agrifood value chain\*.**

Text (1000 characters)

**Explain how your background, skills, and competencies align with the requirements to address societal and technological challenges through hands-on testing and innovation.\***

Text (1000 characters)

**Please upload your CV or portfolio here (max. 10MB)\***

Upload a document

- *Create your user account at <https://heclab.eu/login>. Please go to OC microsite link to HECLab manual for instructions. Remember to store your password for the HECLab - you will need it re-login into the system upon approval.*

**Provide the username you used for the HECLab account\***

Text (80 characters)

**Upload print screen of your profile on HECLab\***

Upload a document

- *HECLab Prototypes Uploads - Please note that we expect at least 1 card in order to consider your application. You can add as many prototype cards as you want on the HECLab – but they have to be under the same username. Do remember that we are searching for prototypes with at least an equivalent of TRL 4 (Technology validated in a lab/ controlled environment). Hence, it can't be only a concept! - See Section 4 of the Guide for Applicants at <https://hungry-ecocities-end-users.fundingbox.com/pages/readfirst>*

**Add link to HECLab Prototype 1**

Text (80 characters)

**Upload printscreen of Prototype 1 card on HECLab**

Upload a document



- Press the green (+) button above to add more cards to your portfolio.  
Optional portfolio (max3 cards)

#### **Add link to HECLab Prototype n**

Text (80 characters)

#### **Upload printscreen of Prototype n card on HECLab**

Upload a document

**Do you have previous experience with a food value chain related project? If yes, make sure you add this one to your portfolio entry\*.**

- ☐ Yes
- ☐ No

### **4. Motivation and Experience in collaborative projects**

**Please elaborate on your interest in transforming proof-of-concepts into impactful solutions and your motivation to work in a multidisciplinary team including SMEs, scientists, studios on tech-driven innovation challenges collaborative experimentation throughout the project period.\***

Text (2500 characters)

**Describe your previous experience in collaborative projects. How have you worked with teams or partners to achieve a common vision? Provide specific examples of past collaborations where your contributions were crucial in driving the project's success, particularly those involving multidisciplinary approaches and interactions with SMEs.\***

Text (2500 characters)

### **5. Commitment to the Hungry EcoCities selection process and residency programme (in case of selection)**

**In case your proposal is selected following the evaluation process described in Section 5 of the Guide for Applicants, please confirm your availability to participate in the Prototype Development and Test Set-up session with all artists and End- Users (SMEs) during the week of May 5th – May 10th, 2025 (this is a physical event, exact dates and location to be confirmed and may be subject to changes)\*.**

- ☐ Yes
- ☐ No

**I agree that upon passing the first check and In/Out scope screening, my prototype proposal will become a publicly visible card on heclab.eu**

- ☐ Yes
- ☐ No

**I agree that for matching purposes performed on the HECLab, the admin and Hungry EcoCities consortium can adjust the tags in the prototype proposal card according to the tagging system to support the matching.**

- ☐ Yes
- ☐ No

**I am aware that I can apply to a maximum of 2 different challenges in the full motivation proposal stage.**

- ☐ Yes

- ☐ No

I am aware that during October 2024 there will be organized sessions to hear more on the End-Users' opportunities with which I may identify a match and I ensure my availability to participate in said sessions.

- ☐ Yes
- ☐ No

If I am selected as one of the up to 20 finalist Artists to participate in Jury Day, I confirm am available for the kick-off meeting on December 2nd, 2024, at 15:00 CET.

- ☐ Yes
- ☐ No

Have you received any previous funding within S+T+ARTS program ? if yes please provide further details, so we can assess potential double-funding risks\*:

a. Name and description of the project

b. Grant amount and receipt date of the grant

- ☐ Yes
- ☐ No

If Yes, text (800 characters)

Are you applying in parallel for another S+T+ARTS program ? (if yes please provide further details, so we can assess potential double-funding risks) \*:

a. Name and description of the project

b. Grant amount you are applying for

Please note: If selected for another S+T+ARTS project, you must choose which project to participate in and receive funding from.

- ☐ Yes
- ☐ No

If Yes, text (800 characters)

## 6. Declaration of Honour

Please read carefully the statements below. You will not be able to change the statements after the deadline [or after submission if you are not letting them modify the application]

By ticking the boxes below, I confirm that	Type of Answer	Mandatory?
I have read and understood the information about the project, as provided in <a href="#">the Guide for Applicants (GfA)</a>	Yes/No	*
I accept all the rules and regulations of this open call as detailed in <a href="#">the GfA</a>	Yes/No	*
I acknowledge that the evaluators and the European Commission and its bodies and agencies may have access to the data collected under the open call	Yes/No	*
The data provided in the application form are true and up-to-date	Yes/No	*
The entity I represent meets the eligibility conditions described in <a href="#">the GfA</a> , in particular is an SME	Yes/No	*

There is no conflict of interest between the company I represent and any of the consortium partners	TRUE/FALSE	*
Moreover, the entity I represent , or persons with power of representation, decision-making or control over the aforementioned legal entity:		
is/ are not listed on the EU sanction list : <a href="https://www.sanctionsmap.eu">https://www.sanctionsmap.eu</a> , which means that is/are not subject to EU restrictive measures under Article 29 of the Treaty on the European Union (TEU) and Article 215 of the Treaty	TRUE/FALSE	*
is /are not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered into an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, or is not in any analogous situation arising from a similar procedure provided for in national legislation or regulations	TRUE/FALSE	*
has/have not been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata	TRUE/FALSE	*
has/have not been guilty of grave professional misconduct proven by any means which the contracting authority can justify, including by decisions of the European Investment Bank and international organisations;	TRUE/FALSE	*
is/are in compliance with their obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which it is established or with those of the country of the contracting authority or those of the country where the contract is to be performed;	TRUE/FALSE	*
has/have not been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity, where such illegal activity is detrimental to the Union's financial interests;	TRUE/FALSE	*
is/are not subject to an administrative penalty for being guilty of misrepresenting the information required by the contracting authority as a condition of participation in a grant award procedure or another procurement procedure, or failing to supply this information, or has/have not been declared to be in serious breach of their obligations under contracts or grants covered by the Union's budget.	TRUE/FALSE	*
I did not make false declarations in supplying the information required, as a condition of participation in the Open Call or do not fail to supply this information	TRUE/FALSE	*
I voluntarily agree to be registered at Hungry EcoCities Community and I understand that I can delete my profile from the above-mentioned Community by informing the Hungry EcoCities Team via helpdesk mail	Yes/No	

## 7. Processing of Personal Data

I confirm that I read and understood the information clause concerning processing of the personal data provided above.	Yes	*
I confirm that I have legal basis for processing personal data of the team members listed in the application form.	Yes	*
I will pass the information clause provided above to all team members mentioned in the application form.	Yes	*



### Information clause for personal data processing in the 2nd Open Call organized under Hungry EcoCities Project Grant Agreement No. 101069990

#### CONTROLLER'S IDENTITY AND CONTACT DETAILS

The data controllers are all entities in the [FundingBox capital group](#) as the Joint Controllers. All FundingBox entities have agreed on common data processing purposes. In all matters regarding personal data, you can contact us using the following email address: [privacy@fundingbox.com](mailto:privacy@fundingbox.com).

The essence of the arrangement is available [here](#).

PURPOSES, LEGAL BASIS AND PROCESSING PERIOD		
The purpose and legitimate interest of processing	Legal basis for processing	Period
1) To run an Open Call and collect data necessary to evaluate applications submitted in the Open Call.	Legitimate interest of FundingBox (based on Art. 6.1.f) of GDPR) which is fulfilling the obligations and our other interests related to implementation of the Project.	6 years from the end of the year in which the Project ended.
2) To realize the Project goals described in the Grant Agreement (e.g. communication, reporting, collaborating with other project partners).		
3) To consider potential complaints and defend against them.		
4) To investigate a potential conflict of interest (processing includes, among others, examining family, financial, business or organizational links).		
5) To gather feedback from applicants when the Open Call is over to improve processes.		
6) To send newsletter about other FundingBox activity (e.g. information about other funding opportunities).		
If an applicant has been selected to become the beneficiary of the project:		





7) To collect the applicant's details and documentation necessary to verify its legal status. Data will be collected in separate form via FundingBox platform.	Processing is necessary for the performance of a contract (based on Art. 6.1.b) of GDPR).	
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**Important:**

Data collected for the purpose of investigating a potential conflict of interest will be stored for the indicated retention period and will not be deleted even at the request of the applicant before the end of the retention period.

**DATA RECEIVERS**

The Joint Controllers will transfer personal data only to trusted recipients such as IT service providers, accountants, law firms, postal and courier companies (who process personal data on the controllers' behalf).

Due to the fact that we use the services of Google LLC, your data may be transferred to the USA. We have concluded an agreement with those entities – the so-called Standard Contractual Clauses. This means that in accordance with the decision of the European Commission No. 2021/914 EU of June 4, 2021, your personal data may be processed by this company in the USA. More information about the decision at: <https://fundingbox.com/trust/transfer-outside-eea/>.

To realize the Project, data can be transferred also to Project Partners (complete list of the project partners is available at the email address: [privacy@fundingbox.com](mailto:privacy@fundingbox.com)) and European Commission.

**RIGHTS OF DATA SUBJECT**

Due to the fact that we process your personal data, you have the right to:

- 1) request access to your personal data,
- 2) demand the rectification of your personal data,
- 3) request to remove or limit the processing of your personal data,
- 4) data portability,
- 5) complain with the supervisory authority ([https://edpb.europa.eu/about-edpb/about-edpb/members\\_en](https://edpb.europa.eu/about-edpb/about-edpb/members_en)).

You also have a right to object to processing of your personal data for all purposes indicated above (according to the Article 21 of GDPR).

**INFORMATION ABOUT VOLUNTARY OR OBLIGATORY DATA PROVISION**

Providing data is voluntary, although it is necessary to participate in the Open Call. Without providing your data, it is not possible to contact you and evaluate the application.

## IX. Reflections and Lessons Learned

Since this deliverable primarily comprises the joint documentation package for the open call, its creation involved the participation of all partners engaged in the launch and management of the Open Call. The work package leader initiated the process by drafting the individual documents and uploading them to the project's collaborative workspace, Project Place. This allowed all relevant parties to review and contribute to the documents.

This collaborative approach proved highly efficient, enabling all project partners to view and contribute to the same version of the documents simultaneously while observing others' suggestions and inputs. Working together on the second and third set of documents for each phase of the open call allowed all partners to adjust their expectations towards external Hungry EcoCities beneficiaries and clarify aspects related to the selection process.

It was of utmost importance to adapt the assumptions of both phases of the open call process to ensure the presentation of coherent, clear, and legible documents to applicants. This adaptation aimed to provide a seamless and comprehensible experience for all participants. Consequently, the documentation for both phases was meticulously reviewed and refined to maintain consistency and clarity throughout.

Some lessons learned in the process:

- It is important to plan the tasks in this work package in close connection to the results of related work packages.
- Set-up meetings to clarify doubts and involve all relevant partners.
- Provide support documentation, such as annexes to the guide, for the applicants to get a clear overview of the process.
- Prepare further support materials to use in the communication with applicants, such as webinars, in order to give further insights on the call.
- Highlight the dos in the application process for the applicants and present good practices as well as failures in the submission of proposals in order to avoid future misunderstandings.
- Enable 1:1 communication with the applicants for specific questions related to the context of their proposal since the open call for art driven experiments includes two phases and may pose some difficulty in understanding the process.
- Involve the partners in assisting the matchmaking and preparation for Jury Day to ensure a better understanding of the approach of the artists, good quality proposals and commitment from the applicants.



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