Deliverable 5.4 PEDR: plan for the exploitation and dissemination of results 2

Grant Agreement Number	101069990
Project title	Hungry EcoCities
Start date of the project	Sep 1st 2022
Duration of the project	42 months
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Workpackage No.	1

Project coordinator: Brno University of Technology (BUoT)

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Objective of the deliverable

The plan for the exploitation and dissemination of results, version 2.
It provides an overview of the exploitation and dissemination activities executed between M7- M24. It is a follow-up on D5.1

History of changes

Date	Version	Author	Comment
13.06.24	0.1	Klara Kaluzikova	Setup of deliverable
12.07.24	0.2	Lija Groenewoud van Vliet	First draft
09.08.24	0.3	Veronica Carracedo	Input chapter 2
14.08.24	0.9	Rodolfo Groenewoud van Vliet	Full draft
26.08.24	1	Eva Mikkelsen	Review
27.08.24	1	Lija Groenewoud van Vliet	Final version

Table of Content

1. Abstract

This report is the second PEDR; the plan for the exploitation and dissemination of project results. It is the follow-up of the PEDR D5.1. Where the first PEDR gave an introduction of the exploitation and dissemination activities planned for the project duration (hence we will not repeat that information to the extend that is has remained unchanged in this report) and reported on the activities executed at M6, this report will focus on the period M7 – M24. Or: March 2023 until August 2024. It will give a summary of the most promising achievements, exploitable opportunities and spill-over opportunities from the Humanizing Technology Experiments. It reports on the achieved communication and dissemination activities as described in D5.2.

The next report on PEDR activities is planned for M36 and will cover the period M25-36.

2. Summary of achievements

Dissemination activities are tracked in the PEDR in four update iterations through the presentation and elaboration of the 'communication and dissemination activities plan (CDAP)' we have in the project. This plan consists of 17 elements and is elaborated upon in deliverable 5.2.

Dissemination activities M7-M24 (03-2023 until 08-2024)
Below table highlights the expected actions according to our plan.

		Communication & Dissemination plan Hungry EcoCities	Year 1						Year 2												Amount status
			7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
	Amount	Action																			Amount status
1	1	Two-pager Hungry EcoCities																			reported in D5.1
2	3	Studio vision papers	x																		reported in D5.1
3	2	Open call dissemination actions	x	x	x	x						x	x	x	x						achieved
4	1	Framework of contemporary urgencies report							x												reported in D5.1
5	9*	Demonstrator video HTE experiments															x				achieved
6	10	Factsheets (HEClab cards)															x				achieved
7	80	Process insight articles / posts					x										x	x			1 achieved
8	3	Scientific insights articles																			next PEDRs
9	10	Outcome PPE experiment video																			next PEDRs
10	2	Press releases															x				achieved
11	3	Keynotes (life/ video)																			next PEDRs
12	5	Lectures/ workshops at third party events																			3 achieved
13	3	Prototype Parks																			3 achieved
14	1	Barriers overview																			next PEDRs
15	2	Guideline on Art-Driven Innovation insights																			next PEDRs
16	1	Ecosystem overview map																			next PEDRs
17	26	Deliverables of the project						x						x						x	as planned
		* eventually, only 9 HTEs have been executed																			

Related to the status, we have three categories:

1) Reported in D5.1. This means that they have already been achieved and documented

2) Achieved. These ones are the focus of this deliverable and below we will describe them more in detail.

3) next PEDRs. These actions are planned in a later phase of Hungry Ecocities and will be reported later.

Overall, all set communication & dissemination plan actions (CDPA) from the Gantt chart are achieved.

The summary of the achievements in this period are summarized below:

Action	Amount status	Summary
Open call dissemination actions	achieved	Results OC1, see D3.4 .OC2 in progress, dissemination according to plan and will be reported in D3.9 (Open Call evaluation report after the conclusion of both phases of the 2nd open call)

Demonstrator video HTE experiments	achieved	**Dedicated page on starts.eu for the HTE results** **Youtube Video series Playlist** (shared with the rest of HEC videos..)
Factsheets (HEClab cards)	achieved	**https://heclab.eu/prototypes** **Reported in D4.3**
Process insight articles / posts	achieved	**Hungry EcoCities – S+T+ARTS** **#hungryecocities** LinkedIn
Press releases	1 achieved	**One for the Prototype Parks, with one specific for Vegetable Vendetta (See annex)**
Lectures/ workshops at third party events	3 achieved	**Lecture for JRC (May 2023) / Workshop during Food 2030 conference (March 2024) / Lecture for Sustainable Food Network (May 2024) (See Annex)**
Prototype Parks	3 achieved	**May 2024 in Turin, Berlin and Rotterdam** Seeds of Change: Demonstration Events Pioneering Agri-Food Solutions o HUNGRY ECOCITIES – S+T+ARTS **Reported in D5.7**
Deliverables of the project	as planned	Deliverables of the Hungry EcoCities project – S+T+ARTS

Those that are not reported/ included in other deliverables, are detailed below.

Activities online: STARTS.EU

The main project page is located on www.starts.eu/hungryecocities/ and is updated on a continuous basis with information on the project, the residencies, the open calls, the deliverables and additional news items, articles and video's produced. Through easy navigation, visitors to the webpage can go as deep or broad into the themes and topics addressed in our activities as desired.

HUNGRY ECOCITIES

Hungry EcoCities aims at exploring 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 project | Residencies | Open Calls | News & Articles | Videos | Deliverables

In the reporting period (M7-M24), highlights on the website included:

1/ Dissemination activities for open call 1: Humanizing Technology Experiments (March-May 2023): Open Call for Artists ○ Hungry EcoCities S+T+ARTS Residencies – S+T+ARTS

2/ Introducing the 10 (later 9) Humanizing Technology Experiment projects and their artists on various occasions and in various forms: Humanizing Technology: Introducing the Visionary Winners of Hungry EcoCities' 1st Open Call – S+T+ARTS

3/ Giving all the Humanizing Technology Experiments their own page on the project, which is regularly updated with new information on the development of the project: Hungry EcoCities – S+T+ARTS

4/ Interviews with all project partners to help visitors get to know those behind Hungry EcoCities: Hungry Ecocities – S+T+ARTS

5/ public sharing of various masterclasses and in-depth articles on food system transition topics, originally part of the support program for the Humanizing Technology Experiments, thereafter published openly for everyone: Feeding the Mind with Carolyn Steel and AI&Ethics by Kristen Scott are two examples.

6/ Dissemination activities and Open Call documentation publication for open call 2, phases 1 and 2: S+T+ARTS Hungry EcoCities ○ Open Call 2 : Phase 2 > call for artists in the agri-food sector – S+T+ARTS

Paths to Progress Experiments to have AI-enabled use scenario prototypes tested in real environments.

The **second open call** will select up to **10 industrial end-user/SMEs** from the agri-food sector and up to **10 artists** that jointly will work on AI enabled use scenario prototypes and awareness-raising artworks that **(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.

HUNGRY ECOCITIES
A S+T+ARTS RESIDENCIES PROJECT
OPEN CALL 2
(2ND PHASE)
For ARTISTS in the agri-food sector
PATHS TO PROGRESS EXPERIMENTS
UP TO:
€37,500
SUBMISSION DEADLINE
20 SEP (1pm CEST) 2024
starts.eu/hungryecocities

HUNGRY ECOCITIES
A S+T+ARTS RESIDENCIES PROJECT
OPEN CALL 2
ART-DRIVEN EXPERIMENTS
For SMEs in the agri-food sector
UP TO:
€45000
SUBMISSION DEADLINE
15 MAY (5pm CEST) 2024
starts.eu/hungryecocities

7/ Maintaining a YouTube playlist with all video's produced during the project: S+T+ARTS HUNGRY ECOCITIES ○ A more healthy, sustainable, responsible and affordable agri-food system enabled by AI - YouTube. 22 video's have been produced to date.

8/ A page where we structurally offer the deliverables produced and accepted by the reviewers for all to explore and download: Deliverables of the Hungry EcoCities project – S+T+ARTS. Currently, 14 deliverables have been published on the website.

DELIVERABLES OF THE HUNGRY ECOCITIES PROJECT

On this page you will find an overview of all deliverables that are made public as result of the **Hungry EcoCities project**, which has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101069990. It will be updated throughout the project lifespan of 42 months (September 2022 – February 2026). The deliverables are linked to a workpackage. To understand the structure, herewith an overview.

WORKPACKAGE (WP)	DELIVERABLE TITLE
WP1: HEC Knowledge Hubs Wp leader: NethWork (EatThis) (NL)	D1.1 Thematic Knowledge Hubs D1.2 Contemporary agri-food AI urgencies framework D1.3 Art-driven innovation matchmaking methodology
WP2: HEClab Wp leader: Mendel University (CZ)	D2.1 HEC virtual fab lab framework requirements
WP3: Open Call & Matchmaking Wp leader: FundingBox (PL)	D3.1 Call Announcement and Guide for Applicants D3.2 Matchmaking D3.3 Open Call outcome report D3.4 Open Call Evaluation Report_final
WP4: S+T+ARTS Residencies Wp leader: CRA – Carlo Ratti Associati (IT)	
WP5: Business development and sustainability Wp leader: In4Art (NL)	D5.1 PEDR plan for the exploitation and dissemination of results D5.2 Communication and dissemination plan D5.3 Hungry EcoCities Visual identity
WP6: Project management and coordination Wp leader: Brno University of Technology (CZ)	D6.1 Project Quality Management D6.2 Project Data Management Plan D6.3 IPR Report

To learn more on the consortium partners in Hungry Ecocities, please see: HUNGRY ECOCITIES Partners Interviews Series

Activities online: Partner websites

The Hungry EcoCities project partners (8 in total), as well as the Humanizing Technology Experiment residency artists (9 in total) have actively facilitated communication and dissemination activities through their own channels over the period M7-M24. The Communication Toolkits provided by Hungry EcoCities makes sure that communication on the

project is coherent and recognizable in tone, terms and visuals. As an example, the communication toolkit for OC2 has been added as an appendix to this deliverable. All efforts can be traced back on social media (LinkedIn/ Instagram and Facebook) by use #hungryecocities.

In our tracker, we have recorded **313** dissemination activities by partners in the reporting period. All partners have been very actively sharing project information, results and insights through social media channels, websites, community newsletter, events and articles in media. This has led to a broad response by experts, potential call applicants and interested parties for our work and the results of the Humanizing Technology Experiments. We expect all this communication and outreach will lead to opportunities for further development and showcasing of the results of the project. The exploitable results to date are introduced in chapter 3 of this report.

Activities online: HEClab

The HEClab, our online laboratory for prototype development and matchmaking, has launched and is currently live at www.heclab.eu

The HEClab, which is being developed in WP2, intends to be a vehicle for prototype development and spill-over opportunities for art-driven innovation experiments and early stage prototypes which have the potential to be further developed into real-world applications and solutions for food system transitions. It currently showcases the prototype cards from the Humanizing Technology Experiments. In the next phase, prototype cards from the pre-selected artist candidates for the Paths to Progress Experiments will be added. In the third phase, opportunity cards developed by the 10 SMEs in the Paths to Progress Experiments will be added. After that, matchmaking will be conducted on the HEClab as an important stage in the selection of the SME-artist teams for the execution of the Paths to Progress Experiments.

In addition, the HEClab has a development roadmap to further develop and improve during the project duration. More details on this development roadmap can be found in deliverable *D5.9 HEClab exploitation strategy*.
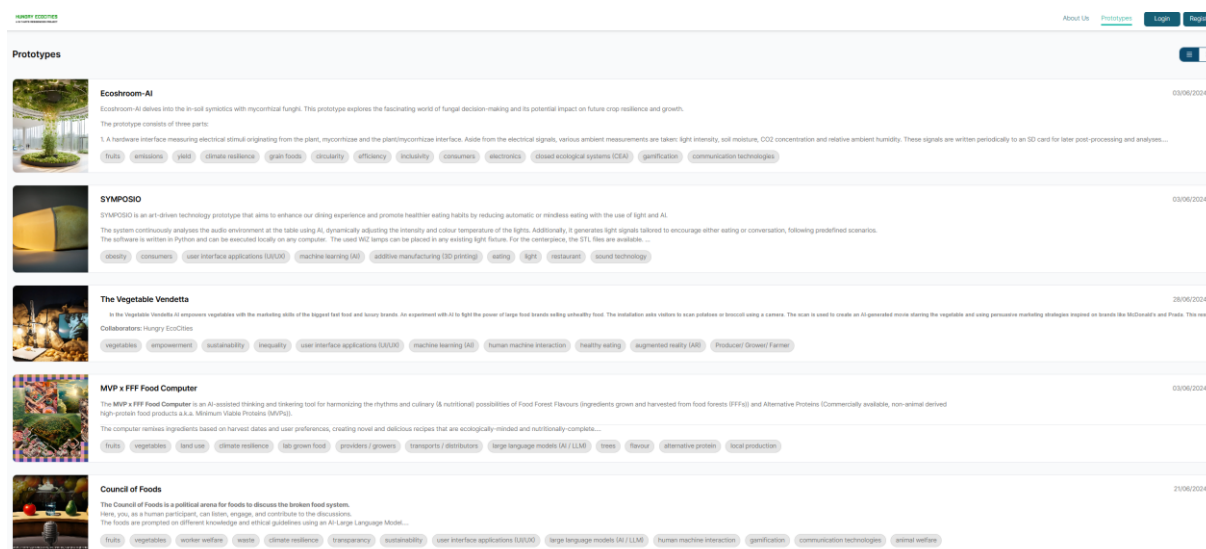
Activities offline: Promotion materials / initiatives

Next to the online activities to disseminate and exploit the results of the project, occasionally we consider offline activities and materials to be useful as well. To allow visitors to events or gatherings to take something tangible as a reminder for example. This section showcases what we have done so far on this:

1/ HEC business cards to give at fairs or conferences. These business cards have the size of a regular business card and provide information on the open calls. We have produced two such business cards, one for open call 1 and one (see image below) for open call 2. In total, several hundred business cards have been handed out to potential applicants to either calls.

2/ Humanizing Technology Experiment project coasters. We have produced coasters as a playful communication and dissemination tool for several of the project results which are openly available to the public to use: WTFood and Council of Foods

3. Exploitable opportunities: Humanizing Technology Experiments

Through the application of the PESETABS diffusion model, part of the Art-Driven Innovation methodology developed by our partner In4Art, we have identified 15 exploitable opportunities that have risen from the Humanizing Technology Experiments. They have been elaborated upon extensively in deliverable *D5.11 Experiments scale-up impact plans*.

The 15 exploitable opportunities are the following:

	Project name	Art-driven Innovation outcome	Outcome type	
1	Future Protein	Remote Sensing Predictive Model	Technological	Product
2		Food Sharing Event	Artistic	Experience
3	MVPxFFF	Food Forest Flavors Computer	Business	Product
4		Mock Wild Picnic	Artistic	Experience
5	Ecoshroom	Rhizome Sensor Box	Scientific	Process
6		Living Technologies	Artistic	Concept
7	Council of Foods	Policymaker Learning Platform	Business	Product
8		Food inclusive debating	Artistic	Experience
9	WTFood	Food System Glitches App	Business	Product
10		Food System Glitches	Artistic	Experience
11	Vegetable Vendetta	Vegetable Food Marketing Model	Business	Product
12		AI as Robin Hood	Artistic	Experience
13	Acoustic Agriculture	Transducer Growth Box	Scientific	Process
14		Plant based AI model training	Artistic	Concept
15	Symposio	Dedicated Eating Space Lighting	Social	Process

4. Spill-over opportunities: Humanizing Technology Experiments

An elaboration of the spill-over opportunities identified and pursued by Hungry EcoCities partners and artists is part of deliverable *D5.11 Experiments scale-up impact plans* and *D4.8 Application Experiment Scale-up Plans.* In this deliverable, for the sake of avoiding repetition, we include the schematic overview of the spill over opportunities we currently pursue per exploitable opportunity from the Humanizing Technology Experiments. We focus on the spill-over opportunities for the other than artistic outcomes of the Humanizing Technology Experiments. For the artistic outcomes, we actively seek dissemination opportunities in the forms of publications, exhibitions or performances. For the technological, business, scientific and social exploitable opportunities, see the table below.

The 24 spill-over opportunities we are pursuing are the following:

Project name	Art-driven Innovation outcome	#	Impact opportunities we can pursue
Future Protein	Remote Sensing Predictive Model	1	development of reliable prediction model for aquaculture production location assessment.
		2	model expansion to land based predictions for agricultural SMEs
		3	connecting the model to windfarm design with CRA
MVPxFFF	Food Forest Flavors Computer	4	development of real-time data incorporation functionality for food forests
		5	user interface design criteria assessment for agricultural SMEs
		6	scientific research case study for guided prompting with KU Leuven
Ecoshroom	Rhizome Sensor Box	7	development of the interface components with In4Art and Mendel U
		8	scientific research replication study with Mendel U
		9	mycorrhizal inoculation exploration for agricultural SMEs
Council of Foods	Policymaker Learning Platform	10	a pilot program to test the platform as a policymaker learning tool
		11	cooperate with agricultural SMEs to expand the knowledge base
		12	a pilot program to test the platform as a form of informative entertainment for public education
		13	scientific research case study for LLM memory issues with KU Leuven
WTFood	Food System Glitches App	14	a pilot program with HEC stakeholder to test the system for usage
		15	cooperate with agricultural SMEs to test the suitability for direct producer-consumer communication
		16	explore collaboration opportunities with EU institutions and NGOs to improve consumer awareness of their glitch activities
Vegetable Vendetta	Vegetable Food Marketing Model	17	development of the system to work with SME food marketeers directly in serving them to create content
		18	scientific research on integrating real product imagery with AI generated scenes with Brno University of Technology
		19	pursue a public campaign for desirable vegetables with national food authorities.
Acoustic Agriculture	Transducer Growth Box	20	20 scientific research continuation with Mendel University

		21	cooperate with agricultural SMEs to test the system for different plants, including seeds and seed sprouts.
Symposio	Dedicated Eating Space Lighting	22	scientific research through a master thesis on light changing AI with KU Leuven
		23	disseminate to spatial designers to raise awareness on the opportunities in designing dedicated eating spaces
		24	cooperate with agricultural SMEs on the link between tasting and mindful eating and the tasting experience of food products

5. Reflections & Learnings

Over the course of 2024 and throughout 2025, we are committed to exploit the spill-over opportunities we have already identified for the outcomes of the Humanizing Technology Experiments, possibly adding more opportunities we currently fail to see along the journey. We will do so through activating our time, our networks, our skills and our aspirations as project partners and artists alike, in an effort to have contributed meaningfully to food system transition towards a sustainable food system through Hungry EcoCities by the time we end our project in 2026. That is our ambition and our goal.

HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT

Paths to progress Experiments,
10 Artists
Second Open Call Phase 1 / Phase 2
Communication Toolkit

Summary

This communication toolkit includes different suggested texts and is a living document, which will be enriched throughout the open call, based on feedback and interactions with the applicants. It is supported by a social media campaign calendar, through which the different posts and communication outings will be shared. The main channels are the STARTS accounts. Next to that, all partners will diffuse through their own channels and networks.

Index

PHASE 1

1. Social media
1.1. LinkedIn / Facebook PHASE 1

Together, we can pave the way for a future, where responsible innovation plays a central role, and where the agri-food industry thrives in harmony with our planet. Let's unlock the potential of design and technology to revolutionise the European agri-food sector! 🌱

Hungry EcoCities aims to rethink existing technology design and development by incorporating art-driven experimentation and prototyping.

Through experiments and real-life applications, we aim to demonstrate the power of a standardised development framework by supporting European agri-food businesses to deliver AI-enabled responsible innovation for a sustainable food chain. 🌍 💡

The second Open Call is an incredible opportunity for European SMEs in the agri-food sector to receive funding of up to € 45,000. The Hungry EcoCities consortium – organisations and individuals specialising in the intersection of design and technology – will select up to 10 SMEs to kickstart a matchmaking process with an Artist partner (2nd Phase of this Open Call) to form the team that prepares a design prototyping proposal for collaboration in the PPE (Paths to Progress Experiments) support programme. Join us to develop agri-food solutions that bring forth a better future while exploring the limitless possibilities of design-technology integration!

Applications can be submitted starting on 15 February 2024 at 09:00 CET.

To explore the project in greater detail and access the specifics of the application process, go to: https://bit.ly/48Pk2nO.

 Let's make a difference together! ✨

starts.eu/hungryecocities

#hungryecocities   #agrifoodsector   #agrifood   #foodsystemchange
#responsiblefoodconsumption   #sutainablefoodproduction   #lessfoodwaste

#ResponsibleInnovation #SustainableFuture #ArtDrivenExperimentation #EuropeanAgriFood #AIforFood #TechInnovation #SMEFunding #OpenCall #FutureofFood #AgriFoodInnovation #TechnologyAndArt #SustainableAgriFoodChain #EUgrants

5.2. Website PHASE 1

The Hungry EcoCities is launching its 2nd OPEN CALL, Call for Art-Driven Experiments, targeting European SMEs connected to the agri-food sector to explore the potential of integrating technology and art for tackling aspects such as food waste, a more sustainable food value chain, and more ethical food consumption in the EU.

We are seeking applications from SMEs to identify and select the most relevant test sites in the food and agriculture sectors, demonstrating a potential to experiment with digital technologies.

The 10 selected SMEs - will receive

Equity-free funding of up to € 45,000
Mentorship during a 14-month support programme
Support of scholars from Europe's leading universities in science and technology
Artistic experimentation to generate innovative product/service ideas
Chance to apply the experiments in the public domain
Access to digital project tools developed for Hungry EcoCities
Access to Hungry EcoCities' dedicated Knowledge Hubs

This second Open Call begins on 15 February 2024 at 9:00 CET and close on 15 May 2024 at 17:00 CEST. The application form and all other important information can be found at this link: bit.ly/4b0op1h.

About the Hungry EcoCities project:

Hungry EcoCities aims to address the pressing issue of creating a healthier, more sustainable, responsible, and affordable agri-food system. It plans to achieve this by rethinking technology and design, incorporating them into art-driven experimentation and prototyping processes. The project strives to demonstrate the potential of a standardised development framework in enabling European agri-food businesses to deliver responsible, AI-enabled responsible innovation, a key cog behind a sustainable food chain. Become a part of a community where

innovation plays a central role, in revolutionising the European agri-food sector! (for more information visit: [Hungry EcoCities – S+T+ARTS](#))

5.3. Instagram PHASE 1

The European agri-food system represents a fusion of time-honored traditions and forward-thinking innovation. Through harnessing technology and advocating for sustainable methodologies, we can sustainably cater to the demands of a burgeoning population while conserving our precious natural resources! 🌼

Join the informative WEBINAR and meet experts advising about the Hungry EcoCities project and its Open Call in which your SME can receive up to €45,000 in funding. The Open Call offers also mentorship during the support programme, artistic experimentation to generate innovative product/service ideas and more perks about which you will find during the meeting.

If you cannot join live, register anyway and receive the webinar recording (which will be sent to those who gave consent to receive marketing communication). 🎙

📥 Register now and join us on 2 April at 10:00 CEST -> Link in bio!

Don't miss out on this opportunity to be at the forefront of agricultural innovation and sustainability!

#hungryecocities   #agrifoodsector   #agrifood   #foodsystemchange #responsiblefoodconsumption

6. Newsletter PHASE 1

Subject: Empowering European Agri-food SMEs: Funding of up to € 45,000 to Unleash Your Potential!

Good morning,

We are reaching out to you on behalf of Hungry EcoCities, a European project committed to promoting sustainable practices within the agri-food sector. We think you would be a great fit for our project, which aims to leverage digital technologies to develop AI-enabled innovations, with the objective to reduce food waste, create sustainable value chains, and encourage ethical food consumption.

By taking part in the project your organisation can receive up to € 45,000 in funding.
The 14-month support programme will give you access to expertise from the Hungry EcoCities professional group, scientific insight on selected design solutions, artistic experimentation through art-driven innovation future product/service: demonstration of Art-Driven Innovation in the relevant environment; access Hungry EcoCities' dedicated Knowledge Hubs, and more.

Hungry EcoCities believes that by bringing science, technology, and design together, we can make a difference in our food systems. We champion collaboration and knowledge sharing across different fields, and we strive to enable European SMEs to drive innovation and make the food industry more sustainable and ethical. That is why we invite you to participate in the second Open Call: application submission starts on 15 February 2024 at 09:00 CET!

To delve into the project details and learn more about the application process, please visit our website at: bit.ly/3O3jcM4

If you have any questions, don't hesitate to reach out to us on our helpdesk!

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

Good luck with your application,

7. Graphics & Video

The three studios prepared **3 short videos** to introduce their directions>
https://starts.eu/hungryecocities/#directions

The **webinars** on the Open Call are being recorded and shared.
OC2-Phase 1 webinars (at the bottom of the page)
OC2-Phase 2 webinars (at the bottom of the page)

Throughout the Open Call, different **images** to use on social media will be made to support all partners in their communication.

Example of prepared images

PHASE 2

5. Social media
5.1. LinkedIn / Facebook PHASE 2

Excited to share that at Hungry EcoCities, we are dedicated to creating innovative prototypes for products and services in the agri-food sector! Our unique approach combines artistic inspiration with industrial expertise to tackle societal challenges in unconventional ways.

This groundbreaking project will feature up to 10 collaborative experiments between art and industry, to form the team that prepares a prototyping proposal for collaboration in the PPE (Paths to Progress Experiments) support programme.

In this phase of the Open Call, we are seeking applications from individual Artists interested in combining technology, art, and science who have knowledge or experience in the food domain. What do we offer?

- up to €37,500: including €1,500 per each pre-selected Artist for the Jury Day participation and €36,000 per ultimately selected Artist joining the PPE residency for 8 months;

- 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 receive technical support on their use (according to availability)

Applications can be submitted starting on 11 July 2024 at 09:00 CEST.

To explore the project in greater detail and access the specifics of the application process, go to: https://hungry-ecocities-oc2-artists.fundingbox.com/

Join us to develop agri-food solutions that bring forth a better future while exploring the limitless possibilities of design-technology integration!

#responsiblefood #sustainablefoodproduction #lessfoodwaste #foodinnovation #artindusrtycollaboration #artistsforthefuture #artisticexperimentations #AIforFood #TechInnovation #FutureofFood #AgriFoodInnovation #TechnologyAndArt #SustainableAgriFoodChain

5.2. Website PHASE 2

Calling All Artists: Apply Now! Transform the Agri-Food Sector with Innovative Art-Driven Solutions!

Are you an artist eager to test innovative concepts in real-life settings? Do you have experience in the agri-food sector? If so, this opportunity is designed for you!

At HungryEco Cities, we are committed to addressing one of the most urgent challenges of our time: creating a healthier, more sustainable, and affordable agri-food system. Our mission involves conducting experiments and establishing real-world application scenarios to help European agri-food businesses implement responsible, AI-enabled innovations, essential for a sustainable food chain.

2nd Open Call – Phase 2 starts on **11 July 2024 at 9:00 CEST** and it presents a remarkable opportunity for artists to secure funding and explore the fusion of technology and art within designated test sites. We will select up to 10 individuals to join us in this groundbreaking project.

What will you receive from us?

- Funding up to **€37,500:**
- **€1,500** for each pre-selected artist for Jury Day participation
- **€36,000** for each artist selected for the PPE - Paths to Progress Experiments residency (8 months)
- Access to scientific expertise from the Hungry EcoCities scientist group
- Creative studio access with creative storytelling knowledge
- Project tools from Hungry EcoCities digital prototypes
- Networking opportunities with our knowledge HUBs
- How to Apply? Submit your application and find all the details HERE.

Join us in merging art, technology, and innovation to revolutionise the agri-food sector! Together, we can make a difference!

About the **Hungry EcoCities** project:

Hungry EcoCities aims to address the pressing issue of creating a healthier, more sustainable, responsible, and affordable agri-food system. It plans to achieve this by rethinking technology and design incorporating them into art-driven experimentation and prototyping processes. The project strives to demonstrate the potential of a standardised development framework in enabling European agri-food businesses to deliver responsible, AI-enabled responsible innovation, a key cog behind a sustainable food chain. Become a part of a community where innovation plays a central role, in revolutionising the European agri-food sector! (for more information visit: Hungry EcoCities – S+T+ARTS)

5.3. Instagram PHASE 2

Are you an Artist interested in testing how innovative concepts would work in real life? 🎨
Do you have previous experience in the agri-food sector? This opportunity is for you!

Hungry EcoCities is here to tackle one of the most urgent challenges we face today – establishing a healthier, more sustainable, and affordable agri-food by conducting experiments and establishing real-world application scenarios. This framework is designed to assist European agri-food businesses in implementing responsible, AI-enabled innovation, a key cog behind a sustainable food chain.

The second phase of the Open Call, starting on 11 July 2024 at 9:00 CEST, presents a remarkable chance for Artists. Up to 10 individuals will be selected to secure funding to test innovative solutions and explore the fusion of technology and art within given test sites.

What do we have for you:

- up to €37,500: including €1,500 per each pre-selected Artist for the Jury Day participation and €36,000 per ultimately selected Artist joining the PPE residency for 8 months;

- 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 receive technical support on their use (according to availability).

But wait, there's more! To kick off the Open Call, we're hosting the inaugural informational webinar. Join us on day one to delve deeper into this initiative, interact with experts, and ask your questions live.

📅 Save the date - July 11, 10:00 CEST. Register now -> Link in bio! 🚀

#responsiblefood   #sustainablefoodproduction   #lessfoodwaste   #foodinnovation
#artisticexperimentations #AIforFood #TechInnovation #FutureofFood
This HungryEcoCities project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101069990.

6. Newsletter PHASE 2

Subject: **Calling all artists to join us in transforming the agri-food sector with Innovative Art-Driven Solutions and the opportunity to get up to €37,500 funding!**

Good morning,

We are reaching out to you on behalf of Hungry EcoCities, a European project committed to promoting sustainable practices within the agri-food sector. We think that with your artistic expertise you could be a good fit for our programme that aims to tackle one of the most urgent challenges we face today – establishing a healthier, more sustainable, and affordable agri-food by conducting experiments and establishing real-world application scenarios.

In this phase of the 2nd Open Call we seek to receive applications from individual Artists interested in combining technology, art, and science who have knowledge or relevant experience in the food domain are invited to apply and enter the selection process. The pre-validated Artists will be invited to join the HECLab to continue their application process. Then the Hungry EcoCities consortium will form teams and prepare artistic prototyping proposals for collaboration in the support programme. The final team composed of one Artist and one End-User (SMEs including start-ups) will collaborate to change the European agri-food chain.

Submission starts on the 11th of July 2024 at 9:00 CEST, and it offers a remarkable opportunity for artists like you.

What we Offer:

Up to €37,500 in funding:
- €1,500 per pre-selected artist for Jury Day participation
- €36,000 for each artist ultimately selected to join the PPE (Paths to Progress Experiments) residency for 8 months

- 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 receive technical support on their use (according to availability)

Submit your application and find all the details at:
https://hungry-ecocities-oc2-artists.fundingbox.com/

Don't miss this unique chance to contribute to a groundbreaking project that merges art, technology, and agri-food innovation. We look forward to seeing your creative ideas!

If you have any questions, don't hesitate to reach out to us on our helpdesk.
Good luck with your application!

Best regards
Hungry EcoCities

PRESS RELEASE
EMBARGOED UNTIL JUNE 12, 2024

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THE VEGETABLE VENDETTA:

NEW AI PROJECT EMPOWERS VEGETABLES WITH MARKETING SKILLS OF BIGGEST FAST FOOD AND LUXURY BRANDS TO PROMOTE POTATOES AND BROCCOLI

[June 11ᵗʰ, Amsterdam] - The Vegetable Vendetta is a new AI-installation by artist Jeroen van der Most that reinterprets the way branding and marketing affects our relationship with food. The installations asks visitors to scan potatoes or broccoli using a camera. The scan is used to create an AI-generated movie starring the vegetable and using the persuasive marketing strategies of brands like McDonald's and Prada. The prototype was launched after nearly a year of development within Hungry EcoCities and will be presented in the coming weeks at the GreenTech and TNW conferences and physically displayed at the event TEKNOWLGY.

Jeroen van der Most: "Our food system is rigged. We eat overly processed foods, there's an obesity epidemic, and food supply chains are unsustainable. A system kept in place by an imbalance of power. Major brands promote their products with big budgets and skills that small local producers of healthy vegetables don't have. AI opens a valuable window for other smaller players to make good looking content without the budgets of their bigger competitors."

The Vegetable Vendetta is an experiment with AI to fight the power of large food enterprises. Think of creating persuasive strategies on the spot that portray the vegetable in happy social

moments or in luxurious other-worldly environments. By moving a real vegetable in front of the camera, participants can change the content and adjust strategies in the movies.

The content of the installation is created with the latest video generation AI combined with AI that's capable of recognizing and extracting vegetables from camera footage. AI for video creation is developing rapidly and the prototype is built in a way that will facilitate the incorporation of the most advanced future technologies.

The project offers a peek into a future where generative AI will be omnipresent and will shake up the balance of power in industries and marketing, blending the digital and physical. It questions how this tool could be used to empower both small producers as consumers to get an other outlook on the food. An experiment that aims to disrupt marketing and the food system, but most of all hopes to persuade viewers to fall for the charm of the humble vegetables in their AI-fueled vendetta…

In the coming weeks, the Vegetable Vendetta will be presented by artist Jeroen van der Most at:

- GreenTech conference, a talk and panel discussion, June 13th
- TNW conference, a talk, June 20th
- TEKNOWLOGY conference, a physical display with the artist and Hungry EcoCities partners present, June 25th

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For more information on Vegetable Vendetta, please reach out to:
Artist Jeroen van der Most

xxxemail [1]
xxxtel

Or find the project online at: https://www.jeroenvandermost.com/vegetable-vendetta

The Vegetable Vendetta was developed as part of Hungry Ecocities in cooperation with:

- In4Art
- EatThis
- KU Leuven

For more information on Hungry EcoCities, please reach out to:
Project lead Lija Groenewoud van Vliet

xxxemail
xxxtel

Or find more about the project online at: Hungry EcoCities ● Humanizing Technology Experiments – S+T+ARTS

Personal information has been deleted in this deliverable.

SFSN Community Managers
SFSN Managers - SFSN

AI, art, and food systems transformation

Hear, hear! At our **next monthly webinar, the 30th of May at 15.30h**, we will be hosting Hungry EcoCities, a project exploring the **intersection of art-driven innovation, AI, and the transformation of food systems**. Through creative lenses, we'll explore prototypes that reconsider how we perceive and interact with food.

Curious? Here are the 9 prototypes in a nutshell:

👉 COUNCIL OF FOOD, a generator of council meetings/discussion with and between different foods

👉 FUTURE PROTEIN, an algorithm to predict the value generation capacity of mussels, in real time, anywhere in the world

👉 WTFOOD, a lens based AI model generating food system perspectives in real-time, triggered by scanning food products

The project is part of the S+T+ARTS programme. S+T+ARTS is an initiative of the European Commission to bring out new forms of innovation at the nexus of arts, science and technology.

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. More info: starts.eu/hungryecocities.