

**HUNGRY ECOCITIES**

A S+T+ARTS RESIDENCIES PROJECT

**Call for Artists Phase 2**

**Webinar 2**

**29.08.2024**



Funded by  
the European Union

**S+T+ARTS**  
SCIENCE + TECHNOLOGY + ARTS

S+T+ARTS

# Program

©STARTS.EU

HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT

1. Welcome
2. Path to Progress Experiments
3. Open Call formalities
  - > Application through funding box
  - > creating the Heclab card
4. Open Call timeline & evaluation
  - > what happens after the deadline?
5. Questions

# Paths-to-Progress Experiments

S+T+ARTS

# Collaborate with Hungry EcoCities Partners

©STARTS.EU

HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT

In4Art  
guiding curiosity....



FundingBox

Studio  
Other  
Spaces



eat  
this.

KU LEUVEN

- Mendel
- University
- in Brno
- 

CARLO  
RATTI  
ASSOCIATI®

S+T+ARTS

# Collaborate with SMEs through Europe

\*implication for travels

HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT



S+T+ARTS  
SCIENCE - TECHNOLOGY - ARTS

As a **vertical farming technology company**, this SME (NL) has developed a vertical farming system that optimizes light, nutrients and the climate for growing crops.

To do this, it uses a novel approach for air circulation, which gives possibilities to fine-tune growing recipes for vegetables and fruit bearing crops.

But what to fine-tune, for whom and where? We need a future which produces those nutrients there where they are most needed, how vertical farming in this high tech module can help achieve that future will be the challenge of this project.

The sensory properties of food drive the food we consume. How it looks, smells, tastes, feels.

This SME (ES) is specialised in **sensory analysis for prototype food products**, examining consumer perception before food companies decide what to bring to market.

With this, they aim to lower food waste in the system. But perception is multidimensional and goes further than taste and feel.

Exploring the limits of current sensory analysis and how to push them will be the goal of this project.

As a circular economy company processing wheat stems into drinking straws, this SME (GR) is an example of how value can be created with **agricultural by-products** to solve sustainability problems like plastic straws.

But their process is too manually demanding to become wide spread.

How can AI, digitization and rethinking their process help in bringing down the cost of production so that they, and other by-product processors, become a stronger part of the sustainability transition.



As a **tomato seed breeding company**, this SME (NL) is positioned at the very start of the food chain.

This SME believes they can do more from their position to cut food miles and food losses due to overstocking throughout the chain.

In this project, we follow the seed through the chain, with the goal to let less tomato seeds go to waste on their journey.

S+T+ARTS

SME V

**A beehive technology  
supplier (NL)**

©STARTS.EU

HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT

As a beehive technologies startup, this company is developing a system to monitor bee colony health and activity from inside the beehive in a non-intrusive way.

In this project, we will explore how their product can be further developed in a way that responds to the needs of beekeepers and the importance of bees for our urban and peri-urban ecosystems.

As an urban farm, producing **cultivation systems for micro greens**, this SME (ES) is challenged by the barriers to scale urban farming in cities in Europe.

Urban farming logistics typically takes up to 50% of the time and resources of urban farmers.

How to overcome this big day-to-day issue, while being energy efficient and avoiding unpractical future visions will be the challenge of this project.

## SME VII

**insect proteins provider  
and processor (ES)**

As an input provider, providing **insect proteins to the food processing industries**, the vision of this SME (ES) is to turn local, rural farms into insect breeding farms, feeding Europe with this sustainable and healthy protein while helping farmers in rural areas.

To do so, there are challenges around acceptance of insect proteins and missing knowledge on breeding, cultivating and treating insects.

## SME VIII

**Seed sprouting provider  
and processor (BG)**

As a young food tech company, this SME (BG) has developed a high-tech, novel approach to **seed sprouting**, making it possible to produce large quantities of vegetable sprouts in the hearts of cities, with nearly no human intervention.

Centered on 'micro batching,' this method produces nutrient-dense ingredients for superfoods. The vision includes mini food production units across cities, delivering sprouted ingredients to local food chains, enhancing the nutritional content of various dishes, to contribute to urban food security.

As a **traditional food processor**, this SME (IT) is challenged by the changing perception of people concerning meat production and meat consumption.

Meat will, without a doubt, remain a necessary part of our diet in the future, but only if produced sustainably and ethically.

In this project, the license to operate for traditional Parma ham in a food system where animal food and plant food are better balanced is the question which requires answering.

S+T+ARTS

SME X

**Regenerative organic grower (IT)**

©STARTS.EU

HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT

As a **regenerative organic grower**, this SME (IT) is challenged by the effects of climate change. Droughts, heavy rains, fires.

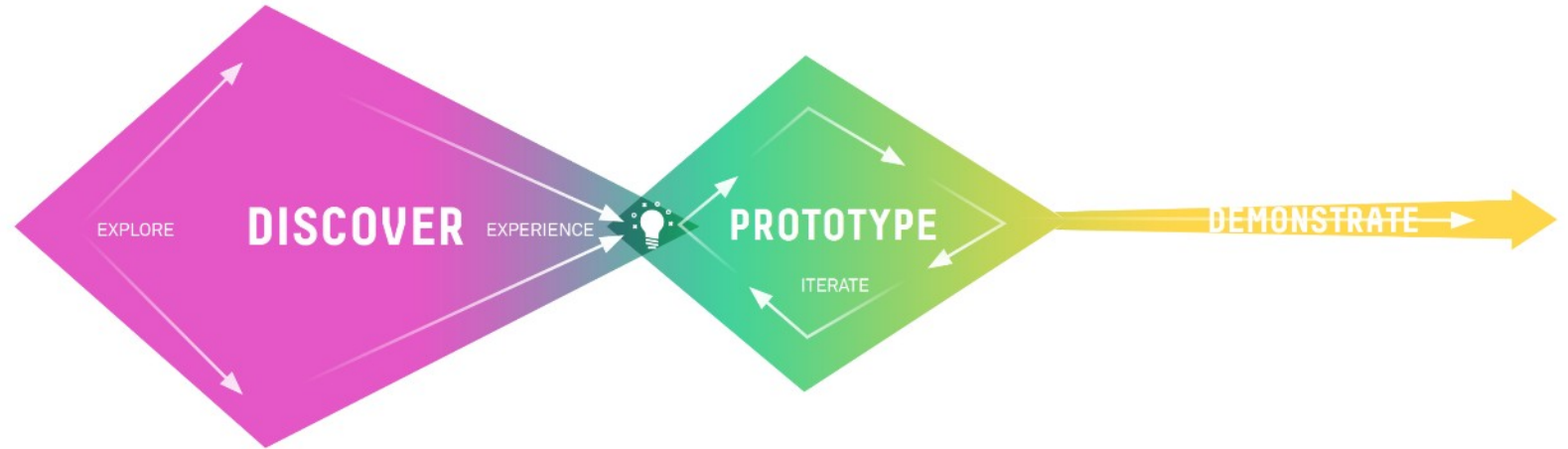
This makes growing fruits unpredictable and the need to better understand what the trees require more important.

In this project, we turn to understanding the soil complexity and trees needs, in a quest to make farming in Southern Europe more climate resilient.

# Collaboration with Studios



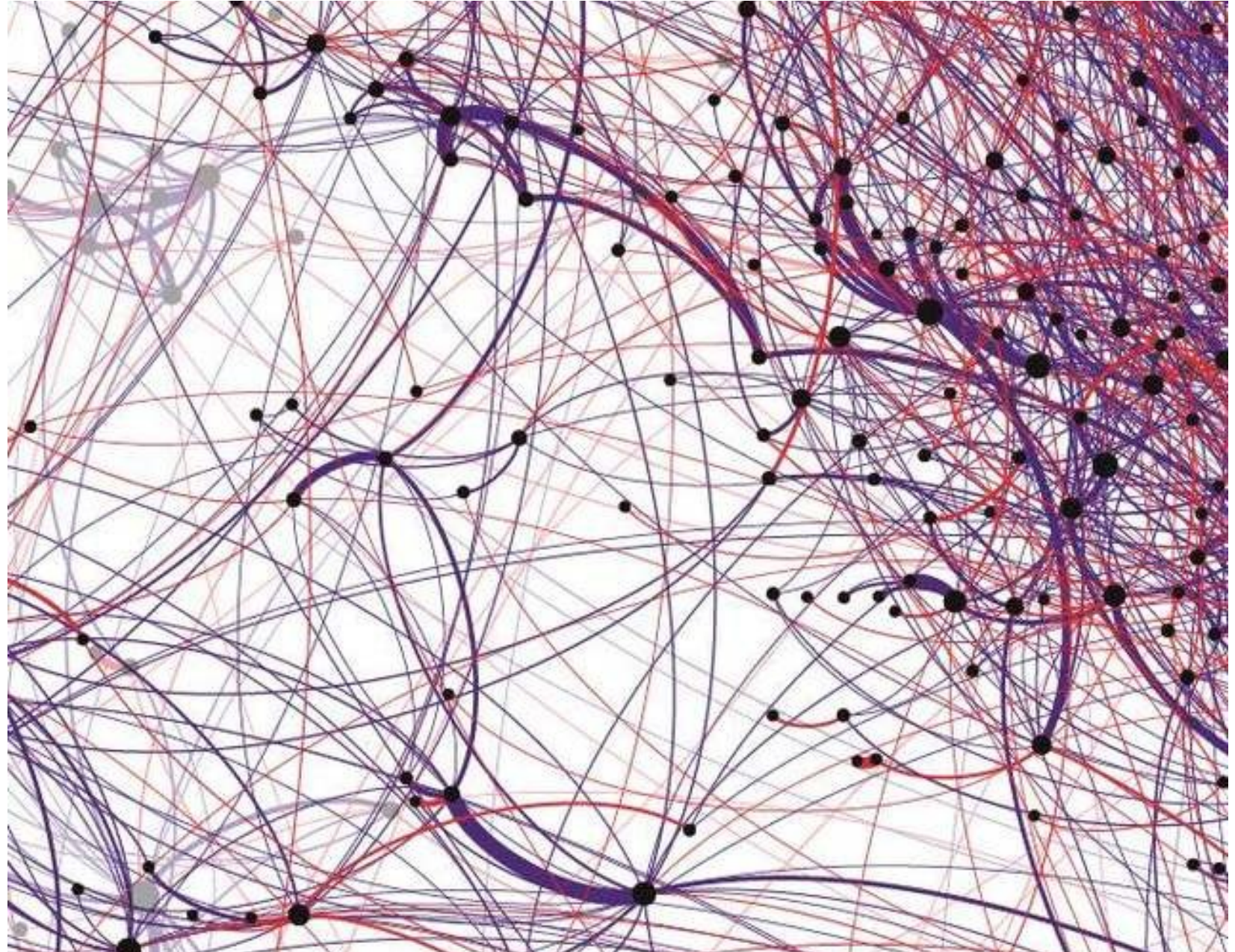
## Residency set-up



Hungry Ecocities Residency is following a cross-cutting approach. It aims to go beyond abstract models of design thinking, and rather follow a **“learning by doing”** process, looking always for practical feedbacks. This methodology can in part be traced back to the Double Diamond scheme and the Agile iterative process of development, testing and refinement of ideas.

**“weak ties” – looser relationships outside of our core network of friends, family, and colleagues – are crucial bridges between social groups that encourage societal diversity, innovation, and creativity.”**

**Mark Granovetter, sociologist and Stanford University professor**



# S+T+ARTS

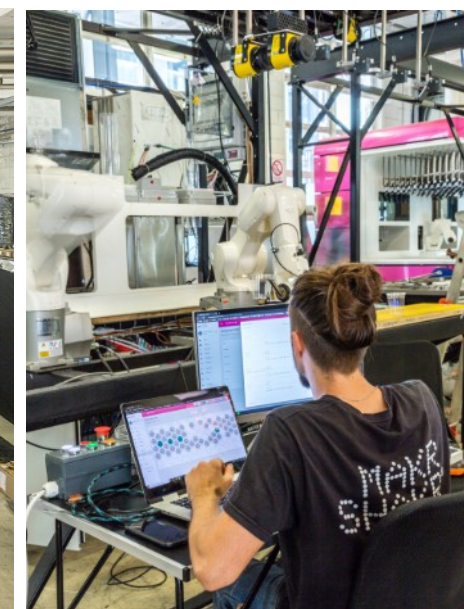
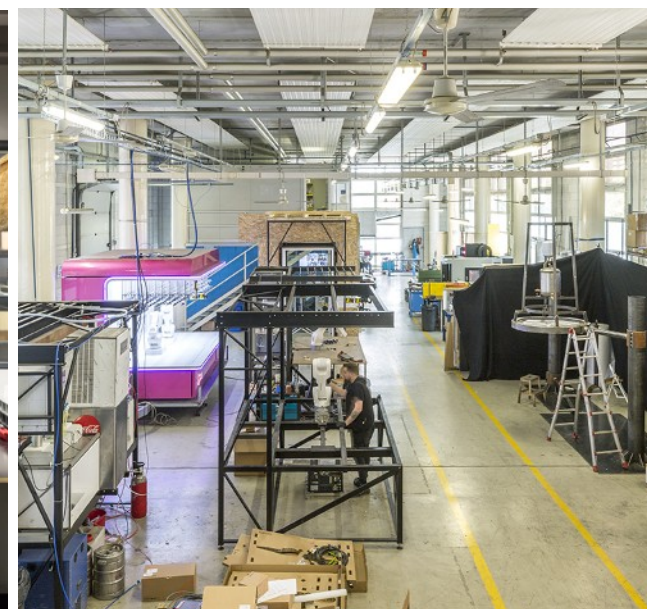
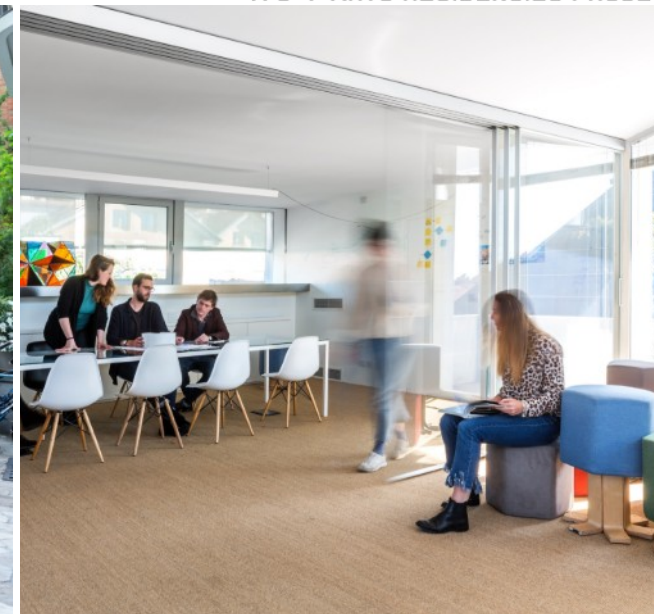
CARLO  
RATTI  
ASSOCIATI®

## What will the studio offer

©STARTS.EU

## HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT



# Type of Artist we search for

## What we are looking for

### Prototype expectations

- A work/project you have done or is ongoing
- Which has reached the stage of a functioning prototype
- Comparable to the prototypes already on the HEClab
- Prototypes should have a digital component in place or the clear possibility to include this
- Prototypes should have the potential to be tested and demonstrated in the actual environment of the SME within the constraints of this call.

# What type of artist we search for

collaboration expectations

- Interested to work with a SME in a real-life setting
- Interested in sustainability and food system;
- Willing to work for a common challenge and collaborate with the HEC partners and visions

# Eligibility Criteria

Who are we  
looking for?

- **Definition of an artist:**

- Person or entity registered under **NACE Code** '9003 Artistic creation';
- Self-employed individual (freelancer) in artistic activities (e.g., creative technologists, media artists, creative coders, artistic front & back-end designers, digital artists, speculative designers, autonomous designers, etc.).



Must be citizens or permanent residents of eligible countries:

- EU Member States and its Overseas Countries and Territories (OCT).

Who are we looking for?



Country profiles	
	Ireland
	Italy
Austria	Latvia
Belgium	Lithuania
Bulgaria	Luxembourg
Croatia	Malta
Cyprus	Netherlands
Czechia	Poland
Denmark	Portugal
Estonia	Romania
Finland	Slovakia
France	Slovenia
Germany	Spain
Greece	Sweden
Hungary	

Must be citizens or permanent residents of eligible countries:

- Associated Countries to Horizon Europe.

Associated countries to Horizon Europe
Iceland
Norway
Albania
Bosnia and Herzegovina
North Macedonia
Montenegro
Serbia
Türkiye
Israel
Moldova
Faroe Islands
Ukraine
Tunisia
Georgia
Armenia
Kosovo



Who are we looking for?

- Proposal in **English**.
- All mandatory sections are duly completed.
- Absence of conflict of interest.
- Application submitted on time, through the FundingBox platform.



## Your application was successfully submitted

On behalf of the project consortium, thank you for submitting your application to the Hungry EcoCities Open Call for Art-Driven Experiments - 2nd Phase - Call for Artists. You can expect a message from FundingBox on whether your application has passed on to the Matchmaking stage before the end of September 2024. Good luck!

The Hungry EcoCities Open Call Team

[← Back to my applications](#)

## Application submitted - FundingBox Inbox x



**FundingBox** <noreply@fundingbox.com>  
to me ▾

10:05 AM (2 hours ago)



Dear Applicant,

Thank you for applying to the Hungry EcoCities Open Call for Art-Driven Experiments - 2nd Phase - Call for Artists. This is to confirm that we received your application successfully. Please remember that you can edit your submitted application as many times as you like before the Open Call deadline.

In the meantime we invite you to join the Hungry EcoCities Community at <https://spaces.fundingbox.com/spaces/smart-manufacturing-hungry-ecocities/65ca139382e68c575832c95d>

Best regards,  
The Hungry EcoCities Open Call Team

# Successful submission

**Scope**

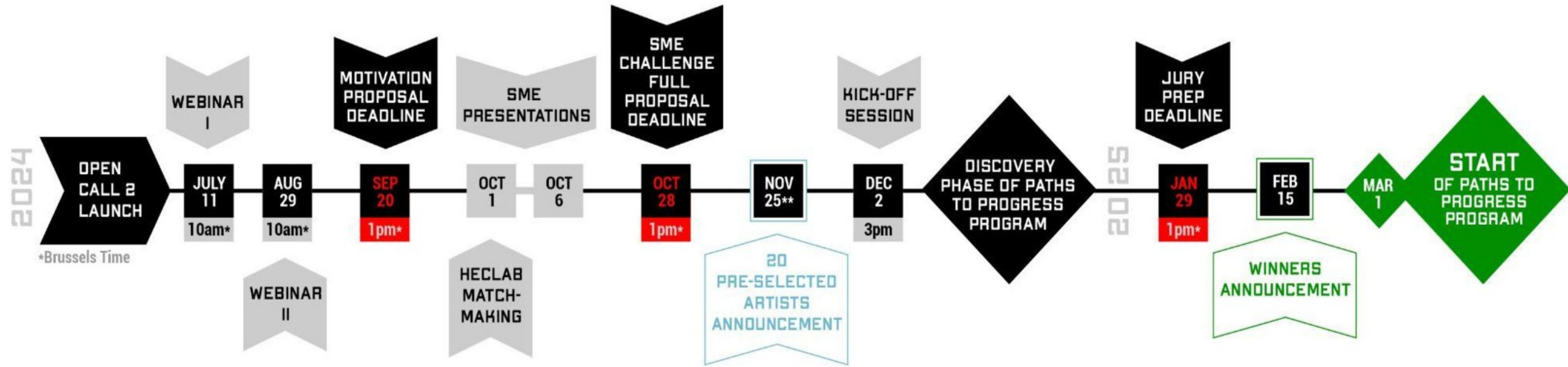
**Timeline  
& Evaluation Criteria**

# TIMELINE

## 2ND OPEN CALL FOR ARTISTS

### 2024-2025

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



\*Brussels Time



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

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

Phase 2

Phase 2: Artists Proposal Submission 

FIRST CHECK

In/Out Scope Screening

Matchmaking HEClab

Artists Full Proposal Submission 

Independent Individual Evaluation

Consensus Meeting

Formal Check

Jury Day

SGAs signature

Milestones Reviews

up to 10 PPEs executed

FBA

Experts from partners  
(1 partner per proposal)

Partners

Independent Experts  
(2 or 3 experts per proposal)

Selection Committee  
(Plus 2 independent experts)

BUOT

Selection Committee  
(Plus KUL, MNDLU)

BUOT

Selection Committee  
(Plus Mentors, Ethical Experts if needed)

Rejection

mail

Rejection

mail

Open Call for Artists

10 Paths to Progress Experiments

Our evaluation process is **transparent, fair and equal to all our participants**. **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.

### **First Check**

- **Admissibility and Eligibility criteria**

### **IN/OUT Scope Screening**

- **Scope:**
  - connection to the agrifood value chain,
  - at least TRL 4 for the existing artwork/ prototype
  - creation of the personalised profile cards in HEClab
  - clear motivation to collaborate with End-User and project partners
- **European Dimension** - clear understanding of the European context and art-driven innovation approach underlying this program.



## First Check

★	✓	Basic Information*	Edit
★	✓	General Entity Information*	Edit
★	✓	Related Experience of the Artist and Approach in merging artistic expression with practical applications*	Edit
★	✓	Motivation and Experience in collaborative projects *	Edit
★	✓	Commitment to the Hungry EcoCities selection process and residency programme (in case of selection)*	Edit
★	✓	Declaration of Honour*	Edit
★	✓	Processing of Personal Data*	Edit

## IN/OUT Scope Screening

★	✓	Basic Information*	Edit
★	✓	General Entity Information*	Edit
★	✓	Related Experience of the Artist and Approach in merging artistic expression with practical applications*	Edit
★	✓	Motivation and Experience in collaborative projects *	Edit
★	✓	Commitment to the Hungry EcoCities selection process and residency programme (in case of selection)*	Edit
★	✓	Declaration of Honour*	Edit
★	✓	Processing of Personal Data*	Edit

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



acasa.jpg

100% Complete

Remove file

Create your user account at <https://heclab.eu/register>. Please go to <https://oc2-artists.fundingbox.com/pages/read-first> HECLab manual for instructions. Store your password for the HECLab - you will need it to re-login into the system.

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

max 80 characters

Upload print screen of your profile on HECLab - please be very careful with screenshots and ensure that you include only information relevant to your HECLab profile. While uploading, avoid any redundant details in the screenshots, such as open browser tabs or unrelated content. We will automatically delete screenshots containing unnecessary or irrelevant data. You will then be prompted to resend a screenshot with only the appropriate information relevant to your HECLab profile. (max. 10MB) \*

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-oc2-artists.fundingbox.com/pages/read-first>

Add link to HECLab Prototype (URL) \*

<https://heclab.eu/dashboard>

Upload print screen of Prototype 1 card on HECLab - please ensure that you include only relevant information, avoiding any redundant details such as open browser tabs or unrelated content. We will automatically delete any screenshots containing unnecessary or irrelevant data. You will then be prompted to resend a screenshot with only the appropriate information relevant to your HECLab profile. (max. 10MB) \*

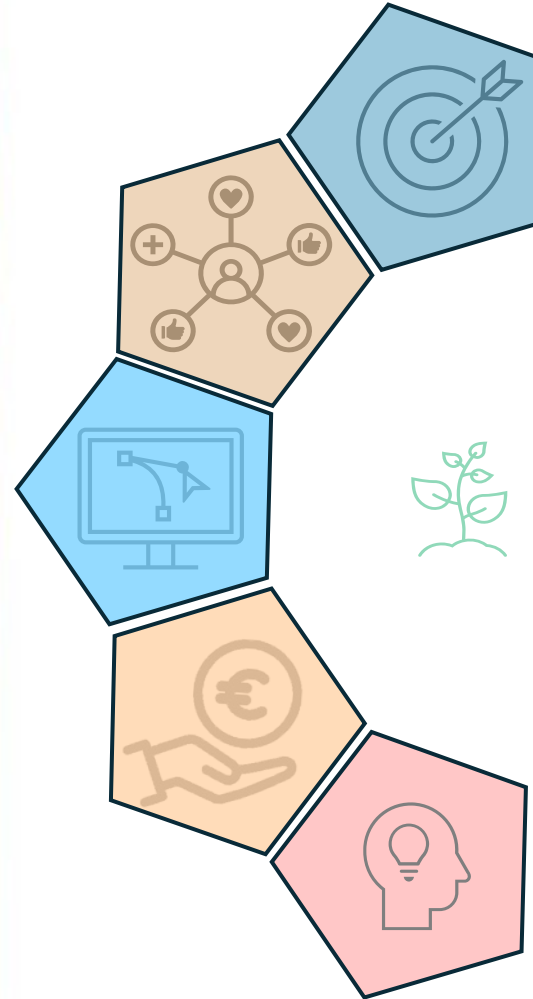
Click to upload

Upload



## Evaluation Criteria

## WHAT do we offer?



- ✓ Develop/enhance future Art-driven innovation product/service for the **food sector**.
- ✓ Collaborate with an **SME and HEC multidisciplinary team** to unravel and test the identified issue/problem of the company.
- ✓ Access the **project tools**, experiment with **digital technology** and **test in Prototype Parks**.
- ✓ Get up to **37.500 EUR** equity free funding to develop digital prototypes and art-based AI components for your project.
- ✓ **Support from Europe's leading universities in Science and Technology** and **mentorship from renowned creative studios** for 8 months.

# Scope

# HECLAB

S+T+ARTS

HEClab  
Register

©STARTS.EU

HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT

HUNGRY ECOCITIES  
A S+T+ARTS RESIDENCIES PROJECT

[About Us](#) [Prototypes](#)

[Login](#)

[Register](#)

HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT

**Register**

to our HEClab (beta version)

Email

Email is required.

Password

Password is required.

Verify Password

Sign Up

Do you have an account? [Log In.](#)

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

 Funded by  
the European Union 



## Register

Profile Data

HEC OC 2 Applicant

LinkedIn or other social/ website

LinkedIn URL

Artist Bio

**B** *I*

Tell us something about yourself...

p

tiny

Previous Step

Finish Profile

**HEClab  
Register  
→ OC 2 Applicant**

S+T+ARTS

# HEClab Prototype Proposal

©STARTS.EU

HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT

## New prototype proposal

### Proposal name

Proposal name...

### Outcome Type

### TRL Level

MIT License through app stores; C# Unity...

### Images

Max file size: 10.00 MB, Files 0/10

Drop your files here

Allowed types: image/jpeg,image/png,image/bmp

### Description

**B I** [List icons]

Description...

P

tiny



S+T+ARTS

# HEClab

## Prototype Proposal

©STARTS.EU

HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT

### Reference

<b>Title</b>	<input type="text" value="Title..."/>	<b>Year</b>	<input type="text"/>
<b>Link</b>	<input type="text" value="https://..."/>	<b>Authors</b>	<input type="text" value="Authors..."/>

### Abstract

Clear Add

🔔 No (Scientific) Reference added.



Confirm

HEClab  
Prototype Card examples

Prototypes

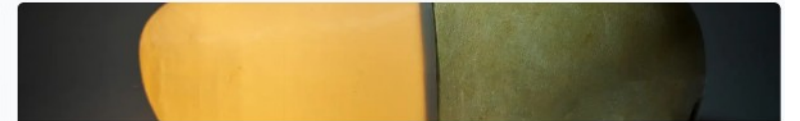


Ecoshroom-AI

Ecoshroom-AI delves into the in-soil symbiotics with mycorrhizal fungi. This prototype explores the fascinating world of fungal decision-making and its potential impact on future crop resilience and growth.

The prototype consists of three parts:...

- fruits
- emissions
- yield
- climate resilience
- grain foods
- circularity
- efficiency
- inclusivity
- consumers
- electronics
- closed ecological systems (CEA)
- gamification
- communication technologies



SYMPOSIO

SYMPOSIO is an art-driven technology prototype that aims to enhance our dining experience and promote healthier eating habits by reducing automatic or mindless eating with the use of light and AI.

The system continuously analyzes the audio environment at the table using AI, dynamically adjusting the intensity and colour temperature of the lights. Additionally...

- obesity
- consumers
- user interface applications (UI/UX)
- machine learning (AI)
- additive manufacturing (3D printing)
- eating
- light
- restaurant
- sound technology



The Vegetable Vendetta

In the Vegetable Vendetta AI empowers vegetables with the marketing skills of the biggest fast food and luxury brands. An experiment with AI to fight the power of large food brands selling unhealthy food. The installation asks visitors to scan potatoes or avocados using a camera. The scan is used to create an AI-generated movie starring the vegetable and using persuasive marketing strategies inspired on brands like McDonald's and Prada. This results in imagery that portrays the vegetable in happy social moments or in luxurious other worldly environments.

- vegetables
- empowerment
- sustainability
- inequality
- user interface applications (UI/UX)
- machine learning (AI)
- human machine interaction
- healthy eating
- augmented reality (AR)
- Producer/ Grower/ Farmer



MVP x FFF Food Computer

The MVP x FFF Food Computer is an AI-assisted thinking and linking tool for harmonizing the rhythms and culinary (& nutritional) possibilities of Food Forest Flavors (ingredients grown and harvested from food forests (FFFs)) and Alternative Proteins (Commercially available, non-animal derived high-protein food products a.k.a. Minimum Viable Proteins (MVPs))...

- fruits
- vegetables
- land use
- climate resilience
- lab grown food
- providers / growers
- transports / distributors
- large language models (AI / LLM)
- trees
- flavour
- alternative proteins
- local production



S+T+ARTS

**HEClab**  
Matchmaking

- **Your Prototype card will become visible on the platform**
- **If eligible & in scope, your match will be visible in your dashboard**
  - You will be notified by email latest Oct 1<sup>st</sup> based
  - Safe your password and login to HEClab
- Please note:  
**SME Q&A session\*** between Oct 4<sup>th</sup> – Oct 11<sup>th</sup>.  
  
\* Session will be recorded and you will receive a link.  
If you can't attend, you can still send in questions to be asked and answered in the session.

# Questions?

S+T+ARTS



Ask for support

HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT

- APPLY before **20 September 2024 13:00 Brussels time** at:  
<https://hungry-ecocities-oc2-artists.fundingbox.com/>

- WATCH the webinars recordings:



July 11  
August 29

- CONTACT US at:
  - Email: [hungryecocities@fundingbox.com](mailto:hungryecocities@fundingbox.com)
  - Helpdesk:  FundingBox spaces
  - Ask for **1:1 calls**
- FOLLOW US (**startseu**):



# HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT



Studio  
Other  
Spaces



eat  
this.



- Mendel
- University
- in Brno
- 

CARLO  
RATTI  
ASSOCIATI®



Funded by  
the European Union

**S+T+ARTS**  
SCIENCE + TECHNOLOGY + ARTS

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