



Deliverable 5.8 - Prototyping parks v2

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Objective of the deliverable

This deliverable reports on the further development of the prototyping parks.

History of changes

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1. Abstract

The prototype park format has been further developed and executed, building on insights from the three initial prototype parks held across studio locations in May–June 2024 and documented in Deliverable D5.7. This phase demonstrates how prototype park methodologies can be strategically deployed across multiple scales and stakeholder contexts to generate systemic innovation feedback.

This report details the diverse prototype park formats tested and executed during the Paths-to-Progress Experiments (June–October 2025). Rather than isolated demonstrations, these events were strategically integrated within project activities and broader European platforms, ensuring that each prototype received targeted stakeholder feedback while also contributing to a larger ecosystem-building conversation. Together, these 20 demonstrations reached industry practitioners, policymakers, scientists, artists, and citizens across multiple European geographies.

The Hungry EcoCities consortium will host a high-level closing prototype park event on February 24, 2026, in Maastricht, Netherlands. This synthesis event will bring together senior stakeholders to crystallize project outcomes, formalize emerging collaborations, and establish commitments for scaling innovations beyond the project timeline.

2 – Prototype Parks: The Approach

Prototype parks are a methodology within the Hungry EcoCities programme that do not function simply as showcase events, but as deliberate testing environments where innovation, stakeholder feedback, and systems-level learning is stimulated. Building on the foundations established during the Humanizing Technology Experiments (D5.7), this phase deepens the prototype park format to engage the full ecosystem necessary for food system transformation: industry practitioners, policymakers, scientists, artists, and citizens.

The prototype park approach recognizes that sustainable innovation requires more than technological maturity—it demands integration across multiple knowledge systems and stakeholder groups. By embedding demonstrations within working conferences, industry fairs, design festivals, and community events, we positioned each prototype not as a static artifact but as a living conversation with the actors who can implement, scale, or reimagine it.

This chapter documents two parallel strategies: local demonstrations, where individual projects presented their outcomes in direct engagement with their target stakeholders; and external demonstrations, where Hungry EcoCities leveraged prominent European platforms to reach industry innovators, policy makers, and a broader public. Together, these 20+ events across 2024–2025 generated rich feedback loops, validated market potential, revealed implementation barriers, and created networks of collaboration that extend far beyond the project timeline.

The diversity of prototype park formats—from intimate roundtables to large-scale festival installations—reflects a deliberate commitment to pluralistic testing. Rather than imposing a single definition of "success," we allowed each demonstration to serve the unique maturity level and stakeholder needs of its prototype, generating contextual insights.

Prototype Park format	Date & Location	Focus Stakeholder
Turin Park Collaborative Work Sessions– Carlo Ratti Associati	May 6-7, 2024, Turin (IT)	Food Value Chain experts
Let's Connect - networking session and demo stand	May 15th, 2024 , Westland (NL)	Industry
Het Nieuw Instituut – artist talks	May 16th, 2024, Rotterdam (NL)	Art & Citizens
NWO Teknowlogy – demo stand	June 26th, 2024, Utrecht (NL)	Science & industry
Berlin Park - Dinner event	May 17, 2024 , Berlin (Ge)	Art & Food Value Chain experts
2025		
GreenTech, demo stand, presentation and workshop	June 11-13, Amsterdam (NL)	Industry & Food Value Chain experts
Straw Return, Field safari and roundtable	Sep 14 th , Kilkis, (GR)	Industry
Hive Monitoring - presentation	Sep. 19 th , , The Hague (NL)	Apiculture experts
Re_Nature Festival - Artist talk	Sep. 20 th , Amsterdam (NL)	Art & Citizens
How waste become precious? - Workshop	Sept. 23rd, Limbadi (IT)	Policy & Citizens
Logistics & AI Conference - Talk + interactive workshop on collective intelligence with live demo	Sept 30th, Amsterdam (NL)	Industry Professionals
Creating the Future of Food in Rural Areas - debate and demo	Oct 2 nd , Albacete (ES)	Policy & Citizens
Phygital Seasoning- demonstration and testing	Oct 7 th , Santiago & Lugo (ES)	Citizens & Science & Industry
Re-Source Society – demo event	Oct 8 th , Barcelona (ES)	Art & Citizens & Industry & Food experts
Harvesting Community – presentation and demo tour	Oct 9 th , Maasdijk (NL)	Industry
Sprouting: New Approaches to Urban	Oct 9 th , Brussels (BE)	Art & Citizens

Farming - Tasting workshop & presentation		
Crafted by Tradition, Enhanced by AI - Round table discussion	Oct 14 th , Parma (IT)	Policy & Food Value Chain experts
Dutch Design Week – presentation and demonstrations	Oct 16-25 th , Eindhoven (NL)	Art & Citizens & Industry & Policy & Science & Education
Synergy Days – presentation, workshop and demo stand	Oct 21- 22, Rotterdam (NL)	Industry & Policy & Science
Final event – workshop, demo stand and presentation	Feb 24 th , 2026, Monster (NL) (still needs to take place)	Industry & Policy & Science & Food Value Chain experts

Table 1: overview of all prototype park events during Hungry EcoCities

2.1 – Local demonstration

Drawing on learnings from the Humanizing Technology Experiments (HTE), we built local demonstrations into each Paths-to-Progress experiment (PPE) design, ensuring that artists and SMEs would directly engage with their target stakeholders to present residency outcomes. All projects achieved this milestone, with mentors supporting each team to identify appropriate audiences and demonstration formats tailored to their innovation maturity and stakeholder context. Each demonstration featured distinct formats and durations. Table 1 provides a comprehensive overview of the 12 local demonstration events and their stakeholder focus. Several projects conducted multiple demonstrations to test different aspects of their outcomes. It also shows that in some of the PPE multiple demonstrations took place to test different results in different settings – for example, at the SME to test with suppliers and potential clients and at Dutch Design Week to get feedback on the design (Straw Return and Phygital Seasoning)

For privacy reasons, we do not share the images of the individual events. If needed, we can show them during the review. Publicly available images can be seen in the produced videos: [S+T+ARTS HUNGRY ECOCITIES](#) o [A more healthy, sustainable, responsible and affordable agri-food system enabled by AI - YouTube](#)

However, we have gathered reflections and feedback from the various local demonstrations. Please see some relevant quotes and insights gained through this approach of integrating demonstration as part of project and actively promoting early interaction with various stakeholders.

“I made connections with a variety of people through the demonstrations, from theatre makers, to telecomms executives, who are interested in collaborating on the project.”
– Tomato Brain

“What we learned is that a well-planned communication is very important to reach people, and people is open to this new type of farming after listening to all the characteristics and benefits that has for the climate change mitigation, human nutrition

and creation of sustainable rural jobs that, in any case, produce noise, smell or residues.” – Quiet Storm

“Results showed that while overall product acceptance remained stable, the perception of sweetness and acidity varied significantly across immersive contexts. These findings confirm that multisensory cues can alter perception even without changing product composition, opening new possibilities for sensory design, immersive tasting experiences, and context-driven product development.”- Phygital Seasoning

“The audience, which included artists, curators, researchers, and professionals from the art and sustainability sectors, showed great interest and curiosity about the possibility of establishing sensitive forms of communication between humans and bees, highlighting the empathetic and poetic nature of the project. This presentation was an important point of connection within our international network, strengthening the links between art, science, and ecology, and allowing us to further explore the performative dimension of the interface and its ability to inspire reflection on interspecies interconnections.” – (Be)etogether

“The visits offered immediate validation paving the way for pilot collaborations. This real-world testing solidified the next step of moving toward product-market fit and scale-up.” – Straw Return

“Attendance was fostered through an outreach campaign designed by Studio Haseeb Ahmed, which aimed to bring together stakeholders from across creative, technological, and civic sectors to engage with the Sprouter’s potential as both an artistic prototype and a model for future sustainable food systems. The multisensory format—combining taste, visualization, and storytelling—significantly increased audience engagement compared to static presentations, fostering deeper emotional and intellectual connections. Real-time data visualization effectively translated environmental variables into perceivable changes in sprout growth, making the link between environment and food quality tangible to non-technical audiences. The integration of culinary practice—through recipes and shared dining—proved essential in normalizing sprouts as a desirable, culturally integrated food, demonstrating the value of gastronomic collaboration in public engagement. And lastly, the darkroom installation and live video feed illustrated how controlled environments and mediated visibility can transform perception, highlighting the poetic and educational potential of technology when applied to natural processes. ” – Sprouting embryonic Futures

“The audience responded with great interest in the project’s potential applications in sustainable agriculture, circular economy, and local innovation ecosystems, highlighting its ability to bridge art, technology, and environmental awareness.” – Compostable Altar

“The guests came from diverse fields, which led to an excellent exchange of ideas and engaging discussions. The spider prototype raised significant interest among several guests, and new ideas for tools were already being discussed. Additionally, the potential of openCEM as a B2C product emerged during conversations. Overall, the discussions were extremely empowering, demonstrating the potential for further development. The feedback received will be incorporated into the next version of

“Those involved in farming themselves were interested to learn what the solutions could do for their own farming practices. Especially the de-coupling of the functions: so cooling without changing the humidity levels in the air, and dehumidifying the air without changing the temperature was called “mindblowing”. Especially since both can be done with simple ventilators and water pumps, using hardly any energy. Also the fact that evaporative cooling could be directly cooling the irrigation water was considered very promising for the challenges during summer time.” Re-Source.Society

“The artist book was regarded as an excellent representation of food as experience, resonating strongly with contemporary consumer perception and understood across all generations of workshop attendees. It demonstrated how traditional craftsmanship, when translated through an artistic and multisensory format, can communicate complex processes in a direct and emotionally accessible way. The experts in the workshop were amazed by the symbiosis between tradition and innovation highlighted in the artist book and were particularly attracted by the several experiments (molecular, x-ray, etc.). The video and the book were considered a great combined tool to showcase Capanna and Parma Ham.” – Crafts | Meats | AI

2.2 – European Platforms demonstration

To amplify prototype park impact beyond local project ecosystems, Hungry EcoCities strategically partnered with three prominent European platforms. Each was selected for its reach into specific stakeholder communities critical for influencing food system innovation: industry practitioners and researchers (GreenTech Amsterdam), digital innovators, scientists and policymakers (Synergy Days), and broad public audiences alongside design professionals and industry leaders (Dutch Design Week). These partnerships enabled simultaneous testing across multiple scales. Rather than asking “Can we reach industry?” we asked “Can our prototypes and insights shift how industry thinks about food system challenges?” Rather than seeking public exposure, we designed interactive experiences where thousands of visitors could directly engage with innovations and contribute their own perspectives. The three venues chosen were:

- GreenTech Amsterdam: The global leader in horticultural technology, attracting 10,000+ industry professionals and 530+ innovators annually. Focus: technology, sustainability, urban agriculture.
- Synergy Days: The EU's premier conference for agri-food digital innovation, convening policymakers, researchers, SMEs, and digital hubs across Europe. Focus: policy alignment, institutional adoption, cross-sector collaboration.
- Dutch Design Week: Europe's largest design festival with 350,000+ visitors, attracting architects, designers, manufacturers, and the general public. Focus: translating complex challenges into compelling visual and experiential narratives; mainstream audience engagement.

2.2.1 – GreenTech

[GreenTech Amsterdam](#), recognized as the premier global horticulture technology event, brings together over 10,000 industry professionals and features more than 530 innovators showcasing cutting-edge solutions for sustainable agriculture and food production.

Hungry EcoCities was able to share the insight specifically on urban farming growing conditions and knowledge sharing through four different activities at the fair.

- During the three-day fair, at the booth of Logiqs, artist Georg Kettele as part of the Paths-to-Progress experiment “[Harvesting Community](#)” showed a prototype of the [OPENCEM](#) – an open-source controlled environment growing module. It gave the option to heavily discuss this version with industry experts and get insight in improvements and next steps.
- On Wednesday, June 11, visitors joined the “**Designing Prototypes for Urban Farming**” session (13:45-14:15, Crops/VF Stage), where Gabriele Sachi from Carlo Ratti Associati (CRA) explained how innovative urban farming prototypes enhance sustainability and address food security in growing urban populations. This session showcased three SME challenges tackled through the design process before their real-life demonstrations.
- On Thursday, June 12, Rodolfo Groenewoud van Vliet from In4Art demystified AI technologies and their practical applications in agri-food systems during "An AI Species Expedition" (12:45–13:15, Data & Tech Stage). It proved to be a crash course on the latest AI developments and their applications in horticulture.
- On Thursday, June 12, "[The Council of Foods](#)" deep-dive workshop (14:15–14:45, Deep Dive Stage) invited participants to directly engage with this AI-driven platform. The interactive session featured AI food characters representing different perspectives on controlled environment agriculture, including a kale representative specifically created for Logiqs' vertical farming context. Co-facilitated by Filips Stanislavskis (Nonhuman Nonsense), Gert-Jan van Staalduinen (Logiqs), and Lija Groenewoud van Vliet (In4Art), the workshop demonstrated how creative AI applications can bridge technology and agricultural innovation and be of value to education and policy debate.



Figure 1: Deep dive session with the Council of Foods at GreenTech.

These sessions at GreenTech Amsterdam 2025 offered a unique opportunity for horticulture professionals to engage with the Hungry EcoCities' innovative approaches that bridge technology, design, and sustainable food systems – all aimed at creating more resilient urban food networks.

2.2.2 – Synergy Days

The [Synergy Days](#) is an important EU conference connecting the digital innovators of the European agri-food sector. Hosted by the SmartAgriHubs Community and supported by the AgData partnership, the Synergy Days provide access to the latest insights, strategies, and collaborations shaping the digital future of agriculture. From high-level policy discussions and cutting-edge tech showcases to hands-on workshops and inspiring success stories, the Synergy Days connects with EU policymakers, researchers, SMEs, digital innovation hubs, and agri-tech pioneers.

Hungry EcoCities was one of the participating projects, meaning that we contributed with a pitch, conducted a joint workshop and were present with an information and demonstration booth. This event provided us with the possibility to leverage with other digital innovation activities, understand the maturity and relevance of our won outcomes and position our approach as a possibility for EDIHs to embrace.

We co-organised the workshop “ *Multidisciplinary living labs for agro-food innovation – testing the HEClab*” with the Valereco project. By teaming up with another EU program, that only recently started, we wanted to ensure that our HEClab would be a true opportunity for them in their search of valuable innovations. The session led to the following takeaways:

1. **HEClab as a bridge for art-driven innovation in living labs:** The workshop highlighted the potential of HEClab.eu to serve as a discovery platform for innovative art-driven prototypes that can support agro-food experiments and accelerate the uptake of TRL 4-7 transitions in living lab settings. This

positions HEClab as a unique matchmaking resource for interdisciplinary innovation and Valereco demonstrated how this could work.

2. **Expanding plant-based protein solutions through diverse growing conditions:** There is a clear market need and growing demand for new cultivation approaches and plant-based protein alternatives, particularly exploring legumes' multifaceted roles in food systems, nutrition, and land use efficiency.
3. **Clarifying prototype maturity on HEClab:** The workshop emphasized the importance of establishing clear connections to distinguish between "opportunities" (in search of innovative concepts from diverse multidisciplinary perspectives) and "prototypes" (tested interventions) on HEClab to help users navigate the platform more effectively and set realistic expectations.

The workshop created a potential collaboration pathways between Valereco and Hungry EcoCities, with multiple project representatives able to share insights and establish valuable new contacts. This cross-pollination of initiatives demonstrated the value of structured knowledge-sharing within the living labs ecosystem. First talks started on how to integrate HEClab principles on other platforms, to not have it as a stand-alone feature, but linked to the opportunities following living lab and innovation program developments.

The collaborative workshop design—where projects were invited to co-facilitate rather than simply present—proved effective in establishing Synergy Days as a genuine knowledge exchange arena from the planning phase onward. This approach generated richer insights and more authentic partnerships between the presenters than traditional presentation-based formats.



Figure 2: overview of the various activities at Synergy 2025

2.2.3 – Dutch Design Week

From the start, we treated dissemination as experimentation. Rather than curated exhibitions or plain talks, we create testing environments where prototypes meet stakeholders who can implement change. In this format we are not just sharing our insights—we're actively testing new models of how art, science, policy, and industry can collaborate.

Our participation in Co/Lab from the Dutch Design Foundation continues this approach. Rather than presenting finished prototypes, we're engaging in live experimentation with stakeholders who can implement change at scale. During three collaborative design sessions as part of the Co/Lab, space is created for our consortium's insights to merge with practical implementation knowledge from government and industry partners.

“Experiments are just the beginning. All value comes from analysing and diffusing the outcomes. Environments like Co/Lab: Hungry for Change allow us to reflect upon our experimental work with practitioners and professionals and share their outcomes with thousands of visitors during DDW. That is why this is the perfect opportunity for us to close our Hungry EcoCities Prototype Park series.”
Rodolfo Groenewoud van Vliet (In4Art)

Co/Lab addresses the question: *“What if we redesigned our food environment so the healthiest and most sustainable choice is the one you can't resist?”*

And is a collaboration between the Rabobank, the Dutch Ministry of Interior Affairs, and Province Noord-Brabant—each contributing their perspective on food system challenges and was joined by the design agency INK Social Design and the Dutch Design Foundation. For Hungry EcoCities, this represents an opportunity to test insights from our broader consortium with practitioners and policymakers while learning how different sectors approach food environment design.

This partnership enabled multi-scale testing. While our individual projects explore specific interventions—from urban farming technologies to food waste reduction systems—Co/Lab allowed us to test how these innovations might influence larger food environments and policy frameworks.

Working with Dutch ministries and provinces provides insights into implementation challenges that individual artistic or technological innovations might not reveal. Meanwhile, our consortium's diverse expertise offers fresh perspectives on how to make sustainable food choices accessible rather than aspirational.

This partnership demonstrated our approach to art-driven innovation: not separate from systems of implementation, but actively engaged in reshaping them. By working alongside policy makers, financial institutions, and regional governments, we're testing whether artistic approaches to food system design can translate into scalable solutions.

The multidisciplinary teams that define Hungry EcoCities—bringing together artists, agri-food companies, and scientists—find natural resonance in Co/Lab's design-

thinking methodology. Both approaches recognize that complex challenges require diverse perspectives and experimental testing.

It resulted in an installation that draws attention to the behavioural and unconscious biases consumers have. Amongst others, our project [Vegetable Vendetta](#) with its Robin hood approach to learn/steal from the fast food and fashion sector on how to appeal to consumers, was an important input to what became 'Eat It! The Future is Fast Food'. Instead of "Salt, Sugar and Fat," the menu for the future offers "Happiness, Ease and Cheap." With this, Co/Lab: Hungry for Change reveals how our food environment influences us every day, often without us even realising it. The fast-food industry knows better than anyone how to play the game of temptation. But what if that very same power of temptation were used for good, so that people could be enticed to choose food that is tasty, affordable, and sustainable?



Figure 3: Booth at the Dutch Design Week

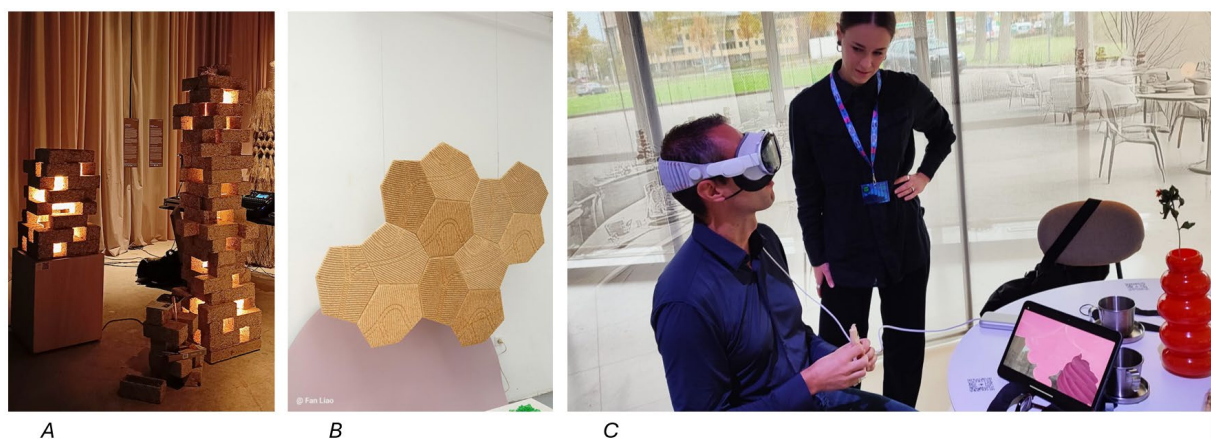


Figure 4:
A+B: *Straw Return* by Isaac Monté + staramaki – Panels displayed at the Kazarne and at HOW&WOW by Crafts Council Nederland. C: Laila Snevele testing the Phygital Seasoning at Evoluon

During the [Dutch Design Week](#), the Hungry EcoCities partners were present in the booth to talk to visitors and also gave a we the results of its three-year EU-funded Horizon Europe programme — showcasing interactive and inspiring sessions at Dutch Design Week on Oct 23rd. <https://luma.com/s3h270wg> It showed to visitors and Co/Lab partners how our AI-powered digital solutions and tangible material prototypes demonstrated that creative cross-pollination can generate real-world answers to today's urgent food challenges.

Additionally, several artists took the opportunity to showcase their outcomes at different venues and sessions. These installations invite thousands of visitors to engage with the project's results in a tangible way, while opening dialogue with architects, designers, manufacturers, and the public about the future of our food value chain. This exposure supports the transition from prototype to market-ready solutions and is expected to generate cross-sector interest and new collaborative opportunities.

3. Reflections & Lessons Learned

The Hungry EcoCities programme surpassed its key performance indicator (KPI O3.5), which targeted 4 prototype parks. In total, we realized 20 distinct prototype park manifestations: 5 during the Humanizing Technology Experiments (D5.7) and 15 during the Paths-to-Progress Experiments (12 local demonstrations and 3 external demonstrations at large-scale platforms). This achievement reflects a deliberate strategy to test whether format diversity—rather than standardization—could generate richer feedback loops and broader systemic impact.

The data confirms this hypothesis. By orchestrating prototype parks across intimate stakeholder roundtables, industry field demonstrations, large-scale design festivals, and high-level policy conferences, we reached art practitioners, industrial decision-makers, scientists, regional policymakers, and citizens across multiple European geographies. This pluralistic approach enabled each prototype to receive feedback calibrated to its maturity level and audience needs, rather than forcing all innovations through a single evaluation lens.

A core learning from this phase is that demonstration embedded within stakeholder workflows produces qualitatively different insights than traditional exhibition models. The Straw Return team's field visits with Coffee bars, for instance, generated immediate validation of product-market fit through direct conversation with end-users facing real-world constraints. Similarly, Re-Source Society participants at the Barcelona demo event experienced a "mindblowing" realization about decoupled cooling and humidity functions precisely because they could test these principles against their own operational challenges.

This embedded approach sidesteps a critical failure mode in innovation work: the distance between prototype and real-world application. By bringing prototypes into the working environments of stakeholders, whether at horticultural shows, farming operations, or design workshops, we improved the feedback loop. Stakeholders moved from abstract evaluation ("that sounds interesting") to pragmatic assessment ("I could use this because...").

Another strong element was the inclusion of multisensory and experiential design formats to experiment and tests with audiences. The Sprouting Embryonic Futures project combined darkroom installations, real-time data visualization, live video feeds, and shared dining. This increased audience engagement and fostered "deeper emotional and intellectual connections" compared to static presentations. The Phygital Seasoning immersive tasting experience revealed that multisensory cues can alter perception of food products without changing composition, opening new possibilities for how consumers engage with sustainable alternatives.

These outcomes suggest that the art-driven innovation methodology pioneered in Hungry EcoCities is not a luxury or aesthetic add-on, but a functional necessity and a relevant innovation pathway. Experiential formats democratize understanding. Artistic practices provide a translation layer that makes complex food system challenges legible and testable with audiences ranging from farmers to curators to consumers. Also, the collaborative framing established the event as a genuine knowledge exchange arena from the planning phase onward.

The breadth of demonstrations across the prototype park series revealed a critical insight: not all innovations follow the same pathway to impact. Some projects (Straw Return, Harvesting Community/openCEM) were validation-focused—seeking confirmation that their core value proposition would resonate with target markets and stakeholders. Others (Phygital Seasoning, Re-Source Society) were learning-focused—using demonstrations to understand how multisensory or technical variables affect user perception and behaviour. Still others (Crafts I Meats I AI, Be(e)together) were network-focused—using demonstrations primarily to establish collaborations and expand the ecosystem around their core innovation.

A less visible but essential finding emerged through team reflections: the human and logistical infrastructure required to successfully execute 15 demonstrations across Europe was substantial. Each project worked with mentors to identify appropriate audiences and formats. Coordination across multiple time zones, languages, regulatory contexts, and institutional protocols consumed significant effort. The decision to allocate mentoring support and project coordination staff proved decisive—without this infrastructure, several demonstrations would have defaulted to more generic formats or failed to be realised or engage the relevant stakeholders.

This finding has implications for replicability. Prototype park strategies are not simply a matter of choosing interesting venues. They require active curation, relationship cultivation, and adaptive logistics support. Organizations seeking to adopt this approach should budget accordingly and invest in coordinator and mentor roles as core functions, not afterthoughts.

Perhaps the deepest lesson concerns how we conceptualize the role of demonstration within innovation processes. Hungry EcoCities did not treat prototype parks as a final-stage activity—a polished exhibition of "completed" work. Instead, we embedded them throughout the innovation journey, from early stakeholder co-design (Turin Park Collaborative Work Sessions) through market testing (Straw Return field visits) to systems-level policy integration (Co/Lab design process).

This reframing treats every demonstration as both a validation event and a research

activity. Each one generated data: feedback loops, collaboration signals, market signals, implementation insights. The quotes and observations gathered across all demonstrations constitute rich qualitative evidence of what works, what resonates, and where barriers lie. Future iterations of this approach should systematize data collection and analysis across demonstrations to extract generalizable insights about innovation methodology.

The consortium partners have committed to realizing a high-level closing prototype park event designed to synthesize and celebrate the full ecosystem that has developed across the three-year project. Scheduled for February 24, 2026, in Maastricht, Netherlands, this event will bring together industry leaders, policymakers, scientists, and creative practitioners to reflect on the food system transformation work that has emerged from Hungry EcoCities. It will be reported and embedded in the D5.13 (Knowledge Hubs impact report). This event embodies the core philosophy of the Hungry EcoCities prototype park strategy: demonstration is not an endpoint but a threshold to deeper, more systemic engagement with the challenge of building healthier, more sustainable, and more equitable food systems enabled by AI.

Annex 1 – Draft program Final Event

Title Event : Hungry EcoCities - The Grand Gathering

Date: Tuesday 24th February 2026

Location: Koppert Cress, Monster, the Netherlands

Version: 11 Dec (work-in-progress)

Objectives

- Showcase and disseminate the results and prototypes from HEC by developing a program about support trust and transparency in digital innovations
- Enable companies to adopt and apply art-driven innovation methods and strengthen links between technology, creativity, policy, and education.
- Show the importance of absorbing / developing AI into corporate development.

Activity Plan

Closing Event: HEC Results: AI, Trust, Design, and CEA

Introduction: *During an event at Koppert Cress artists, involved studio's and Universities, SMEs will disseminate the results of Hungry EcoCities. The event will be organized by EatThis. and supported by relevant horticultural branch organizations and institutes (like for example: AVAG, DGD, Tomatoworld, WHC, FVO, Innovation Quarter, Greenport, Glastuinbouw Nederland etc.).*

Target audience on site and online:

- **Agri-food and horticultural companies** (supply and production companies)
- **Consortium partners:** network and knowledge hub partners of Studio's, Universities and other partners
- **Public Sector:** Greenport West-Holland, Ministry of Agriculture, local and regional governments
- **Education:** Wageningen University, Delft University of Technology, mbo/hbo institutions, Erasmus University
- **International Knowledge & Innovation Networks:** SmartAgriHubs, S+T+ARTS, SFSI network, FOOD2030, EDIHs, EIT FOOD

Program:

Pre-selected guests arrive at Koppert Cress between 11.00 – 12.00. (max. 30 guests)

12.00-13.30 Megascale Infographics Lunch

Megascale Infographics Lunch contributors + invited guests, prepared in collaboration with chef Arvid Schmidt.

13.30 – 14.30 workshops

3 different workshops will be held, guided by SOS, CRA, and Eatthis Show a select number of companies how applying art-driven innovation, visualization, and prototyping works in practice by showing relevant outcomes and matchmaking between digital innovation prototypes and SMEs.

- Hands-on workshops (3) with experts from art studios, universities, and pre-selected SMEs.
- Using open-source modules and real (HEC) case studies (3 cases).
- Focus on trust, cross-fertilization, storytelling, and human-centered innovation.

14.30 - 14.45 Feedback Workshops

Each art studio gives feedback on their workshop

14.30 – 15.00 Arrival other and online guests

15.00 Opening plenary session (Stijn Baan)

15.05 – 15.15 About HEC + Lessons Learned (HEC Team/Aart)

Brief introduction of HEC + Aart provides a brief overview of the lessons learned during the project, from an entrepreneurial perspective.

15.15 – 16.00 Keynote: Carolyn Steel

Carolyn Steel was fundamental in founding the HEC program. She is invited to reflect on the development of her Hungry Cities while also asked to actively reflect on the content of the HEC projects.

16.00 – 16.15 Closing notes from the consortium

Online: 16.15 – 16.45 Q&A with Carolyn Steel and Hungry EcoCities coordinators Rodolfo Groenewoud van Vliet

On site: 16.15 – 17.15 visits Edible Jungle + exhibition various artists (projects)

- Tour at Koppert Cress along HEC exhibition of prototypes, videos, and installations (HEC exhibition to be set up in 'edible jungle of Koppert Cress'.

- Introduction Megascale infographics snacks by Stephan Petermann and Arvid Schmidt

17.15 -18.00 networks drinks

Megascale Infographics Snacks prepared in collaboration with chef Arvid Schmidt.

See: [Save the Date! The Grand Gathering o S+T+ARTS Hungry EcoCities – S+T+ARTS](#)

Example workshop set-up

HEC WORKSHOP 1: RE-SOURCE.SOCIETY

How can we optimise climatization in small indoor farms using minimal resources?

A collaboration between Nicolas Rotta & Instagreen mentored by CRA, EatThis and In4Art.

Who?

[Nicolas Rotta](#) has a background in architecture, design and biology whose creative practice focuses on developing design solutions in which natural, social and technological considerations merge looking at metabolism, well-being and community empowerment.

[Instagreen](#) is a Barcelona based SME focused on developing sustainable urban farming solutions related to microgreen production in indoor conditions.

The challenge?

Indoor farming and hydroponic cultivation offer many benefits for the production of local, sustainable food. However, this type of Controlled Environment Agriculture (CEA) consumes significant amounts of energy to be cost efficient.

This project explores innovative, resource-efficient climatization control systems that can be prototyped and tested. By drawing inspiration from natural phenomena and biomimicry, we seek to develop a cost-effective, energy-efficient solution for small indoor farms to regulate temperature and humidity through passive cooling methods, optimised water management, and the use of natural materials like terracotta.

The result?

The collaboration built a prototype of a low-tech dehumidifier that is based on principles found in nature, i.e. studying cactuses, creating a new design using new digital and AI techniques. The de-humidifier is ready to be applied both the small urban farming units and mid-sized other growing facilities for further experimentation and development.

The workshop?

In this session we explore the potential follow-ups and learning opportunities from this process that include:

- Creating more awareness for using natural processes and principles i.e. of biomimicry in horticultural systems and tech thinking.
- Introducing interdisciplinary ways of thinking in R&D development processes.
- Exploring existing opportunities to expand the collaboration and prototyping of Resource.society



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