HUNGRY ECOCITIES

A S+T+ARTS RESIDENCIES PROJECT

Call for Artists Phase 2
Webinar 1
11.07.2024

Funded by the European Union

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Program

1. Welcome
2. About Hungry EcoCities
3. Path to Progress Experiments
4. Open Call formalities
5. Open Call timeline & evaluation
6. HEClab
7. Questions

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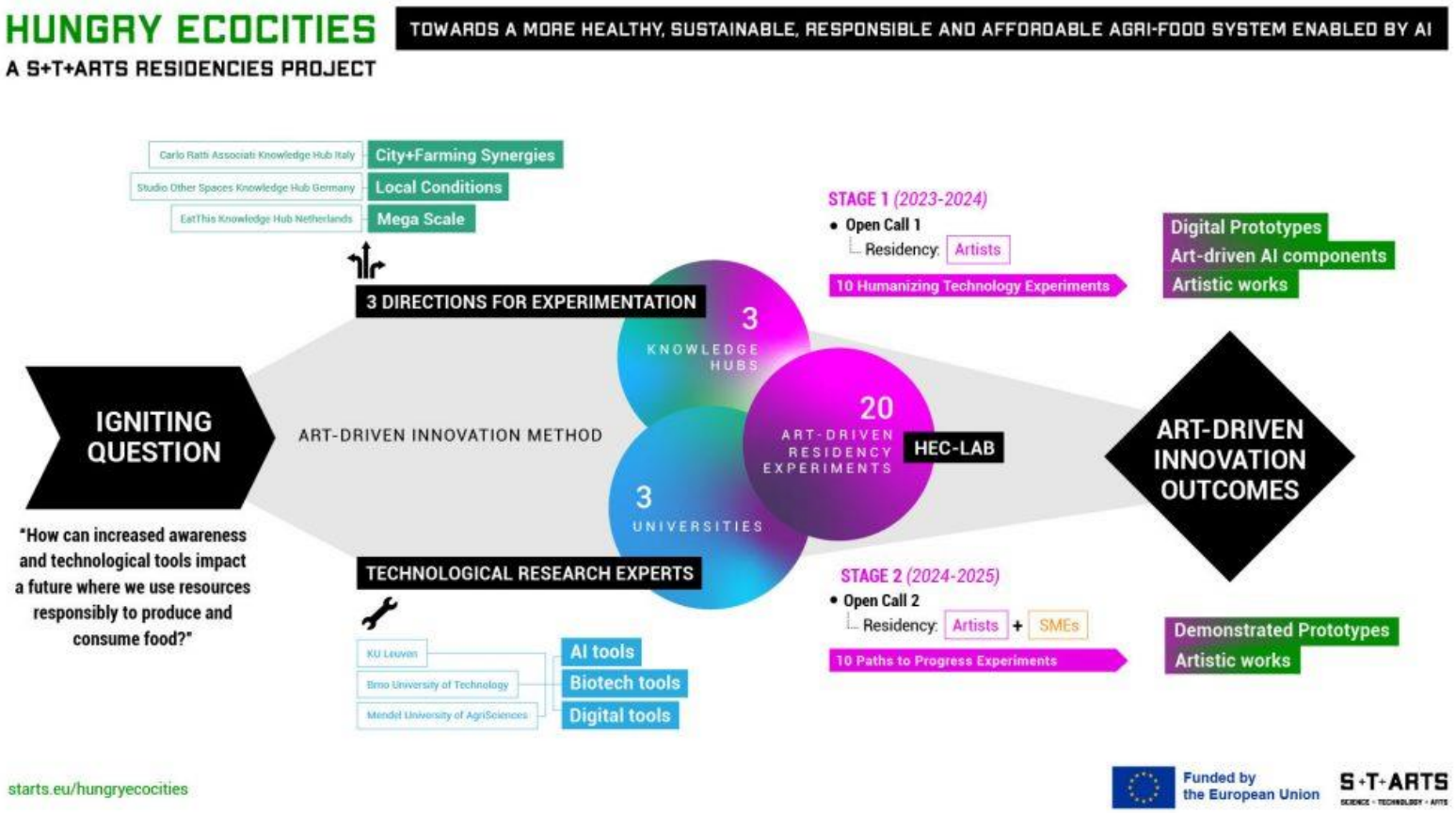
About Hungry EcoCities

starts.eu/hungryecocities/



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2024

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Path to Progress Experiments

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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.

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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.

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What we are looking for

Examples of SME-artist collaborative outcomes

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SmartEnvelope
Plast-Farb and David Rickard

A smarter envelope which is re-usable, recyclable, made of recycled materials and digitally connected.

It solved the challenge of the SME (to develop an envelope that merges the physical and digital in a sustainable way) and allowed for developing a strong conceptual artwork on the fluidity of borders, using the envelope as the carrier to collect European fluid border water samples.

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What we are looking for

Examples of SME-artist collaborative outcomes

Refine
SEAC and Javier Masa

Creating a license to operate for a scuba diving brand

It solved the challenge of the SME (to redesign the fin so that it can be produced locally and reuses materials) and developed a prototype for underwater furniture that prevents divers from harming the ecosystem while restoring ocean biodiversity.

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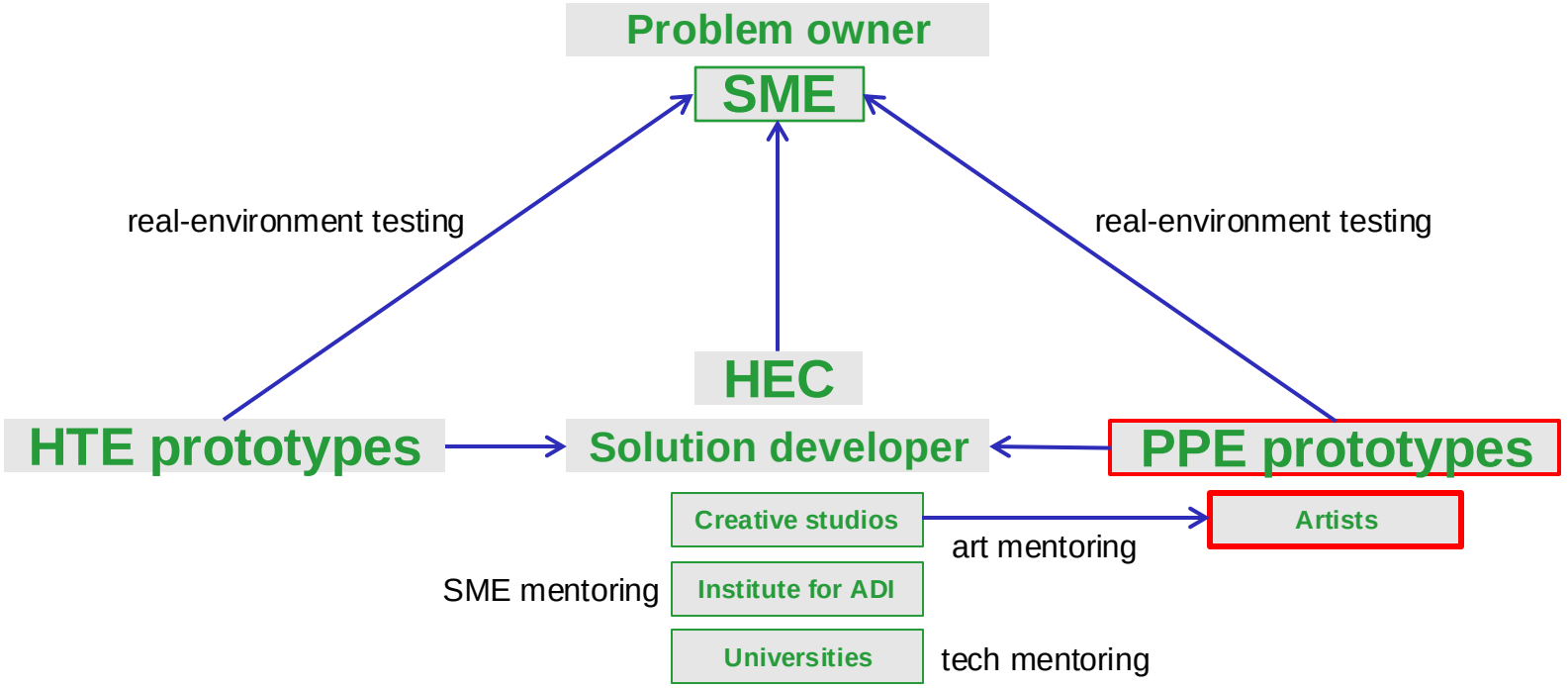
Schematics of the collaborative project



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Positioning of SMEs in Food Value Chain

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Positioning of SMEs through Europe

*implication for travels

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Positioning of SMEs through Europe

*more info on the SMEs in the Guide for Applicants

1. Vertical farming technology company
2. Sensory analysis for prototype food products company
3. Agricultural by-product recycling company
4. Tomato seeds breeding company
5. Greenhouse vegetable growing company
6. Micro greens cultivation systems company
7. Insect proteins processing company
8. Urban farm seed sprouting technology company
9. Traditional exclusive hams processing company
10. Regenerative organic fruits farming company

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Scope

Open Call formalities

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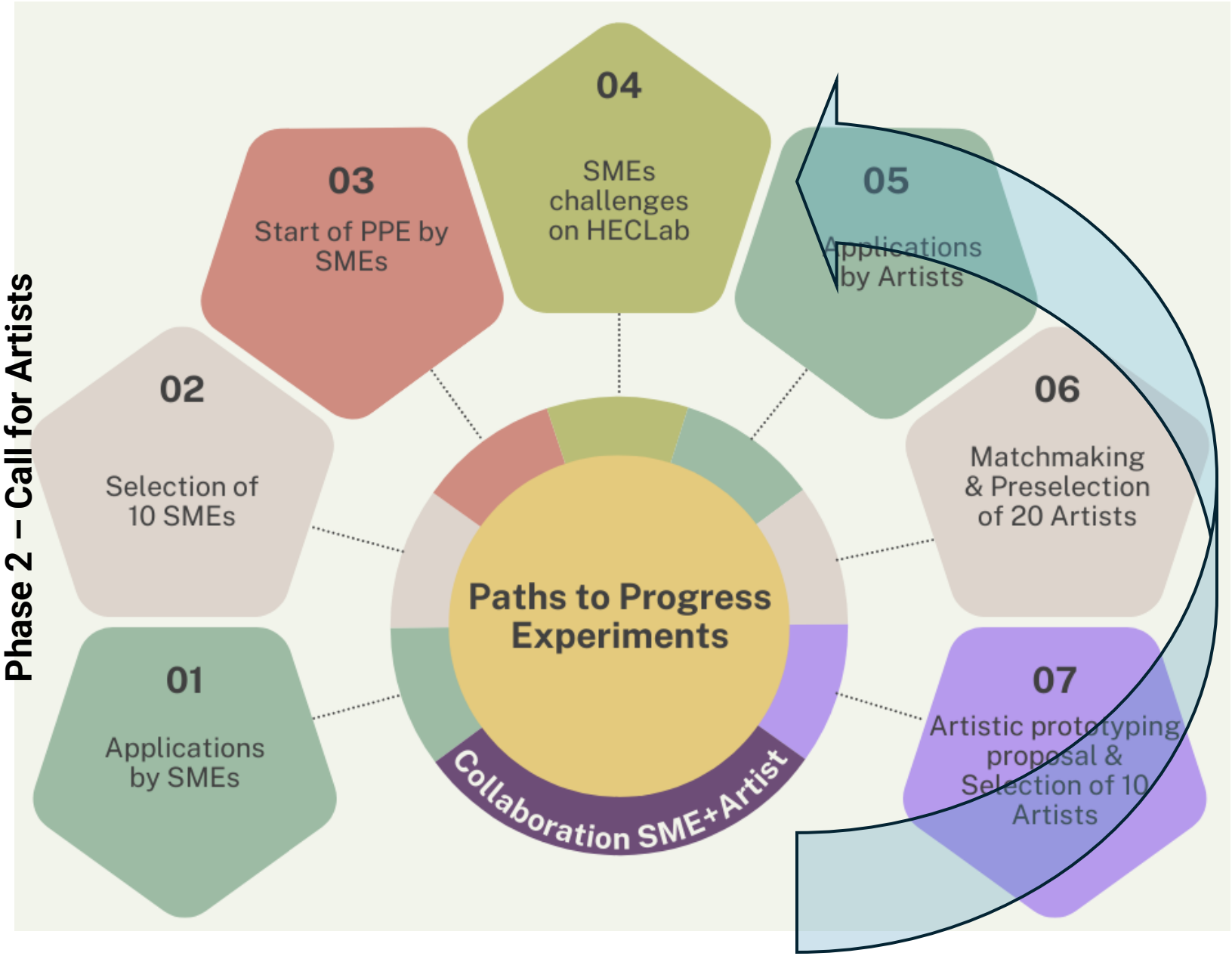
Phase 2 of Call for Art-Driven Experiments



2023

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Who are we looking for?

Admissibility and Eligibility Criteria

- **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.).

- **Essential requirements for artists:**
  - Must have produced **at least one work (TRL 4 prototype)** to assess skills, artistic quality, and experience.
  - Must provide evidence of work by **creating a prototype card on HEClab.**
  - Must showcase past experiences and skills.
  - Multi-disciplinary collaboration experience
  - Goal oriented and rational;
  - Interested in sustainability and food system;
  - Willing to work for a common challenge and contribute to HEC vision
  - Willing to investigate, understand, learn from the SMEs and build a trustful and respectful relationship for the SMEs ecosystem, employees, workers.

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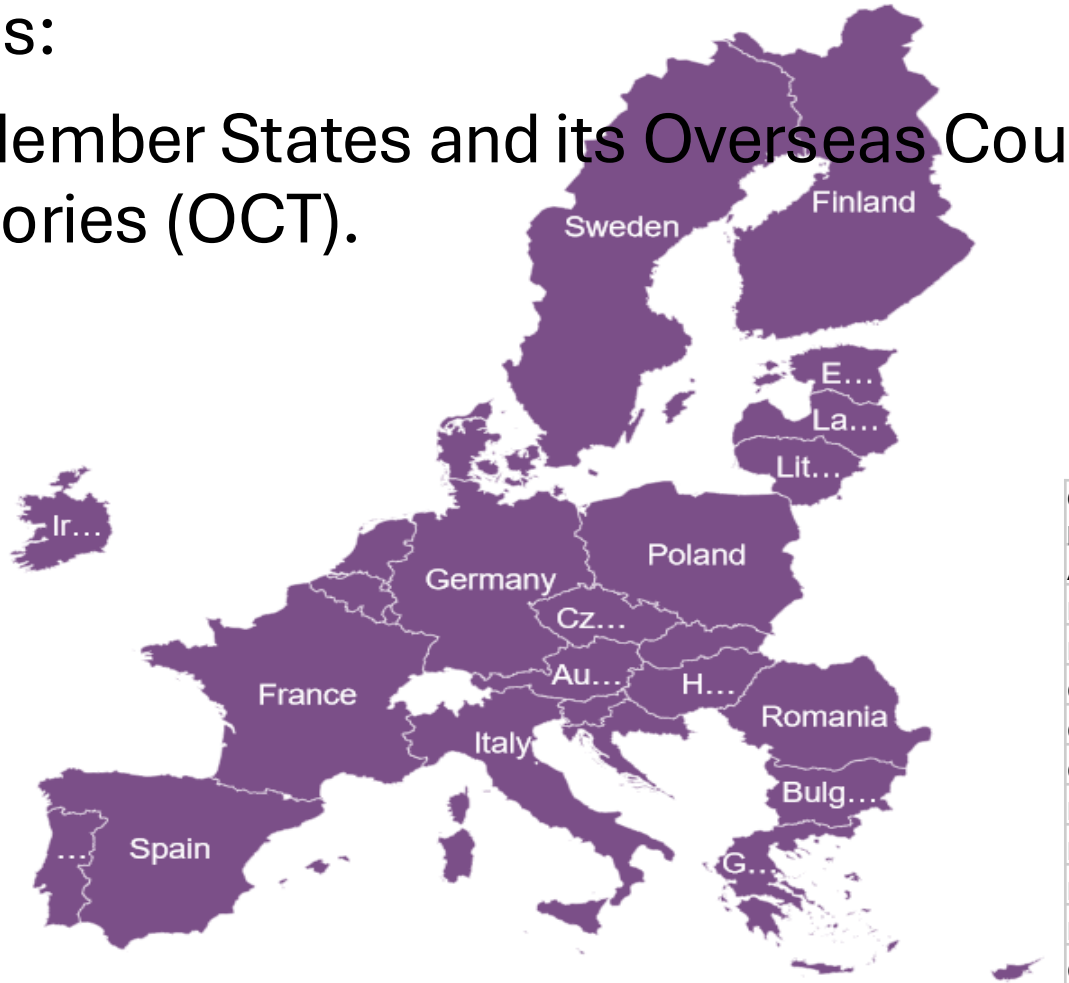
Who are we looking for?

Admissibility and Eligibility Criteria

Must be citizens or permanent residents of eligible countries:

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



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

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Who are we looking for?

Admissibility and Eligibility Criteria

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

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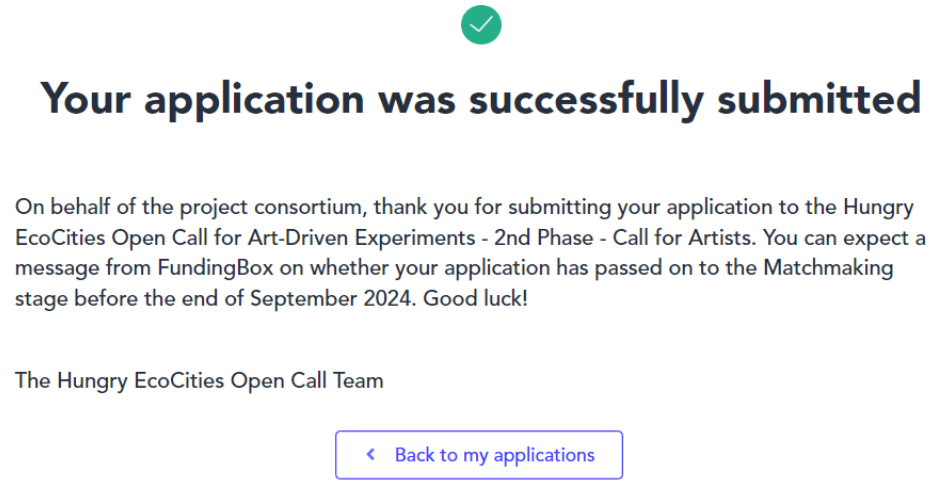
Who are we looking for?

Admissibility and Eligibility Criteria

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



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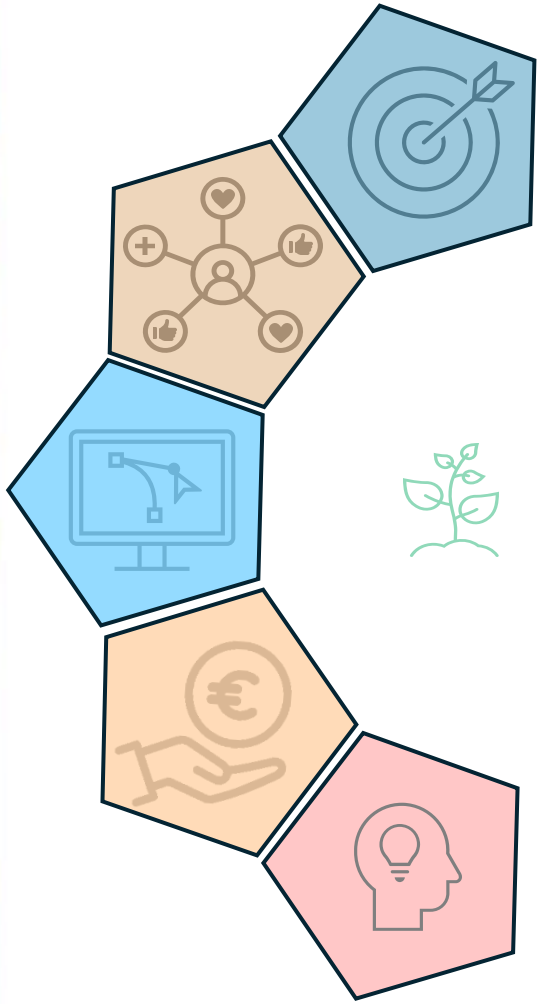
WHAT do we offer?



- 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.

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FundingBox

HOW to APPLY

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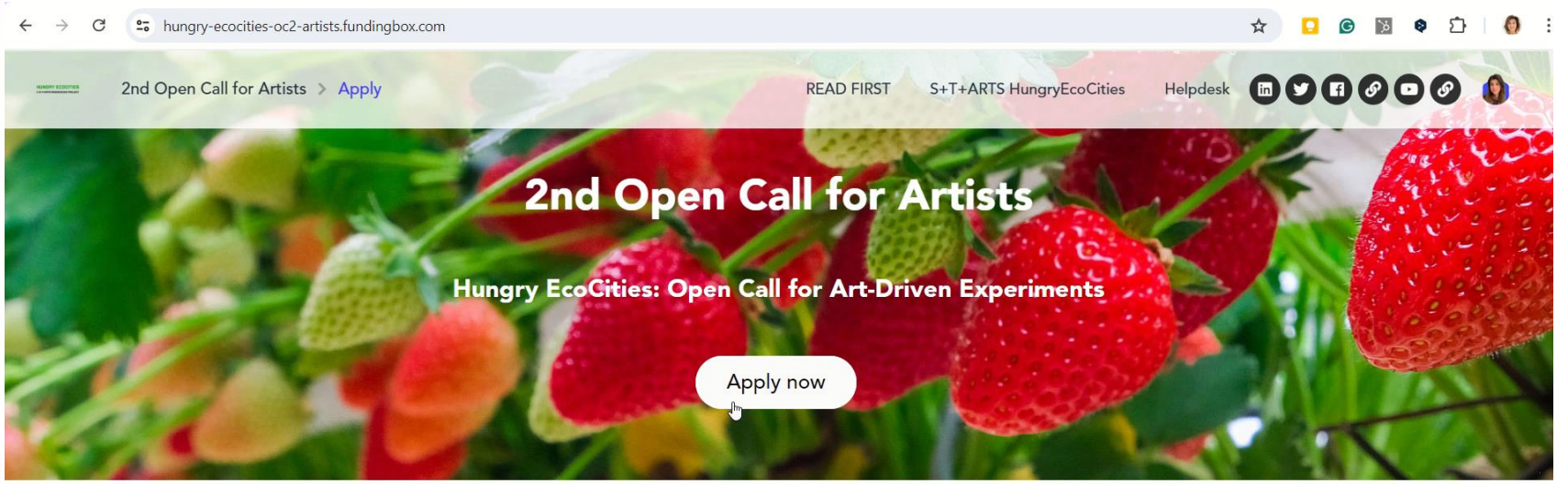

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CALL OPENS

11th of July 2024

at 9:00 Brussels Time

DEADLINE

20th of September 2024

at 13:00 Brussels Time

Apply NOW

Application submitted - FundingBox

Inbox ×

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

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Ask for support

- APPLY before **20 September 2024 13:00 Brussels time** at: https://hungry-ecocities-oc2-artists.fundingbox.com/
- JOIN the webinars and/or watch the recordings:
  - **July 11**
  - **August 29**
- CONTACT US at:
  - **Email:** hungryecocities@fundingbox.com
  - **Helpdesk:** FundingBox spaces
  - Ask for **1:1 calls**
- FOLLOW US (**startseu**):

Scope

Open Call Timeline & Evaluation

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TIMELINE

2ND OPEN CALL FOR ARTISTS

2024-2025

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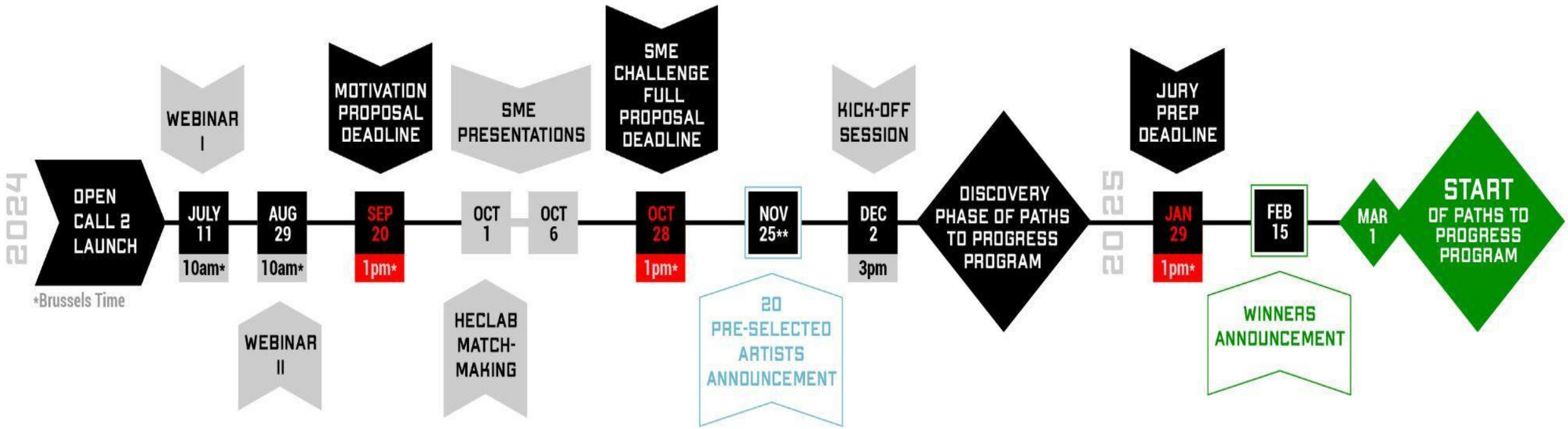

*Brussels Time

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

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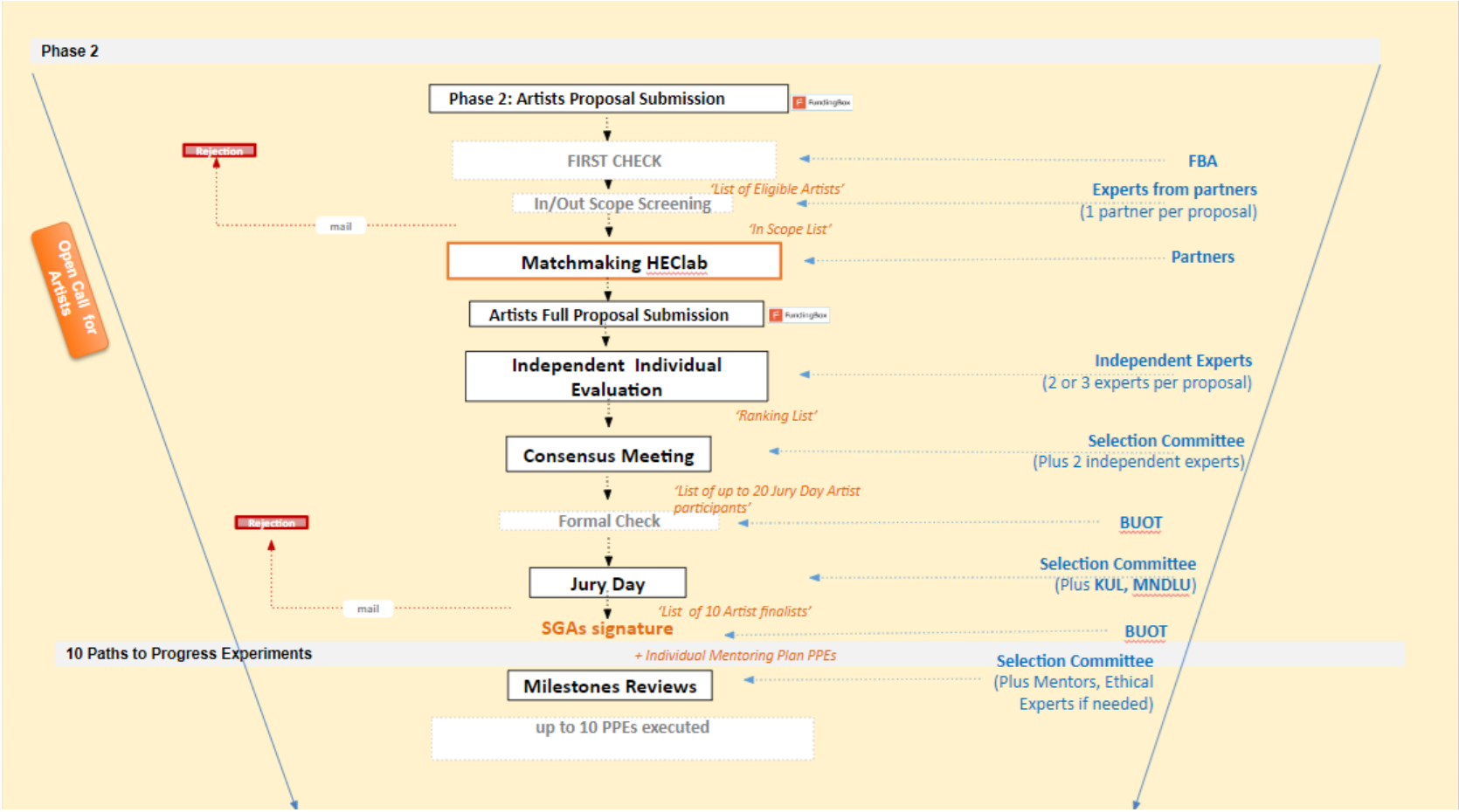
Selection



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Inclusion & Diversity

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.

When describing your team, please include how your company relates to **diversity and inclusion**, by e.g. explaining:

a) How your company is working with Diversity and Inclusion itself as a topic.
b) How your company works with a diverse and inclusive network.
c) How diversity and inclusion are represented in your staff/employees/owners.

Scope

HEClab

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HEClab Register

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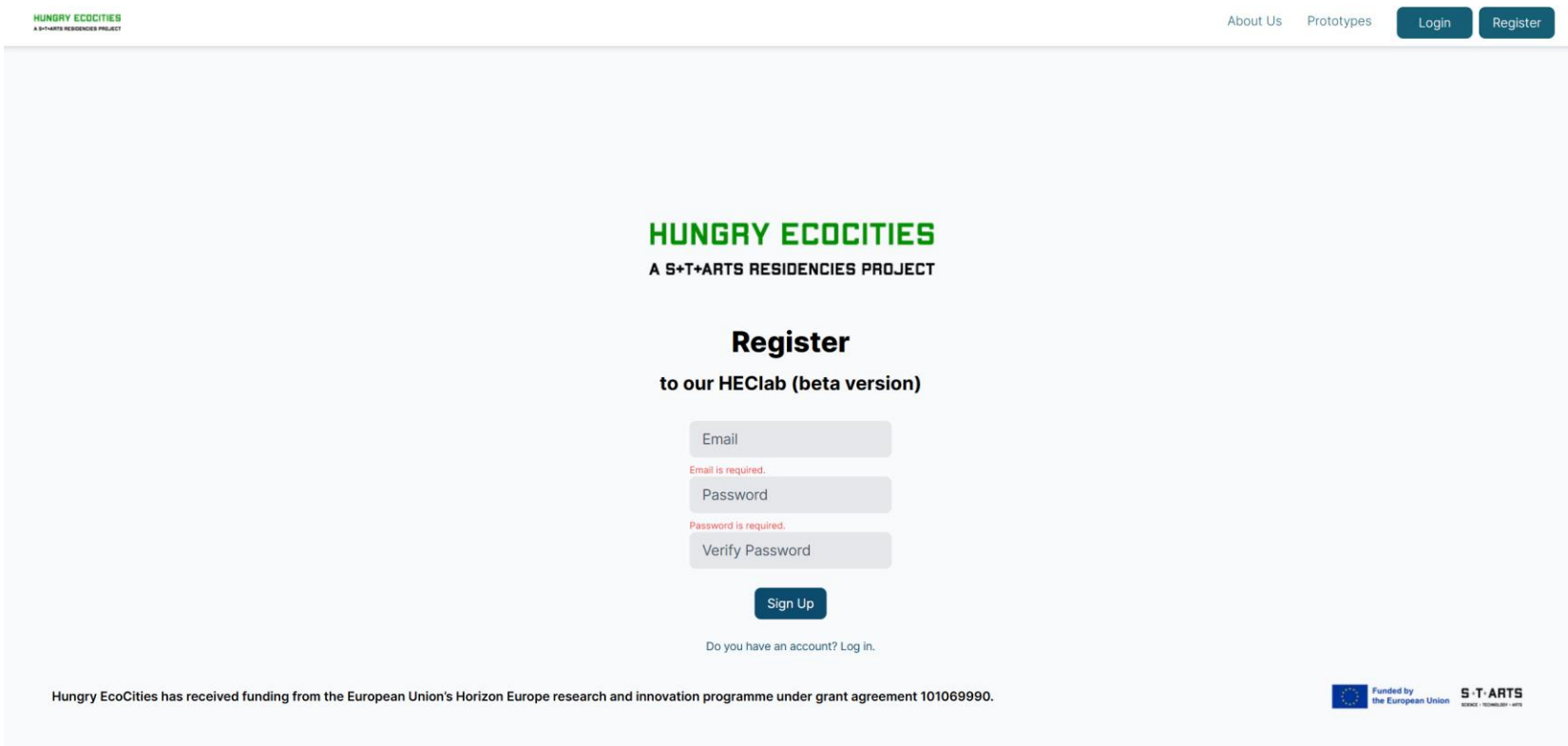

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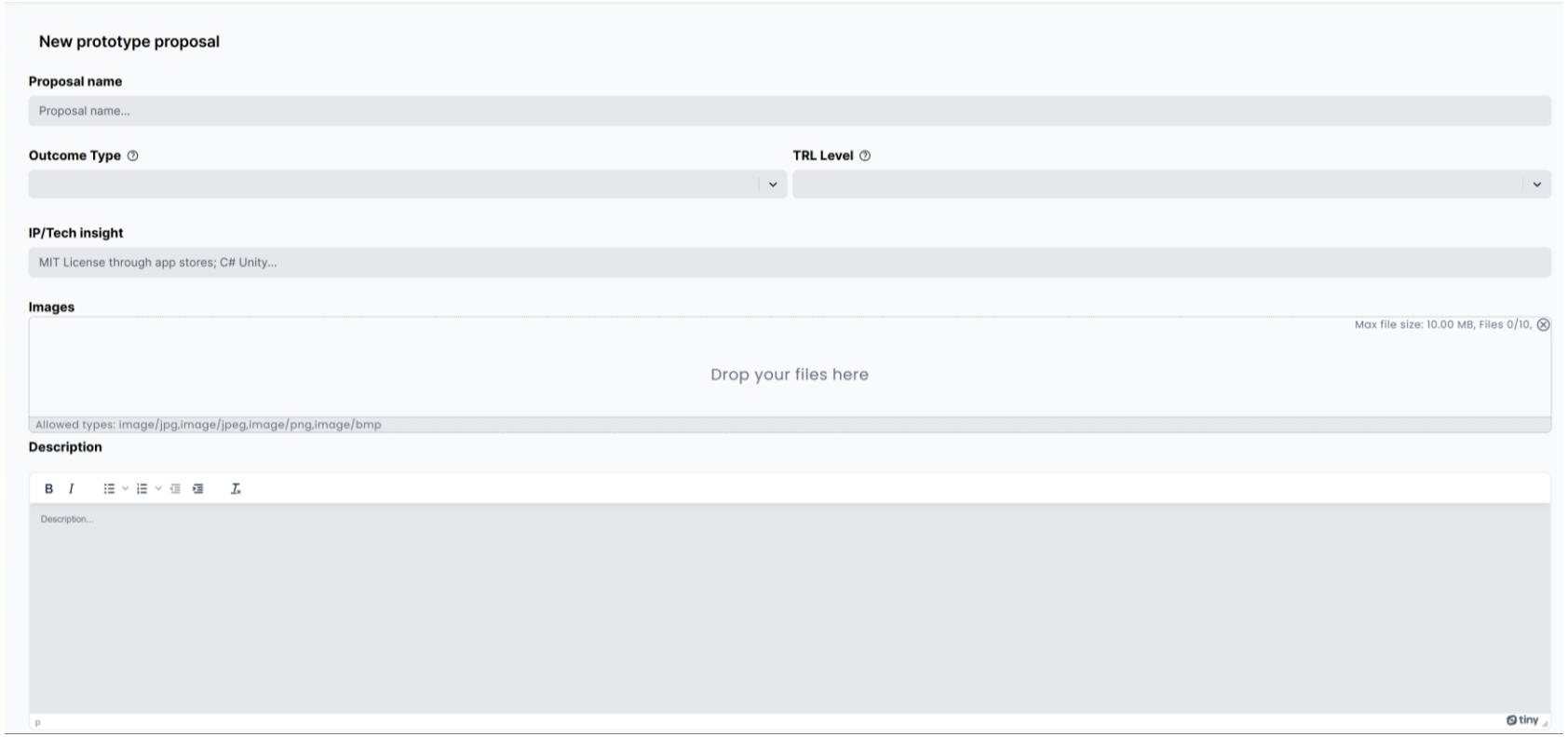
HEClab

Prototype Proposal



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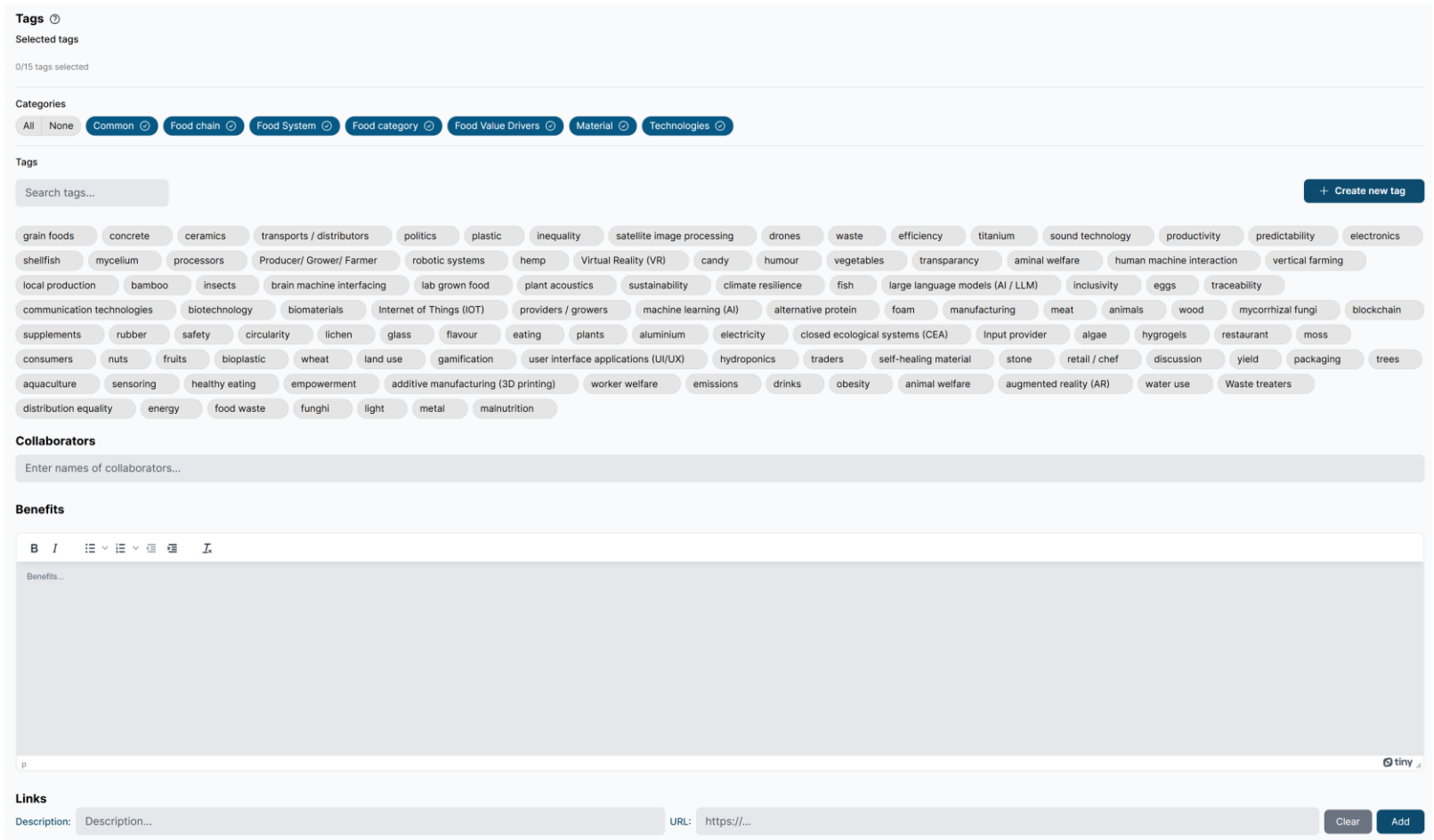

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HEClab

Prototype Proposal

·2024

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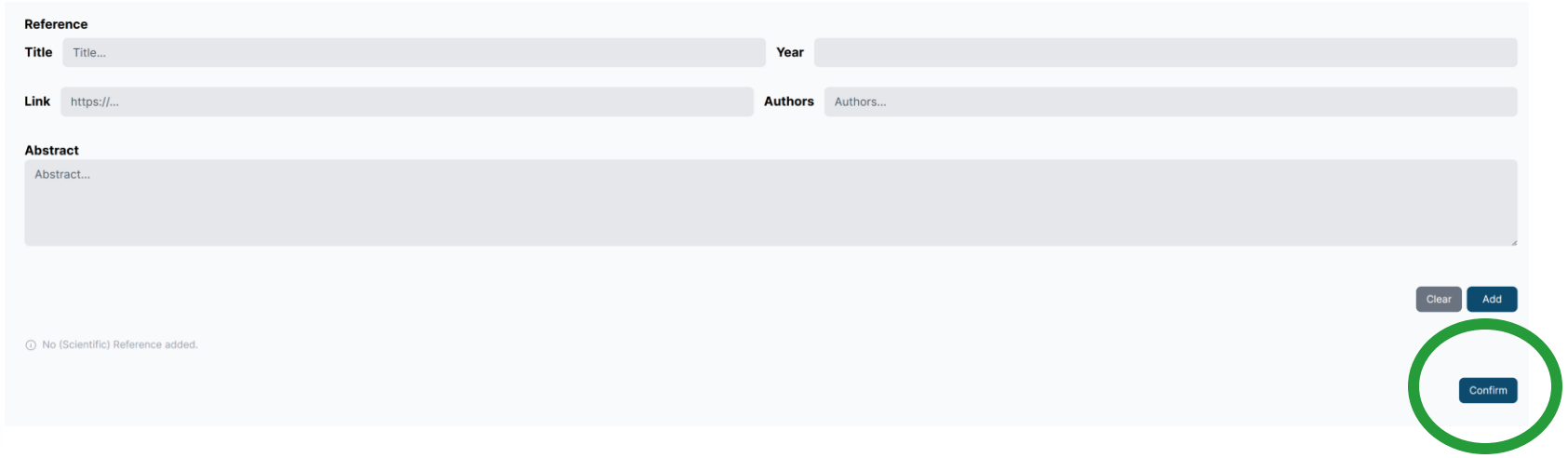

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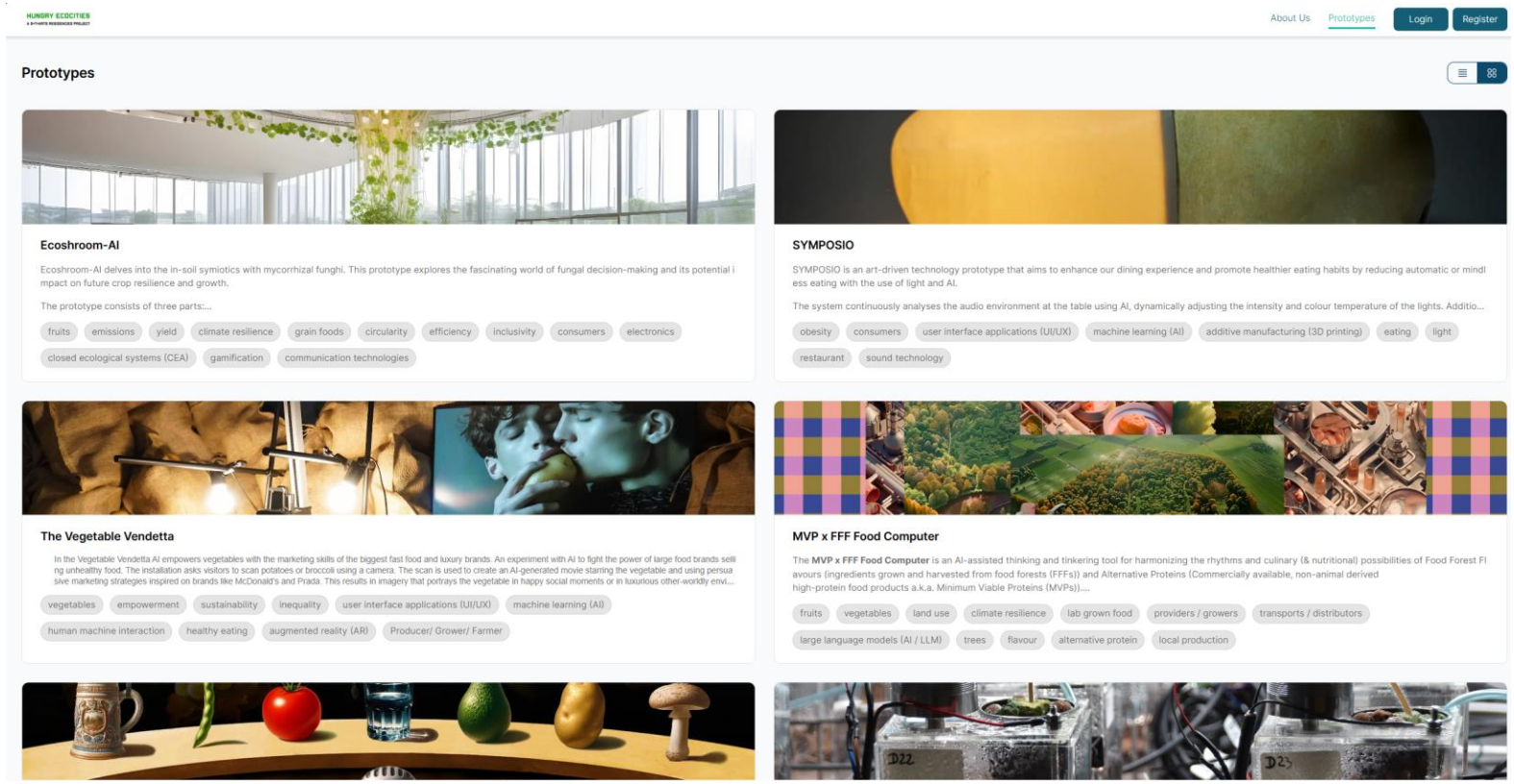
Prototype Card examples



·2024

Questions?

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In4Art
guiding curiosity....

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Studio Other Spaces

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eat this.

KU LEUVEN

Mendel University in Brno

CARLO RATTI ASSOCIATI®

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