

**HUNGRY ECOCITIES**

A S+T+ARTS RESIDENCIES PROJECT

**Call for Artists Phase 2**

**Webinar 1**

**11.07.2024**



Funded by  
the European Union

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

**S+T+ARTS**

# Program

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

# About Hungry EcoCities

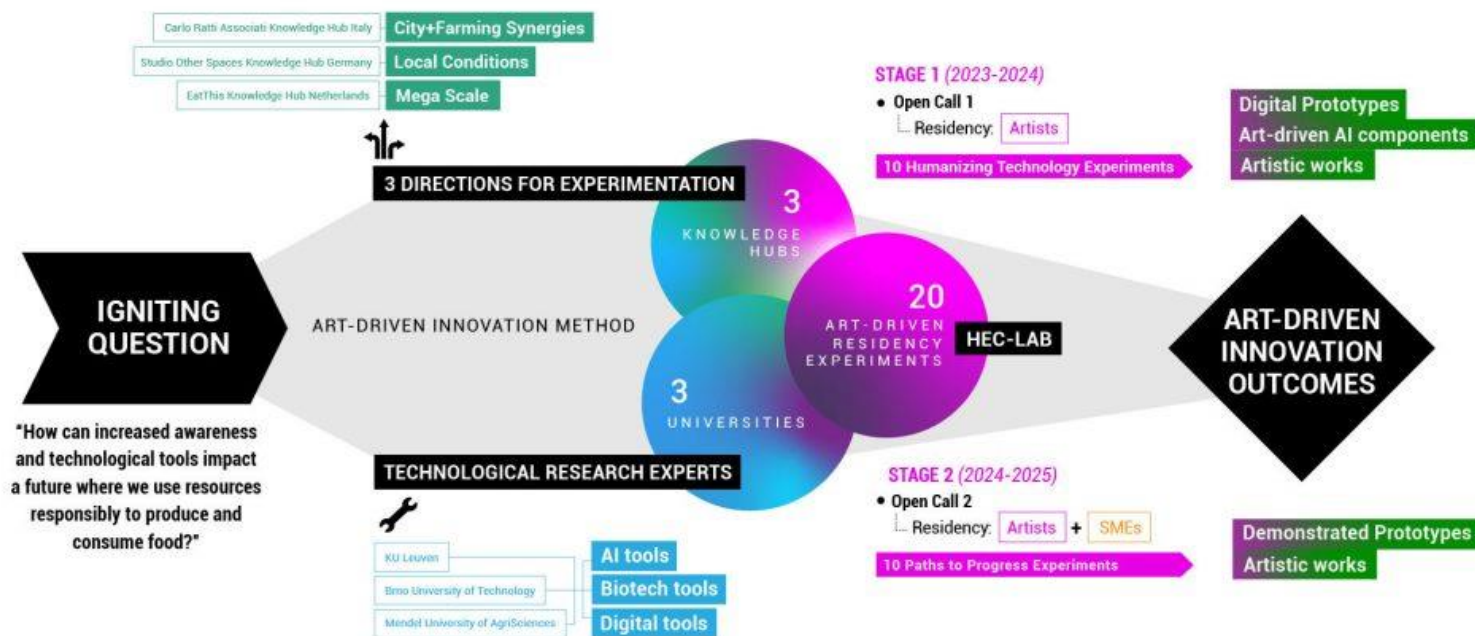
[starts.eu/hungryecocities/](https://starts.eu/hungryecocities/)

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## HUNGRY ECOCITIES

TOWARDS A MORE HEALTHY, SUSTAINABLE, RESPONSIBLE AND AFFORDABLE AGRI-FOOD SYSTEM ENABLED BY AI

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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.

## 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

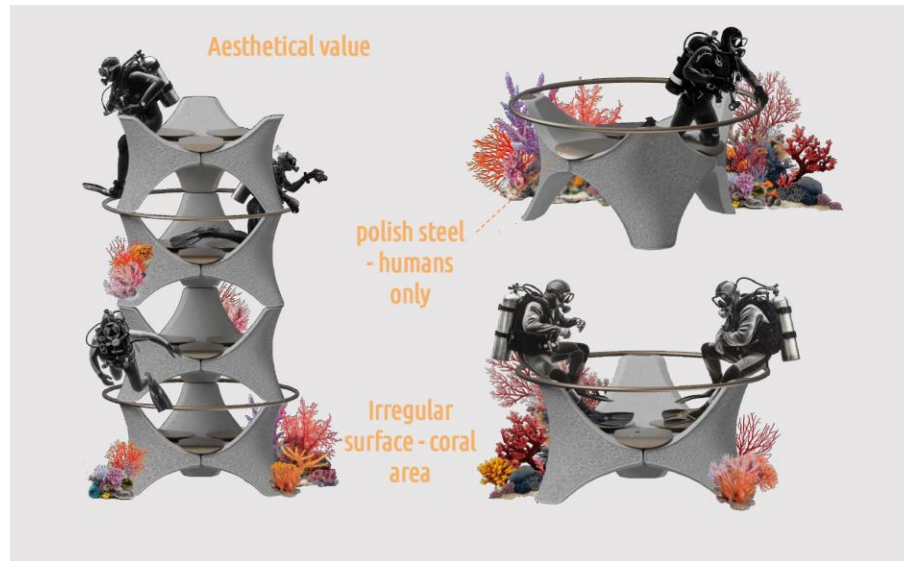
A smarter envelope which is re-usable, recyclable, made of recycled materials and digitally connected.

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.

## What we are looking for

Examples of SME-artist collaborative outcomes

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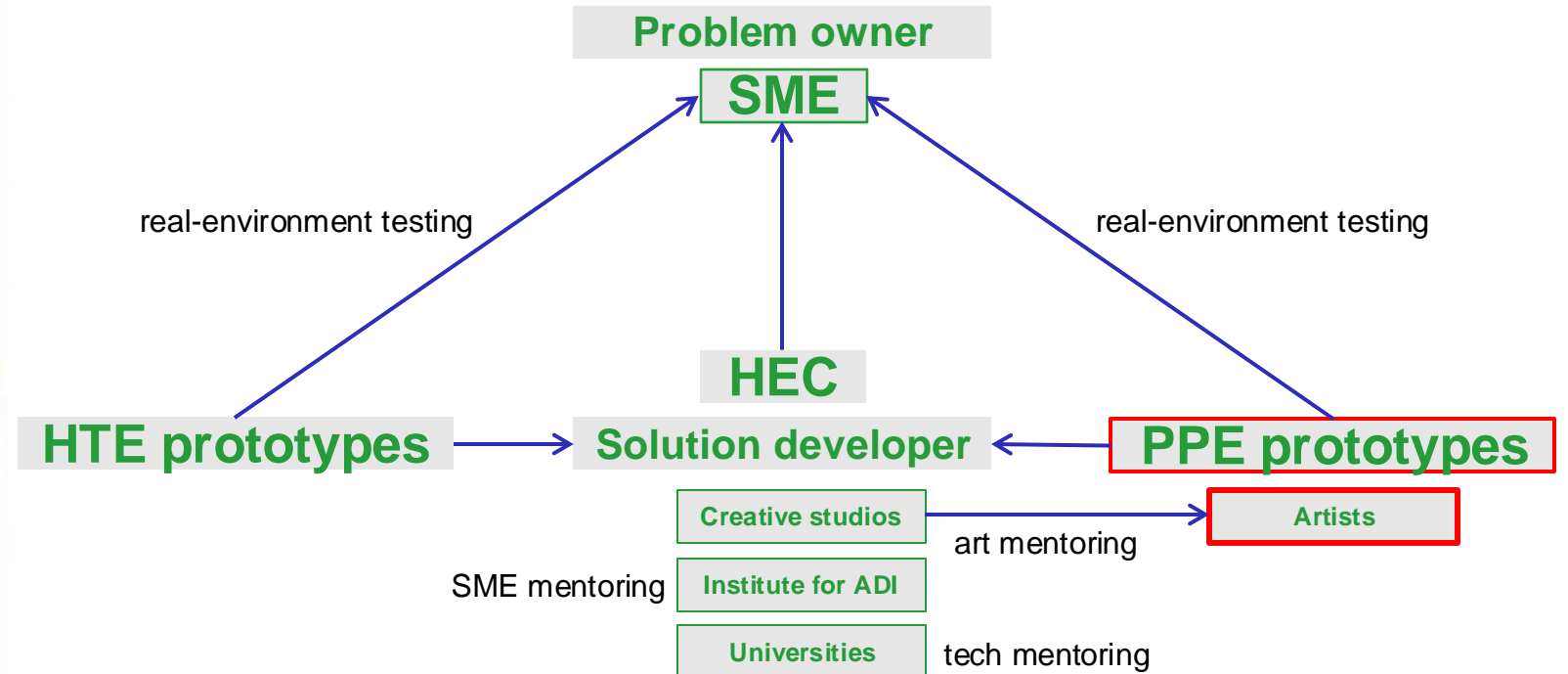


## Refine SEAC and Javier Masa

Creating a license to operate for a scuba diving brand

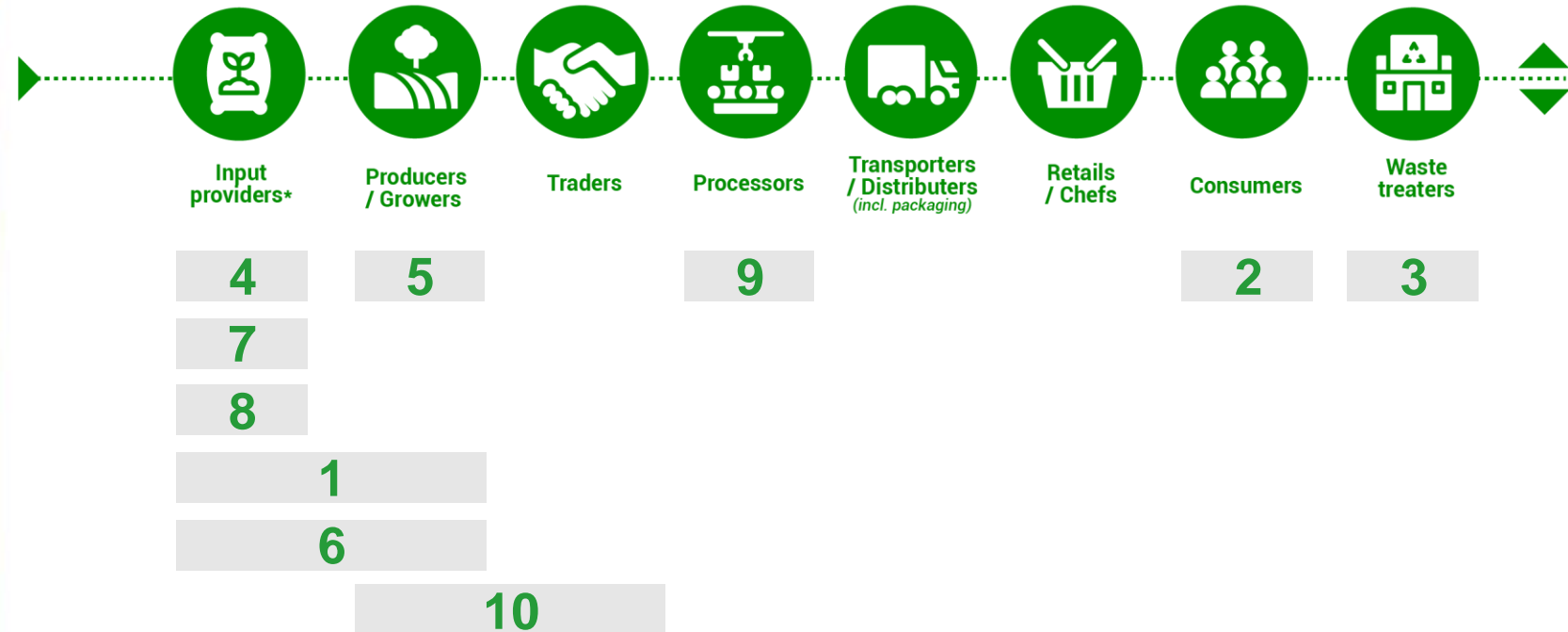
It solved the challenge of the SME (to redesign the fin so that it can be produced locally and reuses materials) and developed a prototype for underwater furniture that prevents divers from harming the ecosystem while restoring ocean biodiversity.

# Schematics of the collaborative project





# 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**

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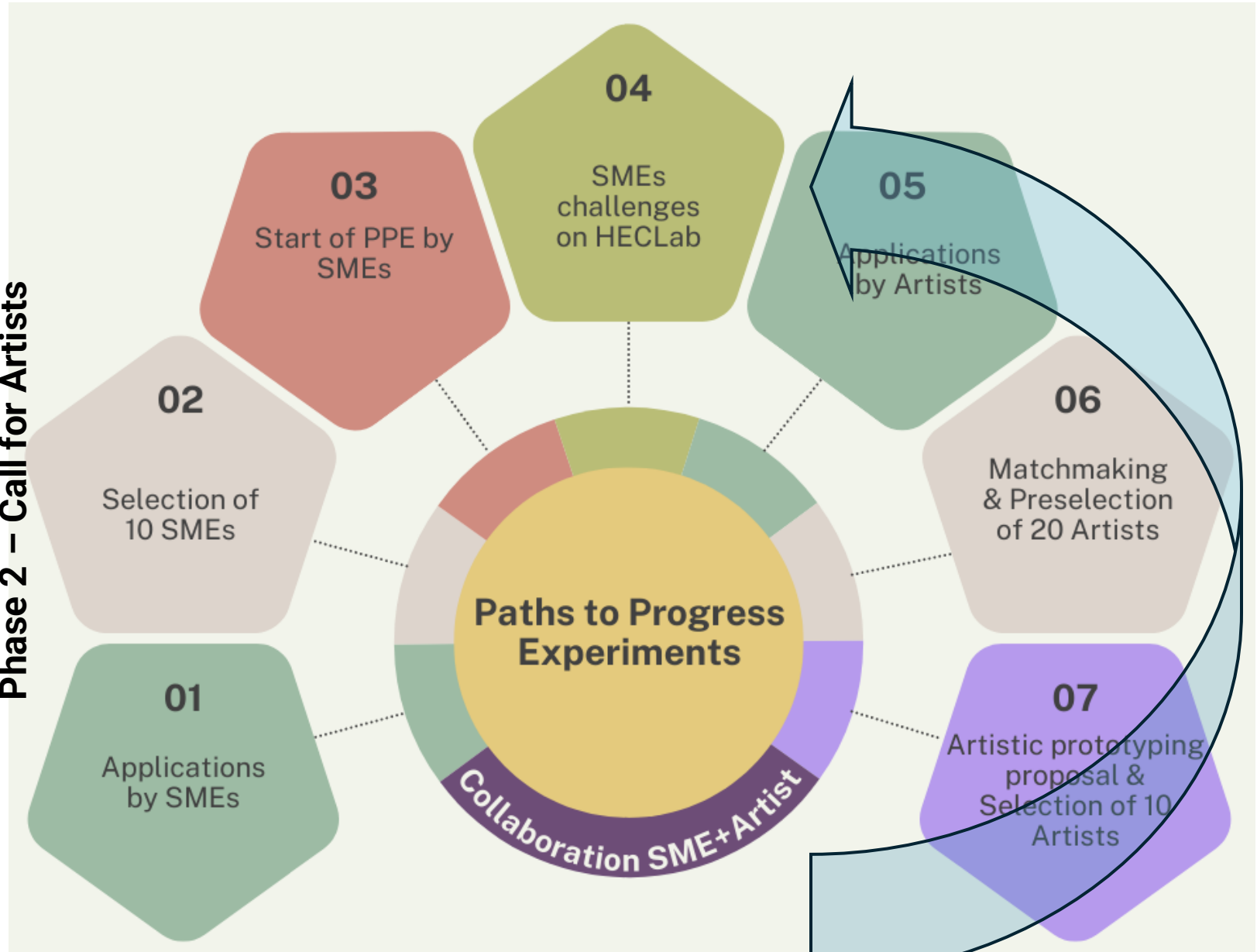
1. Vertical farming technology company
2. Sensory analysis for prototype food products company
3. Agricultural by-product recycling company
4. Tomato seeds breeding company
5. Greenhouse vegetable growing company
6. Micro greens cultivation systems company
7. Insect proteins processing company
8. Urban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

# Scope

# Open Call formalities

# Phase 2 of Call for Art-Driven Experiments

## Phase 2 – Call for Artists



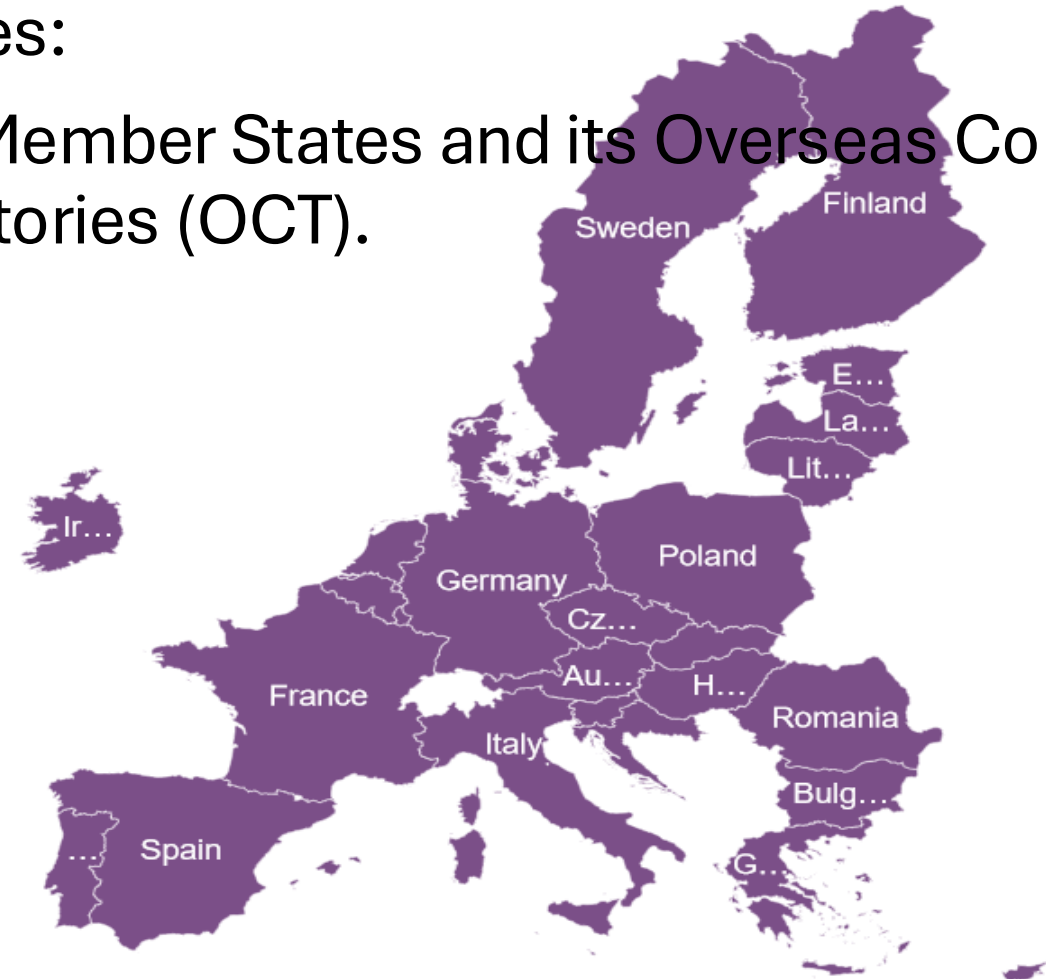
# Admissibility and Eligibility Criteria

- **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.

## 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	
	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	

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



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.



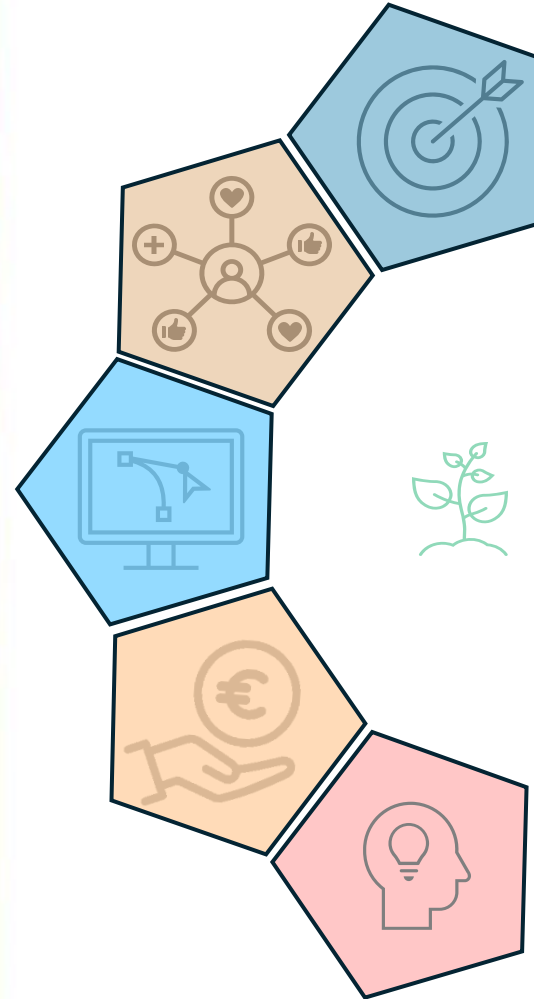
### Your application was successfully submitted

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](#)

## 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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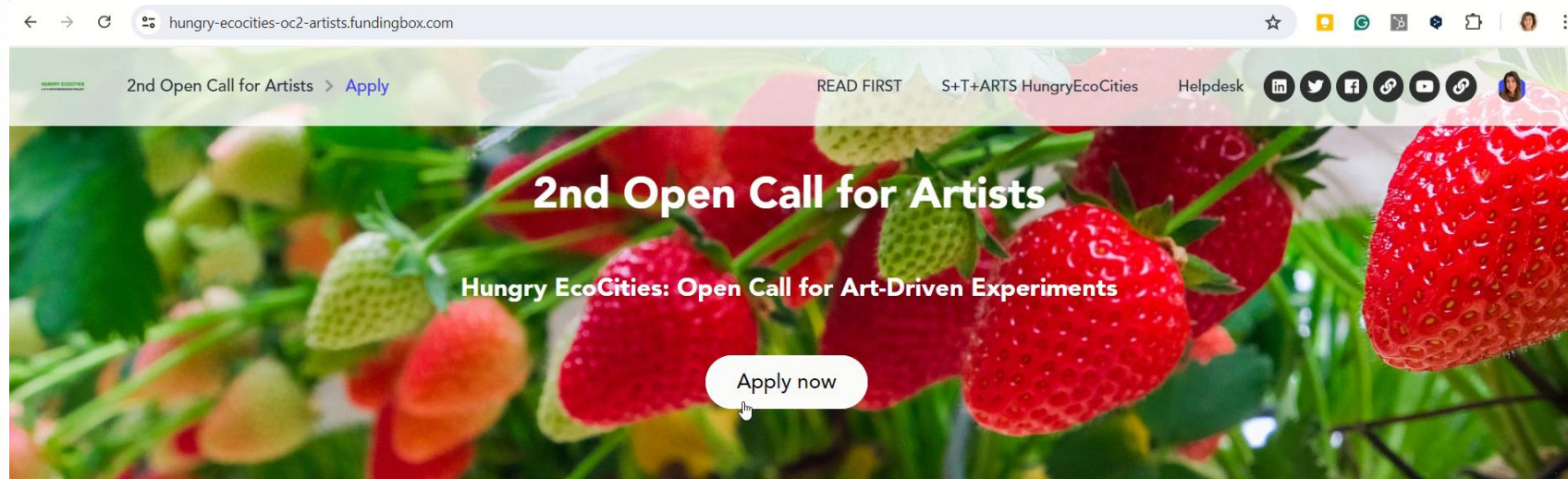


FundingBox

HOW to APPLY

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## HUNGRY ECOCITIES

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### CALL OPENS

11th of July 2024

at 9:00 Brussels Time

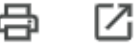
### DEADLINE

20th of September 2024

at 13:00 Brussels Time

Apply NOW

## Application submitted - FundingBox Inbox 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

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## Ask for support

## HUNGRY ECOCITIES

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- 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](mailto:hungryecocities@fundingbox.com)

- Helpdesk: 

- Ask for **1:1 calls**

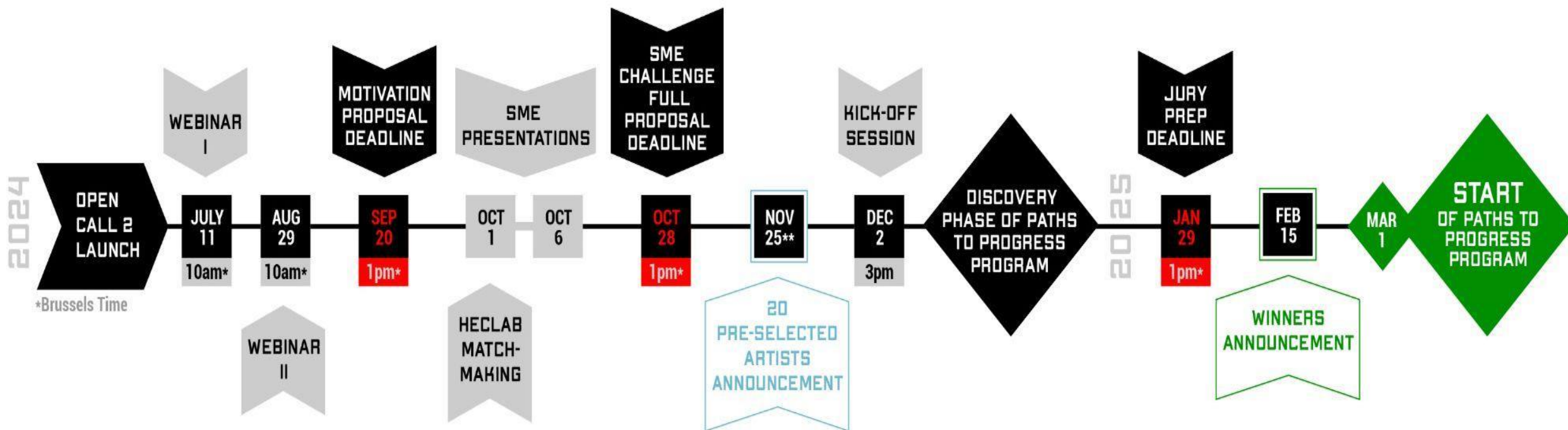
- FOLLOW US (**startseu**):



# Scope

# Open Call Timeline & Evaluation

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



# S+T+ARTS

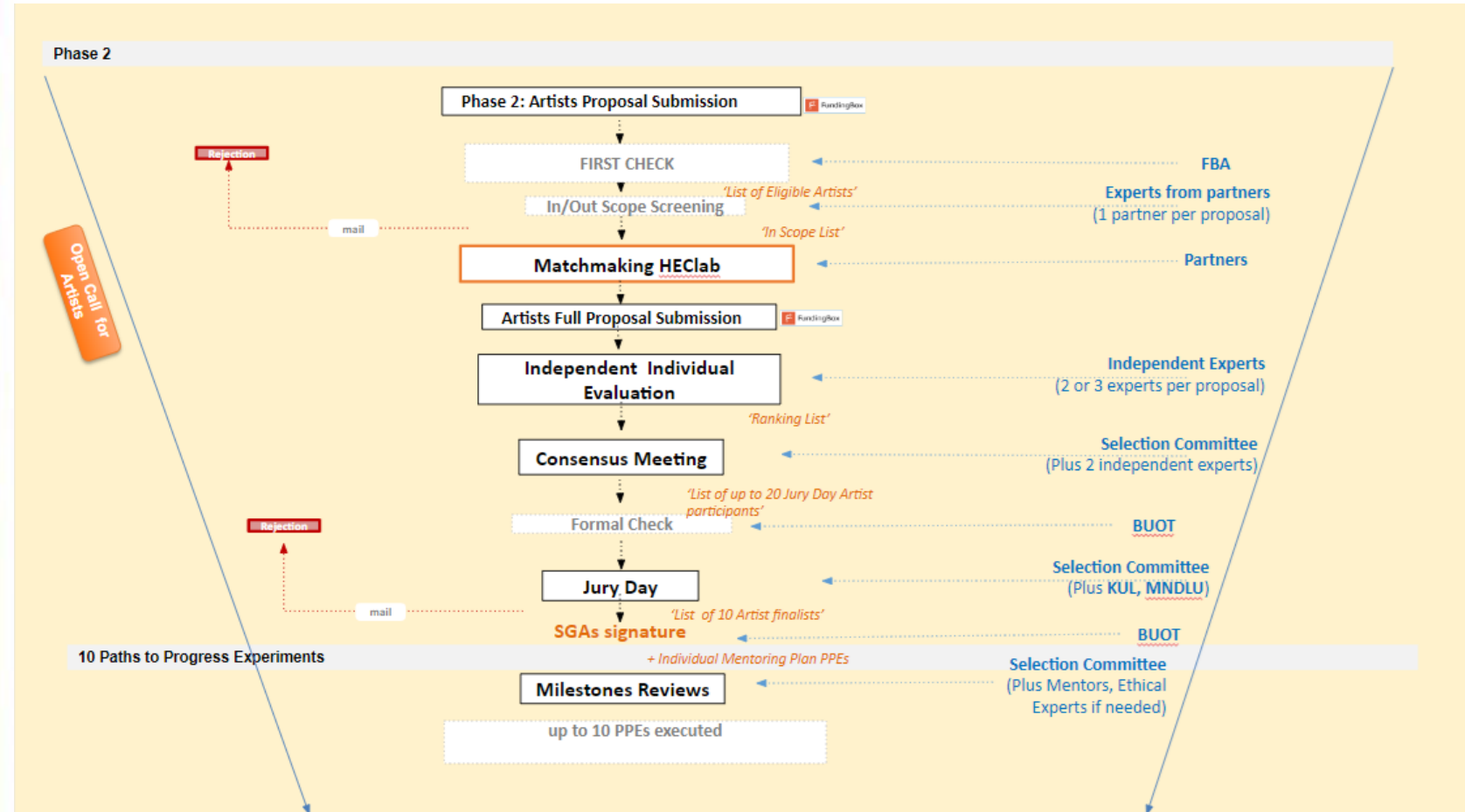


## FundingBox

# Selection

# HUNGARY ECOCITIES

## A S+T+ARTS RESIDENCIES PROJECT





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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[About Us](#)

[Prototypes](#)

[Login](#)

[Register](#)

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**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.

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# HEClab Prototype Proposal

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## New prototype proposal

### Proposal name

Proposal name...

### Outcome Type ⓘ

### TRL Level ⓘ

▼

▼

### IP/Tech insight

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] [List] [List] [List] [List] [List]

Description...

p

tiny

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# HEClab Prototype Proposal

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### Tags

#### Selected tags

0/15 tags selected

#### Categories

All None Common Food chain Food System Food category Food Value Drivers Material Technologies

#### Tags

Search tags...

+ Create new tag

- grain foods concrete ceramics transports / distributors politics plastic inequality satellite image processing drones waste efficiency titanium sound technology productivity predictability electronics
- shellfish mycelium processors Producer/ Grower/ Farmer robotic systems hemp Virtual Reality (VR) candy humour vegetables transparency animal welfare human machine interaction vertical farming
- local production bamboo insects brain machine interfacing lab grown food plant acoustics sustainability climate resilience fish large language models (AI / LLM) inclusivity eggs traceability
- communication technologies biotechnology biomaterials Internet of Things (IOT) providers / growers machine learning (AI) alternative protein foam manufacturing meat animals wood mycorrhizal fungi blockchain
- supplements rubber safety circularity lichen glass flavour eating plants aluminium electricity closed ecological systems (CEA) Input provider algae hydrogels restaurant moss
- consumers nuts fruits bioplastic wheat land use gamification user interface applications (UI/UX) hydroponics traders self-healing material stone retail / chef discussion yield packaging trees
- aquaculture sensing healthy eating empowerment additive manufacturing (3D printing) worker welfare emissions drinks obesity animal welfare augmented reality (AR) water use Waste treaters
- distribution equality energy food waste fungi light metal malnutrition

#### Collaborators

Enter names of collaborators...

#### Benefits

B I [list of icons]

Benefits...

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tiny

#### Links

Description: Description...

URL: https://...

Clear

Add

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# HEClab

## Prototype Proposal

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### 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

○ No (Scientific) Reference added.

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

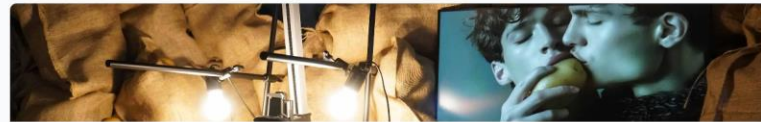


SYMPOSIO

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 analyses 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 broccoli using a camera. The scan is used to create an AI-generated movie starring the vegetable and using persona-like 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 tinkering tool for harmonizing the rhythms and culinary (& nutritional) possibilities of Food Forest Flavours (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 protein
- local production



Questions?



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## Ask for support

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- Ask for **1:1 calls**

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**In4Art**  
guiding curiosity....

  
**FundingBox**

**Studio  
Other  
Spaces**

  
**BRNO  
UNIVERSITY  
OF TECHNOLOGY**

**eat  
this.**

**KU LEUVEN**

- Mendel
- University
- in Brno
- 

**CARLO  
RATTI  
ASSOCIATI®**



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SCIENCE + TECHNOLOGY + ARTS

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