

Hungry EcoCities S+T+ARTS Residencies

Deliverable 1.3 – Art-Driven Innovation HEClab matchmaking methodology

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1. Abstract

This deliverable delivers a methodology for cross-disciplinary collaboration in the Hungry EcoCities residency experiments: the **Humanizing Technology Experiments** (HTE) conducted by artists + a team from the consortium, which together form the core team and the **Paths to Progress Experiments** (PPE) conducted by artist + SME duos that in collaboration with a team from the consortium form the core team. The team from the consortium consist of a studio partner, a technical partner and an art-driven innovation partner, which jointly act as co-producer of the experiment. In this core team, entities from different worlds come together to share ideas, knowledge and skills in the pursuit of art-driven (technological) innovation. A good matchmaking process paves the way for pro-active, beneficial collaboration and spill-over potential after the experiments.

This version, submitted at the end of M8, April 2023, concerns the logic and set-up of the matchmaking process in Hungry EcoCities and the preparations for both sets of experiments, which require different types of matchmaking. This deliverable will be updated on two occasions: in M24 and M36.

In M24 the matchmaking of type 2 will be elaborated and the conducted matchmaking of the HTE experiments evaluated.

In M36 a section will be added on the matchmaking in the process after the end of the collaborative project, in order to ensure a sustainable outcome in terms of spill-overs and follow-up.

This deliverable is part of Work package 1 and feeds into the work of WP2, the HEClab, WP3, the open call process, WP4, the residency programs, and WP5, the knowledge sharing and scaling of outcomes.

2 – About Matchmaking

The Hungry EcoCities project is ultimately about developing responsible innovations for the food domain. To realise this, involving artists alone is not going to be enough. Also, involving researchers, companies, entrepreneurs, or technologists is not going to be enough. Art-driven innovation relies on achieving a symbiosis between thinking and making it work. This always requires a diversity of people, disciplines and competencies to come together and collaborate on exploring the same question.

We need to create an environment where talents, ambitions, personalities, competencies and drivers between people reinforce each other. In that situation, symbiosis and good art-driven experimentation for innovation spill-over can happen.

Good art-driven innovation experiments deliver what we call ‘new end’ outcomes. These are experimentation outcomes that demonstrate new insights, knowledge, or unexpected uses of technology or material in the addressed domain(s) and theme(s) of the experiment. They reach conclusive outcomes on which further nurturing of the idea can be based. They could lead to a new start and hence, a future new end.

We can further develop these outcomes into impactful spill-overs in different directions following the [art-driven innovation PESETABS analysis and diffusion model](#) developed by In4Art.

In Hungry EcoCities, we develop the environment for symbiosis through matchmaking and mentoring/ co-producing. In this deliverable, we will focus on the matchmaking methodology for both the first and the second round of experiments, known as the Humanizing Technology Experiments (HTE), conducted by artists + a core team from the consortium and the Paths to Progress Experiments (PPE) conducted by artist + SME duos in collaboration with a core team from the consortium.

2.1 – Levels of Matchmaking

Matchmaking is a continuous process. It starts by forming the core team of the collaboration. The core team consists of the co-producing partners, all of whom are involved with time and investment. They are the owners of the project, so to say. In this core team, entities from different worlds come together to share ideas, knowledge and skills in the pursuit of art-driven (technological) innovation. We call this the first level of matchmaking.

The core is formed during the evaluation process in the Humanizing Technology Experiments. After the selection of the 20 finalists, all of them will have meetings with

the prospective studio partner, tech partner and art-driven innovation partner. These meetings are the start of the matchmaking. After the jury day, when the 10 projects are selected, in this way, the core team of co-producing partners is directly in place.

In the Paths to Progress Experiments, the core will be formed over a more extended period of matchmaking, starting when the expressions of interest from both the artists and the SMEs have been submitted and ending when the proposals are submitted. More on how we exactly approach this in the M24 update of this deliverable.

The second level of matchmaking is what we call the network of collaborators. These are individuals or organizations whom contribute with knowledge or investments, technologies or tools, and are willing to apply spill-overs (launching customers/partners) in a pro-active, engaging way. They are sourced on the basis of their immediate possible contribution to the project and a clear potential benefit for themselves should the project work out well.

Collaborators are actively sought during the whole time the experiment runs. In the case of Hungry EcoCities, the layer of collaborators are the members of the knowledge hubs and the external experts we will ask to perform the proposal reviews. Also, partners of the individual consortium members or outside entities can become collaborators in the project over time and through this, champions of what the project beholds.

The third level of matchmaking is the reach out to what we call contributors. These people are only lightly or needed explicitly for their expertise, input, reflection or knowledge at certain moments of development. Think of a subject matter expert interviewed to learn more about a specific phenomenon. They come from the network of consortium partners or even the wider S+T+ARTS community of partners.

Combined, these three levels of matchmaking are aim to at create an environment for reinforced thinking and making across disciplines and domains for the benefit of art-driven innovation experiments.

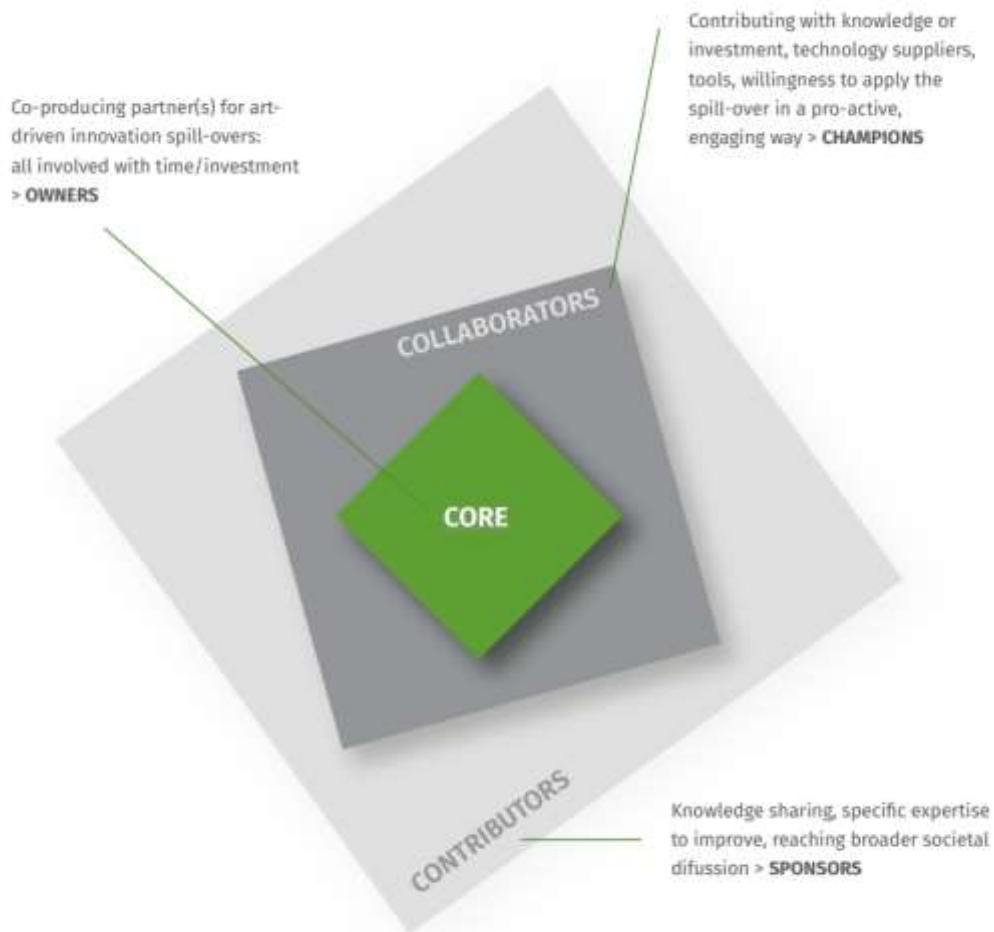


Figure 1: 3 levels of matchmaking (derived from PESETABS whitepaper 2023, In4Art)

Our definition of Matchmaking:

In Hungry EcoCities, we define matchmaking as the actions we undertake to realise cross-disciplinary communication and collaboration for the benefit of the experiment goals in order to pave the way from experiment towards art-driven innovation. Matchmaking is about organizing interaction and facilitating knowledge spill-overs.

2.2 – Phases of Matchmaking

The art-driven innovation experiment in Hungry EcoCities consists of three phases of matchmaking:

1/ setting the stage

- 2/ collaboration process
- 3/ analyzing and diffusing outcomes

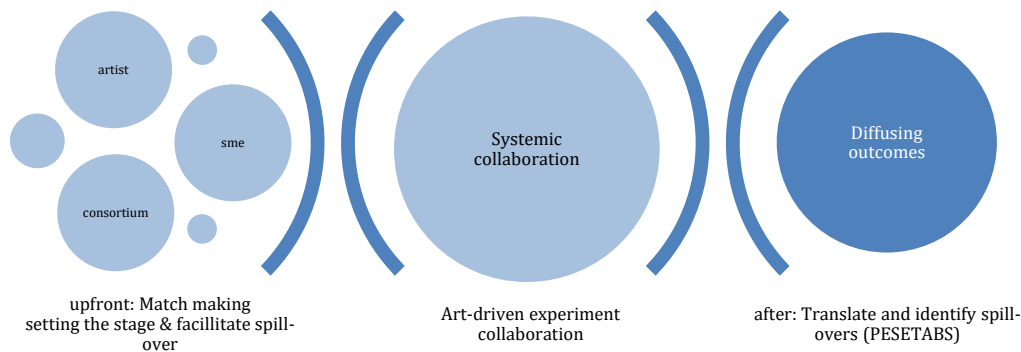


Figure 2: HEC phases of matchmaking, 2023

The **setting the stage** phase starts with creating the core team. After this is done, the finalist candidates present their experiment plans in front of the jury.

The 10 selected candidates in the first open call and the 10 selected duos of candidates in the second open call form, together with the core team members from the Hungry EcoCities consortium, will form the core team of the residency. As a group, the co-producing core team identifies the required skills to set-up and execute good artistic experiments. The required skills/knowledge/talents not available in the core team are identified (on a continuous basis) and sought after by the core team, creating new matches. They form the growing and changing group of **collaborators** and **contributors** around the experiment.

This creates and nurtures environment for cross-disciplinary collaboration and knowledge sharing is created and nurtured.

Once the experiment is underway, the **collaboration process** phase of matchmaking is ongoing. During the collaboration phase, the **core team** follows a semi-structured approach to the experiment, facilitating continuous collaboration and cross-overs while allowing for pivoting/meandering and exploration freedom simultaneously. The individual HTE mentoring plans (IMP) (D4.1) explain how this is done, of which the first iteration will be submitted in M13.

Although IMP is often referred to as Individual Mentoring Plan for the subgrantee, within Hungry EcoCities, we see the core team as a level playing field with equal partners. Therefore the IMP is interpreted as the **Innovation Monitoring Plan**, putting the desire to achieve innovation at the core but respecting the artistic approach. The IMP supports matchmaking. It clarifies what the team aims for, what key performance indicators they identify, what process they will follow and which skills/ knowledge are needed throughout the process and should be sought in this phase of the experiment. A shared vision and goal is essential for the group's identity and functioning. In order to establish this, we therefore ask the core team at the start of the collaboration process and as part of maturing the core matchmaking, to define their Key Performance Indicators (KPI).



Figure 3: Hungry EcoCities HTE-Core Team, 2023

Our definition of Key Performance Indicator (KPI):

The Key Performance Indicators are the quantified ambitions of the core team. They are defined within the IMP of Hungry EcoCities. An ambition is an aspiration goal for the experiments and their translated impact, defined in specific, measurable and realistic terms. The KPIs are split up in technical, artistic and outreach goals.

The KPIs will help the core team throughout the art-driven experiment process to monitor strategic, tactic and operational goals. The ownership to achieve these KPIs is the responsibility of the whole core team.

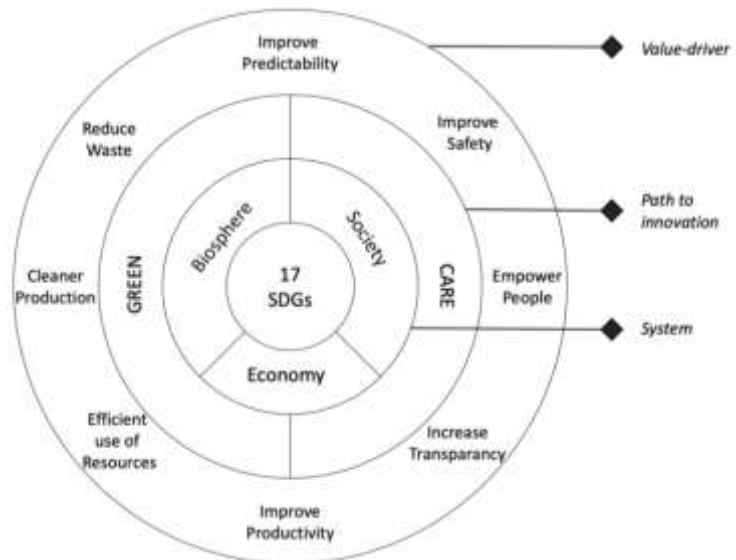


Figure 4: showing the eight different responsible value drivers to support KPI identification ([Responsible Innovation Value Drivers](#), In4Art, 2020)

The KPIs will explain the direction in which the experiment will influence the value drivers of the art-driven experiment, which are defined following the art-driven innovation method. By making them explicit, it facilitates communication towards the collaborators and contributors throughout the process.

The core team is composed of the artist and the different HEC-partners. The HEC-partners are in charge of the following:

- Identify specific mentoring and knowledge needs (artistic, technical, business)
- Identify and measure potential risks that could affect performance and quality of results, pursuing the set goals (KPIs) in the IMP.
- List any constraints from the consortium (time constraints to meet/work, lack of knowledge to perform some activity, etc.)
- Register any problems which is affecting the communication and the relationship between partners.
- Log meeting minutes with keynotes from meetings held to facilitate knowledge sharing and documentation.
- The HEC partners will have peer-to-peer meetings to assess the above tasks to benefit matchmaking throughout the process.

The artist is responsible for the following:

- Executing the experiment plan
- Pursuing the set goals (KPIs) in the IMP
- Creating the deliverables and experiment outcomes

During the collaboration process, the dynamics of the ‘symbiosis’ are continuously monitored and fed with inputs from collaborators and contributors on a needs basis. This is done by the art-driven innovation partner involved in the core team of the experiment. The art-driven innovation partner, in this sense, ensures matchmaking throughout the process and stimulates continuous learning and insight documentation to prepare for the final phase.

Once the outcomes of the experiments are known, the third phase of matchmaking starts: the **analyzing and diffusing the outcomes phase**. All experiments are iterations, and all art is a work-in-progress. The outcomes, if victorious taking on the form of a prototype, draft or proof of concept for innovation, require analysis along different angles, interpretation, translation and diffusion to capture value. This also means that the core team, collaborators and contributors of the experiment need to be re-assessed for impactful continuation. It might be that a new direction needs another set of skills and requirements within the core team.

The art-driven innovation approach for this is the PESETABS approach, including 8 distinct directions for value creation and capturing, namely: policy, ecology, society, economy, technology, art, business, and science.



Figure 5: PESETABS model (derived from PESETABS whitepaper, In4Art 2023)

2.3 – Types of Matchmaking

In Hungry EcoCities we distinguish between 2 types of matchmaking, following the different setups and natures of the two open calls. In this version of the deliverable (version 1), we elaborate on the first type of matchmaking, for the currently open first open call. In the next iteration of the deliverable, we will elaborate on the second type of matchmaking, corresponding to the second open call.

2.3.1 – Type 1 Matchmaking HEC: Artist - Consortium

Between June 21st and June 30th 2023, matching sessions between finalist candidates, host studios and tech partners are being organized, in preparation for the jury days of 10th and 11th of July 2023.

During these meetings, the purpose is to determine the fit with the artist as a professional, as well as the idea put forward. We will do this in two separate meetings with the artist, one with the prospective studio partner, and the other with the prospective tech partner. The art-driven innovation partner will join both meetings where possible, and also cross-attendance will be stimulated.

For the meeting with the studio partner, the following goals are defined:

- First acquaintance
- First, shared dynamics, overlaps and differences
- Feedback on an artistic proposals, sharing ideas
- Insight into how feedback (questions, comments) are perceived, willingness to work together.

For the meeting with the tech partner, the following goals are defined:

- First acquaintance
- Requirements assessment of the data/tech proposed to use
- Development needs assessment
- Reality check if technically potentially achievable in 9 months period

The outcomes of the matchmaking sessions are used as input for the jury day deliberation meeting and to identify the core project team for the selected residencies. For the not selected residencies, the outcomes are used as part of the feedback/evaluation given.

2.3.2 – Type 2 Matchmaking HEC: Artist – SME – Consortium

This chapter will be elaborated upon in the second version of this deliverable in M24.

2.4 – Tools

The matchmaking, core team forming, collaborations and contributors forming, knowledge sharing and co-production are all part of an effort to define, develop and diffuse art-driven experiments with food future spill-over value in various domains. It is part of the Hungry EcoCities project to aim for technology transfer, applications, and scaling of some of the ideas worked on in the experiments. Throughout the project, we will develop what we call the HEClab as a central tool for this purpose.

The HEC lab will be a digital lab filled with the following:

- outcomes of the experiments as tools for further development and deployment

- a knowledge repository built by the project partners and the knowledge hubs
- a network of artists, entrepreneurs, researchers and technologists who have contributed to HEC on various moments and in various parts

The HEClab is developed as part of WP2, and we are currently defining the framework requirements to facilitate the above ambitions. The requirements framework will be elaborated upon in deliverable 2.1 (due M10).

3. Reflection and Lessons learned.

During the second day of the second physical consortium meeting in Berlin (29.03.23), the topic of ADI -Matchmaking was put on the agenda. This was a moment to present and discuss with the consortium the input and structure of this deliverable and acquire additional input.

The partners followed the reasoning of different types, levels and phases in matchmaking. Where possible, within the first phase of the matchmaking, setting the stage, the core team should be brought together, meaning not separating the artist – studio and artist – technology expert. We see this as a learning moment in the project to assess, how this would be feasible in the limited time frame available for the matchmaking in the first open call (June 20th – July 5th, 2023) and the organizational requirements to have so many different agendas aligned. Throughout the matchmaking and experiments, continuous stimulation of mutual learning is seen as an important element, which the art-driven innovation partner is asked take into account.



Figure 6: Hungry EcoCities team picture during consortium meeting Berlin 29.03.2023, discussing the Matchmaking process

Partners Hungry EcoCities



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