Hungry EcoCities
S+T+ARTS Residencies

Deliverable 5.1 – PEDR: plan for the exploitation and dissemination of
results

Version 1.0

Grant Agreement Number	101069990
Project title	AI enabled artistic solutions for sustainable food systems
Start date of the project	Sep 1st 2022
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Workpackage No.	5

Project coordinator: Brno University of Technology (BUoT)
WP leader: Lija Groenewoud van Vliet + In4Art
Lead author: Rodolfo Groenewoud + In4Art
Reviewers: Eva Mikkelsen + Studio Other Spaces

History of changes

Date	Version	Author	Comment
10.01.2023	0.1	Rodolfo Groenewoud (In4Art)	First outline
19.01.2023	0.2	Rodolfo Groenewoud (In4Art)	First draft
23.01.2023	0.3	Lija Groenewoud v Vliet (In4Art)	Second draft
31.01.2023	0.4	Lija Groenewoud v Vliet (In4Art)	Updates
24.02.2022	0.5	Eva Mikkelsen (SOS)	Review

Table of Content

1. Abstract

This report is the first PEDR; the plan for the exploitation and dissemination of project results. It gives an introduction of the exploitation and dissemination activities executed at M6 and the ones planned for the subsequent period.

The Gannt chart with supporting activities of D5.2 will function as a monitoring dashboard to report on the results of the dissemination. As can be seen in the chart, most emphasis is on the final years of the project. This is deliberate, since the project wants to provide a safe room for experiments to test out, while putting an emphasis on communication on the results, spill overs and potentials.

In the first period, efforts are focused on the first open call (to select 10 humanizing technology experiments) and on creating the supporting network for the studios (Knowledge Hubs D1.1).

In the next iteration, due in M24 of the project, it will give a summary of the most promising achievements, exploitable opportunities and opportunities for spill overs from the results of the Humanizing Technology Experiments.

The report will be updated on 4 occasions throughout the project duration: M6, M24, M36 and M42.

2. Dissemination 2022-2023

Dissemination activities are tracked in the PEDR in four update iterations through the presentation and elaboration of the 'communication and dissemination activities plan (CDAP)' we have in the project. This plan consists of 17 elements and is elaborated upon in deliverable 5.2.

2.1 Activities M1-M6

In the first 6 months of the project, dissemination focused on making known we have started, who we are and what we aim to be doing in the S+T+ARTS Residencies project Hungry EcoCities.

The purpose of dissemination in the period M1-M6 was to prepare the infrastructure required for communication and dissemination throughout the project lifetime and to make sure the project is easy to find for anyone who seeks information.

Overall, all set communication & dissemination plan actions (CDPA) from the Gantt chart are achieved:

		Communication & Dissemination plan Hungry EcoCities	1	2	3	4	5	6	7	8	9	10	11	12
	Amount	Action							MS1 ◆					
1	1	Project leaflet Hungry EcoCities					x							
2	3	Studio vision papers							x					
3	2	Open call dissemination actions							x	x	x	x		
4	1	Framework of contemporary urgencies report												
5	10	Demonstrator video HTE experiments												
6	10	Factsheets												
7	80	Process insight articles / posts	x				x					x		
8	3	Scientific insights articles												
9	10	Outcome PPE experiment video												
10	2	Press releases												
11	3	Keynotes (life/ video)												
12	5	Lectures/ workshops at third party events												
13	3	Prototype Parks												
14	1	Barriers overview												
15	2	Guideline on Art-Driven Innovation insights												
16	1	Ecosystem overview map												
17	26	Deliverables of the project						x						x

Specifically, we have focused our dissemination activities around the following:

+ Project announcements
Announcing the project through publishing announcement items on the web pages and social media channels of the project partners, of starts.eu and in the S+T+ARTS newsletter of October 2022.

+ Project landing page on STARTS.EU
After project start and once we had lift off, we created the Hungry EcoCities landing page on starts.eu. The sections included are: project partner info, residencies info, updates & articles and open call info. The website is continuously updated when new communication and dissemination activities are launched. See a screenshot of the landing page below.

+ Project pages on partner websites

The project, including links to start.eu, has been communicated on the individual webpages of the project partners. First as an announcement, then as a project page which also will publish and fill with updates over the course of the project.

Figures: examples of webpages from partners

+ Project leaflet

A project leaflet and visual was created to communicate on the igniting question and three directions that will be central for the first open call of Hungry EcoCities (CDPA 1).
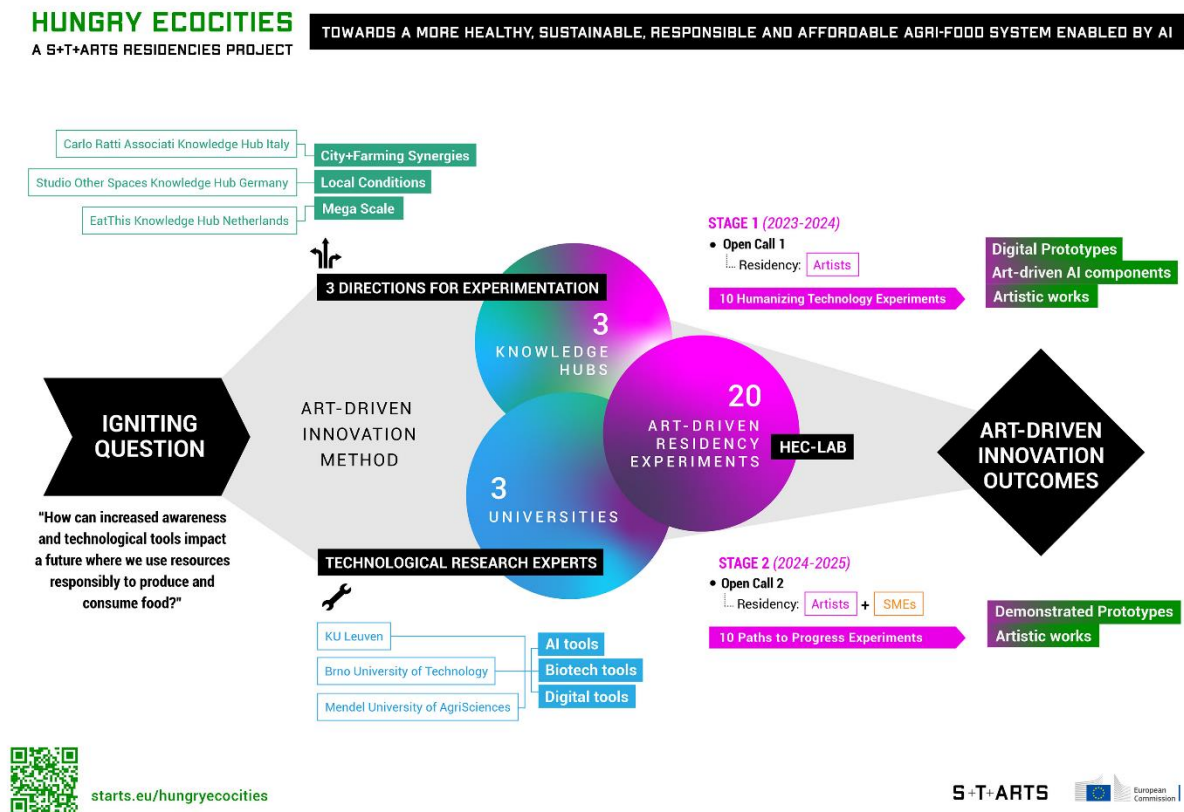
+ Open call promotion

To share with potential applications for the first Open Call, we have developed a small business cards that directs them to the Hungry ecocities website. Furthermore, a communication toolkit has been developed to support partners in promoting the first open call (see Annex 1) (CDPA 3). Next to that, also a nicely lay-outed Direction Booklet has been created to support the applicants in understanding the scope and briefing for which we seek proposals. The Direction Booklet is shared on the mini-site and include as documentation in D3.1.

+ Project articles/ posts

NO	Name of event/Title of article or presentation	From	To	WP	Consortium Partner	Size of audience	Type of event	Session name (if applicable)	Place or journal	Type of audience	Countries addressed
1	Project announcement article - Hungy EcoCities	01.09.2022		WP5	IN4ART		Website		In4Art website	General Public	Europe
2	Project announcement: AI enabled artistic solutions for susta	01.09.2022		WP5	BUOT		Website		BUOT website	General Public	Europe
3	LinkedIn post: Kick-off first consortium meeting	12.09.2022		WP5	IN4ART		Social Media		LinkedIn In4Art	General Public	Europe
4	Presenting HEC on NL AI Coalition culture community event	22.09.2022		WP5	IN4ART	100	Presentation	Pitch		Cultural institutions	Netherlands
5	S+T+ARTS October Newsletter announcement project	04.10.2022		WP5	STARTS		Newsletter		STARTS website	Artists	Europe
6	brief article about visit art-studios to NL	15.10.2022		WP1	NTWK		Social Media		Linkedin	General Public	Global
7	HEC landing page on STARTS	25.10.2022		WP5	STARTS		Website		STARTS website	General Public	Europe
8	HEC- 1 News item on STARTS	2.11.2022		WP5	STARTS		Website		STARTS website	General Public	Europe
9	HEC- 1 News item on STARTS social media	2.11.2022		WP5	STARTS		Social Media		STARTS Linkedin	General Public	Europe
10	HEC- 1 News item on STARTS social media	2.11.2022		WP5	STARTS		Social Media		STARTS Intagram	General Public	Europe
11	Presenting HEC in business talk RENEWI	10.11.2022		WP5	IN4ART	30	Presentation	integrated in presentation		Industry	Netherlands
12	Presenting HEC in as part of Keynote RSM Alumni	22.10.2022		WP5	IN4ART	80	Presentation	integrated in presentation		Industry	Europe
13	Project page article on EatThis. website	22.12.2022		WP1	NTWK		Website		EatThis. website	Industry	Global
14	Project page on SOS website	30.12.2022		WP1	SOS		Website		SOS website	General Public	Europe
15	Project page on Gluon website	30.12.2022		WP5	Gluon		Website		Gluon website	General Public	Belgium
16	Hungry EcoCities community	12.01.2023		WP5	FBA		Community		FundingBox platform	General Public	Europe
17	I4MS Funding opportunities	12.01.2023		WP5	FBA		Community		FundingBox platform	General Public	Europe
18	Project announcement - Hungry EcoCities	13.01.2023		WP5	MNDLU		Website		MENDELU website	General Public	Europe
19	Leuven.AI annual progress report 2021/22	18.01.2023		WP5	KUL		Newsletter		Leuven.AI report	Scientific community	Belgium
20	Project announcement - Hungry EcoCities	01.09.2022		WP5	KUL		Website		KU Leuven research portal	General Public	Global

(CDPA 7: overview of Hungry EcoCities communication and dissemination activities tracker – version **02.2023**)

+ Project deliverables

On Jan 30th, 2023 a joint meeting between the three S+T+ARTS Horizon Europe projects took place to discuss where and how the public deliverables on starts.eu will be shared. We jointly decided that each project will store the public deliverables on their own subpage. The deliverables that form a report/ toolkits/ publication and have an essential/ broader audience S+T+ARTS community relevance to take into account for future projects/ collaborations, will also be made available in the S+T+ARTS Library.

For the first 6 months, the following deliverables have been submitted. After approval, they will be shared publicly:

D6.1	Project Quality Management Plan
D1.1	Thematic knowledge hubs
D3.1	Call announcement and GfA
D5.1	Plan for Exploitation and Dissemination of Results
D5.2	Communication/Dissemination plan
D5.3	Visual identity
D6.2	Project Data Management Plan
D6.3	IPR Report

(CDPA 17)

3.2 Activities planned for M7-M24

For the upcoming period we will be having the following major topics which will be central in the focus of our dissemination activities:

◇ The open call for Humanizing Technology Experiments (HTE)
◇ The 10 selected Humanizing Technology Experiments
◇ The progress of the HTE experiments
◇ The completion of the HTE experiments
◇ Dissemination and Exploitation of the outcomes of the experiments
◇ The open call for Path to Progress Experiments
◇ The 10 selected Path to Progress Experiments

4. Exploitation 2022-2023 (M1-6)

We have nothing to report in M6 on the exploitation of project results. The first project results we will be able to report on are due in M24, after completion of the first round of experiments, the Humanizing Technology Experiments. On a project level, exploitation will be focused on the exploitation of the Hungry EcoCities LAB (HECLab) as an infrastructure, a vehicle and a testing ground for (digital) technology experiments and innovations. On an experiment level, exploitation will focus on preparing the outcomes of the HTE experiments for testing and application in the PPE experiments.

5. Reflections & Learnings

To align the communication and have a clear communication towards the S+T+ARTS ecosystem, Hungry EcoCities initiated a 'sisters' meeting among the S+T+ARTS Horizon Europe projects, that took place on Jan. 30, 2023. This was beneficial and will be continued on a 2 times per year basis. The ambition is set to have 1 physical meeting colliding with the S+T+ARTS day at Ars Electronica, kindly offered by Ars Electronica to co-facilitate, and a next digital meeting in winter 2023. The goal is to share communication practices, but also to learn from each other's methodology and support towards the artists.

Partners Hungry EcoCities

Horizon Europe Research and Innovation Action – This Hungry EcoCities project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101069990. It is part of the S+T+ARTS programme. S+T+ARTS is an initiative of the European Commission to bring out new forms of innovation at the nexus of arts, science and technology.

HUNGRY ECOCITIES
A S+T+ARTS RESIDENCIES PROJECT

Humanizing Technology Experiments, 10 Artists First Open Call Communication

Toolkit

Summary

This communication toolkit includes different suggested texts and is a living document, which will be enriched throughout the open call, based on feedback and interactions with the applicants. It is supported by a social media campaign calendar, through which the different posts and communication outings will be shared. The main channel is the are the STARTS accounts. Next to that, all partners will diffuse through their won channels and networks.

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1. Social media
1.1. LinkedIn

What is the role digital technologies can play in growing healthy, sustainable food? That is one of the questions we want to unveil with Hungry EcoCities first Open Call.
This is a call for artists, capable of exploring digital questions utilizing a mix of technology and art within AI breakthrough technology domains

Apply now https://bit.ly/3YAi4T7
📅Before 15 May 2023 17:00 CET

In Hungry EcoCities, we offer 10 S+T+ARTS residencies, called Humanizing Technology Experiments, to artists which will focus on the role digital technologies can play in growing healthy, sustainable food.

- Artists will receive up to **40 000 EUR** as a lump sum per one **Humanizing Technology Experiment.**
- The artists selected will work with mentors and research experts to develop digital prototypes, art-driven AI components, and artistic artworks within one of the three creative knowledge hubs.

The main goal of this project is to experiment futures of food through a more healthy, sustainable, responsible, and affordable agri-food system enabled by AI.

#startseu #opencall #digitalart #art&science #foodsystem

Food is a complex product of our cultural heritage, evolving over millennia through experimentation and innovation. However, our current food system is not without its challenges. When we consider the impacts of food production through the lenses of climate, equity, and health, we see that our system is wasteful, damaging to the environment, and exacerbating issues like obesity and malnutrition. Access to healthy, sustainable, and affordable food is a fundamental human right, and we must work to address these challenges and build a better food system.

Today, Artificial Intelligence (AI) is poised to change how and where we grow and process food; how we talk about food; when and where we eat. It has the potential to offer new insights into and tools for how to grow and provide food for a growing global population of 8 billion people while minimizing our dependence on fossil fuels and increasing the health of local environments and, hence, of the planet. In Hungry EcoCities, we seek for proposals that think critically about the potential of AI and take a holistic approach to assessing where AI can offer solutions.

#startseu #opencall #digitalart #art&science #foodsystem

1.2. Twitter

Artists, experiment with us on the future of food through the directions of Mega-Scale, Through City+Farming Synergies or Local Conditions! Apply now for our Open Call and explore the role of digital technologies in growing healthy, sustainable food.
Apply here: https://bit.ly/3YAi4T7
📅 Before 15 May 2023 17:00 CET

In our 10 artist residencies, called Humanizing Technology Experiments, you will receive up to 40,000 EUR to collaborate with mentors and research experts to develop digital prototypes, art-driven AI components and artworks within our creative knowledge hubs. Let's work together to build a more healthy, sustainable, and affordable food system enabled by AI.
#startseu #opencall #digitalart #art&science #foodsystem

1.3. Facebook

🏆 What role can digital technologies play in growing healthy, sustainable food? This is the question we're exploring in Hungry EcoCities' first Open Call.

We're looking for artists who can combine technology and art to explore digital questions in AI breakthrough technology domains.

💰 Selected artists will receive up to 40 000 EUR as a lump sum per experiment, and will work with mentors and research experts to develop digital prototypes, art-driven AI components, and artistic artworks within one of the three creative knowledge hubs.

🌍 Our goal is to experiment and come with direction on the futures of food through a more healthy, sustainable, responsible, and affordable agri-food system enabled by AI. Join us in building a better food system!
Apply now: https://bit.ly/3YAi4T7
📅 Before 15 May 2023 17:00 CET

#startseu #opencall #digitalart #art&science #foodsystem

1.4. Instagram

How can digital technologies help us grow healthy, sustainable food? Apply now for our Humanizing Technology Experiments! We're looking for artists to explore this question through a mix of technology and art.

💰 Selected artists will receive up to 40,000 EUR to develop digital prototypes, art-driven AI components, and artistic artworks within one of the three creative knowledge hubs.

🌍 Our goal is to build a more healthy, sustainable, responsible, and affordable agri-food system enabled by AI. Join us in experimenting futures of food!

📅 Apply before 15 May 2023 17:00 CET (Link in bio: https://bit.ly/3YAi4T7)

2. Newsletter

What is the role that digital technologies can play in growing healthy, sustainable food? This is the question that the first Open Call of Hungry EcoCities aims to answer. The call is directed towards artists who are capable of exploring digital questions using a combination of technology and art within AI and digital technology domains.

Hungry EcoCities offers 10 artist residencies named Humanizing Technology Experiments, which will focus on the role of digital technologies in growing healthy, sustainable food. The selected artists will receive up to 40,000 EUR as a lump sum per Humanizing Technology Experiment.
With the aim of bringing together experts from various fields to work on developing innovative solutions that address the food-related challenges faced by cities. The Consortium is composed of a range of institutions from across Europe, including Brno University of Technology (CZ), In4Art (NL), KU Leuven (BE), Carlo Ratti Associati (IT), Studio Other Spaces (GE), Mendel University (CZ), NethWork (NL), and FundingBox (PL).

Through a collaborative effort, the Consortium with the S+T+ARTS residents aim to develop digital prototypes, art-driven AI components, and artistic artworks within one of the three creative knowledge hubs. These efforts will be supported by research experts and mentors in the field of food systems and AI. The overall objective of the project is to experiment with the future of food on a large scale, creating a more healthy, sustainable, responsible, and affordable agri-food system enabled by AI.

When we look at the impacts of food production through the lenses of climate, equity, and health, we see that our system is wasteful, damaging to the environment, and exacerbating issues like obesity and malnutrition. Access to healthy, sustainable, and affordable food is a fundamental human right, and we must work towards addressing these challenges and building a better food system.

Don't miss the opportunity to apply for the first Open Call of Hungry EcoCities before May 15th, 2023, at 17:00 CET. Apply now at https://bit.ly/3YAi4T7.

3. Press release
For Press Release

Hungry EcoCities Announces First Open Call for Artists: Unveiling the Role of Digital Technologies in Growing Healthy, Sustainable Food

Hungry EcoCities, a collaborative initiative that explores the intersection of urbanization and food systems, is proud to announce its first open call for artists. Through this call, Hungry EcoCities seeks to uncover the role that digital technologies can play in promoting healthy, sustainable food growth.

The initiative is calling for artists who are able to explore digital questions utilizing a mix of technology and art within AI breakthrough technology domains. This is an exciting opportunity for artists who are interested in digital innovation and are passionate about sustainable food production.
"We want to experiment futures of food at a mega-scale through city and farming synergies or local conditions," says the team at Hungry EcoCities. "That's why we are inviting artists to join us in exploring the possibilities that digital technologies can offer for growing healthy, sustainable food."

Through this open call, Hungry EcoCities is offering ten artist residencies called Humanizing Technology Experiments. Each residency will focus on the role of digital technologies in growing healthy, sustainable food. Selected artists will receive up to 40,000 EUR as a lump sum per one Humanizing Technology Experiment.

The artists selected will work with mentors and research experts to develop digital prototypes, art-driven AI components, and artistic artworks within one of the three creative knowledge hubs. The main goal of this project is to experiment futures of food at a big scale through a more healthy, sustainable, responsible, and affordable agri-food system enabled by AI.

Hungry EcoCities believes that access to healthy, sustainable, and affordable food is a fundamental human right. However, the current food system is not without its challenges. When we consider the impacts of food production through the lenses of climate, equity, and health, we see that our system is wasteful, damaging to the environment, and exacerbating issues like obesity and malnutrition. Therefore, Hungry EcoCities is committed to addressing these challenges and building a better food system.

Artists, this is your opportunity to experiment with us the future of food, guided through 3 directions: on a Mega-Scale, through City+Farming Synergies or Local Conditions. Apply now at https://bit.ly/3YAi4T7. The deadline for applications is before 15 May 2023 17:00 CET.

Hungry EcoCities is part of S+T+A+R+T+S, funded by the European Commission – DG Connect. S+T+ARTS (Science, Technology and the Arts) focuses on bringing digital technology closer to businesses, citizens, and public administration, by limning a nexus at which insightful observers have identified extraordinarily high potential for innovation.

ICT Innovation for sustainability and across sectors is precisely what is called for if we are to tackle the social, ecological, and economic challenges that Europe will be facing in the near future.

From 2016 to 2022, the S+T+ARTS initiative funded 151 residencies with 4.5 Mio € and honored 208 S+T+ARTS Prize projects.

Contact our team at FundingBox for Hungry EcoCities:
Anca Marín (project manager): anca.marin@fundingbox.com
Félix Colas (project lead): felix.colas@fundingbox.com
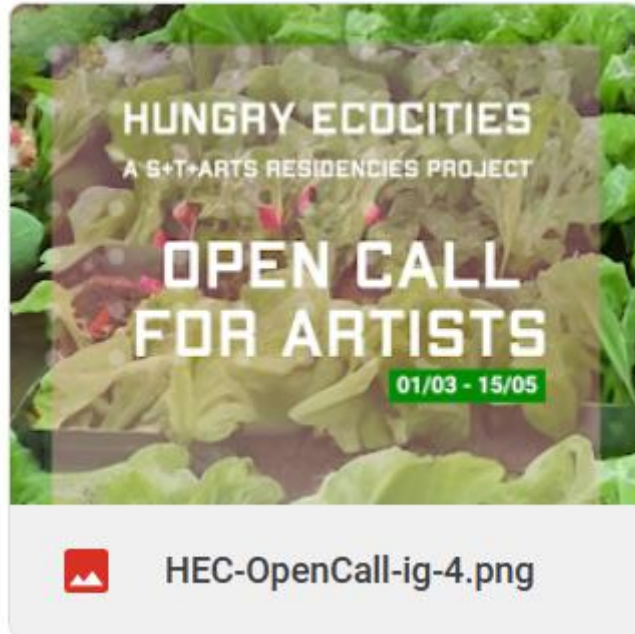Delia Molina (marketing lead): delia.molina@fundingbox.com

4. Graphics & Video

The three studios are working on a short video to introduce their direction, at the moment of submission, this is not ready yet. Furthermore, the two webinars on the Open Call will be recorded and shared. Throughout the Open Call, different images to use on social media will be made to support all partners in their communication.

HEC-OpenCall-ig-4.png

Example of prepared image.