

# Guide For Applicants

## MUSAE Second Open Call for STARTS residencies

Submission deadline 21/05/2024 13:00 CET

Project duration: 10 month

Budget per each project: 80.000 €, of which 24.000€ to Artist and 56.000€ to SMEs

Overall budget: 880.000 €

## GLOSSARY

ACRONYM	DEFINITION
Legal Entity	Legal entity means any natural or legal person created and recognised as such under national law, EU law or international law, which has legal personality and which may, acting in its own name, exercise rights and be subject to obligations, or an entity without legal personality <sup>1</sup>
Prototype	
SME	Small Medium Enterprises as defined in EU recommendation 2003/361 <sup>2</sup>
TRL	Technology Readiness Level
E-DIHs	European Digital Innovation Hubs
DFA	Design Futures Art-driven

## TABLE OF CHANGES

Version	Date	Owner	Changes to previous version
1.0	14/03/2024	MADE	Final version
1.01	18/03/2024	MADE	Small correction on duration
1.02	03/04/2024	MADE	Link to Booklet and
1.03	08/05/2024	MADE	Deadline postponed

<sup>1</sup> point (c) of Article 197 (2) of the EU Financial Regulation 2018/1046

<sup>2</sup> <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32003H0361>

# 1. General Information about MUSAE

MUSAE is a project that will define an innovative model to integrate artistic collaboration in the (European) Digital Innovation Hubs (E-DIHs) through a Design Futures Art-driven (DFA) methodology to help companies to anticipate innovative products and services for the future of food to improve human and planetary well-being. The project is supported by Horizon Europe through S+T+ARTS<sup>3</sup> an initiative of the European Commission, launched under the Horizon 2020 research and innovation programme to support collaborations between artists, scientists, engineers and researchers.

## **MUSAE Topic – Food as Medicine**

Today's food systems need a transformation – the chains of production, supply, consumption and waste have an immense impact on both people's health, resilience and well-being, as well as on the planet's well-being and on environmental systems. The primary aim of the MUSAE project that goes under the broad theme of "Food as Medicine" is to rethink current food systems and practices by imagining alternative approaches and new possibilities for human and planetary health.

## **MUSAE Approach – Design Futures Art-driven innovation [DFA]**

MUSAE will pilot a new collaboration model, which is called the MUSAE Factory model, based on creativity, art-driven innovation and futures thinking to guide tech-driven businesses in envisioning new solutions to improve the sustainability of the food value chain on different levels. The MUSAE Factory model is based on a Design Futures Art-Driven (DFA) methodology conceived as a tool for artists and SMEs to explore the future of food through future design methods and art thinking and stimulate innovative and creative uptake of technologies in the society.

## **MUSAE Ambition**

By developing and validating the MUSAE Factory model driven by the DFA method, MUSAE's ambition is twofold. First, it aims to provide guidance to European Digital Innovation Hubs (EDIHs) on how an art-tech collaboration could be set up in a product-oriented shape. In fact, the final model will be fully transferable to other topics and a unique advantage will be given to EDIHs for enabling SMEs to bring together their strategic visions in collaboration with artists. Second, MUSAE aims to define and validate an innovative DFA method, as a combination of Design Futures and Art Thinking approaches, to equip and enable artists to learn a new method to develop a strategic approach to innovation with companies.

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<sup>3</sup> <https://starts.eu/>

## MUSAE – What will we do in this project?

In order to test and validate the MUSAE Factory Model, MUSAE is launching a **STARTS Residency Program** (<https://starts.eu/what-we-do/residences/>) to explore future challenges of food production and consumption by developing innovative solutions of products and services exploiting the application of AI, Robotics and Wearables technologies. Through two competitive open calls, the project will select **up to 23 artists and 11 SMEs** in total and implement two pilot art-tech experiments based on the DFA method.

The First Open Call (launched in April 2023) has selected 10 artists that produced scenarios to envision the future potential and challenges of Food as Medicine topic for the 2nd Open Call applicants. Additional Open Call (launched in October 2023) has selected 2 artists from the Widening Countries to produce additional future scenarios. Alongside, the artists produced artworks as representations of scenarios, as part of the output of the first Open Call. In addition, they will follow and mentor the teams of SMEs and artists during the second art-tech experiment (e.g. through webinars, one to one meeting) who will take their scenarios as a starting point to develop concepts and prototypes (more information in section 4).

The Second Open Call will select the teams of 11 SMEs and 11 artists that will work together on developing concepts based on previously developed scenarios with the application of one or more of these three technologies: Artificial Intelligence (AI), Robotics or Wearables. At least one selected team (SME and artist) will be specifically from one of the Horizon Europe Widening Countries<sup>4</sup>. Through the DFA method, the teams will define concepts to be developed as prototypes to be validated in a relevant environment (the targeted outcome being to reach TRL5).

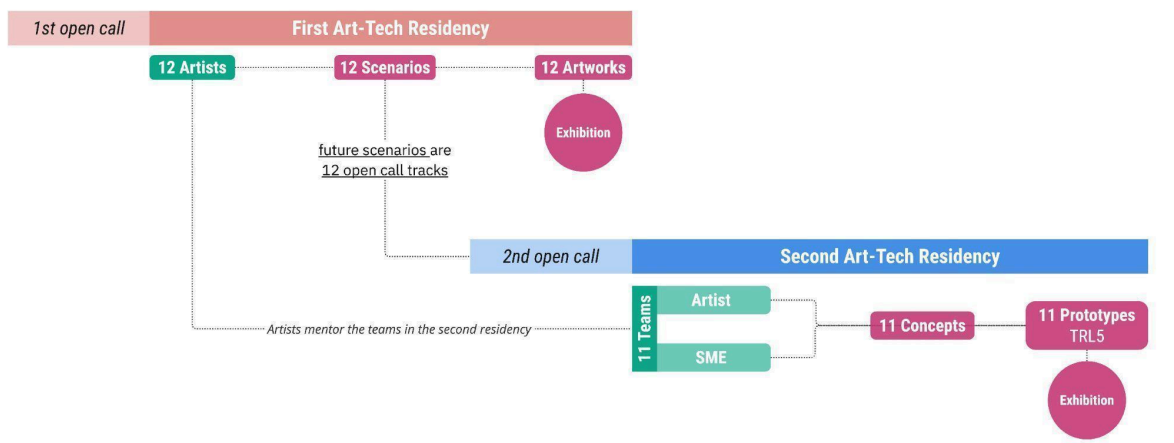


Figure 1 MUSAE Open call concept

<sup>4</sup> <https://msca-net.eu/widening-countries/>

## MUSAE Technologies

MUSAE will require the use of one or more of three technologies — Artificial Intelligence (AI), Wearables and Robotics — enabling participants to develop concepts and prototypes validated in an industrially relevant environment (Technology Readiness Level 5<sup>1</sup>). The digital technologies, developed by the participants, will provide ground for experimentation and the development of new solutions for social and environmental challenges.

### What do we offer?

- 80.000 EUR per team (of which 24.000 EUR to artist, and 56.000 EUR to SME) to cover the fees and other related costs (including but not limited to prototype production, participation in events, travel and accommodation expenses)
- Mentorship and support by the consortium partners (art, design, technologies and nutrition)
- Access to S+T+ARTs and MUSAE networks and experts
- Participation in exhibitions showcasing the outcomes of the residency
- Visibility through high-impact communication activities to promote art-tech collaboration and innovation

### MUSAE Consortium

MUSAE consortium includes 9 partners from 6 European countries representing arts, design, technologies, industrial and scientific ecosystems: Politecnico di Milano (Italy)<sup>5</sup>, Ab.Acus (Italy)<sup>6</sup>, Universitat de Barcelona (Spain)<sup>7</sup> composed by UB-ART and UB-Tech, MADE Competence Center I4.0 (Italy)<sup>8</sup>, PAL Robotics (Spain)<sup>9</sup>, Gluon (Belgium)<sup>10</sup>, University College Dublin (Ireland)<sup>11</sup>, The University of Manchester (United Kingdom)<sup>12</sup>, University of Belgrade - School of Electrical Engineering - ETF (Serbia)<sup>13</sup>.

## 2. MUSAE Second Open Call

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<sup>5</sup> <https://www.design.polimi.it/it>

<sup>6</sup> <https://www.ab-acus.eu/>

<sup>7</sup> <https://www.ub.edu/web/portal/en/>

<sup>8</sup> <https://www.made-cc.eu/>

<sup>9</sup> <https://pal-robotics.com/>

<sup>10</sup> <https://gluon.be/>

<sup>11</sup> <https://www.ucd.ie/>

<sup>12</sup> <https://www.manchester.ac.uk/>

<sup>13</sup> <https://www.etf.bg.ac.rs/en>

**Who?** MUSAE is looking for 11 teams composed by 1 SME and 1 artist who will participate in 11 months residency programme, who are interested in engaging with and applying a Design Futures Art-driven (DFA) method to develop innovative prototypes based on future scenarios deploying digital technologies – AI, Robotics and Wearables. At least 1 team (artist and SME) will be specifically selected from one of the Widening Countries<sup>14</sup>.

**Objective?** The goal of the residency programme is to support consortia of SME and artist in the application of the DFA method in order to create 11 prototypes (the targeted outcome being to reach TRL 5) based on one of the future scenarios developed in the First Residency and use one or more of the **three digital technologies** (AI, Wearables, Robotics) in the prototype.

**How?** In order to apply for this Open Call, the teams (SME and artist) are invited to submit a proposal consisting of:

1. Scenario exploration: Choose one of the Future Scenarios (announced as Open Call tracks) developed in the First MUSAE S+T+ARTS cohort of residencies and explore it together as a team to identify specific hopes, fears and values you would like to bring forward in this scenario;
2. Brief: Create a brief by identifying a challenge you want to tackle as a team in this scenario, what opportunity you foresee to respond to the challenge, as well describe the context of the opportunity, which sector it can be applied to and which gap it can fulfil.
3. Feasibility: Prove the feasibility of your proposal - how do you plan to get access to technology in order to deliver a prototype of TRL5, and how the expertise of your team corresponds to the objectives of your proposal.

The teams are expected to apply with the proposal describing the opportunity of the scenario in the brief, and not specific solutions, as they will go through the process of adopting the DFA method of concept development and prototyping phase during the Residency programme.

## 2.1 MUSAE Future Scenarios

The following Future Scenarios are announced as the Second Open Call tracks to which the teams of SMEs and artists are invited to apply to. The scenarios represent the context from which the teams are expected to start thinking about the opportunities they would like to tackle and work on during the Residency Programme. Each scenario provides a summary (Opportunities and Keywords) to provide the context of the industry, technology, and

<sup>14</sup> [https://rea.ec.europa.eu/horizon-europe-widening-who-should-apply\\_en](https://rea.ec.europa.eu/horizon-europe-widening-who-should-apply_en)

domain in which the scenario might be suitable and interesting. All scenarios are described in more detail on the [S+T+ARTs website](#)<sup>15</sup> and in [the Scenario Booklet](#)<sup>16</sup>.

## 2.2 MUSAE Digital Technologies

Once selected the scenario, applicants are expected to propose a technological approach based on one or more of the three on-the-edge technologies addressed within the MUSAE project. Selected technologies have to be already available, at least in a research environment – Proof of concept (Technology Readiness Level 3), and suitable to be further developed to inspire future products and services. The proposed approach has to be built on research and development activities able to deliver a TRL5 prototype at the end of the specific sub-project. See, for your convenience a general recap of the three technologies as addressed in the MUSAE project.

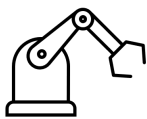
**Artificial Intelligence (AI):** AI is generally defined as the ability of a machine to perform tasks normally executed by humans. It is a strongly multidisciplinary area of computer science characterised by different approaches and methods. The applicants are free to implement any AI-based approach that they suppose may serve their idea using existing data sets as well as new ones (in this case, the feasibility of the data collection has to be addressed);



**Wearables:** Wearable sensors are devices, normally worn on the human body, able to measure activity and physiological parameters of the body. Such sensors are expected to be connected via the Internet to send remotely the collected data. In a wider sense, the applicants may also consider wearable and embedded sensors other than human-related ones.



**Robotics:** A robot is a machine able to perform a sequence of tasks executed by humans or more advanced. The applicants may address any typology of robots ranging from industrial arms to humanoids, including human-centred robotics solutions such as collaborative robots and digital biomechanics.



The consortium will try to cover all the scenarios from the call request (approximately: 4 teams working on AI, 4 on Robotics and 3 on Wearables).

<sup>15</sup> [CALLS – S+T+ARTS](#)

<sup>16</sup> [https://musae.starts.eu/wp-content/uploads/sites/3/2024/04/booklet\\_scenarios\\_musae.pdf](https://musae.starts.eu/wp-content/uploads/sites/3/2024/04/booklet_scenarios_musae.pdf)

# 3. What do we offer: MUSAE Second Residency Programme

Figure 3 depicts the process and timeline of the Second Residency programme

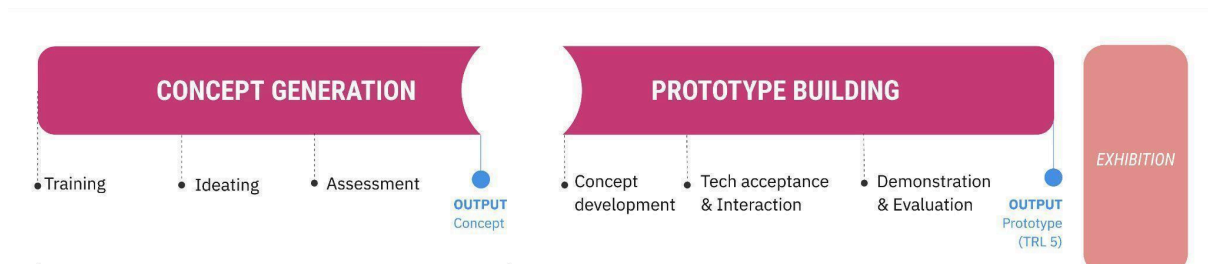


Figure 3 Timeline of the second residency programme

## Timeline of the Second Residency Programme

MUSAE will support selected teams through a residency that will run over a period of 10 months, as well as exhibitions and public events during the residency. The programme includes funding, training, and access to the expertise of the MUSAE network and consortium. As a result of the residency, the teams will develop prototypes of TRL5 based on the DFA method, which will be presented at the final exhibition in Brussels in 2025. The residency can be extended in agreement with the MUSAE project coordinator

The selected teams will participate in a support programme provided by the partners of art & design of the MUSAE consortium (POLIMI, UB-ART and GLUON), the technology partners (ABACUS, PAL, ETF, UoM, UB-TECH) and the nutrition expert partner (UCD) with travels to the different partners' locations across Europe. The programme is divided into 2 phases:

### Phase 1 – Concept Generation [Month 1 – Month 3]

The first phase will be dedicated to concept generation based on the proposal of the selected team. The teams of SMEs and artists will go through a series of activities to get to know each other and exchange knowledge, receive training in the DFA method, consult the MUSAE consortium and develop their concepts.

**Training:** The team will start the programme with training in the DFA method, and other areas of the experiment. During this period, artists will also have the opportunity to interact with international experts who are part of the MUSAE Advisory Board and MUSAE Stakeholder Database to receive hands-on input and expertise on related topics.

**Ideating:** The team will be engaged in the ideation process to produce multiple ideas for the concepts based on the DFA method.

**Assessment:** An assessment will be organised with teams and the MUSAE consortium to evaluate the ideas resulting from the ideation sessions in order to choose one idea for further concept development.

### Phase 2 – Prototype Building [Month 3 – Month 10]

**Concept development:** The team will develop a concept with clear specifications based on the chosen idea at the assessment meeting. Applicants are expected to define and deliver full requirements and specifications for the envisaged concept. **When relevant**, applicants will be supported in applying fast prototyping techniques to improve human-machine interaction. This development phase will be strictly monitored by the MUSAE partners.

**AI data collection (when relevant):** In the development process of an AI-driven tool, data collection will be a foundational and crucial step. The quality and quantity of data gathered directly impact the AI model's performance and capabilities. To ensure success, the teams will carefully curate and collect diverse and representative datasets that reflect the real-world scenarios their solution will encounter. In the case of sensitive information, maintaining data privacy and security is crucial.

**Solution prototyping:** Mock-ups and/or wireframes will be created to visualise the product's basic functionalities. The needed prototyping iterations, feedback gathering from end-users, collaboration, and refinement of the design will take place in this phase.

**Demonstration and assessment:** As the prototype evolves, user testing and usability assessments will play a pivotal role, helping to identify and rectify potential usability issues and ensure that the final product meets user expectations. Technical acceptance will be evaluated at the end of the prototyping phase.

### Phase 3 – Public Exhibition [Month 11]

This phase will involve the presentation of the residency outputs at the exhibition in Brussels, Belgium. The exhibition will be organised by GLUON (all production costs of exhibiting prototypes must be included in the teams' budget). In addition, the teams are requested to disseminate their projects and to be available in events organised by MUSAE partners (such as Ars Electronica Festival 2025).

## 4. What do we expect

Selected consortia in the Open Call, after signing the agreement, are expected to provide certain outputs listed below:



1. Produce a prototype of TRL5 by moving from experimental proof of concepts (TRL 3 – Experimental Proof of concept) to validation in relevant environments (TRL 5 - Technology validated in a relevant environment, industrially relevant environment in the case of key enabling technologies). In this sense eligible activities include: concept design; prototyping; dissemination; management.
2. Provide descriptive documentation of concept and prototype (including a descriptive abstract, images and/or sketches, models) which will be included in the final MUSAE Factory Model package as use cases.
3. Make available the final output of the residency (prototype) at no cost to the European Commission (EC) directly and for public viewing in exhibitions. The EC has the right to show them for at least a year after the end of the residency. The use of the outcomes, including commercial use, is still encouraged and desirable.
4. Participate in the final exhibition in Brussels in 2025 (to be fixed)

## 5. Eligibility Criteria

The following eligibility requirements apply:

1. **Applicants must be consortia** composed by
  - 1 Micro, small and medium-sized enterprise (SME), acting as coordinator. SME are defined by [EU recommendation 2003/361](#), encompass various entities, including but are not limited to startups, technology providers, spin-offs, private organisations.

As a summary, the criteria which define a SME are:

- The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.
- Within the SME category, a small enterprise is defined as an enterprise which employs fewer than 50 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 10 million.
- Within the SME category, a microenterprise is defined as an enterprise which employs fewer than 10 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 2 million.

SMEs should provide either end user or tech provider. However, SME can not be classified as an artist (i.e. NACE code '9003 Artistic Creation is excluded).

- 1 Artist, namely any natural person or SME<sup>17</sup> created and recognised as such under national law, EU law or international law, which has legal personality and which may, acting in its own name, exercise rights and be subject to obligations. Such legal

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<sup>17</sup> For definition of Small Medium Enterprise see [EU recommendation 2003/361 ADD](#)

person must act under NACE code ‘9003 Artistic Creation’<sup>18</sup> who undertakes artistic activities as a professional occupation. A self-employed individual (freelancer) that undertakes artistic activities as a profession/job occupation, such as creative technologists, speculative designers, media artists, creative coders, artistic front & back-end designers & hackers, digital artists, etc. .

2. Legally established in one of the Countries eligible for Horizon Europe funding.<sup>19</sup>
3. Each consortium can request a total contribution of 80.000€: 24.000 € allocated to artists and 56.000 € to SMEs.
4. Applicants shall not have any potential conflict of interest with the selection process and during the implementation of the project. All cases of potential conflict of interest will be assessed case by case.
5. The topic of the proposal must cover one of the future scenarios and be based on at least one of the technologies foreseen in Section 2.
6. Artist/residency partners can only be funded once per year by a STARTS project.
7. Proposals must be submitted in English.
8. Applicants must not fall under categories of the Exclusion Criteria [Sect. 10].
9. Ethical check must be completed and attached to the proposal (see Annex 1).
10. Applications must be submitted within the timeline indicated in section 6.
11. Artist/residency partners can only be funded once per year by a STARTS project
12. The SME and/or the Artist can only be part of one team applying. An SME may not apply with 2 or more artists and an artist may not apply with 2 or more SMEs.
13. The SME has to demonstrate its expertise in one or more of the three technologies: AI; Wearable; Robotic. (See point 2.2)

Each entity of the constituting consortium needs to comply with the Eligibility Criteria. Moreover, all Eligibility Criteria must be fulfilled for the entire duration of the programme.

## 6. How to apply

MUSAE second open call will open on **Thursday 14/03/2024 at 13:00 CET and close 21/05/2024 at 13:00 CET**. Any application received after the deadline or through other channels will be automatically rejected.

<sup>18</sup> [https://ec.europa.eu/competition/mergers/cases/index/nace\\_all](https://ec.europa.eu/competition/mergers/cases/index/nace_all)

<sup>19</sup>

[https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/wp-call/2023-2024/wp-13-general-annexes\\_horizon-2023-2024\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/wp-call/2023-2024/wp-13-general-annexes_horizon-2023-2024_en.pdf)

The application must be submitted in English using the following link [MUSAE Second Open Call \(fundingbox.com\)](https://fundingbox.com)

To respond to the call, it is required to follow the process outlined below:

- Step 1: Register in the platform [FundingBox | We champion entrepreneurs to rewrite their future](https://fundingbox.com)
- Step 2: Go to the following link [MUSAE Second Open Call \(fundingbox.com\)](https://fundingbox.com)
- Step 3: Complete and submit the application.

You must verify the completeness of the form before submission. Applications cannot be edited after they have been submitted. It is also not possible to add any further information after open call submission deadline (31/05/2024 at 13:00 CET). Though applicants are allowed to submit proposals for multiple challenges, neither team members nor any legal entities can be funded twice by MUSAE. In case more than one of the submitted proposals with one or more of the same team members or members of the same organisation will be among the selected finalists, the candidate(s) will be allocated to their prioritised fellowship. All mandatory sections must be written in English for the proposals to be eligible. Only parts written in English will be evaluated.

All mandatory sections of your proposal must be completed. The data provided must be actual, true, complete and should allow assessment of the proposal. Additional material, not specifically requested in the online application form, will not be considered in the evaluation. We will check all the information provided in your application through sample check during the evaluation phase and the Sub-grant Agreement (SGA) preparation phase.

We will take into consideration the existence of potential conflicts of interest among you and one or more of the MUSAE Consortium partners. Consortium partners, their affiliated entities, employees and permanent collaborators cannot take part in the MUSAE programme. All potential conflicts of interest will be assessed on a case-by-case basis.

Your project should be based on your original work or your right to use the IPR must be clear. Going forward, any foreseen developments must be free from third party rights, or those third-party rights must be clearly stated.

Selected beneficiaries will be asked to sign a declaration of honour and comply with EU contractual provision regarding conflict of interest, confidentiality and security, ethics, visibility and EU acknowledgement; specific rules for carrying out action, information, record-keeping also apply to the third parties.

The beneficiary is fully responsible for everything declared inside the proposal.

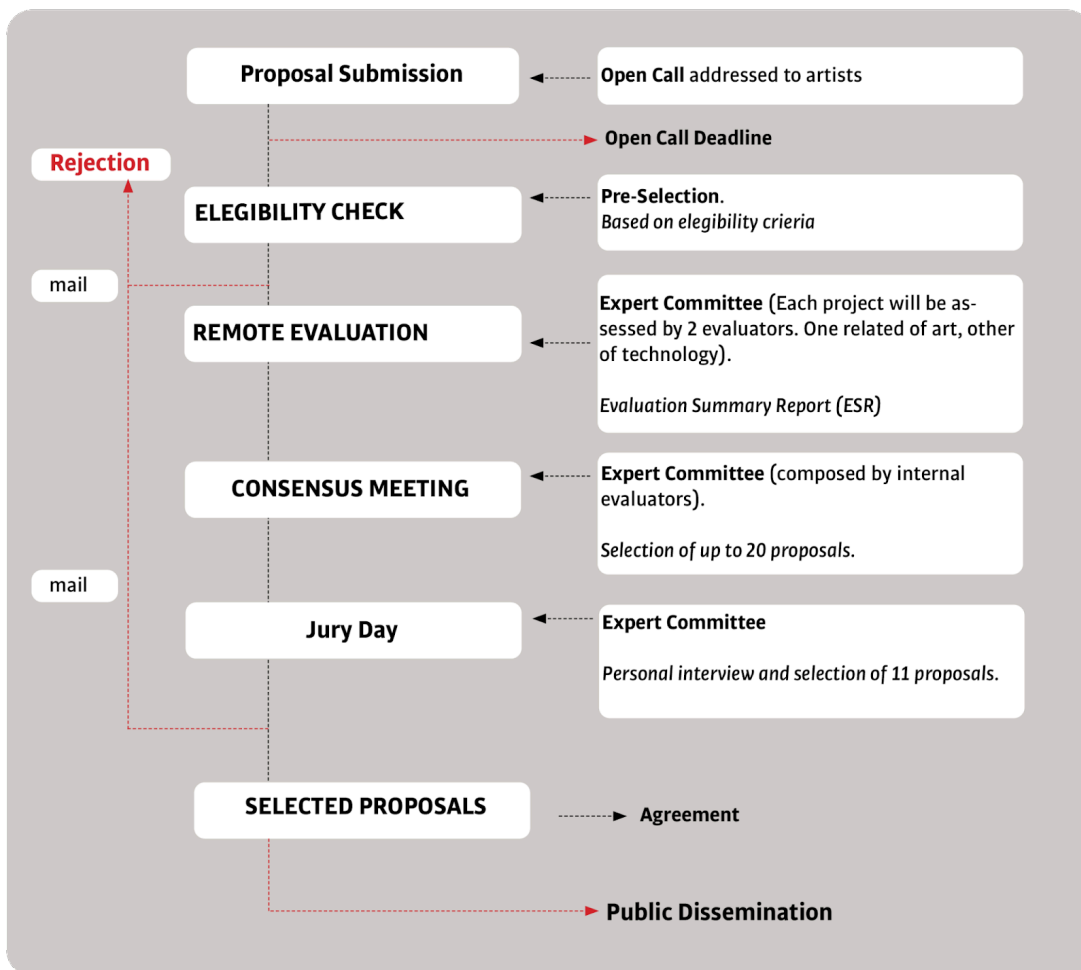
MUSAE planned a certain number of online webinars about this open call to clear doubts and answer questions live. They will be announced on <https://starts.eu/what-we-do/residences/musae/>, so sign up and stay updated.

# 7. How will we evaluate?

The organisation will guarantee that the evaluation process is transparent, fair and equal to all our participants. **MUSAE** is committed to an inclusive selection process, with an explicit focus on increasing the ethnic, socio-cultural, and gender diversity within the project.

To this purpose, an Expert Committee will be in charge of the evaluation process involving experts with multidisciplinary background – artist experts, tech providers experts in AI, sensors and robotics technology, and nutritionists. The Expert Committee will involve people from the MUSAE consortium as well as external experts. Evaluation of the 2nd open call: 11 teams (SMEs tech providers+artists) will be chosen by the Expert Committee according to the identified criteria.

The evaluation process will be executed in four phases as shown in figure 4 :



**Figure 4 MUSAE 2nd Open Call evaluation process**

The proposal will be checked by a minimum of 2 experts: one expert will evaluate the technical part, and one will evaluate the artistic part.

In the consensus meeting, the Expert Committee will select a selection of the best 20 proposals over all the chosen scenario

In the Jury day, the Expert Committee will interview the 20 selected proposals and select the 11 winning proposals. At least one of these will be selected from teams from the Widening countries.

## 7.1 Eligibility Check

Once the open call is closed, the proposals will be checked whether they meet the admissibility and eligibility criteria set up in Section 5. It will be done based on the statements included in each proposal. The eligibility criteria are checked against self-declarations included in the application form. The projects that do not comply with these criteria will be rejected.

## 7.2 Remote evaluation

Each eligible proposal will go through a remote evaluation. Proposals will be evaluated on the criteria detailed in the following table:

**TABLE 2 Evaluation score grid**

Criteria	Minimum threshold	Priority in case of ex aequo [1 highest, 3 lowest]
<p><b>SCENARIO UNDERSTANDING</b></p> <p>1. Can you elaborate about your general impression of the project proposal?</p> <p>2. Do you believe the proposal effectively addresses a significant problem or opportunity?</p>	3 out of 5	3
<p><b>BRIEF</b></p> <p>1. <b>Challenges:</b> How do you assess the challenges that the project aims to address?</p> <p>2. <b>Opportunity:</b> Do you believe the proposed project objectives are aligned with addressing the identified challenges and opportunities?</p>	3 out of 5	1

<p><b>3. Context:</b> How well does the proposal demonstrate an understanding of the broader context in which the project will be implemented?</p> <p><b>4. Market:</b> How thorough is the market analysis presented in the proposal and what are your thoughts on the identified potential gaps aimed to address in the proposal?</p> <p><b>5. User Needs:</b> How effectively does the proposal identify and prioritise the user needs?</p> <p><b>6. Requirements:</b> Are there any resources required that you believe have not been adequately addressed in the proposal?</p>		
<p><b>FEASIBILITY</b></p> <p><b>1. Technology:</b> What is your evaluation of the current readiness level of the proposed technology? / Are there any potential technological barriers or limitations that need to be addressed?</p> <ul style="list-style-type: none"> <li>- What potential technological risks or uncertainties do you foresee in relation to the implementation of the proposed technology?</li> </ul> <p><b>2. Expertise:</b> How do you evaluate the expertise of the proposal team, required to successfully implement the proposed technology? Are there any skill gaps that could impact the feasibility of the technological solution?</p>	<p>3 out of 5</p>	<p>2</p>

In this phase, each proposal will be evaluated by the Expert Committee composed by internal and external experts according to the criteria outlined above. Each evaluator will record his/her individual opinion on each proposal using the evaluation form. Only proposals with scores above thresholds for each criterion, as indicated in the table, will be ranked for the Jury Day.

All the experts who take part in this evaluation process will be individuals with experience and knowledge in the fields of art, nutrition and/or the implementation of digital technologies or technological strategies. The evaluators will sign a declaration of confidentiality and a non-conflict declaration.

All applications will be assigned a score from 0 to 5 for each criterion.

*1 (Fail): The proposal does not meet the criterion or cannot be evaluated because of missing or incomplete information.*

*2 (Poor): The criterion is addressed in an inadequate manner, or there are serious inherent weaknesses.*

*3 (Fair): While the proposal broadly addresses the criterion, there are significant weaknesses.*

*4 (Good): The proposal addresses the criterion well, although improvements would be necessary.*

*5 (Excellent): The proposal successfully addresses all the relevant aspects of the criterion in question.*

Each evaluator will produce an Individual Evaluation Report based on the above criteria. The final marks per each section result from the average of each Individual Evaluation Report. The overall threshold, applying to the sum of the three **individual scores is 10**, out of a grand total of 15 whereas the minimum threshold per each criterium is 3. If two or more proposals are tied with the same overall score, priority will be given to proposals who have received a higher score in the second criterion “Impact”, then the third criterion “Implementation”, then the final criterion “Excellence”.

A remote evaluation ranked list is set up, and the proposals above the threshold are passed on to the consensus evaluation.

## 7.3 Consensus Meeting

The above threshold proposals will pass to the Consensus meeting where an internal committee (being part of the evaluation committee) will evaluate the alignment with the MUSAE goals & scope.

A final list of up to 20 proposals will be interviewed on the Jury Day, and the winner list of 11 finalists will be elaborated. The rest of the proposal will form the “Reserve List”.

# 8. Payment and reporting

The coordinator of the selected projects will receive a fixed lump sum<sup>20</sup> of 80.000 EUR.

## 8.1 Monitoring and Reporting

The administrative tasks for the funded third parties including cost and activity reporting obligations will be provided during the negotiation and contracting phase. In order to demonstrate that their experiments have reached a required maturity level, funded third parties will be requested to submit a deliverable at Week 2, Month 4, Month 8 of the execution of their experiment, which will be evaluated by an internal committee, including the content specified in Table 1.

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<sup>20</sup> For more information on Lump sum mechanism, please check the official documentation

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/horizon/lump-sum>

In addition, the beneficiary is requested to participate in the mandatory meeting as described in section 2.

**TABLE 1 MUSAE open call: mandatory deliverable**

<b>DELIVERABLE TITLE</b>	<b>DESCRIPTION</b>	<b>DEADLINE</b>
DEL1 Individual mentoring plan (report)	Roadmap of activities agreed with MUSAE expert including: timing, objectives, expected milestones	M1
DEL2 Interim report (report)	Mid-term report, including delivery of 1 concept	M3
DEL3 Final demonstration (prototype)	Final exhibition with prototypes of TRL5 and feedback on DFA process learnt in the mentoring activities (Phase 1, Phase 2)	M10

## 8.2 Payment schedule

The Financial Support will be paid against specific Deliverables (which will be included in the ‘Individual Mentoring Plan’ annexed to the Subgrant Agreement) based on the evaluation result of the mandatory Deliverable [see Section 7.1]:

- 30 % of the fixed sum at the beginning of the support programme,
- 40 % of the fixed sum after the interim report, [delivery of DEL 2]
- 30 % after the completion of the final exhibition [delivery of DEL 3]

If selected, costs or contributions declared under other EU grants are ineligible.

## 9. Contact us

If, after reading the present Guide for Applicants and the FAQs on the starts.eu website, you have further questions regarding our Open Call process, please send us an email at [progettieuroppei@made-cc.eu](mailto:progettieuroppei@made-cc.eu) with the following subject: “MUSAE – 2nd Open Call questions”

In case of any technical issues, please include the following information in your message:



- your name, telephone number and your email address;
- details of the specific problem (error messages you encountered, bugs descriptions, i.e. if a dropdown list is not working, etc.);
- screenshots of the problem.

For more information about the MUSAE 1st Open Call, please check the MUSAE open call page on the starts.eu website.

For updates and project news, please visit <https://musae.starts.eu/>

## 10. Exclusion criteria

The following exclusion criteria, accordingly to art 136 of Regulation (EU, EURATOM) 2018/1046 of the European Parliament and of the Council of 18 July 2018 will apply

- a. the person or entity is bankrupt, subject to insolvency or winding-up procedures, its assets are being administered by a liquidator or by a court, it is in an arrangement with creditors, its business activities are suspended, or it is in any analogous situation arising from a similar procedure provided for under Union or national law;
- b. it has been established by a final judgement or a final administrative decision that the person or entity is in breach of its obligations relating to the payment of taxes or social security contributions in accordance with the applicable law;
- c. it has been established by a final judgement or a final administrative decision that the person or entity is guilty of grave professional misconduct by having violated applicable laws or regulations or ethical standards of the profession to which the person or entity belongs, or by having engaged in any wrongful conduct which has an impact on its professional credibility where such conduct denotes wrongful intent or gross negligence;
- d. fraud, within the meaning of Article 3 of Directive (EU) 2017/1371 of the European Parliament and of the Council (1) and Article 1 of the Convention on the protection of the European Communities' financial interests, drawn up by the Council Act of 26 July 1995 (2);
- e. corruption, as defined in Article 4(2) of Directive (EU) 2017/1371 or active corruption within the meaning of Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of Member States of the European Union, drawn up by the Council Act of 26 May 1997 (3), or conduct referred to in Article 2(1) of Council Framework Decision 2003/568/JHA (4), or corruption as defined in other applicable laws;
- f. conduct related to a criminal organisation as referred to in Article 2 of Council Framework Decision 2008/841/JHA (5).

Selected beneficiaries will be asked to sign a declaration of honour and comply with EU contractual provision regarding conflict of interest, confidentiality and security, ethics, visibility and EU acknowledgement, specific rules for carrying out action, compliance with no double funding principle.

## 11. Confidentiality and conflict of interest

The applications submitted in MUSAE open call are handled under confidentiality. By applying to the call, the applicants consent to accessing, keeping, and using their data by MUSAE partners for the purposes of the call. Applicants retain full and exclusive ownership of their prior information and intellectual property rights. Detailed information will follow in the Grant Agreement. Applicants shall not have any actual or/and potential conflict of interest with the MUSAE selection process and during the whole programme. All cases of conflict of interest will be assessed case by case. In particular, applicants cannot be MUSAE Consortium partners or affiliated entities nor their employees or co-operators under a contractual agreement.

## 12. Intellectual property

The final outcome of a STARTS open call, in particular art works resulting from a residency, shall be made available at no cost to the EC directly and for public viewing in exhibitions. The EC has the right to show them for at least a year after the end of the residency. The use of the outcomes, including commercial use, is still encouraged and desirable. IP will be compliant with EU Grant provision on Grant Agreement

## 13. GDPR

The processing of personal data shall be performed in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (hereinafter also “General Data Protection Regulation”, “GDPR” or “Regulation”).

The terms and definitions referred to in this article, such as, by way of example but not limited to: "Data Subject", "Data Controller", "Data Processor", "Processing", "Personal Data", etc. are referring to the definitions included in art. 4 of the GDPR.

The Data Controller are: MUSAE partners (each independently) as indicated above.

Pursuant to and for the purposes of Articles 24 and 37 of the GDPR, MADE S.C. a R.L. has appointed its Data Protection Officer that the Data Subjects can contact, at any time, for questions relating to: (i) the processing of their Personal Data carried out by MADE itself, and (ii) the exercise of their rights, at the following e-mail: [privacy@made-cc.eu](mailto:privacy@made-cc.eu).

The Personal data shall be processed solely for the following purposes: (a) procedure and assessment of the call applications and the management, completion, organisation, communications of information and Personal Data towards Data Subjects and among MUSAE partners; (b) performance of contracts or to take steps at the request of the Data Subject prior to entering into a contract; (c) compliance with legal obligations; (d) establishment, exercise or defence of legal claims or whenever courts are acting in their judicial capacity; (e) the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller; (f) manage the data collected in order to inform the Data Subjects about MUSAE partners' communications, events, projects and newsletters.

The legal basis underlying the purposes set forth in let. (a),( b), (c) and (e) are those referred to in art. 6, paragraph 1, letter b) and c), and e) of the GDPR.

The Legal basis underlying the purpose set forth in let. (f) is that referred to in Art. 6, paragraph 1, let. a) of the GDPR. The legal basis underlying the purpose referred to let. (d) is that referred to in art. 6, paragraph 1, letter f), i.e. the processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party.

The provision of the Personal Data by the Data Subjects is necessary in order to apply the MUSAE open call. Failure to provide personal data, or their incorrect provision, could make it impossible to evaluate the application.

The consent to the processing of Personal Data for the purposes referred to in let. (f) above is optional, and therefore not mandatory. The Data subject shall have the right to withdraw his or her consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

In accordance with the provisions of art. 5, paragraph 1, let. e) of the GDPR, Personal Data will be processed for a period of time not exceeding the achievement of the purposes referred to the MUSAE Project or for a further period of time in accordance with the applicable law. The processing of Personal Data may take place both in an analogic and/or in an electronic form; in any case, the processing of Personal Data shall take place in compliance with the principles set out in art. 5 of the GDPR, with methods aimed at guaranteeing the security and confidentiality of personal data as provided by art. 32 of the GDPR.

Such Personal Data will be processed by subjects who will act as Data Processors pursuant to art. 28 of the GDPR, and/or by natural persons as authorized/appointed, who shall act under the direct authority of the MUSAE Partners and/or respectively the Data Processors, as required by art. 29 of the GDPR. By way of example -but not limited to-, the categories of Data Processors to whom the Personal Data may be disclosed to:

- companies, entities and natural persons who provide services for the management and maintenance of IT system, telecommunications networks and software applications used by the MUSAE partners;

- freelancers, professional firms or consultants in the context of the provision of consultancy services;
- competent authorities for the fulfilment of legal and financial obligations and/or provisions of public entities, upon their request.

The Data Subject has the right to obtain the access to the Personal Data and the right of rectification or cancellation of the latter, or, if the case, the restriction of the processing or the portability of the Personal Data, or to oppose to the processing, as set forth in the GDPR. Where the processing of Personal Data is based on the consent of the Data Subject, the latter has the right to revoke said consent at any time, without prejudice to the processing of Personal Data carried out up to the time of revocation.

The rights of the Data Subjects are fully regulated by Art. 15 and following of the GDPR (i.e. [Right of access by the data subject](#); Right to rectification; Right to erasure ('right to be forgotten'); Right to restriction of processing; [Notification obligation regarding rectification or erasure of personal data or restriction of processing](#); Right to data portability; Right to object; Automated individual decision-making, including profiling).

Any instances of the Data Subjects to exercise those rights can be directed to MUSAE partners as identified above.

Data Subjects who believe that the processing of their Personal Data is in violation of the provisions of the GDPR have the right to lodge a complaint with the Supervisory Authority, as specified by art. 77 of the GDPR, or to take the appropriate judicial actions pursuant to art. 79 of the GDPR.

## 14. Applicable law

The present call is governed by the applicable Union law (i.e. the EU Financial Regulation and the Horizon Europe Regulation) and is complemented, where necessary, by the Italian law. The participants agree to observe the obligations set forth for the recipients of funding in the Horizon Europe Grant Agreement and more particularly Articles 12 (conflict of interest), 13 (confidentiality and security), 14 (ethics), 17.2 (visibility), 18 (specific rules for carrying out action), 19 (information) and 20 (record-keeping) also apply to the third parties receiving the support (recipients). The participants must also ensure that the bodies mentioned in Article 25 (e.g. granting authority, OLAF, Court of Auditors (ECA), etc.) can exercise their rights also towards the recipients of funding. The Model Grant Agreement can be found [here](#).

The Court of Milan shall have exclusive jurisdiction on any litigation, including of a non-contractual nature, that may arise between the parties on the validity, construction, execution or termination of this call.



Funded by the  
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## Guide of Applicants – Second Open Call



Funded by the  
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This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N. 101070421. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or granting authority. Neither the European Union nor the granting authority can be held responsible for them.

# ANNEX I – ETHICS AND SECURITY TEMPLATE

## Ethics

If you have entered any ethics issues in the ethical issue table, you must:

- submit an ethics self-assessment, which:
  - describes how the proposal meets the national legal and ethical requirements of the country or countries where the tasks raising ethical issues are to be carried out;
  - explains in detail how you intend to address the issues in the ethical issues table, in particular as regards:
    - research objectives (e.g. study of vulnerable populations, dual use, etc.)
    - research methodology (e.g. clinical trials, involvement of children and related consent procedures, protection of any data collected, etc.)
    - the potential impact of the research (e.g. dual use issues, environmental damage, stigmatisation of particular social groups, political or financial retaliation, benefit-sharing, malevolent use, etc.).
- provide the documents that you need under national law (if you already have them), e.g.:
  - an ethics committee opinion
  - the document notifying activities raising ethical issues or authorising such activities
  - ⚠️ If these documents are not in English, you must also submit an English summary of them (containing, if available, the conclusions of the committee or authority concerned).
  - ⚠️ If you plan to request these documents specifically for the project you are proposing, your request must contain an explicit reference to the project title.

## Security

Please indicate if your project will involve:

- Activities or results raising security issues: [YES/NO]
- 'EU-classified information' as background or results: [YES/NO]
- Any potential “dual use” of results: [YES/NO]

## ANNEX: Ethics/Security checklist

### ETHICAL ISSUES TABLE

	Page
<b>Informed consent</b>	
Does the proposal involve children?	
Does the proposal involve patients or persons not able to give consent?	
Does the proposal involve adult healthy volunteers?	
Does the proposal involve Human Genetic Material?	
Does the proposal involve Human biological samples?	
Does the proposal involve Human data collection?	
<b>Research on human embryo/foetus</b>	
Does the proposal involve Human Embryos?	
Does the proposal involve Human Foetal Tissue / Cells?	
Does the proposal involve Human Embryonic Stem Cells?	
<b>Privacy</b>	
Does the proposal involve processing of genetic information or personal data (e.g., health, sexual lifestyle, ethnicity, political opinion, religious or philosophical conviction)	
Does the proposal involve tracking the location or observation of people?	
<b>Research on animals</b>	
Does the proposal involve research on animals?	
Are those animals transgenic small laboratory animals?	
Are those animals transgenic farm animals?	
Are those animals cloned farm animals?	
Are those animals nonhuman primates?	
<b>Research involving developing countries</b>	
Use of local resources (genetic, animal, plant etc)	
Benefit to local community (capacity building i.e., access to healthcare, education etc)	
<b>Dual use</b>	
Research having direct military application	
Research having the potential for terrorist abuse	
<b>ICT implants</b>	
Does the proposal involve clinical trials of ICT implants?	
<b>I CONFIRM THAT NONE OF THE ABOVE ISSUES APPLY TO MY PROPOSAL</b>	<b>YES/NO</b>