



Guide for Expert Applicants

MUSAE First Open Call for STARTS residencies.

Submission deadline 5 June 2023h, 12.00 CET
Expert selection: 7 of June 2023
Evaluation process: 14 of June-31 of July 2023

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Glossary

Acronym	Definition
Artwork	Artwork is an artistic production created with a range of techniques having an aesthetic and/or conceptual value, and in the case of the MUSAE project is developed as a part of the scenario produced during the residency programme.
Scenario	Scenario is a hypothetical story created with sufficient details to explore visions or aspects of possible futures. A scenario does not predict what will happen in the future but rather by simulating possible futures it can reveal the choices available. It helps different stakeholders by providing a context for planning, lowering the level of uncertainty and increasing the level of knowledge about the consequences of actions that have been taken, or will be taken, in the present. Scenarios can be represented through various mediums such as written narrative, text; podcast; artefact; storyboard; evocative image; video; website; sketch.
Design Future Art-driven (DFA)	DFA is a new methodology defined by MUSEAE 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.
Residency Program	Residency Program in MUSAE is the time-process where at the beginning ten artists will define scenarios 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 a second competitive open call, ten teams composed by artists and SMEs, will do a new residency program to develop industrial prototypes.
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 (point (c) of Article 197 (2) of the EU Financial Regulation 2018/1046)
SME	Small Medium Enterprises as defined in EU recommendation 2003/361 (https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32003H0361)
European Digital Innovation Hubs (EDIHs)	European Digital Innovation Hubs (EDIHs) are one-stop shops supporting companies and public sector organisations to respond to digital challenges and become more competitive.
Digital Transformation (DT)	The use of new digital technologies (social media, mobile, analytics or embedded devices) to enable major business improvements (such as enhancing customer experience, streamlining operations or creating new business models).
Artificial Intelligence	The theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages
Wearables	Wearable devices are products controlled by electronic components and software that can be incorporated into clothing or worn on the body like accessories.
Robotics	Robotics is a branch of engineering that involves the conception, design, manufacture, and operation of robots. The objective of the robotics field is to create intelligent machines that can assist humans in a variety of ways.

1. Introduction

1.1. Context

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) method to help companies to anticipate innovative products and services for the future of food to improve human and planetary well-being.

MUSAE will support pilot projects by artists, as well as teams composed of artist(s) and technology providers/ SMEs. A total of 2 Open Calls will be launched to select the best 10 pilot projects, with the aim to enable artists and technologists to collaborate and work together, guided by the DFA method, to develop innovative technological prototypes to answer crucial future challenges within the Food as Medicine domain.

MUSAE invites independent, external Experts in Art, Design, Health and Nutrition, AI, Wearables and Robotics technologies to assist in the review process of the proposals submitted in the MUSAE open call.

1.2. The Musae Open call

MUSAE is an EU project supported by Horizon Europe through S+T+ARTS, 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 project will lead to a new Human-Centred Factory model based on Design Future Art-driven (DFA) method that - through the European Digital Innovation Hubs (EDIHs) - will strategically guide companies in facing and leading the Digital Transformation (DT). Facilitating artistic experimentation with cutting edge technologies to innovate the future of food for improving the human and the planet wellbeing is a crucial challenge that provides companies with a real opportunity for growth and innovation, creating sustainable products and services.

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

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 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 EDIHs on how an art-tech collaboration could be set up in a product-oriented shape. In fact, the final model will be fully transferrable 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.

MUSAE – What will we do in this project?

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 20 artists and 10 SMEs** in total and implement two pilot art-tech experiments based on the DFA method, followed by the prototyping phase, where the teams of SMEs and artists will develop industrial prototypes.

The first Open Call (launched in April 2023) will select 10 artists that will produce scenarios to envision the future potential and challenges of Food as Medicine topic. Alongside, the artists will produce 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. The second Open Call (to be launched in 2024) will select the teams of 10 industrial end-user/SMEs and 10 artists that will work together on developing concepts based on previously developed scenarios with the application of one or more of three technologies: Artificial Intelligence (AI), Robotics or Wearables. Through the DFA method, the teams will define concepts to be developed as prototypes to be validated in a relevant environment.

The prototyping phase, following both artistic residencies will be dedicated to supporting and mentoring teams of end user/ SME and artist from the second residency to develop industrial prototypes of their concepts.

MUSAE Technologies

MUSAE will work with three main technologies — Artificial Intelligence (AI), Wearables and Robotics — enabling participants to develop concepts and prototypes validated in industrially relevant environment (Technology Readiness Level 5). The digital technologies will provide ground for experimentation and the development of new solutions for social and environmental challenges.

1.3. Key details of the MUSAE Open calls

- MUSAE 1st Open Call has been launched in April 2023 and will be open during 2 months until the 5th of June 2023.
- The evaluation and selection process will take eight weeks, from 6th of June 2023 to 31st of July 2023, including the eligibility check process during the first week.
- The contracting process of artists from the first call will be performed in September, before the

beginning of the residency that is planned to start on 25th of September 2023.

- Ten proposals are expected to be funded under the 1st Open Call.
- Each proposal can request a contribution of 40,000 EUR in the 1st Call.
- The topic of the proposal for the first Open Call must cover one of the thematic tracks and be based on a critical reflection on at least one of the technologies: AI, Wearables and Robotics.
- Proposals must be submitted in English.
- Applicants can be (i) artists, namely any natural person or SME 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 person must act under NACE code '9003 Artistic Creation'15 who undertakes artistic activities as a professional occupation; (ii) a self-employed individual (freelancer) that undertakes artistic activities as a profession/job occupation, such as creative technologists, media artists, creative coders, artistic front & back-end designers & hackers, digital artists, etc.
- The applicant should be legally established in one of the [Countries eligible for Horizon Europe funding](#).
- 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.
- Experts must perform their work impartially and take all measures to prevent any situation where the impartial and objective implementation of the work is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests'). In particular, selected experts for remote evaluation are not involved in the preparation of the MUSAE call in question.
- Applicants must not fall under categories of the Exclusion Criteria [Sect. 10, Guide of Applicants].
- Ethical check will be completed.

For all MUSAE Open call details, please refer to the MUSAE [web page](#).

2. Evaluation process & Independent Expert's role

Eligible proposals will be evaluated/assessed by a Selection Commission formed by a group of at least three Independent external experts and seven internal experts (from the MUSAE core partners team covering art, nutrition, artificial intelligence, robotics and sensors fields).

The external independent experts will oversee the proposals and ensure maximum complementary and impact, as well as economic feasibility. The internal experts also will check technical feasibility and compliance with the requirements and the focus of the MUSAE project.

The selected experts will receive a detailed information on the evaluation methodology to be used. The work carried out by the Independent Experts is essential for the MUSAE Open Calls. Therefore, their selection is an important process to ensure a proper evaluation of the application experiments. This selection is the responsibility of the MUSAE consortium and is carried out in a clear and transparent manner following the criteria established in this document.

3. Who should apply?

We open a call for experts to participate into the evaluation process. Experts should show strong background in one of the following areas: arts, design, health and nutrition, artificial intelligence, robotics, and sensors.

4. Who can be an Independent Expert?

Independent Experts must be individuals who reside in one of the European Member States, Associated States or United Kingdom. All experts carrying out the evaluations must meet the criterion of independence, which means that they have not links with the participants to the two open calls. All the experts will be requested to declare any potential conflict of interest with the proposers of the experiment as soon as they become aware of that. Once the open call is closed and the proposals to be evaluated are known, the evaluators will have to sign a declaration of honour before starting the evaluation process.

Experts must be experienced evaluators with expertise and knowledge in one of the core fields of the MUSAE focus: art, design and/or health and nutrition, or have knowledge in some of the relevant technologies involved in the MUSAE project, mainly AI, wearables and/or Robotics-based tools.

Please note that the evaluation work is performed entirely in English, hence the experts must be able to effectively communicate and write in English. The selection process for experts seeks to ensure that the profile of those selected meets the minimum requirements established for evaluating the application experiments submitted in the MUSAE 1st Open Call.

5. Independent Experts selection criteria

For the selection of the experts, the following criteria will be considered:

Criterion 1: Technical, nutritional and/or artistic background experience. (70% of weight over the final score). It will be assessed the experience in the main areas and technologies covered by the MUSAE project. This criterion shall be assessed on a scale from 0 to 3, being one of the following:

- 0 points: no experience at all.
- 1 point: less than 5 years of experience in the relevant fields of the MUSAE project.
- 2 points: more than 5 years of experience in the relevant fields of the MUSAE project.
- 3 points: more than 10 years of experience in the relevant fields of the MUSAE project.

Criterion 2: Previous experience as evaluators. (30% of weight over the final score). It will be assessed the number of years of experience of the evaluator in evaluation processes. This criterion shall be assessed on a scale of 0 to 3, being one of the following:

- 0 points: no experience at all.
- 1 point: less than 2 years of experience as evaluator both in a regional, national or EC programs.
- 2 points: between 2 - 5 years of experience as evaluator both in a regional, national or EC programs.
- 3 points: more than 5 years of experience as evaluator both in a regional, national or EC programs, and/or experience in open calls.

The scores obtained in both criteria will be multiplied by 10 and weighted according to the 70-30% weight. Minimum score possible is 10 points and maximum 30 points. A ranking list will be done after considering these criteria.

6. Condition and responsibilities as Independent Expert

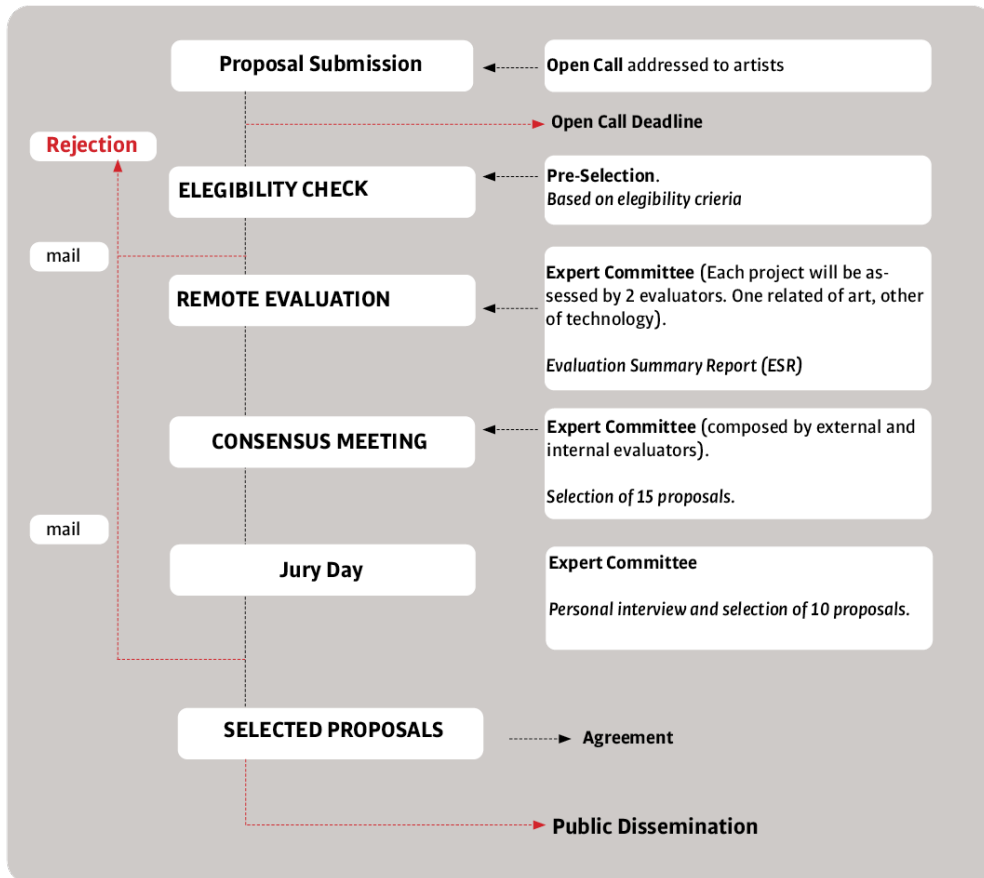
MUSAE partners rely on selected experts regarding their artistic and technical know-how within their field of expertise to provide objective assessments consisting of scores, comments and recommendations.

All the experts participating to the call will be contacted to inform them whether they have been selected. The selected experts must:

- Read carefully all existing documentation related to the open call, prior to the start of the evaluation.
- Sign an agreement with the UB-Tech as MUSAE open call evaluation manager partner.
- Must immediately inform UB-Tech, if she/he cannot fulfil her/his obligations under the Contract or becomes aware of other circumstances likely to affect the contract.
- Must assess their assigned proposals in the agreed timeline.
- Participate in the Consensus meeting online.
- Selected evaluators will be added to the MUSAE evaluator database.
- A financial compensation is not foreseen for participating into the evaluation process of the MUSAE Open Calls.

7. Open call Evaluation Scheme

The evaluation process is run in four phases: a) Eligibility Check and Scope list, b) Internal/External Evaluation, c) Consensus Meeting and d) Jury Day. The following table illustrates the different stages and the corresponding selection committees and their tasks.



7.1. Eligibility Check

Once the MUSAE open call is closed, the proposals will be checked whether they meet the admissibility and eligibility criteria as indicated in the Guide of applicants. It will be done based on the statements included in each proposal. The eligibility criteria are checked against a Declaration of Honour or self-declarations included in the application form. The projects that do not comply with these criteria will be rejected.

The **Expert Committee** will evaluate whether the proposals comply with such aspects on a YES/NO basis and might ask for integration whether appropriate.

7.2. Selection criteria

Proposals will be evaluated on the following criteria detailed in table:

TABLE 2 Evaluation score grid

Criteria	Minimum threshold	Priority in case of <i>ex aequo</i>
EXCELLENCE	3 out of 5	3

<p>1. Innovation: Coherence and relevance to objectives and scope, including innovative concepts and complementarity to the project's areas and domain of MUSAE.</p> <p>2. Fit: The Proposal demonstrates a clear understanding of the thematic tracks it responds to and fits within the vision of MUSAE</p> <p>3. Soundness: The proposal demonstrates a clear and credible approach to deliver (a) demonstrable scenario by the end of the residency project.</p>		
<p>IMPACT</p> <p>1. Artistic potential: the proposal demonstrates potential for artistic outcomes.</p> <p>2. Challenges: definition of which innovative aspects the proposal contributes in relation to the challenges of contemporary ecosystems and its suitability to the defined topic.</p> <p>3. Critical and proactive sense: balance between critical thinking and practical application of the results.</p>	3 out of 5	1
<p>IMPLEMENTATION</p> <p>1. CV/ Artistic portfolio: the capacity, expertise and experience of the artists and the ability to go from the conceptual to the development stage within a project.</p> <p>2. Artistic and technological quality: based on previous works and the vision proposed in the application, how the synergy between art and technology are applied to tackle the thematic area(s) and potential scenarios.</p> <p>3. Resources: the proposal clarifies the needs and goals of the program and is realistic to achieve within the given time and budget constraints.</p>	3 out of 5	2

7.3. Remote evaluation

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 results 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 proposal above threshold are passed to the consensus evaluation.

The evaluation process organization 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. Each evaluator will record his/her individual opinion on each proposal using the evaluation form. The members of the Selection Committee will meet to share and collate criteria, and reach in a consensual list, based on the scores detailed on the Evaluation Summary Report (ESR). Only proposals with scores above thresholds for each criterion, as indicated in the table, will be ranked for funding.

7.4 Consensus meeting

Each proposal that has reached the previous stage will be evaluated by the **Expert committee**. The different proposals will be discussed and summarised mentioning their strengths and weaknesses. According to the Guide of Applicants, the ranking list will be set up at the end of the "Remote evaluation" based on the numerical score and tiers will be tackled. The above threshold proposals will pass to the Consensus meeting where the internal committee will further evaluate the alignment with the MUSAE goals & scope. A final list of 15 proposals will be interviewed in the Jury Day. The rest of the proposal will form the "Reserve List".

7.4 Jury day

The 15 finalists proposed by the **Expert Committee** will be invited to present their proposals at the Jury Day that will be evaluated by an Expert Committee composed of 3 internal evaluators. After the event, the Jury composed by the **Expert Committee** will select the 10 proposals and include them in the **Provisional List of recipients** and **Reserve List**.

Bear in mind that even if the best-ranked proposals that are selected for funding, the Selection Committee may have fair reason for objecting the selection of a specific candidate. The reason can relate to:

- The existence of potential conflict of interest,
- The existence of significant ethical concerns,
- The alignment with the MUSAE goals & scope.

In case a top-ranked application is rejected, it will consider the next best-ranked proposal.

The exact number of proposals approved will be decided based on the overall quality of the proposals.

In case the number proposals approved is lower than expected, the **Expert Committee** may decide either to extend the selection process by inviting applicants (over threshold) from the

next places on the ranking list, in this open call, obtained because of the Internal/External Evaluation or to select a lower number of beneficiaries.

7.5 Calendar

The following table shows the tentative calendar and the main steps of the evaluation process and deadlines:

PHASE	DEADLINE	OUTPUT
Open call for evaluators open	open 19/05/2023 – closed 5/06/2023	Text of evaluators open call published on STARTS MUSAE webpage
Selection of evaluators	5/06/2023 – 07/06/2023	Ranking of selected evaluators Minutes of evaluation process
Agreement signing by the evaluators	07/06/2023 – 13/06/2023	Agreement signed (Assignment letter including Privacy Issue; NDA; Conflict of interest declaration)
Remote evaluation	14/06/2023 – 12/07/2023	Ranking of proposal Remote evaluation report
Consensus Meeting	13/07/2023 – 20/07/2023	Ranking of proposals Minutes of meeting and recording Evaluation Report
Jury Day	21/07/2023 – 30/07/2023	Selected proposal Evaluation Report Communication to participants

8. How to apply?

To apply to become a MUSAE Expert Commission member, please complete the [application form](#) and attach your Curriculum Vitae (CV). All candidates are required to send their updated CVs and a brief bio sketch in which they can summarize and highlight their relevant technical background and their experience as evaluators. Any clarification or query can be sent directly to the contact email address: petia.ivanova@ub.edu

9. Confidentiality and data protection

Confidentiality is required for all experts in the performance of tasks following this call for tender, as they might encounter confidential information during their work.

Any breach of confidentiality will be treated as professional misconduct and could lead to the termination of their participation into the evaluation process. UB-Tech reserves the right to instigate any legal proceedings for breach of confidentiality necessary. Specific requirements relating to personal data and the protection thereof are set out in the Evaluator agreement. The evaluator is responsible for ensuring that all data to which he/she or his/her staff become party during the execution of the agreement must be treated confidentially and in conformity with EC regulation No 45/20011.