

Guide For Applicants

MUSAE First Open Call for STARTS residencies

Submission deadline: Wednesday **24th November 2023 h 12.00 CET (noon)**

Project Duration: 3 months

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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.
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 ¹
SME	Small Medium Enterprises as defined in EU recommendation 2003/361 ²
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.

TABLE OF CHANGES

Version	Date	Owner	Author(s)	Changes to previous version
2.0	2023-04-13	MADE	Maria Rossetti	Published version
2.2	2023-05-09	MADE	Maria Rossetti	Update of section 1 (consortium websites) and table of content
2.2.1	2023-05-22	MADE	Ottavia Villain	Update of the title
2.2.2	2023-06-01	MADE	Ottavia Villain	Time specification of deadline
2.3	2023-06-05	MADE	Ottavia Villain	Extension of deadline and update of 7.1 chapter
2.4	2023-10-04	ETF	Maja Trumic	Adaptation of the call to the widening country (Serbia)

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

² <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+ARTS³ an initiative of the European Commission, launched under the Horizon 2020 research and innovation programme to support collaborations between artists, scientists, engineers and researchers.

About S+T+ARTS

Science, technology and arts (STARTS for short) is a nexus that has an extraordinarily high potential for innovation. In a world facing social, ecological, and economic challenges, innovation is crucial. Therefore, with the S+T+ARTS initiative, the European Commission's focus is on projects and people that have the potential to make meaningful contributions to this effort. S+T+ARTS is founded on the belief that blending science, technology, and artistic perspectives offers a holistic, human-centered approach that unlocks new research and business opportunities.

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.

³ <https://starts.eu/>

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 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?

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 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. Additionally, in Serbia, 2 artists will be selected in the first phase, and 1 artist and 1 SME in the second phase.

In Serbia, the first Open Call for the widening country (launched in October 2023) will select 2 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 (more information in section 4).

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. Additionally, 1 artist team and 1 Serbian SME will be selected in the second Open Call. The technology partner from the widening country (ETF) will offer an expertise in the following technologies: digital biomechanics and collaborative robots. 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.

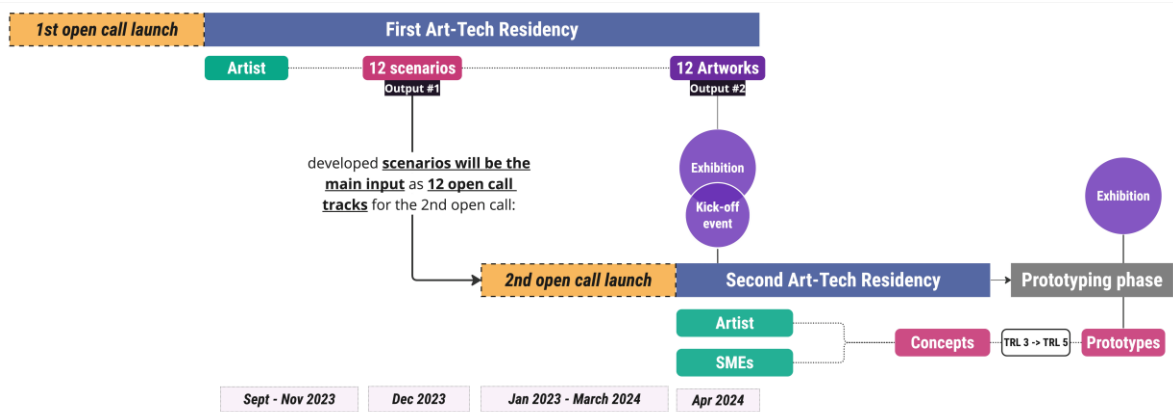


Figure 1 MUSAE Open call concept

MUSAE Technologies

MUSAE will work with three technologies — Artificial Intelligence (AI), Wearables and Robotics — enabling participants to develop concepts and prototypes validated in industrially relevant environment (Technology Readiness Level 5¹). Specifically, at ETF, artists will work with collaborative robots and digital biomechanics. The digital technologies will provide ground for experimentation and the development of new solutions for social and environmental challenges.

MUSAE Consortium

MUSAE consortium includes 8 partners from 5 European countries representing arts, design, technologies, industrial and scientific ecosystems: Politecnico di Milano (Italy)⁴, Ab.Acus (Italy)⁵, Universitat de Barcelona (Spain)⁶ composed by UB-ART and UB-Tech, MADE Competence Center I4.0 (Italy)⁷, PAL Robotics (Spain)⁸, Gluon (Belgium)⁹, University College Dublin (Ireland)¹⁰, The University of Manchester (United Kingdom)¹¹, ETF (Serbia)¹².

Public Dissemination and Usage Rights of STARTS Open Call Artworks

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 European Commission (EC) directly and for public

⁴ <https://www.design.polimi.it/it>

⁵ <https://www.ab-acus.eu/>

⁶ <https://www.ub.edu/web/portal/en/>

⁷ <https://www.made-cc.eu/>

⁸ <https://pal-robotics.com/>

⁹ <https://gluon.be/>

¹⁰ <https://www.ucd.ie/>

¹¹ <https://www.manchester.ac.uk/>

¹² <https://www.etf.bg.ac.rs/en>

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.

2. MUSAE First Open Call

Are you interested in exploring the role of food in human and planetary well-being? We are looking for artists who can provide critical reflection, envision future potential and challenges of the topic of Food as Medicine by producing future scenarios based on the 3 technologies along with the artworks representing them [see Sect. 3].

Who? MUSAE for the widening country is looking for 2 artists who will participate in 3 months residency programme, who are interested to engage with and apply an innovative Design Futures Art-driven method to develop future scenarios, as well as interested in application of and reflection on one of technologies – digital biomechanics and collaborative robots.

Objective? The goal of the residency programme is to support artists in application of the Design Futures Art-driven method in order to create 2 scenarios based on one of the **three thematic tracks** (Reducing carbon footprint in dietary behaviour; Role of food in holistic human well-being; Rethinking the food chain in our environment) and one or more of the **two digital technologies** (digital biomechanics and collaborative robots).

How? Artists applying to this Open Call are invited to answer to one track, providing their critical vision of the future (~10 years from now) and the implications that at least one of the 2 technologies (digital biomechanics and collaborative robots) will have on it. Applicants are invited to convey the social, economic, environmental challenges of the thematic track and how selected technology(ies) can be applied in an ethical and sustainable way. The selected thematic tracks base on research and are recognized as emerging trends that require envisioning and developing new innovative technological solutions (products or services).

2.1 MUSAE Thematic Tracks

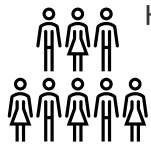
Reducing carbon footprint in dietary behaviour



The population of the world is expected to rise to between 9.4 to 10.2 billion by 2050. With this increasing population comes an increasing demand for food. In order to provide enough nutritious food for future generations we must change our dietary habits and switch to more sustainable eating patterns.

- *How can we switch to more sustainable diets while meeting our nutrient requirements?*
- *How can we produce foods with lower carbon footprints?*
- *Are new meat alternatives healthy?*

Role of food in holistic human well-being



Holistic health refers to the health of the whole person, encompassing five key dimensions - physical, emotional, social, mental, and spiritual wellbeing. There is a large and growing body of evidence which supports that the intake of certain nutrients, food groups, and dietary patterns to positively influence health and promote the prevention of non-communicable diseases. Development of strategies that enable individuals to change their dietary behaviour and to promote a great awareness of the link between diet and health are needed.

- *How can we increase wholegrains, fruits, and vegetables while decreasing salt intake?*
- *How can we enable people to make healthy food choices?*
- *Can we develop personalised approaches to enable people to make healthier choices?*
- *How can we develop new and innovative approaches to communicate the benefits of food?*

Rethinking the food chain in our environment



We need to reshape food supply chains to stay resilient during and beyond current environmental, political, and economic crises. Components of the food chain involve production, handling and storage, processing and packaging, distribution, retail, consumers, and waste.

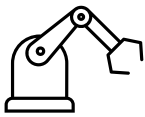
- *Can we develop new innovations to reduce food waste?*
- *Can short supply chains play a role?*
- *What innovations are needed to support food security for all?*

2.2 MUSAE Digital Technologies

Digital biomechanics: Digital biomechanics uses robot-control technology and physics-based simulation to provide human models that obey the same laws of locomotion, balance, and dynamic loading as real people do in the physical world. The applicants may consider that wearable sensors (devices normally worn on the human body) are also available.



Collaborative robots: a collaborative robot is a machine able to perform a sequence of tasks, executed by humans or more advanced, such that safety of a human is not endangered. The applicants may address collaborative robots in a form of industrial arms. 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.



3. What do we offer: MUSAE First Residency Programme

Timeline of the First Residency Programme

The residency will run over a period of 3 months. As a results of this residency, by following the DFA method, the artists will develop scenarios as critical visions of the future, presented in a final exhibition in the form of an artwork.

The selected artists will participate in a support programme provided by the partner of art & design of the MUSAE consortium (POLIMI) and the technology partner (ETF). The programme is divided in 3 phases:

Phase 1 – Training [Week 1] – December Approx.

At the beginning of the residency, the artists will receive a training on all areas of the experiment for two weeks.

Week 1: DFA method training

The artists will start the programme with a one week stay at ETF (Belgrade, Serbia). Artists will welcome each other at a one-day kick-off and welcome event and will spend next four days learning about the Design Futures Art-Driven method. Here, they will also explore how

to frame scenarios and create scenario narratives as the required output for the first art-tech experiment.

Phase 2 – Building [Week 2 – Week 6] – December/January Approx.

In the second phase, artists will work individually for 4 weeks to develop their project, gaining online mentoring from consortium partners POLIMI and ETF. The last week will be dedicated to consolidating the scenario and interacting with ETF (DIH and Tech partner) focusing on art impact on manufacturing technologies.

Week 2: Mentoring session

Week 3: Individual work + SMEs Relevance check

Week 4: Individual work

Week 5: Mentoring session

Week 6: SMEs Relevance check (Session with ETF DIH).

Check of relevance of scenario with SME needs

Scenario showcase [January 2023]

Phase 3 – Artwork production [Week 8] January 2024 – April 2024

After the residency, all artists must continue developing artworks taking the scenarios that they have created during the residency as a context for their artworks. They will receive mentoring from the art and design partners once per month.

Exhibition [April 2024]. The artists must take part in an exhibition in Barcelona organized by University of Barcelona to demonstrate their artwork.

4. What do we expect

Selected artists in the Open Call, after signing the agreement, are expected to fulfil the following requirements of the MUSAE project.

Artists will have to deliver:

- **1 Scenario** [see Annex I for definition and description] developed following the DFA method by month 2 which consists of both components
 - Narrative of the scenario (written description of the scenario)
 - Visual representation of the scenario (See Annex I)
- **1 Artwork** describing and representing the scenario through a preferred artistic medium or format
 - At least one thematic track should be represented
 - And, at least one technology should be considered.

Activities: Artists will be expected to

- Provide a narrative of the scenario as an input for the launch of the MUSAE second Open Call as one of the open call tracks which will be launched in 2024.
- Follow and mentor the team during the second residency (during the phase of Concept Development in May, June, July 2023 – one session per month).¹³
- Develop an artwork which respect the conditions presented previously.

5. Eligibility Criteria

The following eligibility requirements apply:

1. **Applicants must be Artists**, namely any natural person or SME¹⁴ 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.
2. 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.
3. Legally established in Serbia (one of the Countries eligible for Horizon Europe funding).¹⁶
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 experiment must cover one of the thematic tracks and be based on at least one of the technologies foreseen in Section 2.
6. Proposals must be submitted in English.
7. Applicants must not fall under categories of the Exclusion Criteria [Sect. 10].
8. Ethical check must be completed.

¹³ Artist who participated in the first residency programme is eligible to apply for the second Open Call on equal terms.

¹⁴ For definition of Small Medium Enterprise see [EU recommendation 2003/361](#) – SMEs shall sign an SME declaration

¹⁵ https://ec.europa.eu/competition/mergers/cases/index/nace_all

¹⁶ [Check the list here 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)

9. Applications must be submitted within the timeline indicated in section 6.

6. How to apply

MUSAE first open call will open on **24/10/2023**. Any application received after the deadline or through other channels will be automatically rejected.

The application must be submitted in English at the following link (<https://www.f6s.com/>).

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

Step 1: Register in the platform F6s - <https://www.f6s.com/>

Step 2: Go to the following link <https://www.f6s.com/musae-1st-open-call-in-serbia/apply>

Step 3: Complete and submit the application composed by:

- a. Artist Information: a section of the online form covering all the basic information required.
- b. Main Information: a section of the online form covering all the relevant information required of the proposal.
- c. Proposal: a section of the online form covering your motivation and vision for the proposal.
- d. Portfolio: a section of the online form where to upload previous works that could be related to the track proposed. The portfolio needs to be uploaded as a PDF (max 30MB). In case the MB are not sufficient, insert a PDF with links to the works relevant for the application.
- e. CV: upload the CV in PDF format (max 30MB).

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 submission. 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 organization will be among the selected finalists, the candidate(s) will be allocated to their prioritized 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 honor and comply with EU contractual provision regarding conflict of interest, confidentiality and security, ethics, visibility and EU acknowledge, 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 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.

The evaluation process will be executed in four phases:

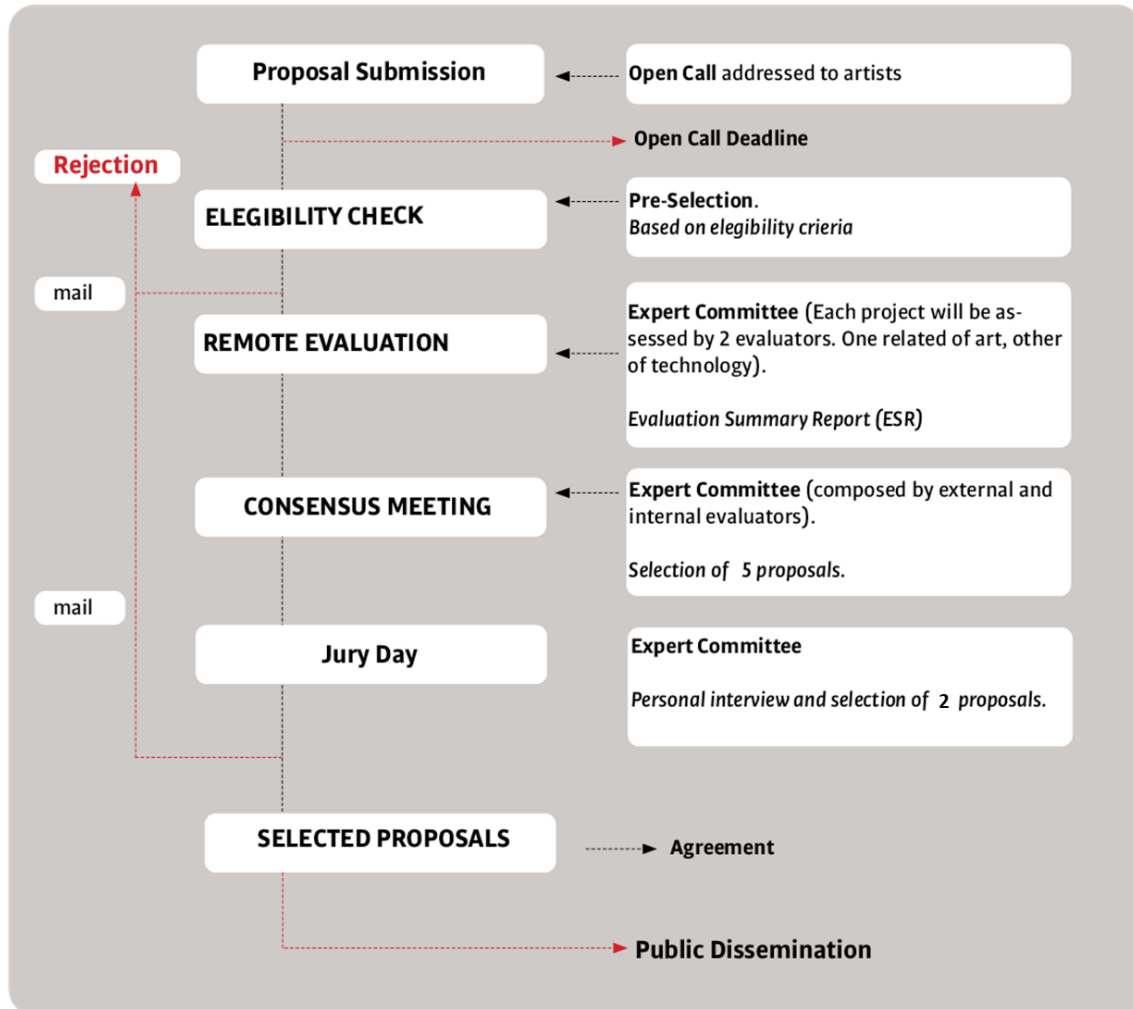


Figure 4 MUSAE 1st Open Call evaluation process

7.1 Eligibility Check

Once the open call is closed, the proposals will be checked whether meets 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 the 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>EXCELLENCE</p> <p>1. Innovation: Coherence and relevance with the objectives and scope, including innovative concepts, artistic approach and complementarity with the thematic tracks, digital technologies and the MUSAE domain.</p> <p>2. Fit: The Proposal demonstrates a clear understanding of the thematic lines to which it responds, and fits the vision of MUSAE</p> <p>3. Soundness: The proposal demonstrates a clear and credible critical future vision of one of the chosen topic to further deliver demonstratable scenario and one artwork by the end of the residency programme.</p>	3 out of 5	3
<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 of the project.</p> <p>2. Artistic and technological quality: Based on previous work, the vision of the proposal, and how the synergy between art and technology are applied to address the thematic area(s) and possible scenarios.</p>	3 out of 5	2

<p>3. Resources: The proposal clarifies the needs and objectives of the program and is realistic in terms of achieving them within the constraints of time.</p>		
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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.

7.3 Consensus Meeting

The above threshold proposals will pass to the Consensus meeting where the internal committee will evaluate the alignment with the MUSAE goals & scope.

A final lists of 5 proposals will be interviewed in the Jury Day. The rest of the proposal will form the “Reserve List”.

7.4 Jury Day

The 5 finalists proposed by the **Expert Committee** will be invited to present their proposals at the Jury Day. After the event, the Jury composed by representants of the **Expert Committee** will select the 2 proposals and include them in the **Final List of Selected Projects**.

8. Reporting

The selected grantees will not receive funding at this stage.

8.1 Monitoring and Reporting

The administrative tasks for the funded third parties including 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, the 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. In addition, the beneficiary is requested to participate in the mandatory meeting as described in section 2.

TABLE 1 MUSAE open call: mandatory deliverable

DELIVERABLE TITLE	DESCRIPTION	DEADLINE
DEL1 Individual mentoring plan (report)	Roadmap of activities agreed with MUSAE expert including: timing, objectives, expected milestones	W1
DEL2 Interim report (report)	Mid-term report, including delivery of 1 scenario	W4
DEL3 Final demonstration (report)	Feedback on DFA process learnt in the mentoring activities (Phase 1, Phase 2)	W8

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 musae@etf.bg.ac.rs with the following subject: “MUSAE - 1st 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 judgment 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 judgment 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 acknowledge, specific rules for carrying out action, information, record-keeping also apply to the third parties.

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. 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.

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 the evaluation of 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.

13. 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 relevant national 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](#).

ANNEX I - MUSAE SCENARIOS

Scenario requirements

Definition of the scenario

Scenario is a hypothetical story created with sufficient detail 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 decision-makers by providing a context for planning and programming, 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.

How to develop a scenario?

In the MUSAE project, scenarios will be developed by following the DFA method, which is an innovative method that merges Design Futures and Art Thinking.

What will be the format of the scenario?

Scenario could be represented in multiple formats:

- Text
- Podcast
- Visual representation of the scenario
- Artefact

- Storyboard
- Evocative image(s)
- Video
- Website
- Sketch

Examples

Scenarios can be an exciting mix of narrated stories and mixed media to create something that help us understand and discuss a vision of the future together. Like the scenarios developed in “Living Futures” by Danish Design Center and in “2050 Scenarios” by Arup, MUSAE project aims to work with fully developed scenarios by using fundamental elements that make future visions deep and consistent. These examples mix together:

- polar questions related to the major uncertainties of the future
- descriptions of the most relevant trends and drivers of change to give a context to the future where the scenarios take place
- a wide vision of the future by describing how people and technologies are evolved
- thought provoking elements such as prototyped artifacts, podcasts or interviews about the stories of people from the future and ambient play tracks.

By deepening into the description of a scenario, a vision of the future can become a source of inspiration for future decisions and a call to action for future progress