



D2.6 REPOSITORY OF STAKEHOLDER INTEGRATED NETWORK (a)

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Executive summary

The purpose of this deliverable is to present our strategy to grow the Integrated Stakeholder Network of MUSAE to gather both the STARTS community and other relevant initiatives, to reach our objective of transferring the MUSAE Factory model to different (E)DIHs and different scales.

Since the first year of the project, we have worked to identify relevant target groups to reach our objectives. Considering the new strategy established, we now aim to build the community further by the end of year 2 of the Project.

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1. Introduction

1.1. Purpose of the document

This deliverable summarises results on how MUSAE has linked and used contacts from the STARTS database and the consortium partners to build an Integrated Network of contacts, and how MUSAE has raised awareness amongst other EC and non-EC initiatives and communities, in order to grow the network and build a database of stakeholders, that will guarantee the exploitation and transferability of the MUSAE Factory model to different (E)DIHs and different scales (see WP6 - T6.3).

This deliverable is part of WP2 of the MUSAE project - “Task 2.3 Experts and Artists Integrated Network”, led by GLUON. The main objective of WP2 is to set up a Factory model that will be applied and tested during the project and further implemented beyond the Project duration. The sub-objectives of WP2 are:

O1.1 — A first definition of the Design-Futures Art-Driven Method representing the core of the Factory ;

O1.2 — a focus on the exploration of the opportunities of AI, Robotics and Wearables for the three trends within the Food as Medicine topic to create the 3 thematic tracks of the first open call;

O1.3 — the engagement of relevant stakeholders (artists, tech experts, nutritionists, etc..) for creating the integrated network that will ensure the exploitation of the MUSAE model during and beyond the project duration;

O1.4 — the definition of a methodological and technological training format to apply during residencies.

The deliverable is resulting from the following tasks:

Task 2.3 Experts and Artists Integrated Network

Throughout the length of the projects, an *Integrated Network* of contacts will be implemented to guarantee the exploitation of the MUSAE model. It will contain names, contact details and expertise of relevant stakeholders and divided into the following three main sections:

- artists, supported by UB, include all the committed artists (e.g the ones applying to the project open calls) and will be implemented during the dissemination events, and the education and training activities foreseen in the project;
- experts in food and nutrition, supported by UCD, will include academics, research institutions, experimental labs, health practitioners and nutritionists who are committed to the topic of Food as Medicine;

- Tech provider companies, supported by MADE, will include all the providers that applied to the 2nd open call (upon their acceptance) and will be implemented by the (E)DIHs network interested in the MUSAE model;
- Thanks to the consortium partners' experience MUSAE is linked directly to several large-scale European projects in the domain of AI, Wearable Tech and Robotics, Art-Tech and Sci-Art Initiatives and (E)DIHs for responsible and sustainable innovation.

MUSAE Factory will leverage the networks of above-mentioned innovation actions to serve as a knowledge sharing and innovation spill-over agent.

The Integrated stakeholder Network relies strongly on the efforts made by the consortium partners and is closely linked to other work packages and tasks within the project. Herewith a brief overview:

WP3 — Task 3.2 Second open call (Lead by PAL)

The second open call will address teams composed by an artist and a tech provider (SME or start-up providing AI, Robotics or Wearable). To facilitate the matchmaking the MUSAE platform will provide the possibility to both artists and SMEs to search for collaborators through the Integrated Stakeholder Network.

WP6 — Task 6.3: MUSAE Factory model Pack & Label (lead by Polimi)

This task is dedicated to structuring and shaping the Factory model pack by connecting all the elements that have been produced through the length of the project. This will be released through the MUSAE website and it represent the “starting pack” that allow (E)DIHs to adopt and integrate the Factory model in the services they offered to their industrial network. It includes amongst others the Integrated Stakeholder Network of technology providers, artists, experts in nutrition, art and design universities to ensure the Model's transferability to different (E)DIHs and different scales

WP7 — Task 7.2: MUSAE Project website and visual identity (lead by UB)

The main objective of Task 7.2 is to set-up a sub-page on the official S+T+ARTs website dedicated to the MUSAE activities and results. The MUSAE website will feature the Experts and Artists Integrated Network. It will be regularly updated in terms of content and will be maintained for at least two years after the end of the project.

WP7 — Task 7.5: Networking and stakeholder engagement (lead by MADE)

This task is responsible for creating a stakeholders' network able to advocate art-driven innovation. Therefore, the main objective of this task is to enlarge the MUSAE integrated network of (E)DIHs, artists and experts (T2.3). To this end, a series of specific initiatives will be organized also in connection with WP3, WP4 and WP6:

- 2 open calls addressing artists and tech driven companies will be launched through the

STARTS.EU platform and the network of (E)DIHs;

- 23 Art-Tech residences for artists that will involve stakeholder experts for training and mentoring activities for participants
- 2 exhibitions to present the scenarios and the prototypes resulted from the art-tech pilots;
- 3 events addressing (E)DIHs and SMEs during which the Factory model and the potentialities of the DFA method for innovation is presented;
- 4 operational webinars addressing (E)DIHs introducing how to implement the MUSAE model in their activities and how to adopt the MUSAE Factory Model Pack.

1.2. Terms and acronyms

Acronym	Description
(E)DIH	European Digital Innovation Hub
AI	Artificial Intelligence
DFA method	Design Futures Art-Driven method
SME	Small Medium Enterprise
UCD	University College Dublin
PAL	Pal Robotics SL
Polimi	Politecnico di Milano
Abacus	Ab.Acus Srl
UoM	University of Manchester
UB	Universitat de Barcelona
MADE	Made scarl
ETF	University of Belgrade - School of Electrical Engineering

2. Initial steps to built the integrated stakeholder network

2.1. Identification of stakeholders, initiatives and actors:

UCD as WP7 leader, started to perform an in-depth analysis and mapping of the relevant stakeholders and their interests and capacities to contribute to the project as well as uptake its results. Each partner of the consortium was asked to produce a file containing a list of stakeholders, their interests and contact details (only in case the respective persons gave their approval for their contact details to be added). UCD then compiled this list of stakeholders (see deliverable 7.1).

Ongoing research into European, and other Global stakeholders to join the MUSAE community continues as the project moves forward

2.2. Framework for connecting relevant stakeholders with MUSAE:

A framework will be put in place to ensure that relevant stakeholders will benefit from being part of the MUSAE community, as well as MUSAE benefitting from the close relationship that is developed.

Framework:

a) Invitation to join the MUSAE community to be sent to the identified initiatives and/or individuals. The invitation includes a breakdown of what MUSAE has to offer, see draft invitation below, and a questionnaire to ask participants to feedback on what their interests are in from MUSAE.

In some cases an additional invitation to speak further about the mutual benefits that could be presented

b) Set up call (only in case relevant) or have email exchange about a collaboration which could include:

i) Marketing of each other's events/calls/news/studies/research/resources

ii) Providing news for the website or newsletter

iii) Attending or speaking at each other's events (for MUSAE this could include the DFA method training program, exhibitions or workshops and/or assessment activities as part of the residencies program)

c) Information then sent to relevant consortium partner for follow-up

2.3. Strategy for enlarging MUSAE database

GLUON has built a strategy for the MUSAE consortium to implement intensely in the coming months, in order to expand our database.

This new strategy addresses the measures needed to put in place, in order to attract more users to the platform. The following groups are targeted:

- Existing STARTS database of funded recipients and applicants (Residencies & Prize)
- Arts Organisations (Individuals/artists, Art galleries, Festivals, Curators)
- Tech companies (SMEs, start-ups, cluster organisations) and individuals
- European Digital Innovation hubs
- Science/Research Organisations (Universities, Research Centres) and individuals
- European Digital Innovation hubs (Labs, Incubators, Accelerators and networks)

Measures from the strategy:

Category / Target - Group	Measures / Targets / Activities
ARTS: <ul style="list-style-type: none"> • Individuals/Artists • Art Galleries • Festivals • Curators • Arts & Design Organisations 	<ul style="list-style-type: none"> • Approach curators and organisers to get MUSAE project partners or artists participating to the MUSAE program into these venues • Attend events, give lectures, showcase results from the residencies program • Expand artistic community in Europe • Research intensively experienced cultural organisations working on the intersection of art, science and technology and make direct contact with these organisations • Research intensively other Art-Tech and Sci-Art initiatives and make direct contact with these organisations
TECH: <ul style="list-style-type: none"> • Start-Ups • SME's • European cluster organisations 	<ul style="list-style-type: none"> • Each tech partner to recommend tech events, then contact and pitch project and discuss possibility to attend (tech) events, speak or have a stand • Each consortium partner to identify cluster organisations (in their countries) then contact them directly to pitch project and discuss if they want to be involved • Research and approach EC tech projects that aren't currently collaborating with Art/Design • Contact European cluster platforms like: https://clustercollaboration.eu/ • Attend events, speak, showcase results from the

	residencies program
SCIENCE/RESEARCH <ul style="list-style-type: none"> Universities Research centres 	<ul style="list-style-type: none"> Each consortium partner to recommend direct contact at Universities in their regions, then UCD to send invitations to join network University partners to promote MUSAE at events Attend events, speak, showcase results from the residencies program Relay studies and articles that highlights the benefits of including arts in science
(E)DIHs <ul style="list-style-type: none"> Incubators Acclerators Networks 	<ul style="list-style-type: none"> Each consortium partner to identify (E)DIHs (in their countries) and provide contact, then contact them directly to pitch project and discuss if they want to be involved Look at current database of EIT Food Network and contact them directly to if they want to be involved (GLUON already done) https://www.eitfood.eu/community/partners-and-startups Establish clear offer for creating synergies: sharing second open call content on their channels, relay our events and opportunities – and vice versa

An invitation highlighting the opportunities and benefits of joining the MUSAE network will be send out to attract stakeholders, see example draft below:

We recently came accros your organisation on social media / via your website / due to the event you're hosting/ through the paper you've recently published or thanks to the call you just launched, and would like to further discuss, since your scope of activity relates a lot with what we are doing at MUSAE – an initiative supported by the European Horizon 2020 S+T+ARTS initiative of the European Commission.

MUSAE aims to set up a Human-Centred Factory Model, based on the Design Future Art-driven (DFA) method, to support companies in guiding strategic digital technology innovation and address future challenges in the food domain to improve human and planetary wellbeing.

MUSAE will run 23 S+T+ARTS residencies involving 23 artists and 11 tech companies working with 3 main technologies – Artificial Intelligence, Wearables, and Robotics – to envision 12 future scenarios for technologies application and design 11 prototypes, thus opening up new markets and innovations.

Linking technology and artistic practice is considered a win-win exchange between European innovation policies and the art world today. For this reason, in 2016, the EC launched the S+T+ARTS initiative to enhance the interaction of EU projects with the art world and promote the inclusion of artists in technological innovation projects. The focus of MUSAE is to provide companies with new forms of transdisciplinary collaboration, aimed at exploring future

application scenarios for technologies using artistic practice. Innovative technological products and services will be launched to meet the Sustainable Development Goals (SDGs) for innovation toward a sustainable and healthy planet.

If you share our views and are willing to foster this supportive environment, we would be delighted to have you as a member of the MUSAE community.

As a member of the MUSAE community, you will benefit from:

- *a vibrant community of innovators and creatives*
- *explore the opportunities, news and events we organise*
- *cutting-edge toolkits, methodologies for design futures and art-driven innovation*
- *novel insights into the future of food*
- *access to new funding opportunities and calls*

Let's continue the discussion, we look forward to hearing more from you and creating stronger synergies!

The plan to further develop the community will be divided into specific tasks for each partner. However, given the constraints of budget and time, each partner will be assigned a set of feasible and ongoing tasks to perform. This division aims to maximize the extent of the plan's coverage and distribute the workload effectively.

2.4. Platform building

Ultimately, the goal of the Integrated Stakeholder Network is to provide a vibrant community that guarantees the exploitation of the MUSAE Factory model beyond the project duration. Under the title “MUSAE Factory model Pack & Label” will connect all elements that have been produced through the length of the Project. This will be released through the MUSAE website and it represents the “starting pack” for (E)DIHs to adopt and integrate the MUSAE Factory model in their services.

Work will be required to develop MUSAE Factory Model Pack & Label before it will be ready to be shared with users. Once the final format (f.e. website, printed toolkit, ...) of the MUSAE Factory Model Pack & Label will be decided upon by task leader Polimi, we will integrate the Integrated Stakeholder Network (in alignment with GDPR regulations).

In recent years, a substantial amount of effort has been invested in building the community through the S+T+ARTS initiative. The aim of the Integrated Stakeholder Network is not to duplicate these efforts by starting from scratch. Instead, the primary advantage lies in bringing together the key individuals and entities that have been actively involved in these projects. This approach allows us to leverage and build upon the most valuable outcomes that have already been attained. The goal is to continue the collaborative synergy that was initiated in previous projects, rather than reinventing the entire process.

3. Conclusion

- The purpose of this deliverable was to report on the growth of the Integrated Stakeholder Network of MUSAE over months 1-12 of the project.
- For the first open call MUSAE has used and built on the contacts from the STARTS database and art partners of the consortium (Gluon, UB & Polimi) to reach European artists.
- To prepare for the second open call for teams of artists and companies, and dissemination of the Project results, we implemented a detailed and proactive strategy in order to grow the network and reach a wide and diverse audience. The consortium has pulled together to action as many tasks in the strategy as possible. For instance, sharing the invitation with their own organisation, their networks, sending on details of the competition, attending events and sharing details of relevant contacts.