D3.3 Evaluation process and committee (b)

Grant Agreement number	101070421
Project Acronym	MUSAE
Project Name	A human-centred factory for a future technological sustainable development driven by arts
Project starting date	1 September 2022
Project end date	31 August 2025
Work Package producing the document	WP3 – Open Call format FSTP
WP Lead Partner	UB-Tech
Other Partner(s) involved	MADE, POLIMI
Deliverable identifier	D3.3 (b)
Deliverable lead beneficiary	UB-Tech
Due date	Initially: 30th of April 2024, Due to the delayed Open call evaluation process time, a postponement of the final version applied for 31 of August 2024 is proposed.
Date of delivery	April 30th, 2024 (as planned), August 31st, 2024 (proposed)
Version	1.0
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Classification	PUBLIC
Document Status	Final version

This project has received funding from the **Horizon Europe Framework Programme (HEU)** under grant agreement No 101070412.

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Date	Created / modified by	Comments
26/05/2024	Petia Radeva, UB-Tech	Table of Content
06/06/2024	Petia Radeva, UB-Tech	First draft
18/07/2024	Petia Radeva, UB-Tech	Second draft
18/07/2024	Petia Radeva, UB-Tech	Edition
20/07/2024	Franceso Dellino, MADE	First Review
22/ 07/2024	Petia Radeva, UB-Tech	Edition
23/07/2024	Maria Bulgheroni, AB.Abacus	Ethical Review
01/08/2024	Tatiana Efremenko, POLIMI Maria Rita Canina, POLIMI	Internal review
01/08/2024	Petia Radeva, UB-Tech	Final version

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Executive summary

The present deliverable illustrates the evaluation methodology, process, results and committee of the second open call. In particular, it explains the remote evaluation, consensus meeting, jury day and final ranking list publication. It describes the project evaluation methodology as well as the evaluation committee selection and management. The report is foreseen in “WP3 – Open calls Format – FSTP”.

This document is organised as follows:

- **Section 1** discusses the purpose of the document and the terms and acronyms.
- **Section 2** discusses the Evaluators selection procedure, especially the Expert Open Call, criteria for experts' evaluation and final decision making.
- **Section 3** discusses the Evaluation methodology, focusing on the remote evaluation, Consensus meeting, Jury Day and the final decision making.
- **Section 4** gives the Conclusions of the 2nd Evaluation process and final list of proposals proposed for funding.

1. Introduction

1.1. Purpose of the document

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 supports pilot projects by teams composed of artist(s) in the First Open Call, and artist(s) and SME(s), supplying technology in the Second Open Call. A total of 2 Open Calls is to be launched, and one in-house selection of 2 artists for the first art-tech residency at ETF Robotics[1], to select 12 scenarios as a result of the First Art-Tech experiment and 11 concepts as a result of the Second Art-Tech experiment to be further turned into 11 prototypes.

The main purpose of the **MUSAE Second Open Call for S+T+ARTS residences** is looking for 11 teams composed of 1 SME and 1 artist who will engage with and apply a Design Futures Art-driven (DFA) method to develop innovative prototypes (TRL5) based on future scenarios deploying digital technologies – AI, Robotics, and Wearables.

The **main purpose** of this document is to explain the whole procedure of the evaluation process of the 2nd Open call of MUSAE, evaluation committee selection, eligibility check, remote evaluation, consensus meeting, Jury Day.

1.2. Terms and acronyms

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 Futures 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

[1] As a result of the Hop On Facility, ETF Robotics from Belgrade, Serbia joined the MUSAE project later and will implement the First Art-Tech residency to test the DFA model by selecting 2 artists in-house

	new method to develop a strategic approach to innovation with companies.
Residency Program	The 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 of 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 and 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.

2. Evaluation Committee

2.1 Selection of evaluation committee

We opened an Open call for experts to participate in the evaluation process that was announced in the S+T+ARTS MUSAE Web page on 14th of March 2024. Experts had to be experienced evaluators with expertise and knowledge in one of the core fields of the MUSAE focus: art, design and/or nutrition, or have knowledge in some of the relevant technologies involved in the MUSAE project, mainly AI, wearables and/or Robotics-based tools. We looked for independent Experts who reside in one of the European Member States, Associated States or United Kingdom. All experts carrying out the evaluations had to meet the criterion of independence, which means that they have no links with the participants to the two open calls. Thus, we ensured that there is no conflict of interest with the artists submitting the experiment proposals. For that, once the open call was closed and the expert applications were assessed and accepted, the evaluators had to sign a declaration of honour before starting the evaluation

process. A detailed Guide for Expert Applicants *(See Annex A)* was published on MUSAE website.

The evaluation work was performed entirely in English, hence the experts had to be able to effectively communicate and write in English. The selection process for experts ensured that the profile of those selected meets the minimum requirements established for evaluating the application experiments submitted in the MUSAE 2nd Open Call.

For the selection of the experts, the following criteria were considered:

Criterion 1: Technical background experience. With 70% of weight over the final score. It 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. With 30 % of weight over the final score. It 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 regional, national or EC programs.
- 2 points: between 2 - 5 years of experience as evaluator both in regional, national or EC programs.
- 3 points: more than 5 years of experience as evaluator both in 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.

To apply to become a MUSAE Expert Commission member, the experts completed an online application form *(See Annex B)* and attached their Curriculum Vitae (CV).

2.2 Evaluation Committee

Following the selection, based on the criteria described in Section 3.1, and contractualization of evaluators, 42 evaluators were selected (Table 3).

Table 1 MUSAE Evaluation Committee composition

	INTERNAL	EXTERNAL	**TOTAL**
ART	9	12	**21**
TECHNOLOGY	9	12	**21**
TOTAL	**18**	**24**	**42**

All 42 experts *(See Annex D)* from the final evaluation committee were asked to sign a Non-Disclosure Agreement (NDA), Agreement for the 2nd Expert Call of MUSAE project for Art-Tech Proposals under the S+T+ARTS Program, and a Declaration of No Conflict of Interest (DCOI) as well as an assignment letter.
During the evaluation process, several emergency issues had to be solved in order to fulfil the main condition that each proposal is evaluated by 1 external and 1 internal, 1 art and 1 technical expert as follows:

- One of the evaluators could not evaluate the assigned to him proposals,
- One of the evaluators was wrongly introduced as technical instead of art expert
- One evaluator was treated as an external being internal expert.

To assure the fair and equal treatment to all proposals, the reviews of the affected proposals were done by the non-corresponding evaluators and the proposal were assigned to a third evaluation always assuring that each proposal is evaluated by 1 external and 1 internal, 1 art and 1 technical expert.

3. Open call Evaluation methodology

This section describes the evaluation methodology providing an overall view of the process.

The second Open Call is launched whose purpose is to select **11 teams of SMEs and 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 of TRL5 to be validated in a relevant environment.

Key details of the MUSAE Second Expert call

- Second Open Call for the evaluators was launched through the STARTS and MUSAE website from March 19th until May 1st, 2024 and extended till May 9th, 2024.
- Selection process of the evaluators based on the above-mentioned criteria was done between May 9th and May 10th, 2024.
- Webinar for evaluators *(See Annex C)* was organised on May 17th, 2024 at 14:00 CET to explain the project, open call objectives and scope, evaluation methodology and procedure, their tasks and platform for evaluation.
- The agreements are signed by the Evaluators between May 13th to May 18th, 2024.
- The Remote Evaluation Process lasted from May 27th until June 9th, 2024, and 25 proposals were above the threshold.
- The 25 proposals were discussed in the Consensus Meeting on June 14th, 2024.
- And the 25 proposals were invited to the Jury Day on June 28th, 2024, 11 proposals were selected and 5 were in the reversed list.

The 2nd Open call proposals evaluation process runs in four phases:

a) Eligibility Check and Scope list
b) Remote Evaluation
c) Consensus Meeting

d) Jury Day

The following table illustrates the different stages and the corresponding selection committees and their tasks.

Figure 1 2nd MUSAE Open Call: evaluation methodology

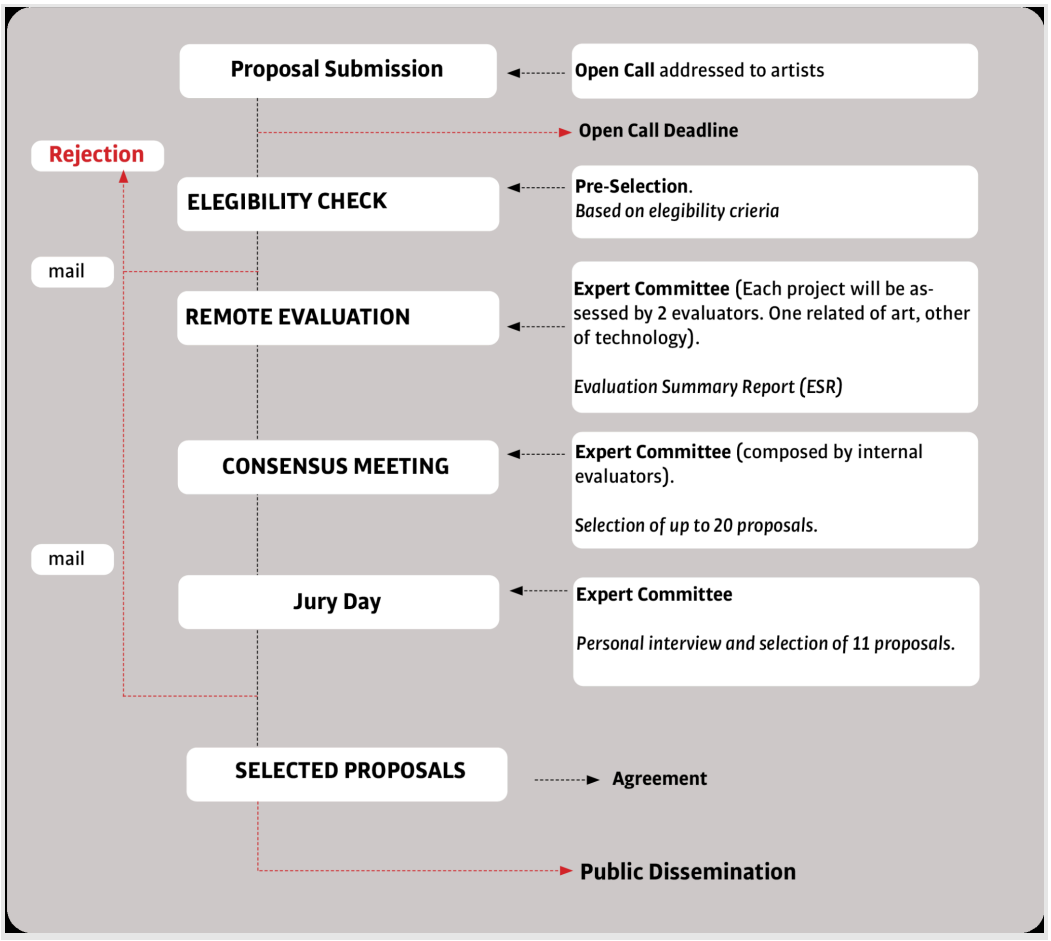
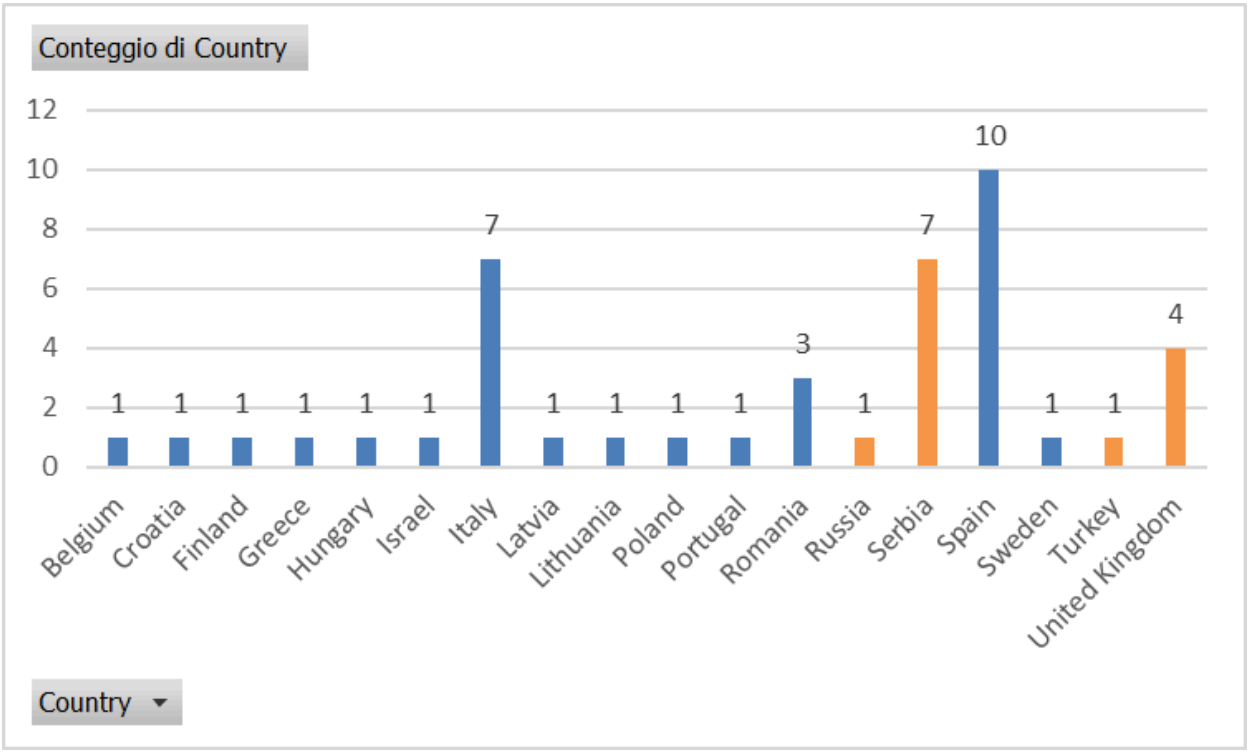


Table 2: Evaluation phase results

	EVALUATION PHASE	TOTAL PROPOSAL	NUMBER OF PROPOSAL
	SUBMISSION	TOT PROPOSAL FINALISED	44
	ELIGIBILITY CHECK	PROPOSAL DUPLICATED	0
		INELIGIBLE PROPOSAL	2
		TOT ELIGIBLE PROPOSAL	**42**
	REMOTE EVALUATION	PROPOSAL BELOW THRESHOLD	17
		PROPOSAL ABOVE THRESHOLD	25
	CONSENSUS MEETING	**PROPOSAL EVALUATED**	**25**
	JURY DAY	**PROPOSAL ASSESSED**	**25**
	SELECTED PROPOSAL	**TOTAL PROPOSAL**	**11**

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

Figure 2: counting countries of origin of SMEs in blue Eu country in orange non EU Country



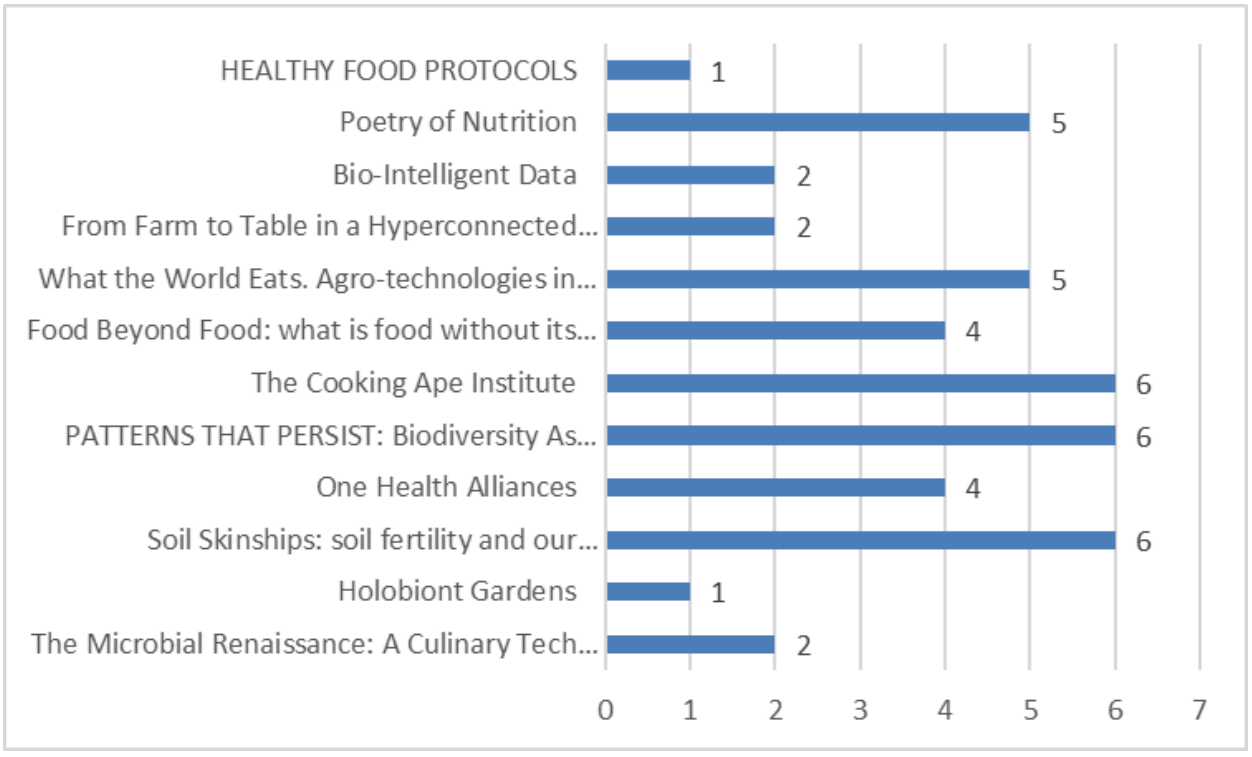


Figure 3: counting of selected scenarios

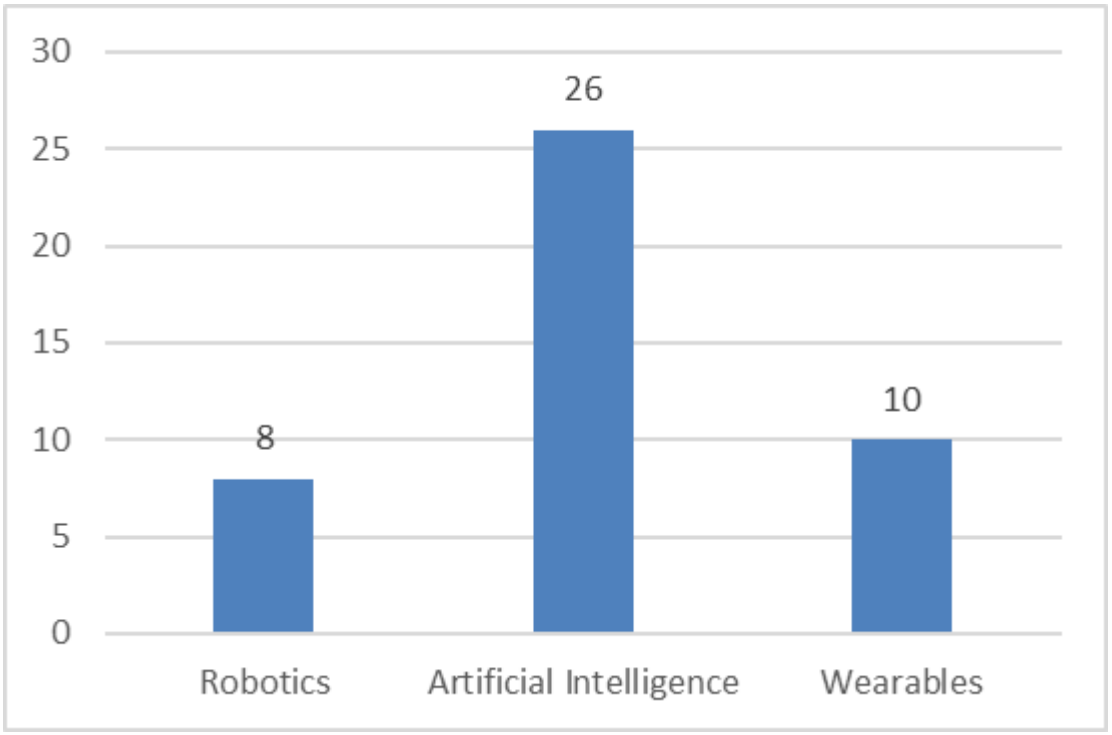


Figure 4: Counting selected technologies

Call opening for evaluators opened in the second week of April and closed in the first week of May. The web site was stored within the MUSAE web site.

Table 2: MUSAE 2nd Open Call evaluation timeline

	March	April	May				June		
	Tu		Tu	Wed	Fr	Mo	Su	Fr	Tue
Open/ Close of Applicant Call	14/3		21/05						
Check of eligibility				22/5	24/5				
Remote Evaluation (external & internal)						27/5	09/06		
Request for integration for Eligibility						27/5	09/06		
Consensus Meeting (only internal)								14/6	
Jury Day (only internal)									28/6

Legend of milestones:

M3.1 Open call information and the deadlines are published on the S+T+ARTS and MUSAE website[2, 3].

M3.2 Selected the evaluators based on the eligibility criteria.

M3.3 Evaluators signed the DCOI, Terms of reference for the Second Expert Call and NDA.

M3.4 List of eligible proposals, including justification for ineligible proposals.

M3.5 List of ranked proposals (above threshold and below threshold).

M3.6 List of ranked proposals.

M3.7 List of selected proposals and report of Jury Day.

M3.8 List of selected proposals, evaluation report.

Description of the main evaluation principles we are following to organise the evaluation process:

i. **Excellence**. The proposal(s) selected for funding must demonstrate a high quality in the context of the topics and criteria set out in the call.

ii. **Transparency**. Funding decisions must be based on clearly described rules and procedures, and all applicants should receive adequate feedback on the outcome of the evaluation of their proposals.

iii. **Fairness and impartiality**. All proposals submitted to a call are treated equally. They are evaluated impartially on their merits, irrespective of their origin or the identity of the applicants.

iv. **Confidentiality.** All proposals and related data, knowledge and documents are treated in confidence.

v. **Efficiency and speed**. Evaluation of proposals and award of the financial support should be as rapid as possible, commensurate with maintaining the quality of the evaluation, and respecting the legal framework.

Evaluation methodology is described in each section in the following subsections.

[2] https://starts.eu/what-we-do/residences/musae/

[3] https://musae.starts.eu/musae/calls-2nd-open-call/

3.1 Eligibility Check

Once the MUSAE open call was closed, the proposals were checked to determine whether they meet the eligibility criteria, as indicated in Section 5 of the Guide of Applicants, based on statements declared by the applicants in the proposal stage. The eligibility criteria were checked against a Declaration of Honour or self-declarations included in the application form. The projects that did not comply with these criteria were not accepted for the remote evaluation phase except for some sub-judice cases assessed by an internal committee.

Two Proposal did not pass the Eligibility Check:

- One proposal did not respect the first criterion, in the proposal there was no evidence of the participation of a SME in the consortia and no data about the SME was added in the form;
- One proposal did not respect the second criterion, there was no evidence of relevant artistic portfolio of the person self declared as artist.

Table 3: MUSAE Open Call: eligibility criteria

	Eligibility Criteria	Evaluation
1	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: o 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. o Within the SME category, a small enterprise is defined as an enterprise which employs fewer than 50 persons and whose annual turnover and/orannual balance sheet total does not exceed EUR 10 million. o 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.	Providing PIC number or VAT

2	namely any natural person or SME created and recognised as such under person must act under NACE code '9003 Artistic Creation'18 who undertakes artistic activities as a professional occupation. A self-employed individual (freelancer) who 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. 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	Provide PIC number or VAT and portfolio
3	Legally established in one of the Countries eligible for Horizon Europe funding.	SME and artist self declare origin country in the format
4	Each consortium can request a total contribution of 80.000€: 24.000 € allocated to artists and 56.000 € to SMEs.	Indicated in the format
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.	Indicated in the format
6	Artist/residency partners can only be funded once per year by a STARTS project. Applications must be submitted within the timeline indicated in section 6.	Self-declaration in the format
7	Ethical check must be completed and attached to the proposal	Integration needed

8	Artist/residency partners can only be funded once per year by a STARTS project	Self-declaration in the format
9	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.	Check for duplication
10	The SME has to demonstrate its expertise in one or more of the three technologies: AI; Wearable; and Robotic. (See point 2.2)	Self-declaration in the format and CV

For all cases of doubt*, the proposal will pass in the next evaluation phase, and the criteria are further checked in the grant management phase.*

3.2 Remote evaluation

The organisation of the remote evaluation has the purpose of guaranteeing 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 ensuring socio-cultural, and gender diversity within the project.

Remote Evaluation Committee: In the **Remote Evaluation** the Expert committee is composed of 12 External Art experts, 12 External Technological experts, 9 Internal Art experts and 9 Internal Technological experts. All experts were paired in 24 committees so that each proposal is reviewed by 1 external and 1 internal, 1 art and 1 technological expert.

Methodology: 44 proposals were assessed. During the **Remote Evaluation**, each proposal is evaluated by **two experts**, one internal[3] and one external[4] to the consortium with complementary expertise (i.e., arts + technology), against the evaluation criteria. Experts were called to a Webinar on **Friday 17th May 2024, at 14.00 CET time** to explain the project, open call objectives and scope, evaluation methodology and procedure, their tasks and platform for evaluation. The internal guideline was then shared with the evaluators as supporting documentation, as well as webinar recording.

Figure 5 MUSAE Evaluators internal guideline (See Annex C)

The Remote evaluation began on 27/05/2024 and lasted till 09/06/2024. Remote evaluation process went through the Funding Box platform[5]. Technical assistance was provided by the WP3 leader (MADE).

The external evaluators are experts that applied to the 2nd Open expert call and do not belong to any of the institutions of the MUSAE consortium. The internal experts are members linked to those same organizations of the MUSAE consortium. Still for the transparency and straightforwardness of the evaluation process, they also applied to the 2nd Open expert call. Each evaluator recorded his/her individual opinion on each proposal using the evaluation form available online.

[3] i.e. part of MUSAE consortium partner
[4] i.e. belonging to organization outside MUSAE consortium partners
[5] https://gear.fundingbox.com/

All the experts who took part in this evaluation process are individuals with experience and knowledge in the fields of art and the implementation of digital technologies or technological strategies.

Evaluation Criteria: Proposals are evaluated on the following criteria detailed in Table 4.

TABLE 4: Remote evaluation: evaluation score grid

Criteria	Minimum threshold	Priority in case of *ex aequo*
SCENARIO UNDERSTANDING **1.** Can you elaborate about your general impression of the project proposal? **2.** Do you believe the proposal effectively addresses a significant problem or opportunity?	3 out of 5	3
BRIEF **1. Challenges**: How do you assess the challenges that the project aims to address? **2. Opportunity:** Do you believe the proposed project objectives are aligned with addressing the identified challenges and opportunities? **3. Context:** How well does the proposal demonstrate an understanding of the broader context in which the project will be implemented? **4. Market:** 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? **5.User Needs:** How effectively does the proposal identify and prioritise the user needs? **6. Requirements:** Are there any resources required that you believe have not been adequately addressed in the proposal?	3 out of 5	1
FEASIBILITY **1. Technology:** 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? - What potential technological risks or uncertainties do you foresee in relation to the implementation of the proposed technology? **2. Expertise:** How do you evaluate the expertise of the proposal team, required to successfully	3 out of 5	2

implement the proposed technology? Are there any skill gaps that could impact the feasibility of the technological solution?		

All applications are assigned a score from 1 to 5 for each criterion.

1. (Fail): Proposal fails to address the criterion or cannot be assessed due to 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 relevant aspects of the criterion in question.

Each evaluator produced 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 criterion is 3. If two or more proposals are tied with the same overall score, priority was given to proposals that have received a higher score in the second criterion “Brief”, then the third criterion “Feasibility”, and then the final criterion “Scenario Understanding”.

3.3 Consensus meeting

The above threshold proposals passed to the Consensus meeting, where the internal experts committee assessed proposal alignment with the MUSAE overall goals and scope.

The Consensus meeting was held on 14th of June, 2024 in MSTeams at 09:00 to 10.00h CET. All internal experts were invited.

The Agenda for the upcoming Consensus meeting (14.06.2024) 09:00 CET was:

Time	**Activity**
09.00 - 09.05h	Welcome
09.05 - 09.15h	Overview of the evaluation process
09.15 - 09.30h	a) Discussion of proposals disregarded due to not achieving minimal score to be considered b) Discussion of proposals in descending order For this purpose, a provisional ranking of the proposals according to the average grades was provided. Special attention was paid to evaluations with big discrepancy.
09.30 - 09.45h	Final rank of proposals to be passed to the Jury Day
09.45 - 10.00h	Closing

The members of the Selection Committee shared and collated the evaluation criteria, and reached in a consensual list, starting from the scores detailed on the Remote Evaluation Summary. A Consensus on allowing the best ranked 25 proposals to be invited to the Jury Day was taken following the overall score of the Remote evaluation process. All evaluators were then requested to confirm the final rank by raising objections. The decision to invite 25 proposals (instead of 20) was taken to assure the best quality proposals and to cover more diverse scenarios and technologies. Also the committee agreed the format of presenting the proposals by the applicants during the Jury day.

RANK	app_id	applicant.uname	Somma	Tech	Scenario
1	637154028a1bc0	a.blanco	14	Artificial Intelligence	Scenario 10
2	09ae0da93f80d0	alexcm	14	Artificial Intelligence	Scenario 7
3	93ca5f7704cdf7b	basquebiodesigncenter	14	Robotics	Scenario 8
4	5eefd5a1f1a42d8	uoel	14	Artificial Intelligence	Scenario 4
5	d715a2a6eb4f8f0	beehold	13	Artificial Intelligence	Scenario 5
6	44b361a26fc8b86	trasing	13	Robotics	Scenario 12
7	b889f36b89c52ee	iratxepear	12,5	Artificial Intelligence	Scenario 5
8	f73a73205fd7889	rafael_edgen	12	Artificial Intelligence	Scenario 6
9	5169d689dacd36	petragaraj	12	Wearables	Scenario 8
10	e5642cf5cdd42a8	isonlab	11,5	Artificial Intelligence	Scenario 6
11	cd3a620a7e4560	bernatbestiario	11,5	Artificial Intelligence	Scenario 6
12	cf677bc85a97078	noffz-forstehfb	11,5	Robotics	Scenario 11
13	3612fb933357c05	milicajankovic	11,5	Wearables	Scenario 3
14	9e6e2bd79bed04	eleonoraortolani	11	Robotics	Scenario 7
15	41fdd8d0ffc4730	srdjanatf	11	Artificial Intelligence	Scenario 11
16	1a0a98305d6963	juancasellasnm	11	Artificial Intelligence	Scenario 9
17	a7c25fad81ed0ca	cunicode	11	Artificial Intelligence	Scenario 5
18	36976663a65835	magdamosi	10,5	Artificial Intelligence	Scenario 5
19	9aa03677a8744c	robinjonsson	10,5	Robotics	Scenario 11
20	3911ed727458b7	bioniv	10,5	Wearables	Scenario 3
21	d6994410824407	lartioli	10,5	Wearables	Scenario 10
22	1b7bf194f8934ec	baum&leahy	10,5	Robotics	Scenario 2
23	a89cedfa67cd6d0	biocos	10	Artificial Intelligence	Scenario 7
24	3dcce76c318502a	carlgval	10	Artificial Intelligence	Scenario 7
25	e9b8ae3f712b313	pmijovic	10	Wearables	Scenario 6

Figure 6: List of ranked proposals (with above threshold and below threshold)

3.4 Jury day

The 25 finalists proposed by the Consensus Committee were invited to present their proposals at the Jury Day on 28 of June in MSTeams to the internal evaluators and project's ethical manager in the role of an Ethical Observer (without right of vote).

Before the beginning of the presentations, the applicants were invited to connect in MSTeams from 8:00 to 9.00h CET time to check their video, audio and presentation screen sharing. All the applicants connected and tested successfully their devices and presentations. The evaluators scored each proposal based on the instruction shared in the Guidelines of the Jury day.

At 9:00h CET time the Jury commission connected to MSTeams and discussed the Jury Day evaluation and the agenda for the day. There were not any important or critical last-minute questions

about the evaluation process. The commission reviewed the agenda for the day including which proposals were going to be presented and in which order, at what time it had the breaks and how and when the final decision will be made. The order of presentations was done based on the numerical scores from the Remote evaluation.

The proposals presentations began at 9:15 CET time. Each of the Applicants connected in the previously predetermined time for their presentation in MSTeams waiting in the MSTeams waiting lobby. Once the previous proposal finished, the applicant of the next proposal was invited to enter the MSTeams main room. Each of the proposals was assigned 15 minutes where at the beginning the applicants were reminded to keep to the “pecha-kucha” format (20 slides in 6 minutes 40 seconds’) to have enough time for the Q&A part.

During the whole proposals’ presentation, the members were provided an excel template with a sheet corresponding to each applicant, to put their quantitative score according to the 3 sub-criteria (Scenario Understanding, Brief, Feasibility). The weights for the three criteria were Scenario Understanding - 10%, Brief - 55% and Feasibility - 35%. They also had to provide in the excel file some qualitative comments about the proposal and its presentation. The template was prepared to make the average of the quantitative scores and obtain the final scoring.

The total mark was then normalized to a total of 10. We got the weighted average grade per evaluator in the 5-scale voting system and then we got the average of all evaluators and finally multiplied this grade by 2 as a standard scale is from the 10-scale voting system (*Please note that multiplying by 2 with all the grades does not change the order of ranking)*.

After all presentations, the commission proceeded with the final scoring discussion based on the sum of the average of the weighted scores of each Commission member. Thus, the decision-making process was taken at the end of the Jury Day after the proposals’ pitches were completed. Special attention was paid to check whether any proposal is competing in parallel to other S+T+ARTS Residencies projects. After the verification process it was confirmed that the proposal is content-wise not the same for avoiding double funding. There were no applicants who applied to other S+T+ARTS projects, which ensured that all applicants will be only funded once. The Jury commission held a discussion to assess whether we have enough proposals in the mentioned technologies (Artificial Intelligence, Robotics and Wearables), as well as to ensure consistent distribution across European countries (in addition: at least one from Serbia in the winners list and one in the reserve list) and maintain gender balance. The ranking list was approved by the Jury commission where each proposal ranking was considered and agreed on a case-by-case basis. A final list of the best scored 11 proposals to be approved plus 5 proposals in the reserve list were voted on and approved by all members of the Jury commission.

We received a complaint from a non-selected Jury Day participant regarding the eligibility of one of the winners. After extensive effort and time spent on the eligibility check process, involving the legal departments of MADE and POLIMI, we have confirmed that the selected winner candidate is indeed eligible for the call.

After the selected winners, these proposals were checked by Ab.Acus for: existence of significant ethical concerns and alignment with the MUSAE goals & scope. The selected proposals were then sent to the Project Officer. No problem was detected regarding such issues and final ESR were generated by MADE to inform the winners, proposals in the reserve list and the not approved proposals. The final announcement and the ESR were sent to all applicants. The ESR contained: final decision, numerical score from the Remote evaluation and the Jury Day for those who participated in the Jury Day, and textual feedback on the proposal compiled from the Jury Day and the Remote evaluation.

R	Name of	Avera		Technol	Scenario	Country	Gender
1	a.blanco	8.81	1	AI	Bio-Intelligent D	Spain/Serbia	F&F
7	iratxepear	8.35	2	AI	PATTERNS THAT	Spain/Austria	F&M
3	basquebiodesig	7.79	3	Robotics	What the World	Spain/Italy	M&F
5	beehold	7.59	4	AI	PATTERNS THAT	Serbia/Serbia	M&M
18	magdamosi	7.58	5	AI	PATTERNS THAT	Spain/Poland	F&F
13	milicajankovic	7.44	6	Wearables	Soil Skinships: so	Italy/Montenegro	M&M
25	pmijovic	7.41	7	Wearables	The Cooking Ape	Serbia/Austria	M&F
22	baum&leahy	6.99	8	Robotics	Holobiont Garde	UK/Denmark	M&F
21	lartioli	6.45	9	Wearables	Bio-Intelligent D	Italy/Italy	M&F
19	robinjonsson	6.43	10	Robotics	Poetry of Nutriti	Sweden/Sweden	M&M
14	eleonoraortolani	6.37	11	Robotics	Food Beyond Fo	UK/UK	F&F

Figure 7: List of Selected proposals on the Jury Day

4. Conclusions

In summary, we can state that the evaluation procedure of the 2nd Open Call of MUSAE went successfully and without substantial delay although the Summertime. At the end we have 11 innovative and challenging proposals selected as winners. We spent special effort to complete all the tasks, so we expect no delays on the Winners' contract signature and the beginning of the Residency program. Proposals proposed for funding will be depicted in Table 5.

Table 5: 2nd MUSAE Open Call proposals proposed for funding.

RANKING	NAME OF SME APPLICANT	NAME OF ARTIST APPLICANT	COUNTRY	NAME OF THE PROPOSAL	SCENARIOS	TECHNOLOGY
1	Aureli Soria-Frisch	Sanja Šikoparija Brkanović	Spain/ Serbia	Neurotech-Optimized User Response for Improved Sustainable Health	Bio-Intelligent Data	AI
2	Iratxe Perales	Michael Wallinger	Spain/ Austria	Development of a functional AI-powered device for automated soil biodiversity assessment assisted by Design Futures Art-driven (DFA) methodology.	PATTERNS THAT PERSIST: Biodiversity As The Measure Of Healthy Human Food Systems Systems	AI
3	EDUARDO LORETO	Daniela Amandolese	Spain/ Italy	GROWING FUTURES. Co-design a human-fungal symbiont. Growing Materials, Growing Process, Growing Technologies: Growing Futures	What the World Eats. Agro-technologies in Earthly Futures	Robotics
4	Petar Pejic	Miljan Stevanovic	Serbia/	Sustainable	PATTERNS THAT	AI

			Serbia	Beekeeping and Biodiversity Through AI Integration	PERSIST: Biodiversity As The Measure Of Healthy Human Food Systems Systems	
5	Leticia Ange Pozza	Magdalena Mojsiejuk	Spain/ Poland	Sprout to Flourish	PATTERNS THAT PERSIST: Biodiversity As The Measure Of Healthy Human Food Systems Systems	AI
6	Antonio Viesti	Milica Jankovic	Italy/ Montenegro	Embodied Soil System Experience - "Sensibili alle foglie - Sensitive to leaves"	Soil Skinships: soil fertility and our reproductive futures	Wearables
7	Pavle Mijovic	Anna Rosinke	Serbia/Austria	Neuro-Cooking	The Cooking Ape Institute	Wearables
8	Pierre de Pingon	Baum & Leahy	UK/Denmark	Metabolis	Holobiont Gardens	Robotics
9	Giovanni Didonna	Letizia Artioli	Italy/Italy	Sensing Outer Identities Landscape	Bio-Intelligent Data	Wearables
10	Fredrik Löfgren	Robin Jonsson / Smartse	Sweden/ Sweden	Symphony of Solace	Poetry of Nutrition	Robotics
11	Lorraine Dillon	Eleonora Ortolani	UK/ UK	Fermenting Traditions: Cultivating Kombucha's Microbial Legacy	Food Beyond Food: what is food without its origin?	Robotics

Annexes

Annex A: Guide for Expert Applicants

Guide for Expert Applicants

MUSAE Second Open Call for S+T+ARTS residencies.

Submission deadline: 9th of May 2024, 13.00 CET
Expert selection: 9th of May - 10th of May 2024
Announcement of Evaluators & Webinar: 13th of May - 17th of May 2024
Evaluation process: 27th of May - 28th of June, 2024

This project has received funding from the **Horizon Europe Framework Programme (HEU)** under grant agreement No 101070412.

Disclaimer: The views expressed in this document do not necessarily reflect the views of the EC.

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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	A 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; podcasts; artefacts; storyboards; evocative images; video; websites; and sketches.
Design Futures Art-driven (DFA)	DFA is a new methodology defined by MUSAE 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	The 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 of 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 constructing, designing, manufacturing, and operating robots. The objective of the robotics field is to create intelligent machines that can assist humans in various 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 anticipate innovative products and services for the future of food to improve human and planetary well-being.

MUSAE supports pilot projects by artists, as well as teams composed of artist(s) and technology providers/ SMEs. The second Open Call is launched to select the best 11 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 Second 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 leads to a new Human-Centred Factory model based on the 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's well-being 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 people's health, resilience, and well-being, as well as on the planet's well-being and environmental systems. The primary aim of the MUSAE project which 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 future 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 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 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.

MUSAE – What are we doing in this project?
To test and validate the MUSAE Factory Model, MUSAE is launching a Second **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 is selecting 23 artists/artists' collectives and 11 SMEs in total and implementing eleven 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) selected 10 artists who produced 10 scenarios to envision the future potential and challenges of Food as Medicine topic. In addition, the artists will assist and mentor the teams of SMEs and artists during the second art-tech experiment (e.g. through webinars, and one-to-one meetings) who will take their scenarios as a starting point to develop concepts and prototypes.

The second Open Call is launched whose purpose is to select **11 teams of SMEs and 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 of TRL5 to be validated in a relevant environment.

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

MUSAE Technologies
MUSAE works with three main technologies — Artificial Intelligence (AI), Wearables and Robotics — enabling participants to develop concepts and prototypes validated in an industrially relevant environment (Technology Readiness Level 5). Digital technologies 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 2nd Open Call was launched on 14th of March and will be open for 2 months until 14th of May, 2024.

- *The evaluation and selection process will take 6 weeks, from 15th of May to 25th of June, including the eligibility check process during the first week.*
- Eleven proposals are expected to be funded under the 2nd Open Call.
- Each proposal can request a contribution of 80,000 EUR in the 2nd Open Call.

- The topic of the proposal for the second Open Call must cover one of the twelve scenarios – output of the 1st open call (see here) and be based on a substantial application on at least one of the technologies: AI, Wearables and Robotics.
- Proposals will be submitted in English.
- Applicants can be 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 a legal person must act under NACE code '9003 Artistic Creation'15 who undertakes artistic activities as a professional occupation.
- An expert applicant can be a self-employed or affiliated individual 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, Artificial Intelligence expert, Wearable expert, Robotics expert, etc.
- Expert applicants should 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'). 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 independent external experts and internal experts (from the MUSAE core partners team covering art, nutrition, artificial intelligence, robotics and sensors fields).

The external independent and internal experts will oversee the proposals and ensure maximum complementary 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. External independent experts will participate only in the remote evaluation process.

The selected experts will receive 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 in the evaluation process. Experts should show a 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 no 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 assess 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). The number of years of experience of the evaluator in evaluation processes will be assessed. 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 an evaluator both in regional, national or EC programs.
- 2 points: between 2 - 5 years of experience as an evaluator both in regional, national or EC programs.
- 3 points: more than 5 years of experience as an evaluator both in 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. The minimum score possible is 10 points and the maximum is 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 in the call will be contacted to inform them whether they have been selected.

The selected experts must:

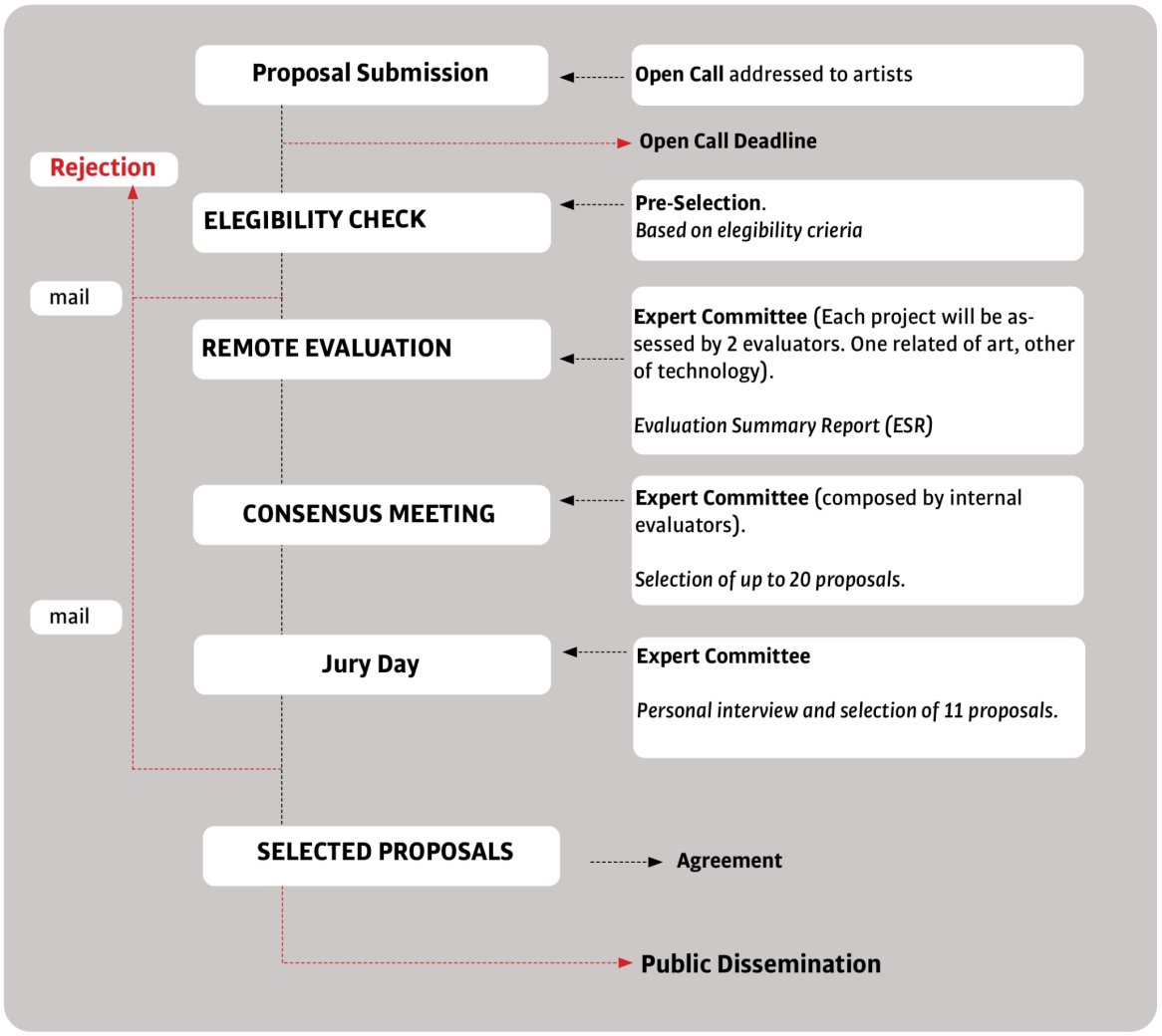
- Read carefully all existing documentation related to the open call, before the start of the evaluation.
- Sign an agreement with the UB-Tech as MUSAE open call evaluation manager partner.
- Must immediately inform UB-Tech, if she/he cannot fulfil her/his obligations under the Contract or becomes aware of other circumstances likely to affect the contract.
- Must assess their assigned proposals in the agreed timeline.
- Selected evaluators will be added to the MUSAE evaluator database.
- A financial compensation is not foreseen for participating in 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. Remote Evaluation
c. Consensus Meeting
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 *ex aequo*
SCENARIO UNDERSTANDING **1.** Can you elaborate about your general impression of the project proposal? **2.** Do you believe the proposal effectively addresses a significant problem or opportunity?	3 out of 5	3
BRIEF **1. Challenges**: How do you assess the challenges that the project aims to address? **2. Opportunity:** Do you believe the proposed project objectives are aligned with addressing the identified challenges and opportunities? **3. Context:** How well does the proposal demonstrate an understanding of the broader context in which the project will be implemented? **4. Market:** 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? **5.User Needs:** How effectively does the proposal identify and prioritise the user needs? **6. Requirements:** Are there any resources required that you believe have not been adequately addressed in the proposal?	3 out of 5	1
FEASIBILITY **1. Technology:** 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? - What potential technological risks or uncertainties do you foresee in relation to the implementation of the proposed technology? **2. Expertise:** 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?	3 out of 5	2

7.3. Remote evaluation

In this phase, each proposal will be evaluated by the expert committee composed of 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 criterion is 3. If two or more proposals are tied with the same overall score, priority will be given to proposals that have received a higher score in the second criterion “Brief”, then the third criterion “Feasibility”, and then the final criterion “Scenario Understanding”.

A remote evaluation ranked list is set up and the proposal above the threshold is 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 a consensual list, based on the scores detailed in 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 20 proposals will be interviewed on Jury Day. The rest of the proposal will form the "Reserve List".

7.5. Jury Day

The 20 finalists proposed by the **Expert Committee** will be invited to present their proposals at the Jury Day which will be evaluated by an Expert Committee composed of 3 internal evaluators. After the event, the Jury composed of the **Expert Committee** will select the 11 proposals and include them in the **Provisional List of recipients** and **Reserve List.**

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

- The existence of a 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 of proposals approved is lower than expected, the **Expert Committee** may decide either to extend the selection process by inviting applicants (over the 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.

7.6. Calendar

The following table shows the tentative calendar, highlighting the main steps of the evaluation process and their approximated deadlines.

PHASE	DEADLINE	OUTPUT
Open call for evaluators open	Open - 19/03/2024 - Close - 09/05/2024	Text of evaluators open call published on STARTS MUSAE webpage
Selection of evaluators	09/05/2024 - 10/05/2024	Ranking of selected evaluators Minutes of evaluation process
Agreement signing by the evaluator's	13/05/2024 - 18/05/2024	Agreement signed (Assignment letter including Privacy Issue; NDA; Conflict of interest declaration)
Remote	27/05/2024 -	Ranking of proposal

evaluation	09/06/2024		Remote evaluation report
Consensus Meeting	10/06/2024 23/06/2024	-	Ranking of proposals Minutes of meeting and recording Evaluation Report
Jury Day	25/06/2024 28/06/2024	-	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 *(See Annex B)* and attach your Curriculum Vitae (CV). All candidates are required to send their updated CVs and a brief bio sketch in which they can summarise 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 in 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 a party during the execution of the agreement must be treated confidentially and in conformity with EC regulation No 45/20011.

Annex B: Application form for Expert Applicants

MUSAE Expert Application Form

Welcome to the MUSAE Expert Application Form. MUSAE is a pioneering initiative that seeks to merge artistic creativity with technological innovation within the European Digital Innovation Hubs. Our mission is to employ a Design Futures Art-driven (DFA) approach to assist companies in envisioning groundbreaking products and services that will shape the future of food, enhancing both human health and the sustainability of our planet.

We are currently in the process of selecting the top 11 pilot projects for our second Open Call. These projects will be spearheaded by artists and technology providers or SMEs working in tandem, utilising the DFA method to create cutting-edge technological prototypes. These prototypes will address key challenges in the 'Food as Medicine' sector, paving the way for advancements that benefit society at large.

To ensure the highest quality of project selection, MUSAE is inviting Experts in various fields—including Art, Design, Health and Nutrition, AI, Wearables, and Robotics technologies—to participate in the proposal review process for our Second Open Call. Your expertise will be invaluable in assessing the potential of each submission and determining which projects will receive our support.

Expert Role and Responsibilities:

- Evaluate proposals based on innovation, feasibility, and alignment with the 'Food as Medicine' theme.
- Provide insightful feedback to guide the selection of pilot projects.

Who Should Apply:

- Independent, external Experts with a background in Art, Design, Health and Nutrition, AI, Wearables, or Robotics technologies.
- Professionals passionate about the intersection of art and technology and its potential to revolutionise the food industry.

By joining us as an Expert, you will play a crucial role in this exciting collaborative endeavour. We look forward to your valuable input in making the MUSAE Second Open Call a success.

Please fill out this form with your contact information, expertise area, and relevant experience. We appreciate your interest in MUSAE and your commitment to fostering innovation at the nexus of art and technology.

* Indicates required question

1. Title *
2. Full name *
3. Affiliation *
4. Institution *
5. email *

6. Phone

7. Expertise *

8. Experience in Evaluation *

9. Observations

10. Biosketch *

11. Legal entity *

12. Country *

13. Address *

14. Social media account link

15. Website URL

16. I declare to have no Conflict of Interest with the Musae project *
    - No
    - Yes

17. I declare to be compliant with the Eligibility Criteria set out in section 5 of the Guide of experts *
    - Yes
    - No

18. I consent to the processing of my personal data to receive newsletters from MUSAE Project *
    - Yes
    - No

19. CV *
    - Files submitted:

Annex C: Webinar Presentation

Index

1. MUSAE Project
2. MUSAE 1st Open call
   a. 12 Scenarios
3. How do we selected the Experts
   a. Contract from the Evaluators
4. The 2nd Open call applications
5. How shall evaluation process by Experts go
6. Calendar
7. The platform for evaluation

2

MUSAE | Introduction

3

- MUSAE project is supported by **Horizon Europe** through **S+T+ARTS initiative** to enhance collaborations between artists, scientists, engineers and researchers.
- The goal of MUSAE is to establish an innovative **Factory model** to integrate artistic collaboration in the **(European) Digital Innovation Hubs** (E-DIHs) through a **Design Futures Art-driven (DFA)** methodology.
- The aim is **to deliver the Factory Model to DIHs** so they could facilitate the collaboration between artists and companies to envision future scenarios and develop future-driven products and services.

MUSAE | Consortium partners

Experts in Art & Design

Politecnico di Milano | Italy
Coordinator, Expertise in Design Futures

University of Barcelona | Spain
Expertise in art education

Gluon | Belgium
Platform for art, science and technology

Expert in Nutrition

University College Dublin | Ireland
Expertise in food and nutrition

Experts in Technologies and Digital Innovation Hubs (DIH)

Ab.Acus | Italy
Wearables

PAL Robotics | Spain
Robotics

University of Barcelona | Spain
Artifical Intelligence (AI)

University of Belgrade | Serbia
Collaborative robotics and digital biomechanics and DIH (ETF)

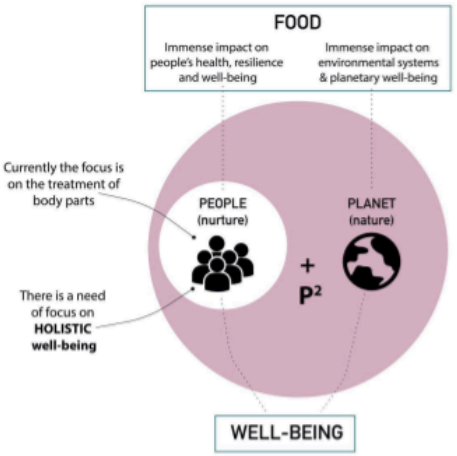
University of Manchester | United Kingdom
Human-machine Interaction & Robotics

MADE | Italy
DIH and Competence center

Thematic area | Food as Medicine

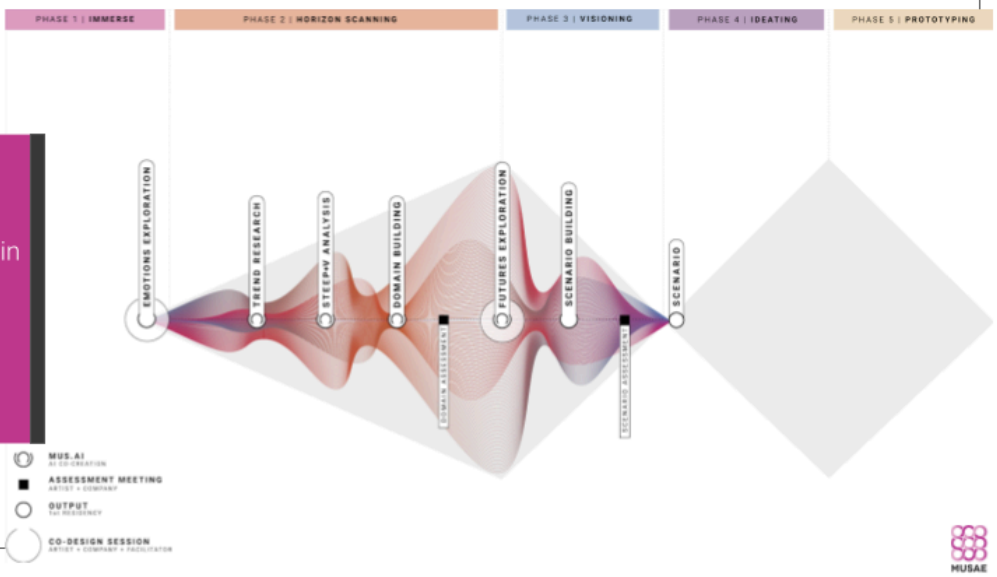
Our goal is to rethink current food systems and practices

The goal is to help companies with a strategic approach to exponential technologies to anticipate innovative products and services for the **future of food** to improve human and planetary well-being.

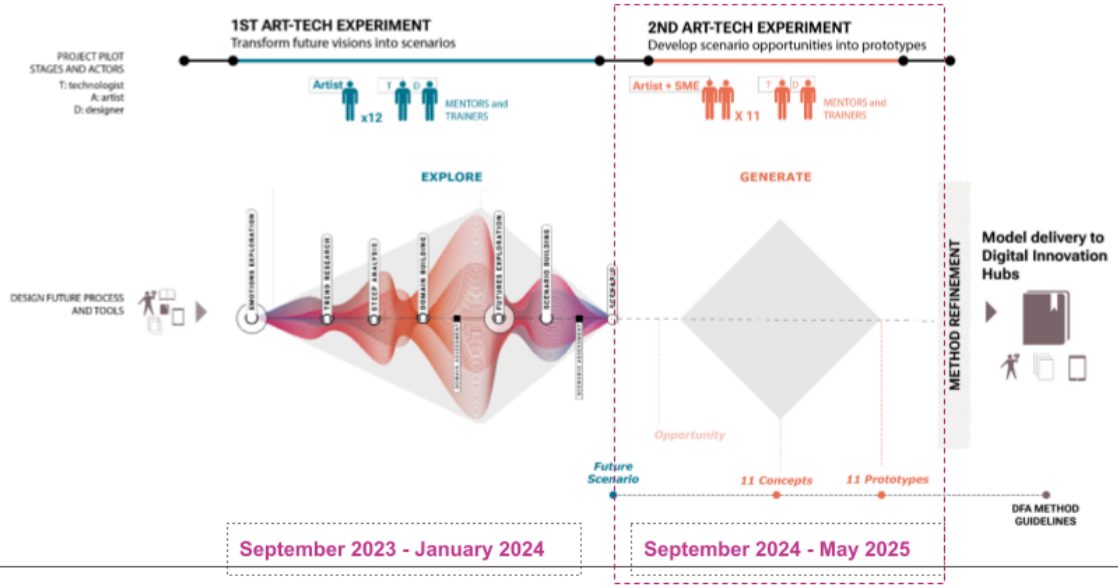


Method | Design Futures Art-driven (DFA)

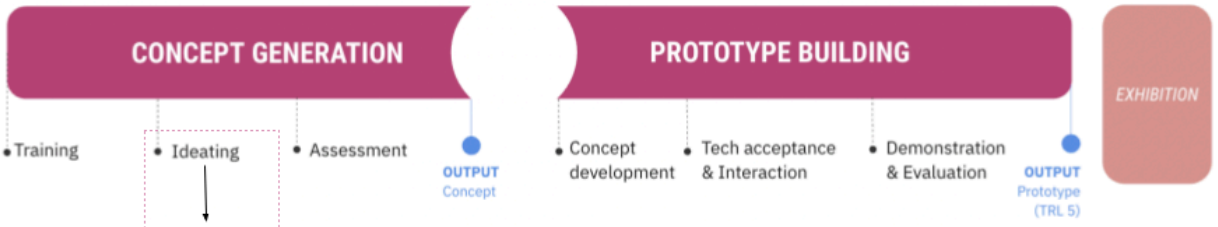
The DFA method merges the **Design Futures method** and the **Art Thinking approach** to support and train artists and companies to envision future scenarios, concepts and prototypes (~10 years)



MUSAE | Overview of Art-Tech Residencies



MUSAE | Second Residency overview



Challenge exploration

Ideas exploration

WHY?

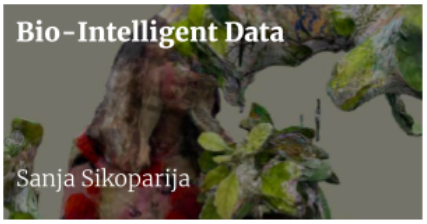
To improve and push the initial idea of the applicants, and open up their mind about other opportunities/ impact of the ideas

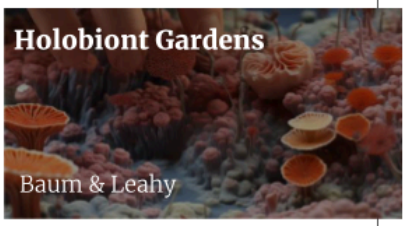
9

MUSAE | 12 Scenarios

10

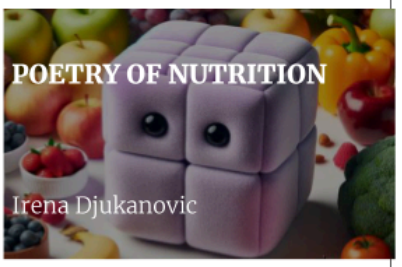
MUSAE Scenarios





Description of scenarios on the website
MUSAE Scenario brochure

MUSAE Scenarios



Description of scenarios on the website
MUSAE Scenario brochure

EXAMPLE OF THE SCENARIO

EACH SCENARIO CONSISTS OF:

- ❑ Title
- ❑ Cover image
- ❑ Narrative by Artist
- ❑ Video
- ❑ Trends
- ❑ Elements
- ❑ Ambience
- ❑ Opportunities
- ❑ Keywords

Title: The Microbial Renaissance: A Culinary Tech Revolution

KEYWORDS

- Precision Fermentation
- Trust
- Consumer Acceptance
- Radical New Foods
- Microbial-based Food
- Food Design

OPPORTUNITIES

There are opportunities for companies specializing in food technology, biotechnology, and AI. They can spearhead the development of precision fermentation techniques, ushering in a new era where microorganisms serve as 'cell factories' to synthesize biologically identical ingredients, thus replacing traditional animal-based products and advancing food sustainability. Additionally, by harnessing digital production techniques, these companies can mold, flavor, and texture the harvested microbial-based ingredients, unleashing a realm of novel food products with diverse sensory experiences. Moreover, the integration of artificial intelligence tools empowers them to transcend the confines of human creativity, revolutionizing the design and development of microbial-based foods. However, beyond technological advancements, a cultural revolution is imperative, necessitating community engagement and enthusiasm for alternative approaches to food production, cooking, and social interactions. There are opportunities for companies working with novel foods to create strategies for increased consumer acceptance.

The Microbial Renaissance marks a transformative era in culinary practices and sustainable food innovation, with the culinary arts seamlessly transitioning to cutting-edge technology. The use of animal-based ingredients and the depletion of our natural resources have become outdated practices. What if we replace animal-based products with biologically identical ingredients synthesized directly by microorganisms, paving the way for a more sustainable world? Microbes, including bacteria, yeasts, fungi, and microalgae, can be used as 'cell factories'. Scientists can 'program' these organisms to produce a specific protein, carbohydrate, fat, vitamin, or aroma in a growth tank. This is called precision fermentation. After harvesting the ingredients, they can take on any shape, flavor, and texture we want using digital production techniques. However, imagining interesting, novel food products that do not resemble existing products but still look edible is very difficult. By making smart use of artificial intelligence tools, we can go beyond the limitations of our own imagination and revolutionize the products we consume. But just adjusting our diet is not enough for this culinary transformation.

A cultural revolution is needed – one that involves the entire community and generates enthusiasm for an alternative approach to food production, cooking, eating, and social interactions around food.

In the age of the Microbial Renaissance, each moment becomes an exploration, every dish a creation, and every encounter a celebration of the boundless possibilities unlocked by the wondrous world of microbial-based foods.

Scenario developed by **Chloe Rutzerveld**

EXPLORE THE SCENARIO IN DETAIL

VIDEO

EXAMPLE OF THE SCENARIO

EACH SCENARIO CONSISTS OF:

- ❑ Title
- ❑ Cover image
- ❑ Narrative by Artist
- ❑ Video
- ❑ Trends
- ❑ Elements
- ❑ Ambience
- ❑ Opportunities
- ❑ Keywords

Opportunities for applicants

EXAMPLE OF THE SCENARIO

EACH SCENARIO CONSISTS OF:

- ❑ Title
- ❑ Cover image
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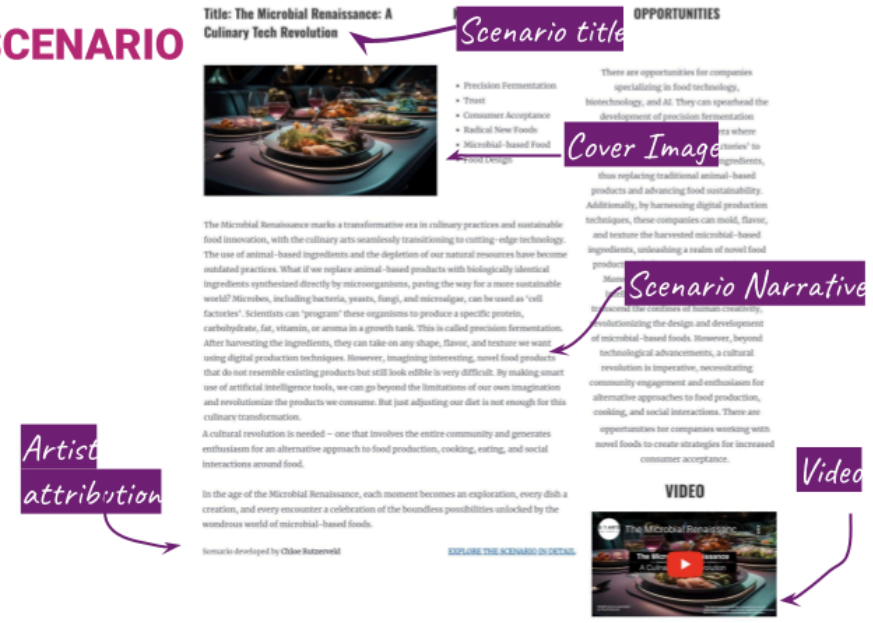
- ❑ Video
- ❑ Trends
- ❑ Elements
- ❑ Ambience
- ❑ Opportunities
- ❑ Keywords



EXAMPLE OF THE SCENARIO

EACH SCENARIO CONSISTS OF:

- ❑ Title
- ❑ Cover image
- ❑ Narrative by Artist
- ❑ Video
- ❑ Trends
- ❑ Elements
- ❑ Ambience
- ❑ Opportunities
- ❑ Keywords

SCENARIOS IN THE EVALUATION PROCESS

- Each application refers to a specific scenario.
- Before starting the evaluation, please read the scenario or watch the video recorded by the artist explaining the scenario.

Description of scenarios on the website
MUSAE Scenario brochure

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MUSAE | Evaluation Process

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How do we selected the Experts

20

Results of the Selection Process

Currently, we have 42 experts:
- 24 technological, 16 artists, 1 Health
- 25 external, 17 internal.

Currently, we expect to have around 100 proposals
(200 evaluations / 43 experts = 5 proposals per expert).

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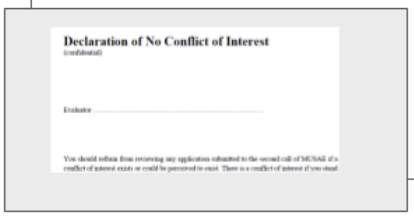
COI

- Non- Disclosure Agreement (NDA)
- Declaration of No Conflict of Interest (DCOI)
- Terms of Reference for the Second Expert Call of MUSAE Project for Art-Tech Proposals

Deadline: 18 of May, 2024

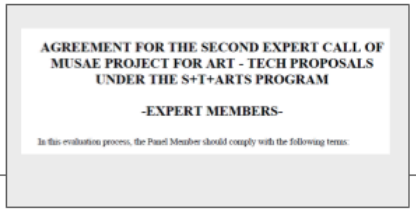

Declaration of No Conflict of Interest
(confidential)

Evaluator .....

You should refrain from reviewing any applications submitted to the second call of MUSAE if a conflict of interest exists or could be perceived to exist. There is a conflict of interest if you stand


NON-DISCLOSURE AGREEMENT

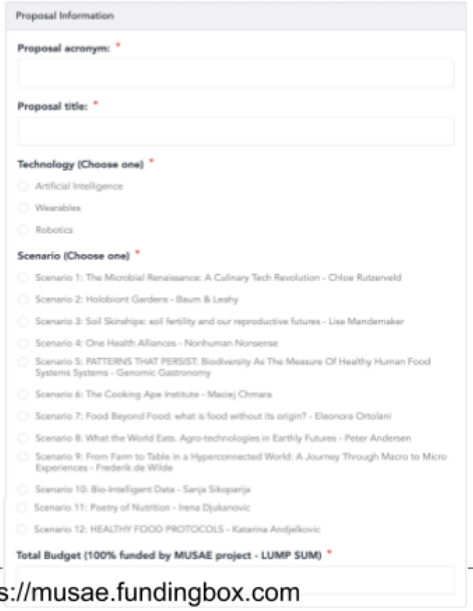
Confidentiality is an extremely important issue for participants in R&D projects, from the setting-up (even during earliest discussions on the assessment of participation), to the implementation and exploitation phases.


AGREEMENT FOR THE SECOND EXPERT CALL OF MUSAE PROJECT FOR ART - TECH PROPOSALS UNDER THE S+T+ARTS PROGRAM

-EXPERT MEMBERS-

In this evaluation process, the Panel Member should comply with the following terms:

The application - Main information


Proposal Information

Proposal acronym: *

Proposal title: *

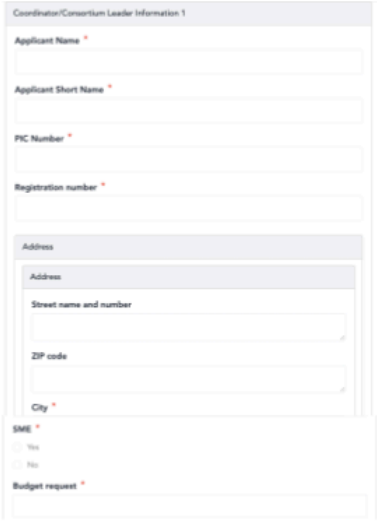
Technology (Choose one) *

- Artificial Intelligence
- Wearables
- Robotics

Scenario (Choose one) *

- Scenario 1: The Microbial Renaissance: A Culinary Tech Revolution - Chloe Rutzerveld
- Scenario 2: Holobiont Gardens - Baum & Leahy
- Scenario 3: Soil Skinships: soil fertility and our reproductive futures - Lisa Mandemaker
- Scenario 4: One Health Alliances - Nonhuman Nonsense
- Scenario 5: PATTERNS THAT PERSIST: Biodiversity As The Measure Of Healthy Human Food Systems Systems - Genomic Gastronomy
- Scenario 6: The Cooking Ape Institute - Maciej Chmara
- Scenario 7: Food Beyond Food: what is food without its origin? - Eleonora Ortolani
- Scenario 8: What the World Eats. Agro-technologies in Earthly Futures - Peter Andersen
- Scenario 9: From Farm to Table in a Hyperconnected World: A Journey Through Macro to Micro Experiences - Frederik de Wilde
- Scenario 10: Bio-Intelligent Data - Sanja Sikoparija
- Scenario 11: Poetry of Nutrition - Irena Djukanovic
- Scenario 12: HEALTHY FOOD PROTOCOLS - Katarina Andjelkovic

Total Budget (100% funded by MUSAE project - LUMP SUM) *


Coordinator/Consortium Leader Information 1

Applicant Name *

Applicant Short Name *

PIC Number *

Registration number *

Address

Address

Street name and number

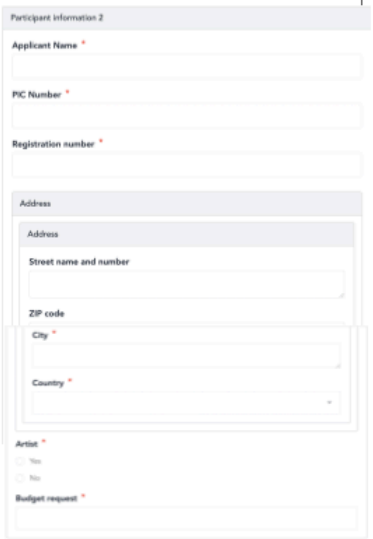
ZIP code

City *

SME *

- Yes
- No

Budget request *


Participant Information 2

Applicant Name *

PIC Number *

Registration number *

Address

Address

Street name and number

ZIP code

City *

Country *

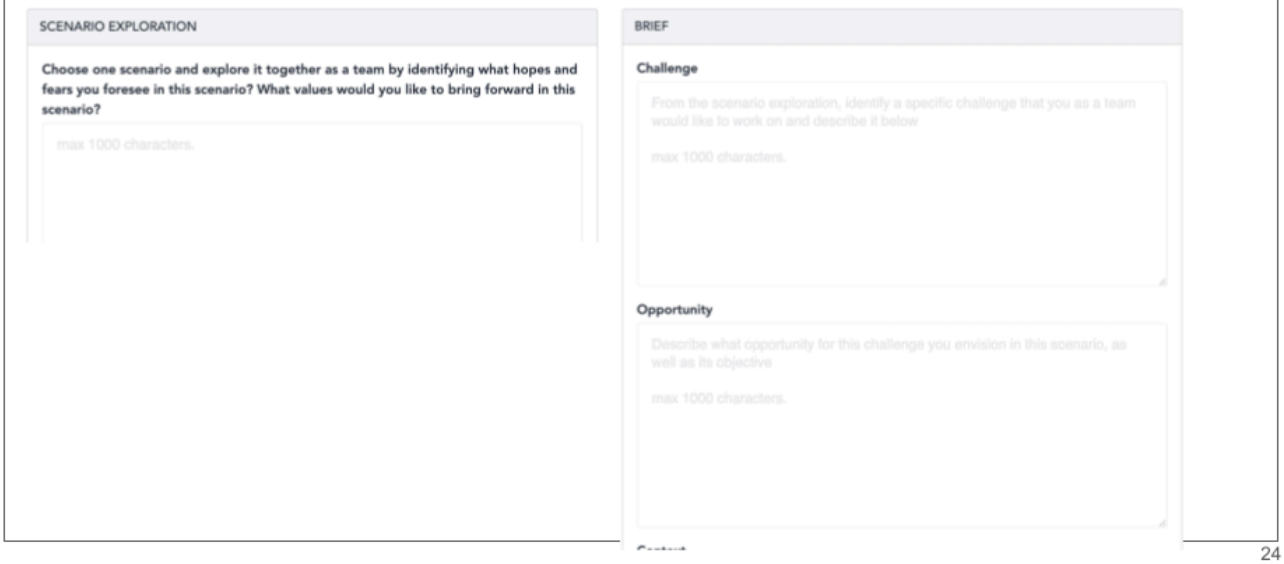
Artist *

- Yes
- No

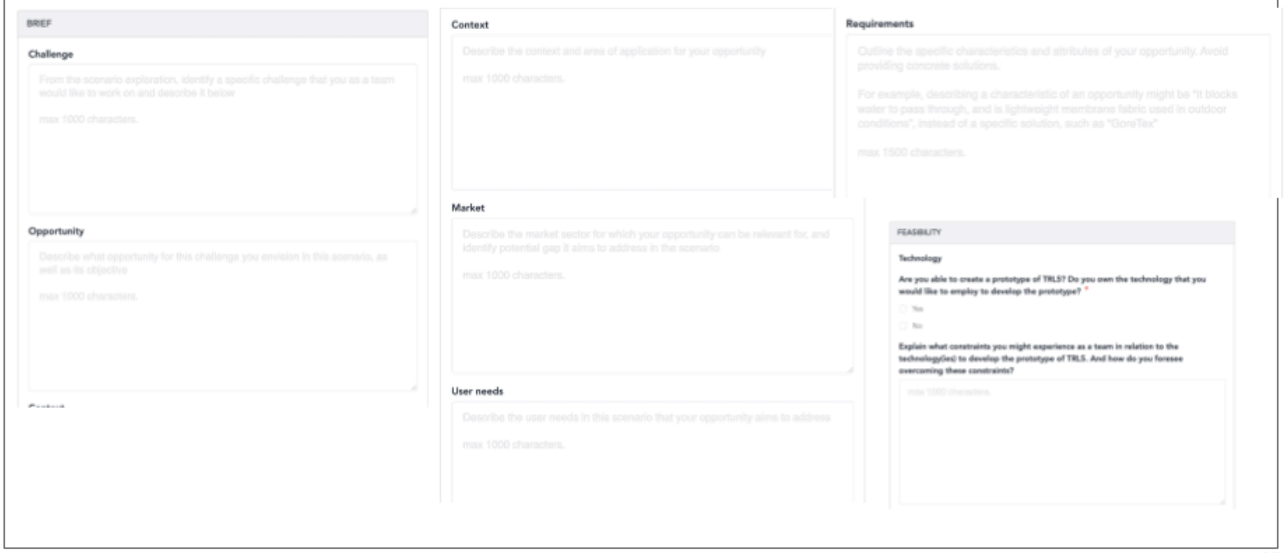
Budget request *

https://musae.fundingbox.com

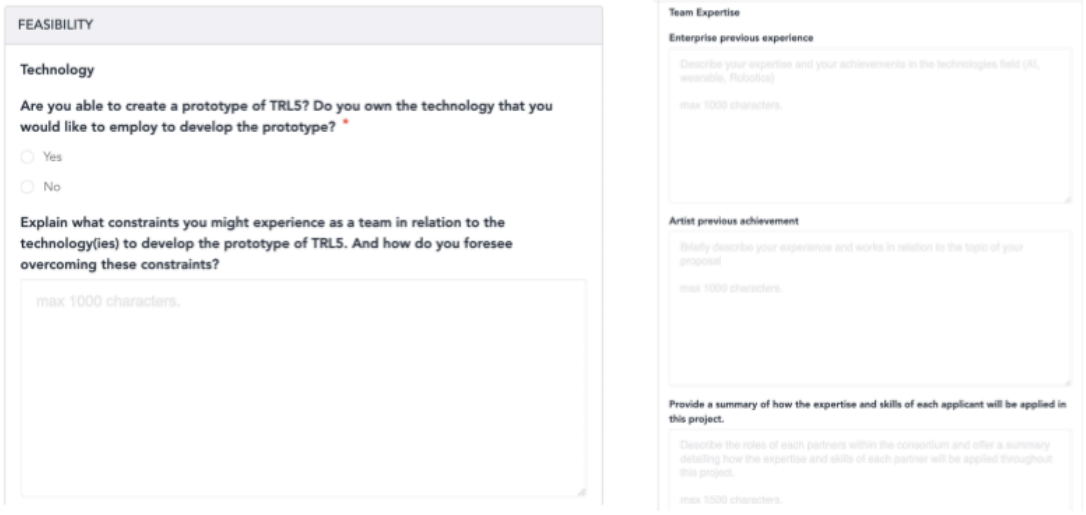
The application - Scenario Exploration



The application - Brief



The application - Feasibility



FEASIBILITY

Technology

Are you able to create a prototype of TRL5? Do you own the technology that you would like to employ to develop the prototype? *

Yes

No

Explain what constraints you might experience as a team in relation to the technology(ies) to develop the prototype of TRL5. And how do you foresee overcoming these constraints?

max 1000 characters.

Team Expertise

Enterprise previous experience

Describe your expertise and your achievements in the technologies field (AI, wearable, Robotics)

max 1000 characters.

Artist previous achievement

Briefly describe your experience and works in relation to the topic of your proposal

max 1000 characters.

Provide a summary of how the expertise and skills of each applicant will be applied in this project.

Describe the roles of each partners within the consortium and offer a summary detailing how the expertise and skills of each partner will be applied throughout this project.

max 1500 characters.

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Criteria 1: SCENARIO UNDERSTANDING

Criteria	Minimum threshold	Priority in case of ex aequo [1 highest, 3 lowest]
SCENARIO UNDERSTANDING **1.** Can you elaborate about your general impression of the project proposal? **2.** Do you believe the proposal effectively addresses a significant problem or opportunity?	3 out of 5	3

- ➔ Check how well the proposal **elaborates on/ fits to the chosen scenario**
- ➔ Check how well the proposal **underlines a specific challenge in the scenario**

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Criteria 2: BRIEF

BRIEF		
1. Challenges: How do you assess the challenges that the project aims to address? **2. Opportunity:** Do you believe the proposed project objectives are aligned with addressing the identified challenges and opportunities? **3. Context:** How well does the proposal demonstrate an understanding of the broader context in which the project will be implemented? **4. Market:** 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? **5.User Needs:** How effectively does the proposal identify and prioritise the user needs? **6. Requirements:** Are there any resources required that you believe have not been adequately addressed in the proposal?	3 out of 5	1

Challenge

➔ Check if **the challenge reflects the scenario/ future challenge of the topic** (i.e. not just a challenge related to technology, but if has an impact on people)

Opportunity

➔ Check how **future-projected (~10 years) the opportunity is** (not something that already exists on the market or it's known in the field)

➔ Check the implementation of **one of the three technologies** (AI, Robotics, Wearables)

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Criteria 2: BRIEF

BRIEF		
1. Challenges: How do you assess the challenges that the project aims to address? **2. Opportunity:** Do you believe the proposed project objectives are aligned with addressing the identified challenges and opportunities? **3. Context:** How well does the proposal demonstrate an understanding of the broader context in which the project will be implemented? **4. Market:** 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? **5.User Needs:** How effectively does the proposal identify and prioritise the user needs? **6. Requirements:** Are there any resources required that you believe have not been adequately addressed in the proposal?	3 out of 5	1

Context

➔ Check if the proposal **reflects on the impact** on social, environmental level

Market

➔ Check if the proposal considers the **future market landscape (~10 years)**

User needs

➔ Check if the proposal considers **the needs of the future users (~10 years)**

Requirements

➔ Check if the proposal presents **specific attributes that do not already exist** on the market

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Criteria 3: FEASIBILITY

FEASIBILITY **1. Technology:** 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? - What potential technological risks or uncertainties do you foresee in relation to the implementation of the proposed technology? **2. Expertise:** 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?	3 out of 5	2

Technology

➔ Check if the team **has the technology/ facilities** to develop the prototype/ **or have a plan how to get this technology** (e.g. subcontracting)

Expertise

➔ Check if the **background/ competencies of the company and artist are aligned** with the proposal, and can help to achieve the proposed idea

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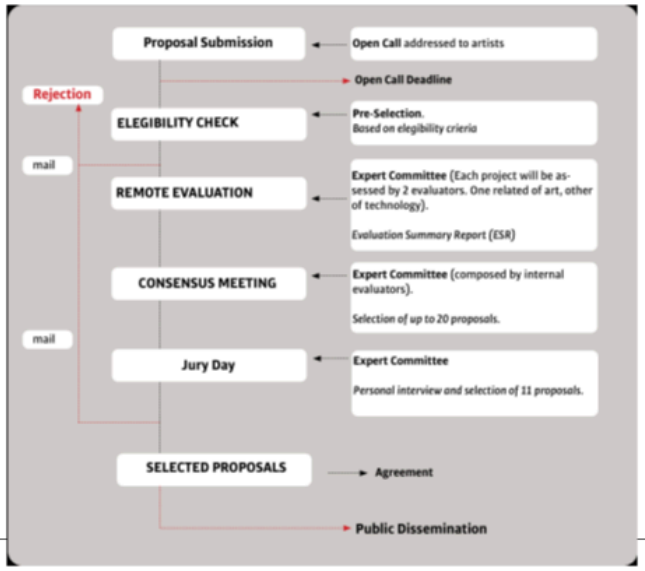
Evaluation Process (in different stages)



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Calendar

PHASE	DEADLINE	OUTPUT
Open call for evaluators open	Open - 19/03/2024 - Close - 09/05/2024	Text of evaluators open call published on STARTS MUSAE webpage
Selection of evaluators	09/05/2024 - 10/05/2024	Ranking of selected evaluators Minutes of evaluation process
Agreement signing by the evaluator's	13/05/2024 - 18/05/2024	Agreement signed (Assignment letter including Privacy Issue; NDA; Conflict of interest declaration)
Remote evaluation	27/05/2024 - 09/06/2024	Ranking of proposal Remote evaluation report
Consensus Meeting	10/06/2024 - 23/06/2024	Ranking of proposals Minutes of meeting and recording Evaluation Report
Jury Day	25/06/2024 – 26/06/2024	Selected proposal Evaluation Report Communication to participants

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Calendar

	March	April			May					June				
	Tu				Tu	Wed	Fr	Mo		Su	Mo	Su	Tue	Wed
Open/ Close of the Open Call	14/3				21/05									
Check eligibility						22/5	24/5							
Remote Evaluation (external & internal)								27/5		09/06				
Consensus Meeting (only internal)											10/6	23/6		
Jury Day (only internal) and publication													25/6	26/6

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The evaluation platform

FundingBox

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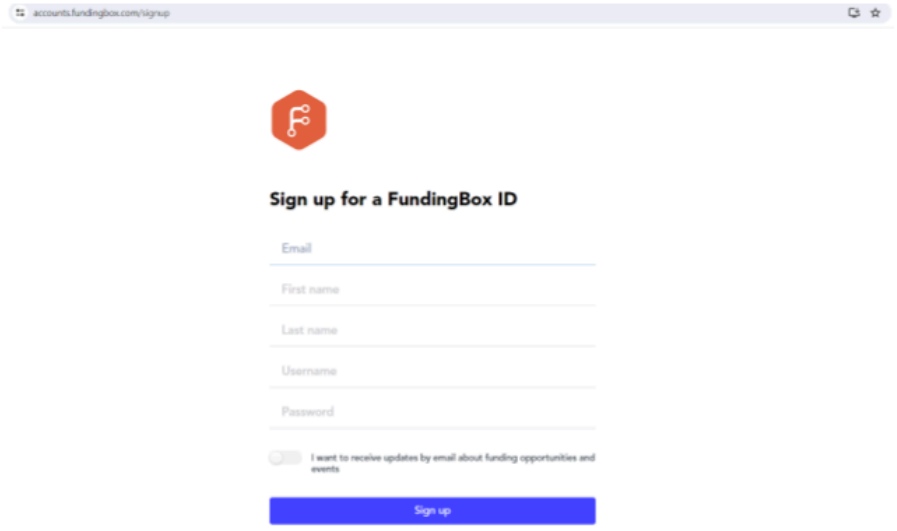
How to register



https://accounts.fundingbox.com/signup

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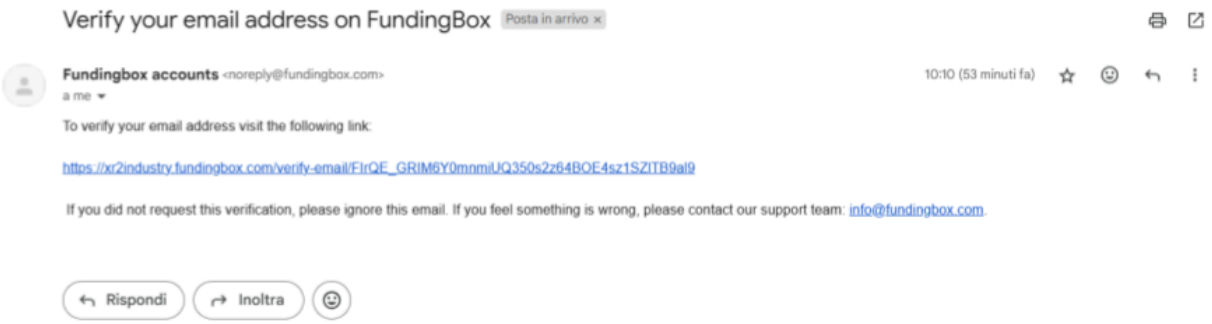
How to register

Once you sing up you will receive a mail like this:



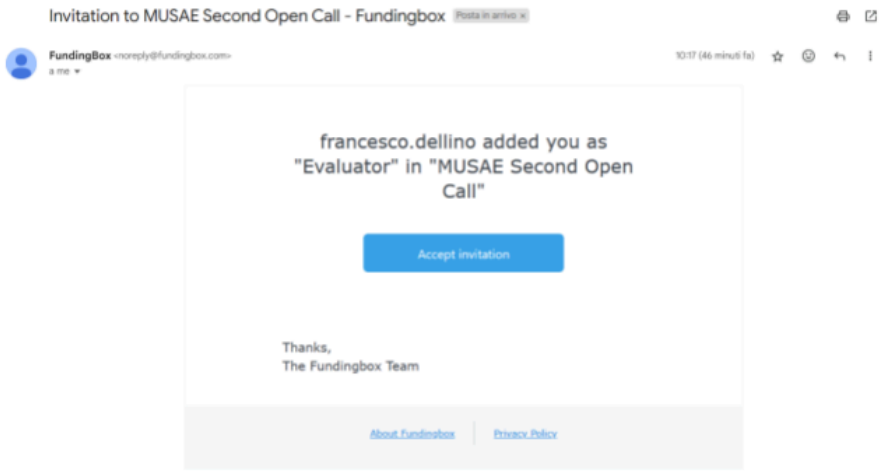
Click on the link to verify your account

How to register

Once you verify your account, please sent an email to progettieuropei@made-cc.eu with:

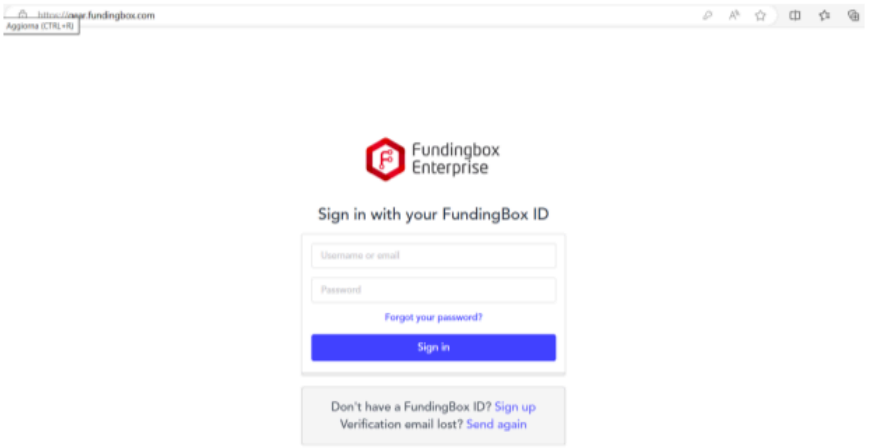
- [MUSAE Evaluator 2OC] in the subject
- The email you use to create your account
- Your account's name

How to register



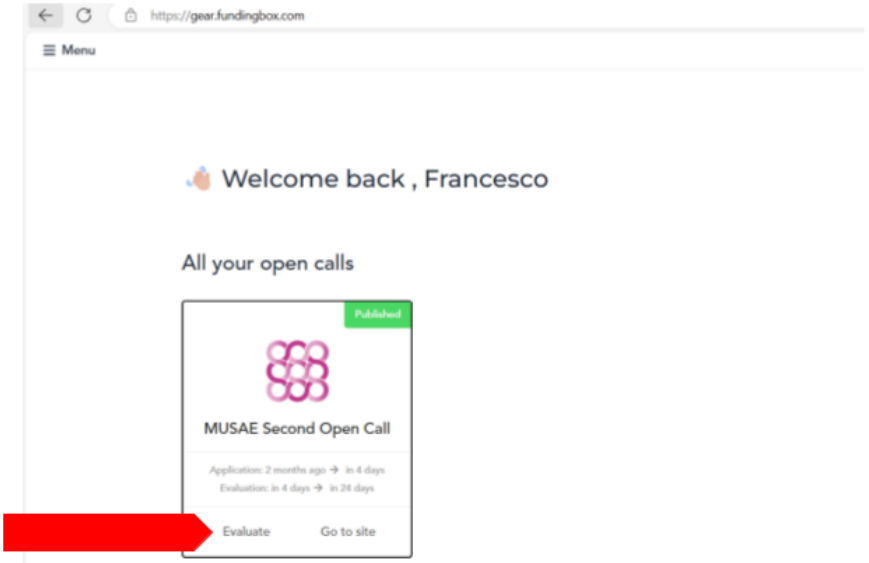
Click the box to Accept the invitation

How to register



https://gear.fundingbox.com/

Platform



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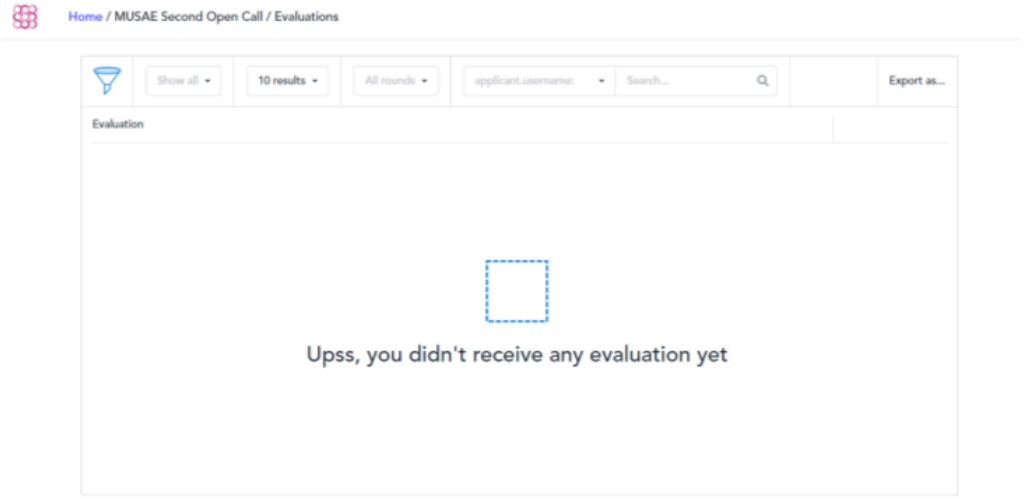
Platform



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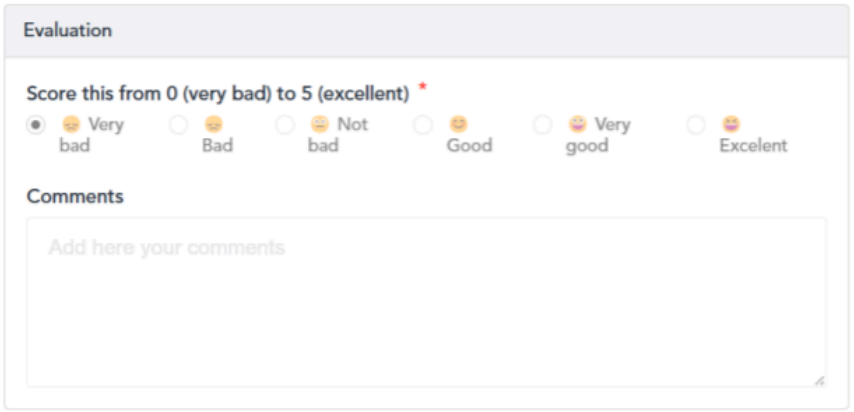
Platform


Evaluation
Score this from 0 (very bad) to 5 (excellent) *
Very bad
Bad
Not bad
Good
Very good
Excelent
Comments
Add here your comments

If you need any help:

Evaluation process:
petia.ivanova@ub.edu, priyasrinivasan57@gmail.com

Fundingbox platform and applications:
francesco.dellino@made-cc.eu

MUSAE:
marita.canina@polimi.it

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Annex D: Evaluators of Second Open Call

Evaluators of MUSAE Second Open Call			
Full name	Gender	Country	Tech/Arts
Uwe Haass	Male	Germany	Tech
Zaviša Gordić	Male	Serbia	Tech
Filip Becanovic	Male	Serbia	Tech
Stavros Parlalis	Male	Cyprus	Arts
OGUNBIYI Abiodun	Male	Nigeria	Tech
Erica Villa	Female	Italy	Arts
Alessandro De Angelis	Male	Germany	Tech
Aurelio Escobar	Male	Spain	Arts
Gianni Corino	Male	United Kingdom	Arts
Wenjie Huang	Male	UK	Tech
Sanjna Vanessa Seralvo	Female	Switzerland	Arts
Tatiana Efremenko	Female	Italy	Arts
arso m vukicevic	Male	Serbia	Tech
Séverin Lemaignan	Male	Spain	Tech
Raquel Ros Espinoza	Female	Spain	Tech
Estefania Talavera	Female	Netherlands	Tech
Jacopo de Berardinis	Male	UK	Tech
Marita Canina	Female	Italy	Arts
Jesús Molina Rodríguez de Vera	Male	Spain	Tech
Joseph Bolarinwa	Male	United Kingdom	Tech
Eduardo Aguilar	Male	Spain	Tech
Maya Aghaei	Female	the Netherlands	Tech
Ramona Van Gansbeke	Female	Belgium	Arts
Willie-Marie Hermans	Female	Belgium	Arts
Eva Marin Peinado	Female	Spain	Arts
Eveline Wandl-Vogt	Female	Austria	Arts
Luis Fernández Pons	Male	Spain	Arts

Marc Anglès Cacha	Male	Spain	Arts
Julie Lebrun	Female	Belgium	Arts
Margherita La Gamba	Female	Italy	Tech
Enrico d'Amico	Male	ITALY	Tech
Teresa Badia Dalmases	Female	Spain	Arts
Balázs Barta	Male	Hungary	Tech
Ziga Gosar	Male	Slovenia	Tech
Anastasia Garbi	Female	Lu	Tech
Maria Savina Pianesi	Female	Italy	Arts
Fotis Dimeas	Male	Greece	Tech
Ilija Radovanovic	Female	Serbia	Tech
Andrei Martiniuc	Male	Romania	Tech
Katharina Sand	Female	Germany	Tech
Carmen Bruno	Female	Italy	Arts
Jelena Ćirić	Female	Serbia	Arts