



D7.5 Communication & Dissemination Report (a)

Project 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	WP7
WP Lead Partner	UCD
Other Partner(s) involved	All
Deliverable identifier	D7.5
Deliverable lead beneficiary	UCD
Due date	31/08/2023
Date of delivery	30/08/2023
Version	1.0
Author(s)	Lorraine Brennan, Aoife O’Gorman
Classification	PUBLIC
Document Status	Draft

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.

Revision History

Version	Date	Created / modified by	Comments
1.0	23 rd Aug 2023	Aoife O’Gorman & Lorraine Brennan (UCD)	First Draft
2.0	30 th Aug 2023	Ottavia Villian (MADE)	Second Draft
3.0	30 th Aug 2023	Tatiana Efremenko & Marita Canina (POLIMI)	Third Draft
4.0	30 th Aug 2023	Aoife O’Gorman & Lorraine Brennan (UCD)	Final version

Executive summary

This report entitled 'Communication and Dissemination Report (a)' will outline how the objectives set out in D7.1 Communication and Dissemination Plan' were carried out and achieved. This document will describe the actions that were taken by the MUSAE partners during M1-M12 to disseminate results to stakeholders through appropriate communication channels and dissemination tools.

The D7.1 communication plan, together with the communication kit and rules (D7.4) were submitted to the EU portal on the 28th of February 2023.

Table of Contents

1.	Communication & Dissemination Report.....	Errore. Il segnalibro non è definito.
1.1.	Purpose of the document	Errore. Il segnalibro non è definito.
1.2	Communication & Dissemination Activities.....	5
1.2.1	Brand identity/logo established.....	5
1.2.2	Website.....	5
1.2.3	Social media activity.....	6
1.2.4	Newsletters/brochures.....	8
1.2.5	Press releases.....	9
1.2.6	Magazine article.....	9
1.2.7	Specialised blogs/forum.....	10
1.2.8	Webinars.....	10
1.2.9	Videos.....	10
1.2.10	Others.....	10
1.3	Conclusion.....	11
1.4	Annexes.....	11

1. Communication & Dissemination Report – Year 1 Activities

1.1. Purpose of the document

The purpose of the communication plan is to disseminate and communicate the activities of MUSAE and to ensure that the desired impact of MUSAE is achieved. The specific objectives are to;

- (1) Raise awareness of the project, its ambition, and activities by engaging with a wide community of different stakeholders across Europe to build a cross-sectoral transnational network.
- (2) Promote greater interest and understanding of project goals, outcomes and results to its target groups and stakeholders

To achieve these objectives, the MUSAE consortium proposed a communication strategy, of which a number of outputs were proposed for Year 1 and which are reported below. The MUSAE consortium will continue to disseminate through internal and external routes as we continue through the project.

1.2. Communication and Dissemination Activities

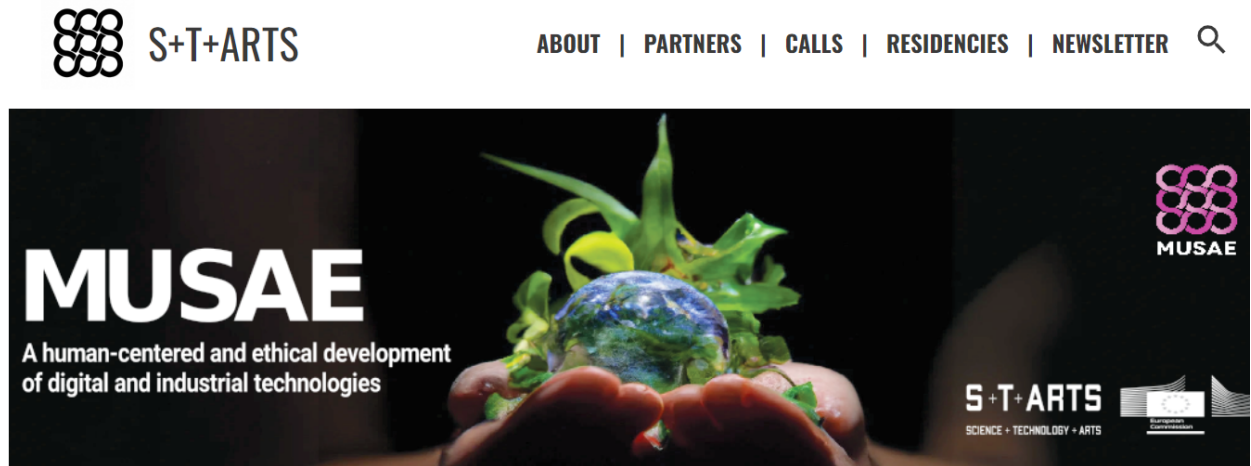
The following activities were proposed and achieved in Year 1. A table of these can also be found in Annex 1.4.1.

1.2.1. Brand identity/Logo Established

The MUSAE brand identity and logo were designed as part of the communication and dissemination kit and rules which was developed by UB-Art (D7.2). This kit includes project brand, project identity together with leaflets, templates for Word, Power Point, brochure etc. All partners must use these tools when communicating and disseminating the MUSAE project. Some examples of the branding can be found in Annex 1.4.2

1.2.2. Website

The MUSAE website was developed by UB at the official S+T+ARTS website as a sub-page and can be found here (<https://musae.starts.eu/>). The consortium have used the website to promote and advertise the First open call and all MUSAE related information can be found here.



<https://musae.starts.eu/>

Figure 1: MUSAE website

1.2.3 Social Media Activity

Official social media communication of the MUSAE project is via the S+T+ARTS channels. UB-Art (with input from all consortium partners) have been actively promoting MUSAE via S+T+ARTS Twitter, Facebook, Instagram, LinkedIn. In addition, consortium partners have also used their own social media platforms to disseminate the project. Examples of some Twitter posts are shown below. Since October 2022 there have been weekly Tweets/Instagram, Facebook and LinkedIn posts. The posts have been used to introduce/describe the project, introduce the consortium partners, outline the objectives, promote the open call etc.

The account handles are as follows;

Twitter: @STARTSEU

instagram: https://www.instagram.com/p/CqXbcULtHBE/?utm_source=ig_web_copy_link

facebook: <https://www.facebook.com/STARTSEU1>

linkedin: <https://www.linkedin.com/feed/update/urn:li:activity:7046760400406614017>

STARTSEU reaches the following;

Facebook reach: 2976

Instagram reach: 3360

Twitter reach: 45,600

.

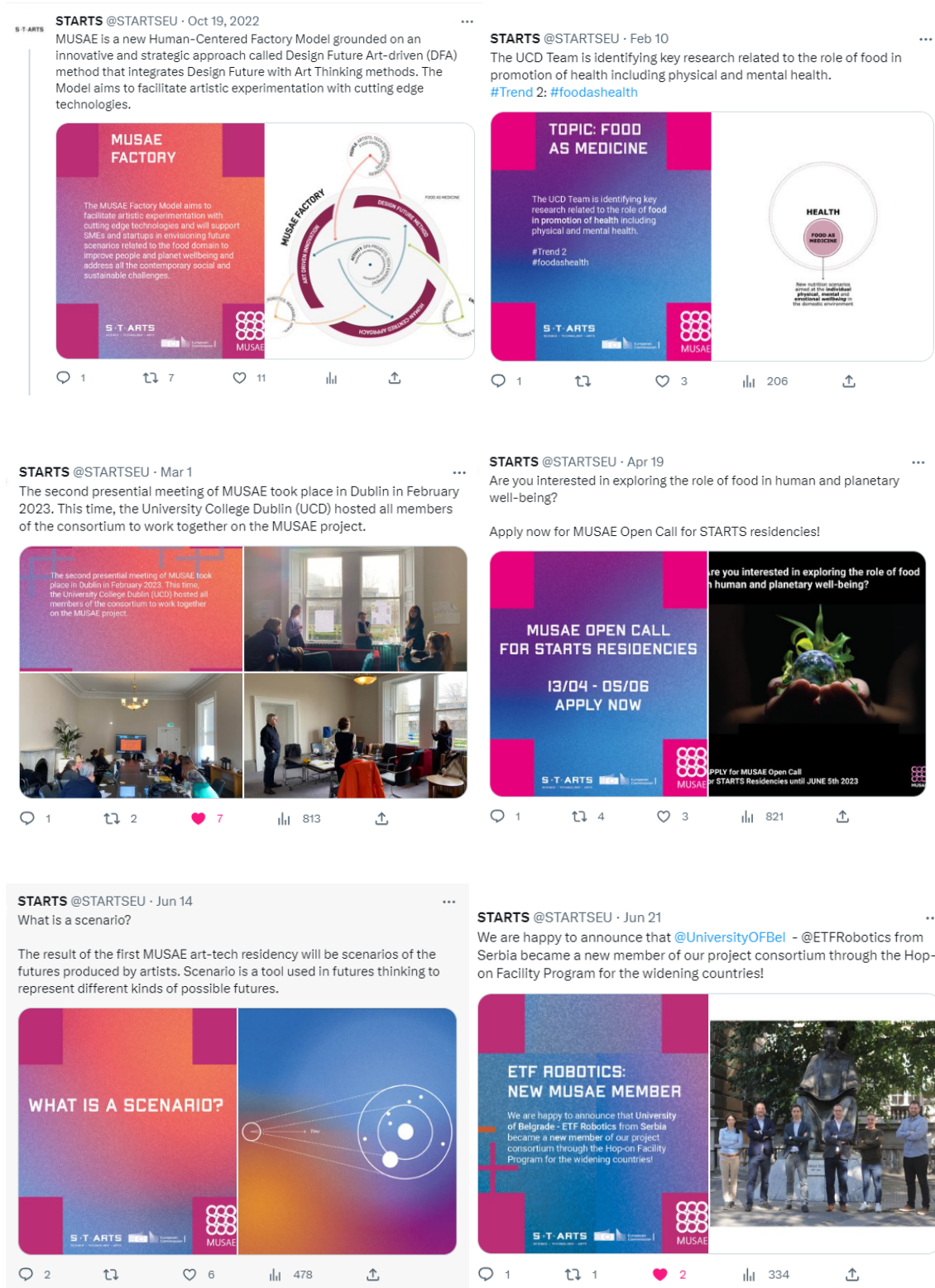


Figure 2: Examples of Tweets

1.2.4 Newsletters/Brochure

Two newsletters were proposed for Year 1 of the project. A total of 5 newsletters were delivered. Newsletters were identified as a resource that could be used to target different stakeholders (e.g. general public, policy makers, scientific and research community, artistic communities, DIH networks) to promote the MUSAE project, our key messages and achievements. Therefore, we planned to produce newsletters to describe the project and advertise the first open call. We will continue to produce newsletters for the duration of the project. We plan we to link with the S+T+ARTS newsletter more frequently going forward.

The first MUSAE newsletter was produced in April 2023 (Annex 1.4.3), which detailed the MUSAE project and links to the first open call. The newsletter was disseminated via local contacts by each partner. Stakeholders who have subscribed to the mailing list were also sent the newsletter.

The MUSAE project was promoted in two of PAL Robotics newsletters, the first (Sept 2022) described the MUSAE kick off meeting and project announcement.



MUSAE

We were thrilled to take part in the kick-off meeting for the EU project MUSAE in Milan with the project partners. MUSAE's goal is to foster trust in and acceptance of digital technologies in society through art-driven design and development.

[Read More](#)

Figure 3: MUSAE project featured in PAL newsletter September 2022

The second (Feb 2023) highlighted the MUSAE Co-Design workshop that took place in Dublin.



MUSAE Co-Design Workshop

In Dublin, our CEO Francesco Ferro attended MUSAE's co-design workshop to discuss technologies such as wearable robotics, AI, and Human-Machine Interaction applied to the topic "Food as Medicine" to create three thematic tracks for MUSAE's first open call.

More Info

Figure 4: MUSAE project featured in PAL newsletter April 2023

The newsletter from the Department of Design at POLIMI also featured MUSAE in their May edition. The newsletter promoted the MUSAE first open call and was aimed at designers.

We also started to link with the S+T+ARTS newsletter, which we plan to use more often in the coming years. We used this means to introduce our new partner ETF to the MUSAE team.

A brochure was produced for the first open call, which described the MUSAE project, its ambition and details on the call. It can be found on the MUSAE website [here](#).

1.2.5 Press Releases

One press release was the target for Year 1. POLIMI produced the press release (April 2023) and distributed to all partners to disseminate through their local channels. The press release contained information relating to the First open call and can be found in Annex 1.4.4.

1.2.6 Magazine Article

A magazine article was intended for M12, which is scheduled to be published in September 2023 (M13) on ArShake (<https://www.arshake.com/en/>), which is a digital magazine, focusing on the intersection of art and technology in the wider context of culture. The goal of the published article is to discuss the importance of merging design futures and art thinking in the

context of innovation and digital transformation, as well as promoting the start of the First Residency in the end of September 2023.

1.2.7 Specialised Blogs/Forums

PAL robotics posted a blog on their website in April which described the MUSAE project and promoted the first open call. The blog can be found [here](#) and has been viewed 90 times (April-July). We aim to increase the number of blogs we achieve for year 2 of the project.



Figure 5: MUSAE blog featured on PAL Robotics website

1.2.8 Webinars

Three webinars were organised to disseminate the First open call. These took place on the following dates; 08th, 15th and 22nd of May and were each 1 hour long. These webinars on zoom were informative sessions on the open call, mainly aimed at potential applicants and were promoted through the F6s platform. Each webinar included a Q&A session.

In total 102 participants registered, with 52 attending over the 3 sessions. The participants were from the following countries; Spain, France, the Netherlands, Greece, Portugal, Serbia, Germany, Italy, Croatia, Switzerland, Morocco, Slovenia, US, S. Africa, India, UK and Estonia.

1.2.9 Video

Recordings of the three open call webinars were posted on the MUSAE website. The recordings of which can be found via the links:

Webinar 1: [here](#)

Webinar 2: [here](#)

Webinar 3: [here](#)

1.2.10 Others

A number of other important dissemination activities were achieved over the first year of the project that were not outlined in our communication plan. These included the following;

- Partners in the University of Manchester were involved in an outreach event in March

2023 – Robot demo for Manchester ItalianKids event. The audience for this event were young people and their parents (80 participants were involved – 40 children & 40 parents).

- Dr. Petia Radeva (UB-tech) delivered a keynote presentation at the 12th International Conference on Pattern Recognition Applications and Methods (ICPRAM 2023), 22-24th Feb 2023; 'Self-supervised fine grained food recognition. (40 in attendance, scientific community).
- Partners in POLIMI attended Design week in Milan (28th April 2023) and promoted the design-driven approach to innovation during the panel organized by PwC and Designtech.
- Partners in POLIMI were involved in the Horizon Futures Watch Workshop, where the MUSAE project was promoted. The event took place on the 31st May 2023. The event was attended by EU-policy makers and the Futures4Europe network.
- The first MUSAE open call was launched on the 13th of April and closed on the 09th June. A total of 74 eligible proposals were submitted, from 16 EU countries.

1.3. Conclusion

Overall, the MUSAE team fulfilled a number of dissemination activities for year 1 of the project. The project is well established and visible in the research, design, and artist communities. The range of activities and contributions from many partner organisations ensured a large reach across a diverse group of disciplines.

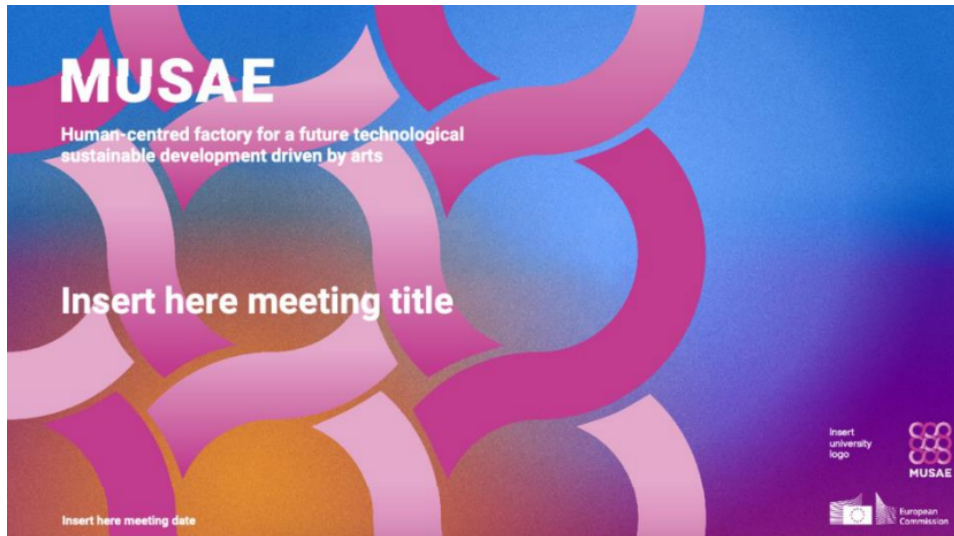
1.4. Annexes

Activity	Communication Action	Date	Partner	Description	KPI	Audience
1	Brand identity/logo	M6	UB-art	Brand & logo designed – comms & dissemination kit (D7.2)	The following were created; leaflets, templates for Word, PowerPoint, a brochure	To be used by the MUSAE team
2	Website developed	M6	UB-tech	Via the S+T+ARTS programme	Sub-page of MUSAE created on the S+T+ARTs website	General audience – mainly artists
3	Social Media	Ongoing	UB-Art + all partners	Weekly posts about the MUSAE project via S+T+ARTS channels, in addition partners post via their own socials	Weekly posts on Twitter, Instagram, Facebook & LinkedIn since October 2022	General public
4	5 x newsletters	09-2022 02-2023 04-2023 05-2023 07-2023	PAL PAL UCD POLIMI UCD	Described project & kick-off meeting Described co-design workshop Detailed project and links to open call Promoted first open call Via S+T+ARTS newsletter to introduce new MUSAE partner ETF	1093 subscribers 1050 subscribers Partners distributed via local channels	PAL subscribers PAL subscribers Tech, nutrition, artists POLIMI channels STARTS channels

5	1 x press release	04-2023	POLIMI	First open call	Distributed to 55 Artists, 12 Art academies, 7 magazines, 25 art centres & organisations	General public
6	1 x Mag article (M12)	09-2023	POLIMI	Discussing the design futures and art thinking in the context of innovation and digital transformation; promoting the start of the First Residency	The publication date was postponed to M13 (Septmeber 2023)	Artists, designers, general public
7	1 x Blog	04-2023	PAL	Promoting first open call	Page views until July: 90 Twitter (link): 340 impressions, 4 likes, 2 link clicks, 9 other engagements LinkedIn(link): 557 impressions, 6 likes, 3 clicks Facebook(link): 119 impressions, 5 likes, 5 engagements	PAL subscribers
8	3 x webinars	8/5/23 15/5/23 22/5/23	MADE	1 st open call information session 1 st open call information session 1 st open call information session	16 attended 18 attended 18 attended	Potential applicants Potential applicants Potential applicants

				+ promotion through F6s platform		
9	Outreach event	18/3/23	UoM	Robot demo for Manchester Italian kids and their parents	80 (40 kids + 40 parents)	Young people and parents
10	Conference presentation – keynote ICPRAM 2023 International Conference	22/2/23	UB-tech	'Self-Supervised Fine-Grained Food Recognition'	60	Scientific
11	Design week Milan (debates on innovation organized by PwC Italy & DesignTech)	28/4/23	POLIMI	Promoting Design-driven approach to innovation	286 people in attendance	General public
12	Horizon Futures Watch Workshop	31/5/23	POLIMI	Promoting MUSAE project	24 people in attendance	EU policy-makers, Futures4Europe network
13	Brochure	01/04/2023	MADE	Brochure developed for first open call for artists		Potential applicants
14	First Open Call	13/04/2023-09/06/2023	MADE	Open call for selecting 10 artist residencies + promotion through F6s platform	Participants from 16 EU countries – 70 eligible proposals	Artists/Designers

Annex 1.4.1: Communication and dissemination activities achieved for year 1



Annex 1.4.2: Examples of MUSAE branding –PowerPoint presentation slide and Word document, partners must use these for branding purposes.

NEWSLETTER



Vol 1 April 2023

We are delighted to present the first MUSAE newsletter to inform of our news, results and future plans.

Project Overview



MUSAE aims to set up a Human-Centred Factory Model, based on the Design Future Art-driven (DFA) method, and integrate it in a (European) Digital Innovation Hubs (DIHs) network, to support companies in guiding strategic digital technology innovation and address future challenges in the food domain to improve people and planet wellbeing. MUSAE will establish a deep connection with the S+T+ARTS ecosystem, bringing together expertise in design, art, nutrition and wellbeing, and human-machine interaction. MUSAE is an innovative, collaborative project between the following organisations: Ab.Acus, Universitat de Barcelona, MADE, PAL Robotics, Gluon, University College Dublin, University of Manchester & led by Politecnico di Milano

PARTNER SPOTLIGHT



Prof. Marita Canina is the MUSAE project coordinator. She and her team will be responsible for WPs 1 & 2 and the overall success of the project. Prof. Canina has a PhD in industrial design and is an associate professor at the Department & the School of Design at Politecnico di Milano, where she is also Scientific Director of both the IDEActivity Center and the BioDesign Laboratory.

RESEARCHER SPOTLIGHT



Eva Monestier is a PhD student in Design and research fellow at IDEActivity Center within Politecnico di Milano. Currently, she is involved in two ongoing European projects: Digital Creativity for developing Digital Maturity future skills (DC4DM) and MUSAE for which she is working side-by-side with IDEActivity's team and other project's partners to shape an innovative method - the Design Futures Art-driven method - merging Design Futures and Art Thinking and encourage artist-company collaboration.

NEWSLETTER



WP Overview

WP1: foresees the overall implementation and ensures success of MUSAE project. In addition, it establishes active promotion and dissemination of innovation, and monitors ethical aspects of project activities.

WP2: aims to set up an innovative MUSAE Factory model, consisting of the Design Futures Art-driven method, Integrated Stakeholder Database, and Training Format for art-tech collaboration in residencies. In addition, it defines thematic tracks in Food as Medicine which will be explored by artists during residencies.

WP3: The launch of the 1st MUSAE Open Call is approaching! €400,000 per 10 artists to foster a sustainability and people well being in the future food value chain with disruptive scenarios through digital technologies! Stay tuned, call is going to open in April!

WP4: aims 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.

WP5: will take care of the technological prototyping of the concepts developed by the team of artists and end-users creating 10 TRL5 prototypes (Technology validated in relevant environment - industrially relevant environment in the case of key enabling technologies).

WP6: will ensure the creation of a structured connection with the STARTS ecosystem that guarantees the exploitation of the MUSAE Factory model, the approach's recognizability, continuity with other STARTS projects.

WP7: involves communication & dissemination activities.

MUSAE WEBSITE

The MUSAE website was launched last year, check it out for regular updates. Don't forget that our first open call launches in April 2023.

<https://musae.starts.eu/>



KEY EVENTS

Our first open call launches **April 2023**;
<https://musae.starts.eu/calls>

- A series of webinars will take place to give information on the open call
 - 08th May @ 11 am (GMT +2)
 - <https://shorturl.at/fyNX7>
 - 15th May @ 11 am (GMT +2)
 - <https://shorturl.at/bkRX2>
 - 22nd May @ 11 am (GMT +2)
 - <https://shorturl.at/gyPTV>

NEWSLETTER



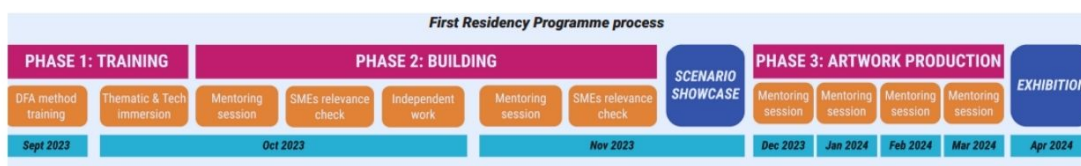
MUSAE - FIRST OPEN CALL

In the **First open call**, MUSAE is looking for artists who can **provide critical reflection, envision future potential and challenges** of the topic of Food as Medicine by **producing future scenarios**, along with the artworks representing them.

Selected artists will participate in the **first MUSAE residency programme**, where by following and **applying the DFA method** and **receiving mentoring support**, they will develop future scenarios as critical visions of the future, with reflection on one of technologies – AI, Robotics and Wearables.

→ **10 Artists**
3 Thematic tracks
3 Technologies
40.000 € per Artist

→ **Call opening: April 2023**
Call closing: June 2023



Want to know more?

To find out more information about the open call, visit our website <https://musae.starts.eu/calls> for the guide for applicants and more!!!

Closing date: 05th June 2023

MUSAE is 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 collaboration between artists, scientists, engineers and researchers. For more information on the project and S+T+ARTS programme visit; <https://starts.eu/what-we-do/residences/musae/>

MUSAE

OPEN CALL FOR ARTISTS

S+T+ARTS Residences

March 31st -May 31st 2023

A project by **Politecnico di Milano (Italy)**, **Ab.Acus (Italy)**, **Universitat de Barcelona (Spain)**, composed by UB-ART and UB-Tech, **MADE Competence Center 4.0 (Italy)**, **PAL Robotics (Spain)**, **Gluon (Belgium)**, **University College Dublin (Ireland)**, **The University of Manchester (United Kingdom)**.

MUSAE is a European project carried out by a network of university and technology research centres with the aim of defining an innovative Design Futures Art-driven (DFA) model to integrate artistic collaboration into European Digital Innovation Hubs (E-DIHs) and help companies anticipate innovative products and services for the future of food to improve human and planetary well-being. The project is supported by **Horizon Europe through S+T+ARTS**, a European Commission initiative launched under the Horizon 2020 research and innovation programme to support collaborations between artists, scientists, engineers and researchers.

The aim of MUSAE is to pilot a new collaboration model, which is called the MUSAE Factory model, based on art-driven innovation and futures thinking to guide tech-driven businesses in envisioning new solutions to improve the sustainability of the food value chain on different levels. Today's food systems need a transformation – the chains of production, supply, consumption and waste have an immense impact on both people's health, resilience and well-being, as well as on the planet's well-being and on environmental systems.

In order to explore future challenges of food production and consumption, MUSAE is launching a STARTS Residency Program (<https://starts.eu/what-we-do/residences/>) that will exploit the application of AI, robotic and wearable technologies to develop innovative product and service solutions.

On 13th of April MUSAE launches the open calls for the selection of 10 artists or artistic collectives, legally established in one of the Countries eligible for Horizon Europe funding, who have the opportunity to create future scenarios on the theme of food as medicine. The primary objective of the MUSAE project is to rethink current food systems and practices by imagining alternative approaches and new possibilities for human and planetary health. There are three main sub-topics identified as relevant trends for the future: i. Food as an enhancement of holistic human wellbeing; ii. Rethinking the food chain in our environment; iii. Reducing the carbon footprint in food behaviour. The artists are asked to imagine the potentials and challenges of the food of the future, through the representation of scenarios and artworks. In addition, they will follow and mentor teams of SMEs and artists during the second art-tech experiment (in 2024) who will take the scenarios as a starting point to develop concepts and prototypes.

The residence will last for seven months, from the end of September 2023 to the end of April 2024 during which the artists will travel to the different partners' locations across Europe.

In the first phase the artists will work in close contact with the institutions and will be involved in one-week residencies at POLIMI, or GLUON, or UB-Art, starting to know about the Design Futures Art-Driven method and to create scenario narratives as the required output for the first art-tech experiment.

In the second week, the artists will visit the University College Dublin (UCD) School of Food and Agriculture, and one or more of the four technology partners selected according to their interest and submitted proposal (Abacus, PAL, UB Tech, University of Manchester), for at least 3 days to each. In the second phase, artists will work individually for 4 weeks to develop their project, gaining online mentoring

from consortium partners. The last week will be dedicated to consolidating the scenario and interacting with MADE (DIH partner) focusing on art impact on manufacturing technologies.

After the residency, all artists must continue finalizing their future scenario into their artworks, receiving mentoring from the art and design partners once every month. On April 2024 an exhibition in Barcelona will be organized by University of Barcelona to show to a large public their developed artworks.

Each application can request a contribution of 40.000 €, including the production costs of artistic works. The period for submitting applications runs from 13th of April 2023 to 5th of June 2023.

All application information and documentation requested has been posted on the MUSAE website at: <https://musae.starts.eu/calls>

By developing and validating the MUSAE Factory model driven by the DFA method, MUSAE aims to provide guidance to European Digital Innovation Hubs (DIHs), on how an art-tech collaboration could be set up in a product-oriented shape.

SUMMMARY:

The first open call (Call for Artists) will select **up to 10 artists** that will have the opportunity to create future scenarios on the theme of food as medicine.

Individual applications from Artists can be submitted between the **13th of April 2023** and the **5th of June 2023**.

Maximum funding per artist or artistic collective or SMEs: **up to 40 000 EUR**

Duration of the residency: **7 months**

Number of selected applicants: **up to 10 artists**

Annex 1.4.4 – MUSAE first press release – announcing the first open call