



D7.7 Communication & Dissemination Report - Year 3 activities

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	D7.7
Deliverable lead beneficiary	UCD
Due date	31/08/2025
Date of delivery	31/08/2025
Version	1.2
Author(s)	Lorraine Brennan, Aoife O’Gorman
Classification	PUBLIC
Document Status	Final version

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	24/7/2025	Aoife O’Gorman & Lorraine Brennan (UCD)	First Draft
1.1	7/8/2025	Tatiana Efremenko (Polimi)	Edits made
1.2	11/8/2025	Aoife O’Gorman & Lorraine Brennan (UCD)	Final Draft

Executive summary

This report entitled 'Communication and Dissemination Report – Year 3 activities' outlines how the objectives set out in D7.2 Communication and Dissemination Plan were carried out and achieved during the period M25 to M36. It describes the actions taken by the MUSAE partners to disseminate results and engage with stakeholders across academia, industry, artistic communities, the public and policy makers.

Key highlights include the successful execution of the second open call residencies and the final exhibition 'Grow Cook Code – rethinking food futures' that was held in the Palace of Science, Belgrade from the 21-23rd June 2025. It was an exhibition showcasing 11 artist-led prototypes developed across Europe to explore innovative and sustainable responses to the challenges shaping our future food system.

Other highlights include two further podcast episodes, stakeholder workshops and public outreach events.

Several academic contributions including publications conference presentations and strategic media engagements enhanced MUSAE's visibility and impact. The wide range of activities continues to build cross-sector collaboration and embeds the DFA method into broader networks.

The Factory model was launched on the MUSAE website (<https://musae.starts.eu/factory-model-pack/>) and promoted on various social media platforms, zoom clinics and was featured in the S*T*ARTS newsletter May 2025 edition.

.

Table of Contents

1.	Communication & Dissemination Report	Error! Bookmark not defined.
1.1.	Purpose of the document	Error! Bookmark not defined.
1.2	Communication & Dissemination Activities.....	5
1.2.1	Scientific Community.....	5
1.2.2	Citizens/Public.....	6
1.2.3	S+T+ARTS & Artistic associations.....	7
1.2.4	Digital Innovation Hub networks.....	10
1.2.5	SMEs/Industry.....	10
1.2.6	Policy Makers.....	11
1.3	Future Communication & Dissemination Strategies.....	11
1.4	Future Communication Dissemination activities undertaken by residency teams.....	11
1.5	Conclusions.....	12
1.5	Annex.....	13

1. Communication & Dissemination Report – Year 2 Activities

1.1. Purpose of the document

The purpose of this document is to report the communication and dissemination activities that were achieved in Year 3 of the project. Tables with details of communication and dissemination activities achieved for the MUSAE project can be found in Annex 1.5.1 & Annex 1.5.2.

1.2. Communication and Dissemination Activities

The MUSAE consortium carried out a range of targeted dissemination and communication activities for Year 3, mapped against the relevant stakeholder categories.

1.2.1. Scientific Community

Four academic articles acknowledging the MUSAE project were published in Year 3. These cover diverse topics and published in journals from different disciplines: one in the Food and Nutrition area, 1 in computer vision and 2 in the AI field. One publication led by the UCD team '*MUSAE: fusion of art and technology to address challenges in food and health*' was published in Nutrition Bulletin in November 2024. The paper describes the MUSAE project, outlines its objectives and describes the key work packages. For more information the publication can be found [here](#).

The other publications were led by the UB team one of which introduces FoodMem, an innovative two-stage framework that enables real-time, high-quality segmentation and tracking of food items in video and has potential as a robust tool for nutrition monitoring, agricultural quality control and culinary automation. The work presented in this paper aligns with MUSAEs goals in terms of data driven insights which compliment MUSAEs artistic research environments. For more information the publication can be found [here](#).

The other two publications related to deep learning based [methods](#) and large language models for food recognition ([here](#)).

A book chapter was written by the team which will be included in the S*T*ARTs book initiative which is due for publication in the coming months. The chapter focuses on the outcomes and learnings from the MUSAE factory model. It outlines the Design Futures Art-Driven (DFA) method, residency outcomes and key insights into building effective, interdisciplinary partnerships between artists and SMEs. The chapter serves as a record of learnings and a resource for scaling the model across other sectors and initiatives.

In addition, six international conference/workshop presentations were delivered to the scientific community, in particular in the area of robotics. The overall number of conference/workshop attendees is estimated at 1,200.

- (1) Bečanović, F., Jovanović, K., and BonnetBruni, V., et al., (2025) 'Reliability of Single-Level Equality-Constrained Inverse Optimal Control' IEE-RAS 23rd International Conference on Humanoid Robots, 24 Nov 2024, Nancy, France.

- (2) Todić, V., Ružić, N., Petrović, M., Knežević, N., and Jovanović, K et al., (2025) 'Vision-based robotic system for packaging loose materials in food industry - Use case design' IcETran 2025, 10 June 2025, Cacak, Serbia.
- (3) Semeraro, F., Leadbetter, J., Cangelosi, A. (2025). 'TriHRCBot: A Robotic Architecture for Triadic Human-Robot Collaboration through Mediated Object Alignment' IEE International Conference on Robotics and Automation, 21 May 2025, Atlanta, Georgia, USA.
- (4) Jovanovic, K., (2024) 'Importance of Industry-Academia Collaboration in Robotics for Modern Education, Research and Industry' TIE 2024, 20 Sept 2024, Cack, Serbia. Invited speaker
- (5) Semeraro, F., et al (2025) 'Robustness to Object Occlusions in Human-Robot Collaborative Assembly Using Compact Prediction Trees' IEEE R0-MAN 2025, 28 Aug 2025, Eindhoven, Netherlands.
- (6) Tatiana Efremenko (2025) 'From Vision to Innovation: Exploring the role of Art-Tech Collaboration for Ethical and Sustainable Futures' Futures4Europe Conference 2025, 14 May 2025, Vienna, Austria.

1.2.2. Citizens/Public

A number of outreach events were held during the projects third year. These events included an outreach event in Belgrade that promotes tech innovations in Serbia (over 1,000 participants), two events in University College Dublin, where two scenarios and videos ('The microbial renaissance' by Chloe Rutzerveld and 'The biocultural seed bank' by Non-human nonsense) were displayed for the general public, researchers and students to interact. These events were attended by approx. 250 people.

PAL robotics and the ETF team attended and presented MUSAE to SMEs, tech providers, researchers DIHs etc at the European Robotics Forum that took place in Stuttgart, Germany from the 25-27th of March 2025 (over 1,700 participants).



Figure 1: PAL robotics and ETF team attending the European Robotics Forum in Stuttgart

Two episodes of the MUSAE podcast were released in 2025 and can be found on our website (<https://musae.starts.eu/podcasts/>). The first of these was released in January 2025 where we hear from MUSAE partner Prof. Angel Cangelosi and MUSAE artist Maciej Chmara who bring

expertise from diverse fields to explore creative solutions for our food systems, with a special focus on robotics. The final podcast was released in June 2025 where we heard from Sanja Šikoparija and Víctor Fernández, collaborators on the NOURISH project, one of the winning teams from MUSAE's Second Open Call. It also features Eva Monestier from POLIMI, the coordinating institution of the MUSAE project.

1.2.3 S+T+ARTS & Artistic associations

The MUSAE website was launched at the start of the project as a sub-page on the S+T+ARTS website (<https://S+T+ARTS.eu/what-we-do/residences/musae/>) and as a linked page (<https://musae.starts.eu/>). These pages are updated continuously with new information whether its open call information, events etc.

During Year 3 the website was reconstructed to organise all outputs of the project. In the tab "Activities", all activities were grouped as "case studies" from the MUSAE project for DIHs or other stakeholders to look at as examples

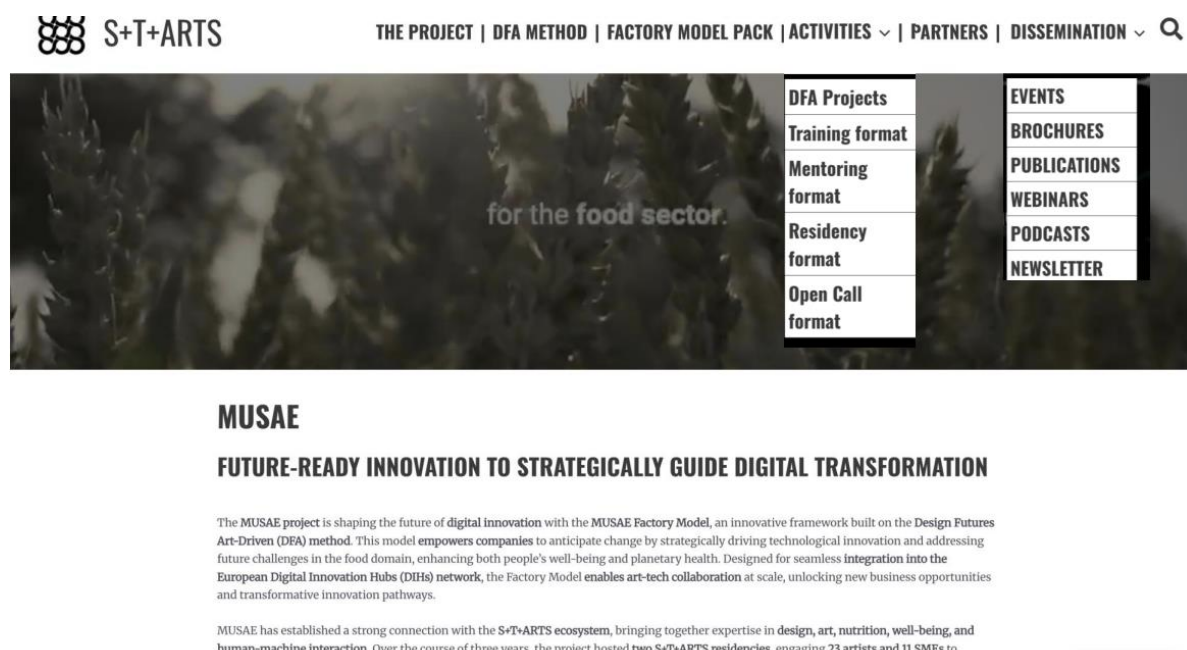


Figure 2: Changes made to the MUSAE website, highlighting the different activity and dissemination sections

In addition, the website was updated with a new tab 'Factory Model Pack' which is a toolkit to enable DIHs across Europe to implement MUSAEs approach and includes the following;

- DFA method and guidelines
- Formats for open calls, residencies, training and mentoring
- DFA Use cases
- A curated stakeholder network
- A certification ('Factory model' label) for adopting hubs

The MUSAE project continues to disseminate project results through the S+T+ARTS channels – through its social media channels (X, Facebook, LinkedIn and Instagram), YouTube channel and through the monthly S+T+ARTS newsletters.

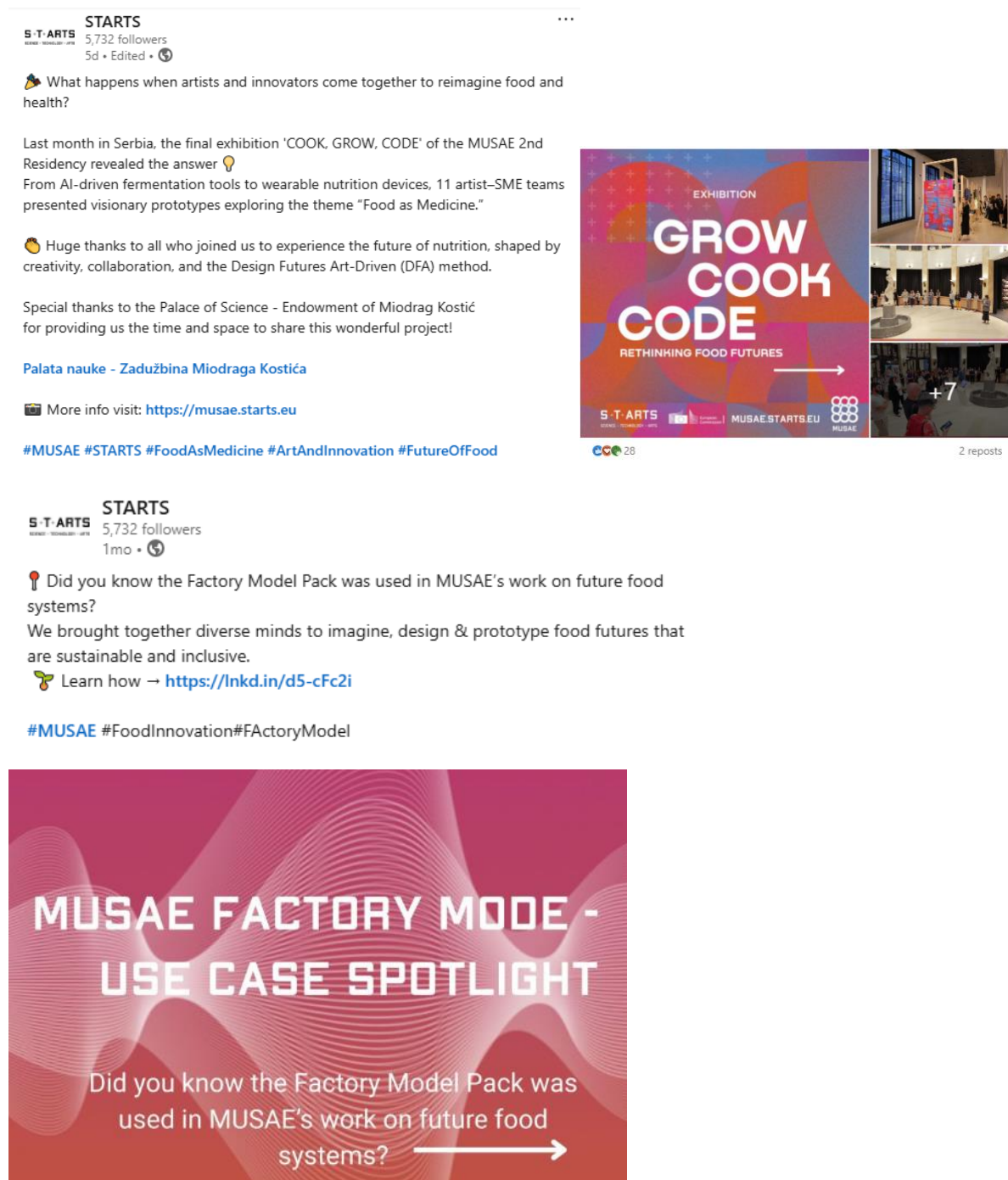


Figure 3: Examples of social media posts to promote the final exhibition Grow Cook Code and the MUSAE Factory Model Pack

New playlists were created on STARTS Youtube Channel to reach out the stakeholders, which are "[Introductory course – MUSAE Factory Model](#)" with 4 videos which explain how to use the Factory Model and "[MUSAE Prototypes](#)" with 11 videos describing in detail each prototype created by the teams of artists and SMEs.

In this reporting period, the team produced a press release (Annex 1.5.3), to promote the launch of the Factory Model, which was disseminated by the partners through their channels (note: not limited to a specific stakeholder). In addition, a targeted email template (Annex 1.5.4) was developed to support the promotion of the MUSAE Factory Model. This draft communication was shared with all project partners and designed to be easily adapted and streamlined for different stakeholder groups, including artists, SMEs, researchers, digital innovation hubs and public institutions. Partners were encouraged to tailor the messaging and tone to suit their specific networks and contexts, ensuring more relevant and effective outreach across the diverse MUSAE community. A tailored communication package along with [the guidelines](#) was also created for the educators to disseminate the adoption of the DFA method in the educational institutions and networks.

MUSAE was featured in 17 newsletters covering various milestones and events. A special edition MUSAE newsletter has been prepared and is due to be released at the end of August/start of September via S+T+ARTS which details and promotes all of our activities to date. It includes information on the winning teams of the 2nd open call, promoting the Factory Model pack and the final exhibition that was held in Serbia, displaying the 11 prototypes developed as part of the second residency.

Newsletters reached the following subscribers – S+T+ARTS newsletter has over 3,800 subscribers, PAL's newsletter reaches between 3000-4000 subscribers, UoM's newsletter reaches over 1,600 subscribers.

The Cook Grow Code Rethinking Food Futures Exhibition was held in the Palace of Science, Belgrade, Serbia from the 21st to the 23rd of June 2025, which was an exhibition of the 11-prototypes developed by the teams (SMEs & artists) involved in MUSAE's second residency (Fig. 3). A total of 2000 participants attended the exhibition which included artists, representatives of SMEs, Serbian Chamber of Commerce, industry representatives, academics and the general public.



Figure 4. Cook Grow Code Rethinking Food Futures Exhibition 21-23rd June 2025, Serbia

1.2.4 Digital Innovation Hub (DIH) networks

A number of activities were used to disseminate and promote the project activities to Digital

Innovation Hubs (DIHs). A targeted email to promote the Factory Model Pack was sent to Cedar, Ireland's national centre for AI and to funding box where the model was promoted through their network (74 contacts, 20 of which are DIHs and EDIHs).

MUSAE partners ETF attended an event in Novi Sad, Serbia where the Factory Model Pack was promoted to >70 people, of which 3 were regional EDIH representatives.

In addition a S*T*ARTS academy event was held on the 23rd of June in Belgrade, Serbia where over 50 attendees and 1 EDIH representative learned about the MUSAE Factory Model Pack, the DFA method and the importance of art-tech collaborations and future perspectives.



Figure 5. Examples of presentations at the S*T*ARTS Academy event on the 23rd of June 2025, Serbia

1.2.5 SMEs/Industry

A number of outreach events (3) were attended which attracted tech innovators, SMEs, business owners etc. These activities are outlined below

- SPLET Conference in Belgrade took place 08th October 2024 and attracted tech innovators and the general public (>1000 participants)
- BIEMH Conference 2024 which ran from the 3-7th of June 2024 in Bilbao, Spain. PAL robotics had a stall at the conference which was attended by >10,000 participants. The conference focused on industrial robotics, workshops and tutorials. At PAL Robotics' booth, the Musae project was showcased in an innovative way—via a QR code displayed on the TIAGo robot, offering attendees an interactive and engaging way to learn about the project.
- European robotics forum 2025 took place from the 25-27th of March in Stuttgart, Germany. PAL's team together with the partners from the University of Belgrade, School of Electrical Engineering presented the project MUSAE to SMEs and DIHs.

In addition to this a number SME and industry representatives attended the Grow Cook Code exhibition of the 11-prototypes developed as part of the MUSAE second residency.

Over 2000 companies have been reached through a newsletter (special edition MUSAE newsletter) via [lbec](#).

1.2.6 Policy Makers

The MUSAE project actively engaged with policymakers through its final exhibition, which

showcased innovation at the intersection of art, technology, and food systems. POLIMI took part in the [Futures4Europe conference](#) "Exploring future-Oriented Collective Intelligence, where the presentation was given on the topic *"From Vision to Innovation: Exploring the Role of Art-Tech Collaboration for Ethical and Sustainable Futures"*, highlighting the value of foresight and cross-disciplinary collaboration in shaping future-oriented policy.

1.3. Future Communication and dissemination strategies

While the MUSAE project officially concludes in August 2025, partners are committed to continuing communication and dissemination efforts beyond this date to maximise long-term impact.

Several activities are already planned for the coming year, including:

- Futures4Europe foresight network and events
- [The RAFFI-el Workshop](#) at ICSR 2025 by UoM and POLIMI
- Participation in the Ars Electronica Festival 2025
- Organization of the workshop for the [Creative Skills Week 2025](#) by POLIMI

In addition, the Model Transfer and Exploitation Plan (D6.6) outlines the strategy to ensure the sustainability and uptake of MUSAE's key outcomes, including the Factory Model and DFA methodology.

Partners will also continue to promote results through publications, events, and institutional channels, supporting ongoing collaboration across art, science and innovation.

1.4 Future Communication Dissemination activities undertaken by MUSAE residency teams

In addition to presenting their prototypes at the final exhibition *Cook Grow Code: Rethinking Food Futures* in Serbia, the second residency teams undertook a wide range of dissemination activities to share their work and broaden its impact. These included an academic publication, public exhibitions, lectures, digital media campaigns and participation in high-profile innovation events.

The *SOIL* team (Letizia Artioli and Uptoeearth Italia) pursued a multi-channel dissemination strategy. In addition to submitting an academic paper on hybrid artistic practices, they published a dedicated project webpage, produced a video hosted on Vimeo, and promoted their work across LinkedIn and Instagram. They also participated in Web Summit Lisbon (November 2024), engaging over 1,000 visitors from the academic, business, and startup communities.

Other teams contributed through both academic and public-facing activities. M. Stevanovic (Bee-Sustain) presented research findings at the RAAD 2025 scientific conference in Belgrade, reaching an audience of over 100 academics. The Growing Futures team led a public exhibition in Bilbao Metro Stations (May–July 2025), delivered the lecture *"Growing Futures"* at Maynooth University, Ireland and participated in the Empack Logistics & Automation Fair in Bilbao, engaging with companies, startups, and students.

These activities demonstrate the teams' dedication to extending the reach of their residency outcomes and advancing the MUSAE Factory Model as a replicable approach to socially and

environmentally responsible innovation. A Table of reported activities can be found in Annex 1.5.5.

1.5 Conclusion

Over the final year of the MUSAE project, significant efforts were made to amplify outreach, strengthen engagement, and ensure broad dissemination of outcomes. A diverse range of activities—including public exhibitions, academic workshops, conferences, press coverage, webinars, podcasts, and social media campaigns—were delivered across Europe.

These activities successfully engaged a wide spectrum of stakeholders, including artists, SMEs, researchers, policymakers and the general public.

Through both strategic communication and meaningful engagement, MUSAE has not only shared its results but also built momentum for continued impact beyond the project's lifetime. With tools like the Factory Model Pack, a strong partner network, and an exploitation strategy in place, MUSAE's vision will continue to inspire and influence future innovation at the intersection of art, technology, and sustainable food systems.

1.5 Annex

Annex 1.5.1 MUSAE project KPIs overview

Activity Type	Number	Reach/impact
Outreach events	15	>3,578 participants
Workshops/conference presentations	16	>21,500 attendees
Scientific publications	16	>4,000 views, 26 citations (as of 11 th July)
Blogs	3	>8,300 views
Press releases	4	Distributed widely to stakeholders
Webinars	8	>70 attendees, 500 views
Exhibitions	2	>2,800
STARTS Academy events	1	>50 attendees
Podcasts	4	>21,000 plays/views
TV appearance	1	384 view (YouTube recording)
Social media campaigns	Ongoing	>30,000 engagements
Newsletters	39	>20,000 subscribers
Book Chapter – S*T*ARTS book	1	Currently in production

Annex 1.5.2: Communication and dissemination activities achieved for the MUSAE project

Type of activity	Date	Partner(S)	Description	KPI	Notes
Outreach event	18/03/2023	UoM	Robot demo for Manchester Italian kids	80 participants (40 kids, 40 parents)	Young people and their parents
Outreach event	30/08/2023	UoM	Robot demo for AI minister visit at UoM	30 participants	BBC north west media were in attendance
Outreach event	08/09/2023	UoM	Robot demo for MIDAS Brazilian delegation visit at UoM	15 participants	Tech and manufacturin

					g people attended
Outreach event	10/11/2023	UoM	Robotic demo for University of Notre Dame Australia team	15 participants	
Outreach event	11/12/2023	UoM	Robotic demo for university students	8 participants	
Outreach event	12/12/2023	UoM	Christmas robotic event for elderly in Brunswick village extra care	20 participants	Elderly population
Event	28/04/2023	POLIMI	Design week, Milan – debates on innovation	286 participants	General public, designers, tech companies
Event	31/5/2023	POLIMI	Horizon futures watch workshop – promoting MUSAE project	24 participants	EU policy makers, Futures4Europe network
Outreach event	20/4/2024	UoM	Robot demo for Manchester Italian kids	70 participants	Young children and their parents
Outreach event	22/4/2024	ETF	Workshop – 2nd open call and DFA method were presented	40+ participants	Artists, SMEs and general public
Outreach event	18/4/2024	POLIMI	Milan Design Week Public event DFA method presented	50+ participants	General public, designers, students
Research festival	2/10/2025	UCD	UCD Conway Institute Annual Festival of Research & Innovation. Two MUSAE artists scenarios (videos) were showcased at the	200 participants	Researchers, students

			event (Chloe Rutzerveld and non-human nonsense)		
UCD - 'Cut from the same cloth' event	8/10/2025	UCD	Two MUSAE artists scenarios (videos) were showcased at the event (Chloe Rutzerveld and non-human nonsense)	40	Women from minority communities
Outreach event	8/10/2025	ETF	Outreach event that promotes tech innovations in Serbia (https://www.splet.rs/)	1000+ participants	Tech innovators, general public, students, researchers
Event	25-27/03/2025	PAL, ETF	European Robotics Forum 2025 (https://erf2025.eu/). PAL's team together with the partners from the University of Belgrade, School of Electrical Engineering presented the project MUSAE to more SMEs and DIHs.	1,700 participants	Researchers, tech providers, DIHs, eurobotics network
Conference/Workshop presentation	22/2/2023	UB	Ivanonva, P., (2023). 'Self-Supervised Fine-Grained Food Recognition' ICPRAM'2023 International conference, Lisbon, Portugal. (Keynote speaker)	60 attendees	Scientific
Conference/Workshop presentation	01/07/2023	UB	Tatjer, A., et al. (2023) 'CCLM: Class-Conditional Label Noise Modelling' IbPRIA 2023, Alicante, Spain. (best paper award)	80 attendees	Scientific
Conference/Workshop presentation	01/09/2023	UB	Bruni et al., (2023) 'Time-aware circulant matrices for question-based temporal localisation' ICIAP, 01 Sept, Udine, Italy	50 attendees	Scientific
Conference/Workshop presentation	03/10/2023	UB	Aguilar et al., (2023) 'Continual evidential deep learning for out of distribution detection' ICCVW 2023, 03 Oct, Paris, France	80 attendees	Scientific
Conference/Workshop presentation	4/10/2023	UB	Gonzalez et al., (2023) 'All4One: Symbiotic neighbour contrastive learning via self-	2000 attendees	Scientific

			attention and redundancy reduction' ICCV, 4-6 Oct, Paris, France		
Conference/Workshop presentation	17/05/2024	UoM	Art-robotic residencies enabled by common language' ICRA 2024, 17 May, Yokohama, Japan.	30 attendees	Scientific
Conference/Workshop presentation	03/06/2024	ETF	Rodic et al., (2024) 'Synchronisation of motion capture and forceplate data for analysis of vertical jumping' IcETRAN 2024, 03 June, Nis, Serbia	400 attendees	Scientific
Conference/Workshop presentation	04/06/2024	ETF	Gordic et al., (2024) 'Physical interaction interpretation in industrial robotics using dynamic time warping principles' RAAD 2024, 04 June, Romania	100 attendees	Scientific
Conference/Workshop presentation	3-7/06/2024	PAL	Conferences on industrial robotics, workshops and tutorials. At PAL Robotics' booth, the Musae project is being showcased in an innovative way—via a QR code displayed on the TIAGo robot, offering attendees an interactive and engaging way to learn about the project. BIEMH 2024, Bilbao, Spain	10,000 attendees	Industry leaders, business owners
Conference/Workshop presentation	27/7/2024	POLIMI	Efremenko, et al., (2024) 'Beyond boundaries: Art-tech collaboration driving future-oriented innovation' AHFE Conference, 27 July, Nice, France		Scientific
Conference/Workshop presentation	20/9/2024	ETF	Jovanovic, K (2024) 'Importance of Industry-Academia Collaboration in Robotics for Modern Education, Research and Industry' TIE 2024, Cacak, Serbia (invited talk)	70 attendees	Scientific
Conference/Workshop presentation	24/11/2024	ETF	Bečanović, F et al (2024) 'Reliability of Single-Level Equality-Constrained Inverse Optimal Control' IEEE-RAS 23rd International	700 attendees	Scientific

			Conference on Humanoid Robots, Nancy, France (https://2024.ieee-humanoids.org/program-glance/program-papercept/)		
Conference/Workshop presentation	21/5/2025	UoM	Semeraro, F et al (2025) 'TriHRCBot: A Robotic Architecture for Triadic Human-Robot Collaboration through Mediated Object Alignment' IEE International Conference on Robotics and Automation, Atlanta, Georgia, USA	7000 attendees	Scientific
Conference/Workshop presentation	10/6/2025	ETF	Todic, V., et al (2025) 'Vision-based robotic system for packaging loose materials in food industry - Use case design' IcETRan 2025, Cacak, Serbia.	400 attendees	Scientific
Conference/Workshop presentation	28/8/2025	UoM	Semeraro, F., et al (2025) 'Robustness to Object Occlusions in Human-Robot Collaborative Assembly Using Compact Prediction Trees' IEEE RO-MAN 2025, Eindhoven, Netherlands (https://www.ro-man2025.org/)	400 attendees	Scientific
Conference/Workshop presentation	14/5/2025	POLIMI	'From Vision to Innovation: Exploring the role of Art-Tech Collaboration for Ethical and Sustainable Futures' Futures4Europe Conference 2025, Vienna, Austria	200 attendees	Policy makers, scientific
Conference/Workshop presentation	10/9/2025	UoM	Academic workshop on Robotics and Arts for the Future of the Food Industry, RAFFI-el workshop at ICSR 2025, Naples, Italy		Academic
Scientific Publication	Sept 2023	UB	Nagarajan et al. 'Deep ensemble-based hard sample mining for food recognition', 2023, here .	3 citations, 18 captures	Scientific

Scientific Publication	Jan 2024	UB	Imanol, et al., 'All4One: Symbiotic Neighbour Contrastive Learning via Self-Attention and Redundancy Reduction' 2023 here , https://ieeexplore.ieee.org/document/10378428	8 citations, 63 full text views	Scientific
Scientific Publication	June 2023	UB	Tatjer et al., 'CCLM: Class-Conditional Label Noise Modelling' 2023 here ,	3 citations, 1466 views	Scientific
Scientific Publication	Sept 2023	UB	Bruni, et al., 'Time-Aware Circulant Matrices for Question-Based Temporal Localization' 2023 here ,	1181 accesses	Scientific
Scientific Publication	October 2023	UB	Aguilar, et al., 'Continual Evidential Deep Learning for Out Of Distribution Detection' 2023 here ,	9 citations, 104 full views	Scientific
Scientific Publication	October 2023	UB	Gonzalez-Esteva, I., et al., (2023). Goof fences make good neighbours (here)	42 full views	Scientific
Scientific Publication	October 2023	UB	Menchon, M., et al., (2023). Behavioural patterns discovery for lifestyle analysis from egocentric photo-streams (here)	1 citation, 5 captures	Scientific
Scientific Publication	2023	UB	Duenas, D., et al (2023). Efficient deep learning ensemble for skin lesion classification here		Scientific
Scientific Publication		UB	Ponte et al., 'Ontology-Driven Deep Learning Model for Multitask Visual Food Analysis' 2024 here		Scientific
Scientific Publication	2024	POLIMI	Monestier, E., Efremenko, T., Fiore, M., Canina, M. (2024). Beyond Boundaries: Art-Tech Collaboration Driving Future-Oriented Innovation. In: Evangelos Markopoulos, Ravindra S. Goonetilleke and Yan Luximon (eds) Creativity, Innovation and Entrepreneurship. AHFE (2024) International	333 downloads	

			Conference. AHFE Open Access, vol 125. AHFE International, USA here		
Scientific Publication	April 2024	UB	Nagaranjan, B., et al., (2024). Bayesian divideMix++ for enhanced learning with noisy labels (here)		Scientific
Scientific Publication	Aug 2024	UB	Tatjer, A., et al., (2024). Decoding class dynamics in learning with noisy labels (here)	2 citation, 4 captures	Scientific
Scientific Publication	Nov 2024	UCD	O’Gorman, et al., (2024). MUSAE: fusion of art and technology to address challenges in food and health. DOI: 10.1111/nbu.12723	869 full text views	Scientific
Scientific Publication	June 2025	UB	AlMughrabi, A., et al., (2025). FoodMem: Near real-time and precise food video segmentation (here)	1 capture	Scientific
Scientific Publication	July 2025	UB	Ponte, D., et al., (2025). Multi-task visual food recognition by integrating an ontology supported LLM (link)		Scientific
Scientific Publication	July 2025	UB	Aguilar, E., et al., (2025). CEDL+: Exploiting evidential deep learning for continual out-of-distribution detection (here)		Scientific
Blog	April 2023	PAL	Promoting MUSAEs first open call. https://pal-robotics.com/blog/musae-project-challenges-food-systems/	90 views	
Blog	August 2023	POLIMI	Blog article: Design Futures Art-Driven Methodology: Shaping the Future of Innovation https://www.futures4europe.eu/blogs/design-futures-art-driven-methodology%3A-shaping-the-future-of-innovation	8233 views	General public
Blog	April	UCD	Blog article on the 1 st residency exhibition in BCN and promoting the 2nd open call https://www.ucdnutrimarkers.com/blogs	150 views	General public

Press release	April 2023	POLIMI	MUSAE press releases - first open call	Distributed to 55 artists, 12 art academies, 7 magazines, 25 art centres & organisations	Artists
Press release	March 2024	UCD	Promoting the MUSAE exhibition in BCN		Stakeholders
Press release	March 2024	POLIMI	Announcing the 2 nd OC		Stakeholders
Press release	May 2025	UCD	To announce the launch of the Factory model pack		
MUSAE was featured in 39 newsletters, including 2 x special edition newsletters via S*T*ARTS	Various dates	S+T+ART S newsletters GLUON, MADE, ETF, UCD & UoM newsletters	Promotion of open calls, exhibitions, factory model launch, podcasts, announcing call winners etc	>20,000 subscribers in total	Artists, SMEs, general public, researchers
Webinar	8 th May 2023	UCD, POLIMI, MADE, GLUON, UB-ART	Online webinar; Informative session on the first MUSAE open call here	28 registrations; 16 attendees from the	Artists, designers

				<p>following countries; Spain, France, The Netherlands , Greece, Portugal, Serbia, Germany, Italy</p> <p>335 views on YouTube, 829 subscribers – STARTS EU</p>	
Webinar	15 th May 2023	UCD, POLIMI, MADE, GLUON, UB-ART	Informative session on the first MUSAE open call here	<p>38 registrations; 18 attendees from the following countries; Greece, Spain, Italy, Netherlands , Croatia, Switzerland, Morocco, Germany,</p>	Artists, designers

				<p>Slovenia, US, S. Africa, India, UK</p> <p>120 views on YouTube, 829 subscribers – STARTS EU</p>	
Webinar	22 nd May 2023	UCD, POLIMI, MADE, GLUON, UB-ART	Informative session on the first MUSAE open call here	<p>36 registration s; 18 attendees from the following countries; Slovenia, Germany, Spain, Italy, Estonia, Switzerland, Serbia, France, Netherlands</p> <p>128 views on YouTube,</p>	Artists, designers

				829 subscribers – STARTS EU	
Webinar	February 2023	POLIMI	Presentation of MUSAE dedicated to the 9th National Food Waste Prevention Day (https://www.eventi.polimi.it/rassegna-evento/settimana-di-prevenzione-dello-spreco-alimentare-4-10-febbraio/)		General public
Webinar	February 2024	MADE	Informative presentation on the second MUSAE open call	84 registered, 52 participants	Research communities Industry, Business partners
Webinar	March 2024	MADE	Informative session on the second MUSAE open call	28 registered, 24 participants	Research communities Industry, Business partners
Webinar	April 2024	MADE	Q&A session on the second MUSAE open call	38 registered, 27 participants	Research communities Industry, Business partners
Webinar	April 2024	MADE	Cascade funding infoday Agro-Food Sector by Sploro. MUSAE 2 nd open call	25 registered, 22 participants	Food sector
Future Foodscapes Exhibition	9-10 th April 2024	UB	Exhibition of the scenarios from the 1 st OC – a number of events were held over the two days	>700 attendees	Artists, SMEs, general public, curators,

					DIHs, students
Podcast	July 2024	UCD	https://on.soundcloud.com/AapTj2ZcEnavANQR8 MUSAE Podcast episode 1	60 plays	General public
Podcast	January 2025	UCD	https://soundcloud.com/ucd-conway/musae-creative-solutions-for-our-food-systems MUSAE Podcast episode 2	41 plays	General public
Podcast	June 2025	UCD	https://lnkd.in/dbFRvZMv MUSAE Podcast episode 3		General public
Podcast	November 2024	POLIMI	https://www.youtube.com/watch?v=OxoddaZ318I SPLORO podcast	21,000 views 146 subscribers	General public
TV	March 2025	ETF	Interview for National Television of Serbia here channel RTS and radio programmes (MUSAE was promoted twice on RTS)	>2.5 million channel viewers daily 384 views	General public
Social media posts – LinkedIn, Facebook, Instagram, Twitter	Various dates	UB-Art + all partners	Social media editorial plans were developed to promote MUSAE, open calls, promote exhibitions, promote the Factory model launch etc	>30,000 views	General public, scientific, artists, designers, SMEs, DIHs
Grow Cook Code rethinking food futures exhibition & STARTS academy event	21-23 rd June 2025	ETF, GLUON	Final exhibition of the 11-prototypes developed during the 2 nd residency which was held in the Palace of Science, Serbia	2000 participants	Artists, SMEs, Serbian chamber of commerce representative

					s, industry, academia and general public
--	--	--	--	--	--

MUSAE S+T+ARTS Launches Factory Model Pack – A New Toolkit to Boost Art-Tech-Science Innovation in Europe

The MUSAE Project is delighted to announce the launch of the **MUSAE Factory Model Pack**, now available on the official website: www.musae-project.eu. This practical and inspirational resource supports European Digital Innovation Hubs (E(DIHs)), artists, companies and researchers to implement the **MUSAE Factory approach**—a unique method of integrating **art, technology and science to co-create desirable futures**.

The MUSAE Factory Model Pack provides a comprehensive, easy-to-use framework that includes:

- **Templates** and tools to structure innovation workflows
- **Methodologies** to guide multi-stakeholder collaboration
- **Case studies** from real-world MUSAE pilots
- **Inspiration** to help kickstart transformative projects

Whether you're launching a cross-disciplinary workshop, building ethical and human-centred technology or exploring speculative design, this model pack helps turn vision into action.

Who is it for?

The Model Pack is ideal for:

- European Digital Innovation Hubs (E(DIHs)) looking to run art-driven innovation programs
- Artists and designers aiming to engage with technology development
- SMEs, startups and companies working at the cutting edge of innovation
- Researchers and institutions seeking structured yet creative ways to collaborate

Developed and tested through two open calls, the Factory Model champions **speculative design, artistic residencies and systems thinking** to help teams imagine better futures and build solutions aligned with real societal needs.



Explore and download the Model Pack here:

<https://musae.starts.eu/factory-model-pack/>



Get in touch with us: musae-design@polimi.it

A project by Politecnico di Milano (Italy), Ab.Acus (Italy), Universitat de Barcelona (Spain), MADE Competence Center 4.0 (Italy), PAL Robotics (Spain), Gluon (Belgium), University College Dublin (Ireland), The University of Manchester (United Kingdom), University of Belgrade - School of Electrical Engineering (ETF) (Serbia).

MUSAE is a Horizon Europe project working at the intersection of art, science, and technology. By bringing together artists, designers, researchers and businesses, MUSAE supports the creation of **Human-Centred Technologies inspired by the Arts**, fostering sustainable and desirable futures for all.

The MUSAE Team

Annex 1.5.3: Press release for Factory Model Pack Launch

Mail Template

Subject: Introducing The MUSAE Factory Model Pack – Your Toolkit For Art-Driven Innovation

Dear Stakeholder

We're excited to share that the MUSAE Factory Model Pack is now live and available to download!

Developed through the MUSAE Horizon Europe project, this practical and inspirational toolkit is designed to help European Digital Innovation Hubs (EDIHs), artists, companies and research institutions bring the MUSAE Factory approach into real-world settings.

Whether you're:

- Launching a transdisciplinary collaboration
- Exploring the intersection of art, technology and science
- Seeking structured ways to guide innovation processes

The Factory Model Pack offers the tools to help you get started – including templates, methods, case studies and curated guidance based on our open call residencies.

What's inside?

- Step-by-step guidance for running MUSAE-style innovation factories
- Tools for co-creation, foresight, and stakeholder engagement
- Real-world inspiration from our pilots on Health & Wellbeing Futures
- A flexible structure adaptable to your context and goals

If you have questions or would like to explore how the model could support your work, don't hesitate to reach out. We are holding 1:1 clinics in June for anyone who wants to learn more about the Factory Model - to book a 30 mins slot please click the links below;

3rd June - <https://calendar.app.google/NbPRcasSGtQHgg929>


11th June - <https://calendar.app.google/AepUAv3NFSar2bV9A>

18th June - <https://calendar.app.google/pJQWErzQsHryJdV56>

26th June - <https://calendar.app.google/1x3C5K9ENwybM5CTA>

Best Wishes,
The MUSAE Team

 Explore and download the Model Pack here:
 <https://musae.starts.eu/factory-model-pack/>

 Get in touch with us: musae-design@polimi.it

Annex 1.5.4: Press release for Factory Model Pack Launch

Annex 1.5.5 MUSAE 2nd residency teams dissemination activities overview

Exhibition held at Bilbao Metro Stations		
Empack Logistics & Automation Fair - Bilbao, Spain		
Talk and Roundtable "Design Futures: What is Design if it is not Radical, Alternative, and Reflective? Cairo, Egypt		
Talks: Growing Futures, MUSAE, STARTS lessons learnt - Euskalduna Palace - Bilbao, Spain		Academia, Students, general public, artists
Scientific conference - Presentation at the Circular Design in Action conference – Genova, Italy		Academia, students, artists
Contributions to the Topaketa event focused on innovation in the cultural and creative sector, Bilbao, Spain		
Scientific conference - Science for Sustainability, Aalto University, Finland		
Prize – SELEKTED, Bilbao, Spain	https://selekted.net/es	Academia, Students, general public, artists
Scientific conference & Design event - World Design Congress 2025 - Design Council, London, UK	https://www.worlddesigncongresslondon.com/	Academia, Students, general public, artists
Video dissemination	Disseminated to different stakeholders	
Cajamar Innova Acceleration Programme, online		
Social media – LinkedIn, website		
Event, Porto, Portugal	https://bitz.tools/events/venn	Citizens, food professionals

