

ICT work programme 2016-2017

ICT 36 – CALL 3

Boost synergies between artists, creative people and technologists

Why?

Innovation, today, is as much about novel solutions that technology and design can provide as it is about understanding needs of society and ensuring wide participation in the process of innovation.

In this context, the Arts are gaining prominence as a catalyst of an efficient conversion of S&T knowledge into innovative products, services, and processes.

The challenge is to accelerate and widen the **exchange of skills of artists and creative people with entrepreneurs and technologists**, thus creating a common language and understanding.

*This topic supports the **STARTS (S&T&ARTS) initiative, fostering innovation at the nexus of 'Science, Technology and the Arts'.***

(Please refer to the general introduction to the Work Programme)

How?

The activities are structured as follow:

A. Innovation Action establishing a structured dialogue between creative people and technology developers:

1. Develop a Network

AND

2. Organise a competition for Creative & Technologist to build prototypes.

B. Coordination and Support Action encouraging artists' integration into research and innovation projects, providing visibility of good practices and rewarding them

1. Brokerage service for artists in research and innovation projects

OR

2. Implementation of a 'STARTS prize'

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A - Creative people and technology developers

1 - *Develop a Network*

It will identify the relevant regional, national and international agencies active in education, research and economic support of the Creative Industries

- Establish a Europe wide sustainable structured dialogue, ensuring the synchronisation of the efforts
- Promote the replication of successful initiatives across other industries and European countries.

A - Creative people and technology developers

2 - Competition

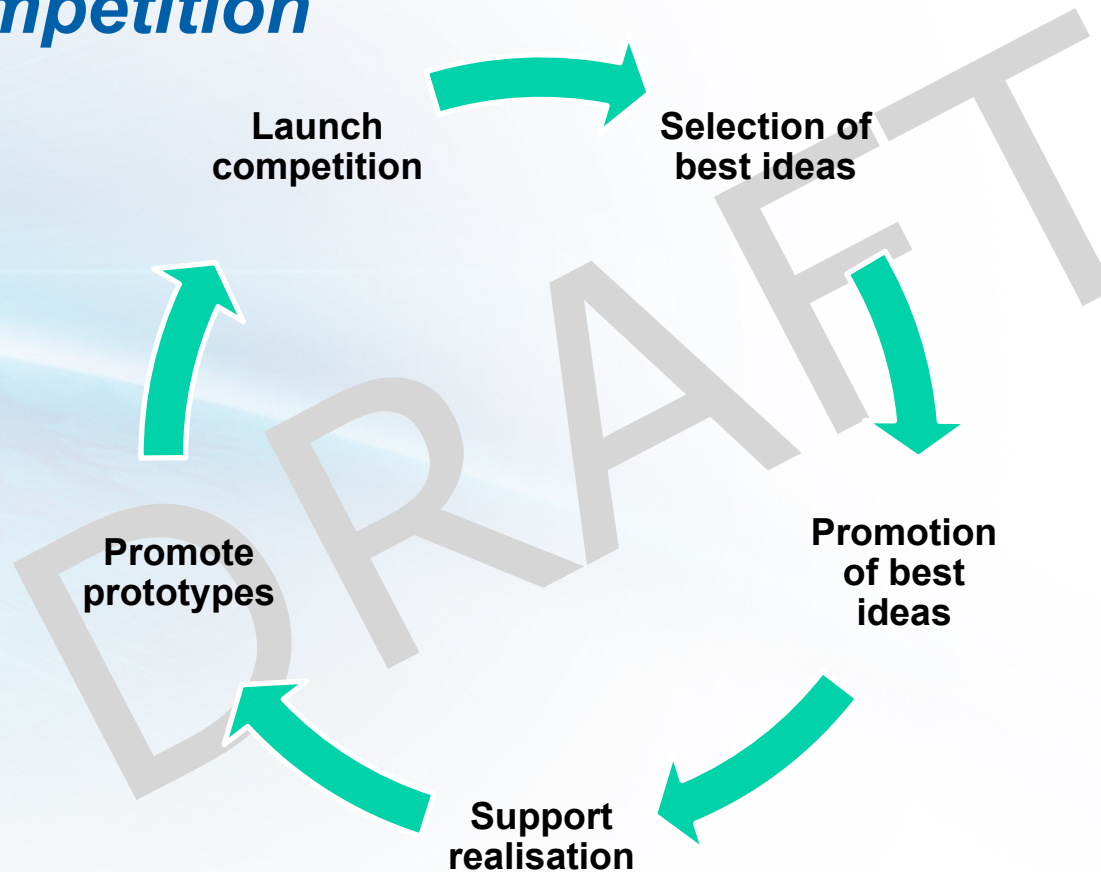
Taking advantage of existing structures such as fab labs, creative and innovation hubs.

Combine the following activities:

1. Launch a yearly Europe wide competition for the best creative product ideas
 2. Promote the newly selected ideas
 3. Ensure the financial support of their realisation.
 4. Promote the prototypes resulting from the selection of the previous year
- Develop a sustainability strategy to ensure the persistence of the experiences gained and the coordination mechanisms set up during the action beyond the funding period.

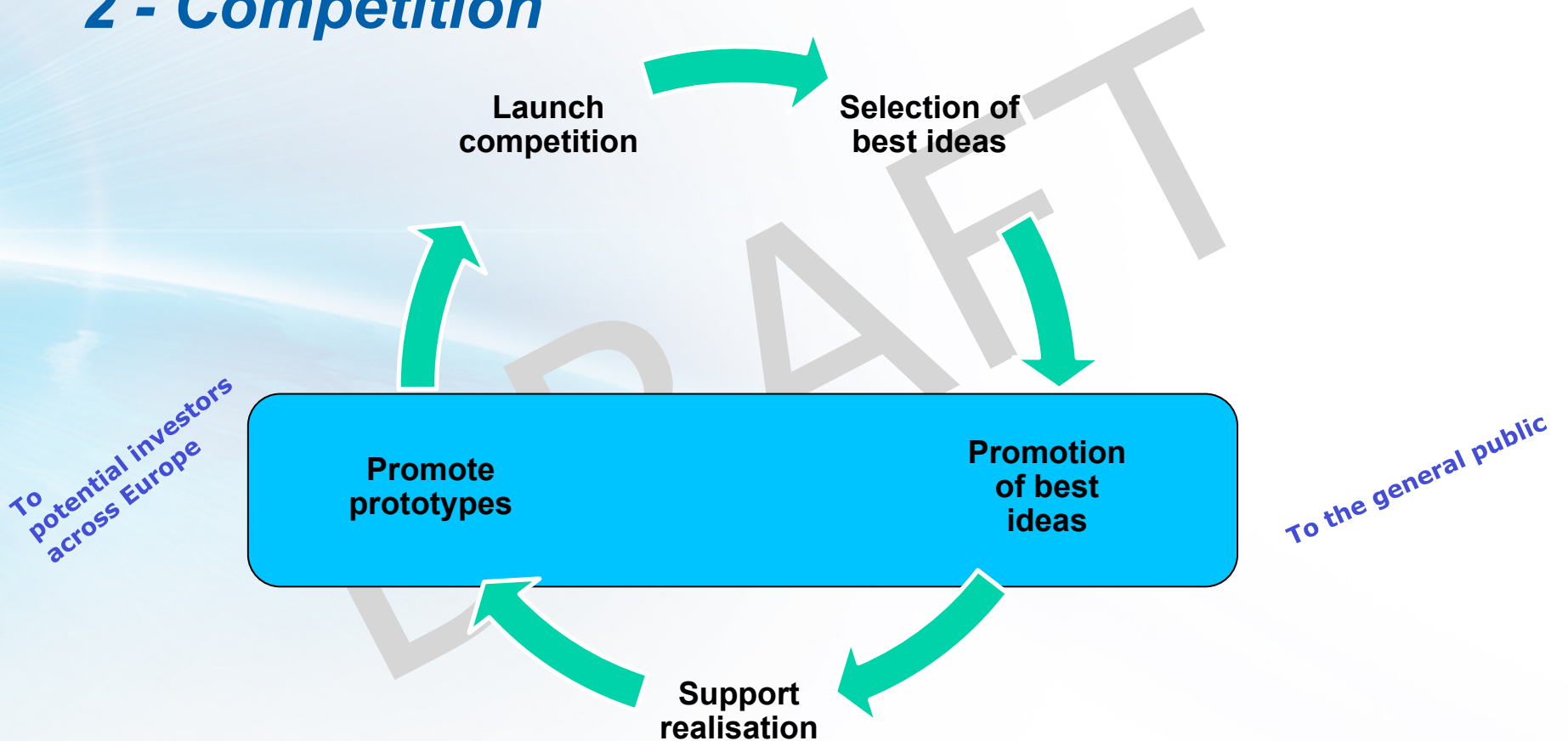
A - Creative people and technology developers

2 - Competition



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A - Creative people and technology developers

2 - Competition

Teams of creative individuals and technologists providing novel ideas

Evaluation criteria:

- Originality
- Feasibility
- Economic or social value potential.

The consortium will define the process for selecting the prototype developments

Typical financial support per experiment: < 50.000 €

A - Creative people and technology developers

1 and 2

Estimated Total Grant: about EUR 3 million

At least 80% of the funding should be dedicated to the prototype developments (2).

It is recommended to also use established networks reaching out to SMEs like the Enterprise Europe Network and the NCP network for calls publications and awareness raising towards SME's.

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B - Encouraging artists' integration

1 - Brokerage service

Coordination and Support Action to provide a **brokerage service** that will:

- **Fund short-term residencies/fellowships** in running H2020 projects or in institutions and sponsor 'matchmaking events' (workshops, hackatons, etc.) that will allow artists and ICT experts to develop common work practices and address concrete problems.
- **Set up an online platform** to match partners from the ICT and the Arts, identify concrete R&D&I problems that artistic practices could help address.
- **Organise an annual high visible STARTS event** with international outreach bringing together H2020 projects, industrial players and artists and showcasing successful interactions between industry, technology and the Arts.

Budget: 4 Mio € (*estimated*)

Duration: 4 years (*estimated*)

B - Encouraging artists' integration

2 - "STARTS" prize

Coordination and Support Action to implement a 'STARTS prize'

STARTS == Science, Technology and the Arts

Reasoning:

- Showcase vision and innovation in technology rooted in links with the Arts by giving visibility to the most forward- looking collaborations and the impact on innovation that they have achieved.
- Rewarding outstanding contributions to innovation resulting from collaborations of technology with the Arts.

B - Encouraging artists' integration

2 - "STARTS" prize

Coordination and Support Action to implement a 'STARTS prize'

Two annual prizes (20.000 € each):

- One honouring artistic exploration where appropriation by the Arts has altered (the use, deployment, or perception of) technology
- One honours works linking ICT and the Arts (technological or artistic) that open new pathways for innovation and/or society.

B - Encouraging artists' integration

2 - "STARTS" prize

Coordination and Support Action to implement a 'STARTS prize'

The support action will ensure:

- Publicising the prize,
- Handling of submission in a scalable manner,
- Establish the evaluation procedure for the prize in liaison with the EC services,
- Organise the award ceremony together with an exhibition and a (travelling) exhibition of shortlisted works.

B - Encouraging artists' integration

2 - "STARTS" prize

Coordination and Support Action to implement a 'STARTS prize'

Visibility and impact:

- Be a long-term commitment,
- Must reach out to both technology/industry and to the art world.

(Might therefore be best linked to an existing high profile prize allowing leveraging existing resources and credentials.)

Budget: 1 Mio € *(estimated)*

Duration: four years *(estimated)*

ICT-36: Boost synergies between artists, creative people and technologists

A) ICT-36 IA

Action: Innovation Actions

Project Size: 3 Mio € (Indicative)

Budget: 3 Mio € (Indicative)

B) ICT-36 CSA

Action: Coordination and Support Actions

Project duration: expected 4 years

Project size: 4 Mio € (Brokerage) and 1 Mio € (Prize)

Budget: 5Mio € (Indicative)

Opening: 20 October 2015 (Indicative)

Deadline: 12 April 2016 at 17.00 Brussels time (Indicative)

