

Art unlocks the power of science and knowledge for all

January 2025

*Over 50 projects and activities in the unique **InteractionSeeds Repository** are intended to inspire, motivate and demonstrate the influence that art has on modern societal challenges. For example - Improvisation workshops facilitated by the Swedish research Institute RISE where actors, researchers and designers collaborate with youngsters to understand climate knowledge, address their anxieties and come up with ideas for positive actions relevant to their lifestyles.*

Art has the power to change narratives and inspire societal action by sparking important discussions through the message it conveys.

The European research project InteractionSeeds focuses on testing, adapting, and developing a replication framework that facilitates art-science-society interactions. This framework aims to address complex societal challenges that significantly impact citizens' daily lives, such as health, climate change, demographic shifts, and digital transformation. These challenges align with EU policy priorities and leverage the knowledge and ecosystems developed by the project's partners.

Throughout the course of the project, a multidisciplinary team of scientists, researchers, and artists work together with initiatives to solve local challenges. By fostering innovative approaches that encourage critical thinking, and harness cultural and artistic influence, InteractionSeeds seeks to create positive and sustainable change, while enabling the replication and scaling of its methods across diverse contexts.

'It's exciting to see what happens to people after just a short time when they take part in the workshops or other activities,' says Itzar Vidoretta, still full of enthusiasm when she talks about the project in the small Basque town of Gernika. Itziar is an environmental engineer and a member of the GAIA Cluster team. GAIA is the Association of Knowledge and Technology Industries of Euskadi, which brings together more than 300 companies in this sector. In this project, the newly founded Energy Community Gernika was the focus of the artistic activities. By incorporating dance, 'do it yourself' offers and much more, residents were able to learn and understand the added value of decentralising and socialising energy production.

In 2024, the InteractionSeeds project has supported 8 local art-science initiatives. These included the Digital Clean Up Day in Stockholm, where students learnt about the impact digital waste can have in various areas of life. In addition, the House of Artificial Intelligence in Kozani, Greece, raised awareness of the advantages and disadvantages of innovative technology among various social groups through artistic initiatives (journalists, photographers, etc.).

‘The possibilities seem almost endless,’ enthuses Stéphanie Petit, InteractionSeeds coordinator and partner of Dowel Innovation. Dowel Innovation is an innovation consulting cooperative company specialised in research valorisation and European projects, focusing on the whole R&I ecosystem and its connections, and strengthening co-creation between actors to create societal value.

InteractionSeeds project has created an extensive online repository at www.interactionseeds.eu/repository featuring over **50 artistic activities** designed to communicate scientific knowledge to citizens and foster co-creation. These initiatives span diverse topics, including an AI-focused film that sparked a thought-provoking debate on artificial intelligence in the European Parliament. The influence of art on science and innovation extends beyond this project, as demonstrated by CERN’s recognition of its transformative potential. Through the ‘Arts at CERN’ programme, 35 commissioned art projects have offered scientists new and imaginative perspectives on their research, showcasing how artistic expression can inspire innovation and enrich scientific exploration.

Twelve months into the project, the role of the Art-Science-Society Facilitator has come into focus as a key element for ensuring the sustainable dissemination and replication of activities. In the context of InteractionSeeds, this role is pivotal in defining, managing, and implementing co-creation strategies. By guiding exploration, experimentation, and evaluation through the Art-Design Thinking framework, the facilitator ensures the effective application of cross-fertilisation methodologies. From ideation to testing, these methodologies stimulate interdisciplinary collaboration, blending artistic, design, technological, and social perspectives to drive meaningful innovation. By the end of 2025, the project will have directly accompanied 20 art-science activities, analysing and sharing findings to refine this critical role and its professional requirements.

More information on the project progress and upcoming opportunities are available on the project [website](#), [Instagram](#) and [LinkedIn pages](#).

Contact:

Stéphanie Petit

Project coordinator

DOWEL Innovation

stephanie.petit@dowel.eu

Patrick Rembe

Media & Communication

Greenovate! Europe

p.rembe@greenovate-europe.eu



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HADEA. Neither the European Union nor HADEA can be held responsible for them.