DECISION

Subject:	Memorandum of Understanding for the implementation of the COST Action "Artistic Intelligence - Responsiveness, accessibility, responsibility, equity" (ARTinRARE) CA23158

The COST Member Countries will find attached the Memorandum of Understanding for the COST Action Artistic Intelligence - Responsiveness, accessibility, responsibility, equity approved by the Committee of Senior Officials through written procedure on 17 May 2024.

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MEMORANDUM OF UNDERSTANDING

For the implementation of a COST Action designated as

COST Action CA23158
ARTISTIC INTELLIGENCE - RESPONSIVENESS, ACCESSIBILITY, RESPONSIBILITY, EQUITY (ARTinRARE)

The COST Members through the present Memorandum of Understanding (MoU) wish to undertake joint activities of mutual interest and declare their common intention to participate in the COST Action, referred to above and described in the Technical Annex of this MoU.

The Action will be carried out in accordance with the set of COST Implementation Rules approved by the Committee of Senior Officials (CSO), or any document amending or replacing them.

The main aim and objective of the Action is to advance the (re-)integration of artistic research and conventional modes of inquiry to benefit all forms of knowledge production. By convening cross-disciplinary networks, this Action coordinates the application of new computational techniques, such as ML/AI, to practice-based research across the arts. This will be achieved through the specific objectives detailed in the Technical Annex.

The present MoU enters into force on the date of the approval of the COST Action by the CSO.

OVERVIEW

Summary

Artistic intelligence refers to the collective capacity of artistic and practice-based research to generate impact and value beyond the project-specific, singular outcomes of an individual project. This COST Action explores value propositions based on the data, information and knowledge that emerge from the relationships between artistic research projects, research practices, and research cultures that are usually excluded from or ignored by conventional evaluation schemes.

Artistic and practice-based research is increasingly called upon to enable cross-disciplinary research to address complex societal challenges in collaborative ways. However, most of this research is currently conducted in isolation from the work of related or relevant researchers who have already addressed similar questions or come to different conclusions - let alone the potential for linkages with other forms of scientific research.

As a result, even new projects tend to de-prioritise referencing, contextualising their sources and referring to a state-of-the-art that might even include results from other disciplines. On the other hand, the methods and results of research are difficult to trace and access for anyone who has not been involved in the process.

The Action responds to the lack of common standards, challenging isolated, non-referenced research processes across the arts and culture. It aims to link emerging initiatives in practice-based research by exploring current technological possibilities for accessing, linking and validating them within a common framework of artistic intelligence.

Areas of Expertise Relevant for the Action	Keywords
● Arts: Visual arts	● Artistic Research
● Arts: Performing arts	● Research Policies
● Arts: Databases, data mining, data curation, computational modelling	● Machine Learning
	● Knowledge Transfer
● Other humanities: Cultural heritage, cultural memory	● Post-disciplinarity
● Media and communications: Library science	

Specific Objectives
To achieve the main objective described in this MoU, the following specific objectives shall be accomplished:

Research Coordination
● To iteratively apply, refine, and extend a dynamic analytical matrix for situating, articulating, and relating the principles and lessons gleaned from systematically analysing artistic research.
● To develop a provisional framework for knowledge transfer surrounding the analysis, exploitation, and application of artistic practices (and practice-based research more generally).
● To lay key foundations for more transparent uses of ML/AI, which emphasise the values of responsiveness, equity, accessibility, and responsibility.
● To develop a prototype reference framework capable of grasping the emerging roles of artistic research in enabling viable, sustainable, and equitable adaptation to the digital shift.
● To foster principles, processes, approaches, and aims to provide numerous mechanisms to form lean

and agile transnational teams of researchers.

<u>Capacity Building</u>
● To establish a research network dedicated to using emerging computational techniques to large-scale corpuses of artistic research in order to identify potential value propositions.
● To nurture wider interest networks of diverse institutional and non-institutional stakeholders who recognise the broad potentials — theoretical, discursive, practical, etc. — of systematic analysis of artistic research (and/or other complex subject-area corpuses).
● To foster the career development of young researchers and innovators working within the field of Artistic Intelligence, with an emphasis on ITC participants, gender balance, age and geographic representation.
● To extend and expand existing capacities, such as the Research Catalogue, to overcome technological and epistemological barriers, and to promote open accessibility, equitable approaches, cultural and disciplinary responsiveness, and societal responsibility.

TECHNICAL ANNEX

1. S&T EXCELLENCE

1.1. SOUNDNESS OF THE CHALLENGE

1.1.1. DESCRIPTION OF THE STATE OF THE ART

Anxious headlines suggest that artificial intelligence (AI) has sparked panic across the creative sector, but artists and creative practitioners are often among the earliest adopters of new technologies — and machine learning (ML) and AI are no exception. Individual practitioners have experimented for years with applying these techniques — in automated writing, experimental musical compositions, computational photography, interactive installations, time-based performances, and more. These and other technologies have been widely used on a larger scale (e.g., evaluating film scripts, accessing cultural heritage and predicting audience behaviour) across the cultural and creative sectors (CCIs). However, because different artistic and creative fields have encountered new computational technologies in different ways and contexts, they often use idiosyncratic conventions for naming technologically advanced experiments within their field (e.g., "electronic music," "computer graphics," "parametric design," etc.).

The visibility and easy access to AI-driven tools such as Midjourney and ChatGPT have led many to see AI in creative contexts as a tool for generating "artistic" products such as images and texts. Moreover, most prominent forms of AI are commercial and treat their techniques as proprietary secrets. The result: "AI" is widely seen as a nearly magical system capable of appropriating past work and generating new products so efficiently that it threatens to replace the creative dimension of workers across many fields or even to defy regulation by public authorities. More problematically still, these ad-hoc approaches have, in the view of many experts, fostered a de-facto "black box" epistemology in which the complexity of emerging technologies directly challenges core values and procedures shared across STEM fields, social sciences, and the humanities. However, these narrow, selective focuses ignore the potential of applying AI to "meta" practices related to and/or stemming from widespread creative activity — for example, interpretation, curation, history, and integration with other fields (e.g., STEM or social science).

This is not to say that ML/AI do not pose risks to creative fields. For example, the explosion of ChatGPT threatens to undermine authorial rights, educational integrity, and the general accuracy of information across society. At the same time, though — like other, related tools such as publicly accessible automated translation — the power of tools like ChatGPT to synthesise, distil, and "translate" large, dispersed informational resources promises a sea change by overcoming myriad obstacles to knowledge, with implications for everything from disciplinary expertise to cultural heritage.

Moreover, black-box algorithms have been widely documented to reaffirm inequities. In some cases (e.g., Google's original "PageRank" system), this was often seen as a virtue for its power to surface well-regarded resources. However, with the rise of algorithmically driven social media, this came to be seen as far more problematic and subject to opaque manipulation. The recent emergence of public-facing AI tools (e.g., ChatGPT and Midjourney) has prompted more widespread, intense concerns about reinforcing stereotypes of gender, ethnicity, and social status, thus demonstrating the clear and compelling need for proactive efforts to develop and experiment with ML/AI techniques with a strong emphasis on transparency and participation at every stage — and the potential for positive widespread societal impact.

Of course, AI/ML are widely or almost universally applied to challenges of discovery and classification. These techniques are the main basis for so-called platform economies, with their emphasis on commercial algorithms and recommendation engines. However, (1) these systems are almost uniformly treated as proprietary, so the processes and resulting data are held in secret; and (2) the use of these techniques in non-commercial contexts (e.g., civil society, academic research, and policy) lags far behind.

The Action will seek contact with publishing platforms such as the Society for Artistic Research's (SAR) Research Catalogue (RC), a non-commercial collaboration and publishing platform for artistic research. Free for artists and researchers, and conceived as an inclusive, open space for experimentation and exchange, it serves as a backbone for teaching, student assessment, peer-review workflows, and

research funding administration. RC content presented by SAR's own journal is peer-reviewed, as are some of the institutional portals that use the RC, whereas the remaining expositions and other information are quality-controlled by individual authors.

1.1.2.   DESCRIPTION OF THE CHALLENGE (MAIN AIM)

Current models of AI and ML are characterised by a reductionist approach to modelling relationships and references between products of creativity. It ignores paradoxes, irony or ambiguities. With the concept of Artistic Intelligence, this COST Action proposes an open, holistic, and integral approach to outlining the complex challenges of art, culture, and creativity, while demonstrating, highlighting, and evaluating their multiple connections to other forms of knowledge production in open and transparent ways.

We live in a time when the power to create references, build contextual frames, and evaluate impact has been automated to an unprecedented degree and, in the view of many, algorithmic processes are out of control. However, rather than merely objecting to conditions, *Artistic Intelligence* proposes a different approach. It applies the principles of openness — from across science, data policy, publishing, software development, and beyond — to data processing, training models, information, and knowledge. It does so by working with corpuses of material — specifically, the Research Catalogue — which themselves question institutional, disciplinary, and sectoral obstacles to intellectual and cultural inquiry. This alignment — between the source material, the approaches this approach will foster, and the reference frameworks that emerge — constitutes *Artistic Intelligence*, a field that is still in its early phase but seeks to maximise society's collective capacity to recognise and realise potential value propositions in contingencies, intersections, associations, and relations between research projects, practices, and cultures.

This matters even more at a time when artistic research and production are increasingly called upon to facilitate cross-disciplinary research and cross-creative innovation in order to address complex societal challenges. Recently, initiatives such as the New European Bauhaus or EIT Culture & Creativity have made strides toward awarding, articulating, and analysing activities in the cultural and creative sectors (CCIs). These initiatives have laid the foundations for ambitious efforts — for example, to explore the CCIs' wider potentials, to revisit their capacity to generate societal impact, and to reshape contexts around them. In doing so, they invite ambitious questions — about how the sector can, more than just adapting to the European Green Deal and the triple transition, actively *contribute* to advancing them.

1.2.   PROGRESS BEYOND THE STATE OF THE ART

1.2.1.   APPROACH TO THE CHALLENGE AND PROGRESS BEYOND THE STATE OF THE ART

At its core, the main aim of this COST Action is clear: to radically **advance the (re)integration of artistic research and conventional modes of inquiry to the benefit of all forms of knowledge formation and production**. Much of the foundational work toward this end has already been done, yet the many divides that separate this research and conventional modes stubbornly persist. There are many reasons for this, which lie beyond the scope of this Action, but one is straightforward: *discoverability*. What resources are there for scientists, public officials, civil society, or the public to find examples or practitioners of artistic research whose ideas, processes, or creations inform and advance their goals? The answer is not much different than a century, two, or even three ago: word of mouth, however mediated.

This COST Action lays the theoretical and practical foundations for frameworks needed to systematise these reciprocal processes of discovery. It will apply emerging computational techniques such as ML and AI to develop, formalise, and disseminate new frameworks that articulate artistic research in ways that dramatically advance our capacity to integrate and mobilise disparate modes of inquiry. This synthesis, from the immediate activities of creativity to the abstractions of metadata that enable integration, is *Artistic Intelligence*. It is, in a word, a "moonshot" — that is to say, an initiative that is at once visionary and an eminently achievable example of mission-driven research.

This COST Action addresses the challenge of *Artistic Intelligence* by convening cross-disciplinary and cross-contextual expert networks with the shared goal of coordinating the application of new computational techniques, such as ML/AI, to artistic and practice-based research. It does so by surveying, analysing, and formalising conceptual and practical frameworks to discover artistic research in order to:

1. advance artistic research as a field of knowledge formation and knowledge production in terms of its quality, societal impact, and valorisation strategies;

2. enable deeper integration with conventional forms of research (e.g., STEM, SSH); and

3. facilitate the situation and implementation of artistic-research approaches and methods to real-world problems across academia, civil society, public policy, and the private sector.

In concrete terms, this COST Action will initiate, host, and extend a network of researchers, practitioners, and theorists from across Europe and beyond engaged with analysing, applying and evaluating new computational techniques such as machine learning (ML) and artificial intelligence (AI) to critically and self-critically understand the range, relations, and impact of artistic research across diverse institutions and discourses.

Its ultimate aim is to develop a *reference framework* — that is, a practical public resource — that will (1) enable identifying unrecognised potentials and value propositions across the field of artistic research, and (2) facilitate the communication, analysis, and application of findings. More specifically, it sets out to:

● survey existing corpuses of artistic research and adjacent activities;

● identify ML/AI techniques suitable for deepening and extending current these research resources (e.g., corpuses, taxonomies, reference frameworks);

● develop new, more articulate frameworks for grasping and relating artistic research activities (1) within the field itself, (2) to adjacent and wider fields of knowledge creation, and (3) relevant to societal impact; and

● promote these frameworks to stakeholders across the aforementioned domains.

As an innovative, proactive solution, this COST Action proposes to develop a *reference framework* for artistic and practice-based research that accounts for the four pillars of this COST Action:

● draws on the technical expertise of systems-oriented fields (library science, technical standards); is applicable to *responsible* research processes in all creative disciplines, sectors and industries;

● is based on the *responsiveness* of digital technologies that support multimedia and rich text while encouraging data sovereignty;

● includes creators and audiences, offering a wide range of formats for linking, connecting, annotating and citing, advancing its principle of *equity*; and

● promotes principles of open *accessibility* to provide equal opportunities for artistic and practice-based research regardless of geography, institutional support, or other imbalances.

This reference framework will dramatically advance the discoverability, capacity for macro- and micro-analysis, and transferability of artistic research, *as well as analogous problems in other fields.*

1.2.2. OBJECTIVES

Broadly speaking, the foundation of this COST Action's approach to articulating *artistic research as well as its potential values and impacts* is a minimal, intuitive, and, above all, extensible framework for making the field more tractable. It does so by contextualising this research in a *dynamic analytical matrix* based on three tripartite distinctions. The first distinction situates a specific instance of this research in terms of the **digital shift and a common understanding of the challenges that come with it**:

● *adaptation* — how does it *relate* to systemic change?

● *contribution* — how can it *advance* systemic change?

● *direction* — how can it *shape* or even *drive* systemic change?

The second, more fine-grained distinction articulates it with respect to the larger field of **knowledge production and implementation** and the specific challenges connected to the heterogeneous sources of information to be collected and curated:

● *artistic research itself* — how can specific instances, tendencies, or themes *fit* in the larger field?

● *research* — how can it *engage* or *intersect* with conventional modes of inquiry?

- *societal outcomes* — how can it *enable* implementation and impact?

Such a basic scheme is essential, but it lacks the dynamism needed to mobilise artistic research, so this COST Action relates it to **knowledge transfer and broad impact** and the need for novel theoretical approaches and international coordination in keeping with the following values:

- *discoverability* — how will it make the principles and lessons gleaned from systematically *analysing* artistic research more accessible?

- *cross-fertilisation* — how will it foster new uses of information (e.g., in research)?

- *knowledge transfer* — how will it enable wider acquisition of skills, awareness, and agency?

1.2.2.1.   Research Coordination Objectives

This "three-dimensional" matrix offers a flexible, neutral scaffold for this Action to prompt consistent, pragmatic discussions and developments among diverse stakeholders *without biasing their outcomes*.

1. To iteratively apply, refine, and extend a *dynamic analytical matrix* for situating, articulating, and relating the principles and lessons gleaned from systematically analysing artistic research;

2. To develop a *provisional framework for knowledge transfer* surrounding the analysis, exploitation, and application of artistic practices (and practice-based research more generally);

3. To lay *key foundations for more transparent uses of ML/AI*, which emphasise the values of responsiveness, equity, accessibility, and responsibility;

4. To develop a prototype *reference framework* capable of grasping the emerging roles of artistic research in enabling viable, sustainable, and equitable adaptation to the digital shift;

5. To foster principles, processes, approaches, and aims to provide numerous mechanisms to form lean and agile transnational teams of researchers.

1.2.2.2.   Capacity-building Objectives

Co-creating and co-evaluating such a reference framework requires a well-established, broad network as the main capacity. It requires not only one but many bridges between various disciplines and sciences.

This COST Action's broad capacity-related objectives foster knowledge exchange and the development of a joint research agenda in terms of:

1. To establish a research network dedicated to using emerging computational techniques to large-scale corpuses of artistic research in order to identify potential value propositions;

2. To nurture wider interest networks of diverse institutional and non-institutional stakeholders who recognise the broad potentials — theoretical, discursive, practical, etc. — of systematic analysis of artistic research (and/or other complex subject-area corpuses);

3. To foster the career development of young researchers and innovators working within the field of Artistic Intelligence, with an emphasis on ITC participants, gender balance, age and geographic representation;

4. To extend and expand existing capacities, such as the Research Catalogue, to overcome technological and epistemological barriers, and to promote open accessibility, equitable approaches, cultural and disciplinary responsiveness, and societal responsibility.

2. NETWORKING EXCELLENCE

2.1.   ADDED VALUE OF NETWORKING IN S&T EXCELLENCE

2.1.1.   ADDED VALUE IN RELATION TO EXISTING EFFORTS AT EUROPEAN AND/OR INTERNATIONAL LEVEL

This COST Action will process emerging EU policies on AI and survey relevant research carried out in the course of the Action. It will generate added value by:

- gathering and connecting existing efforts, experiments, and applications of AI and ML technologies across the cultural and creative sectors to provide a comprehensive overview to increase the **discoverability** of the different projects;
- comparing and evaluating the status of the different approaches to analyse the potential for synergies and **cross-fertilisation**; and
- reframing them as *Artistic Intelligence* by assessing them in terms of their **transferability** between different sectors and disciplines, but most importantly beyond.

The added value generated will be manifold and potentially unlimited. However, it will become most obvious in relation to existing efforts at European and international levels. This can be demonstrated by the examples of a few but most prominent efforts on European level:

- **S+T+ARTS** is driven by the conviction that science and technology combined with an artistic viewpoint open valuable perspectives for research and business through a holistic and human-centred approach. This COST Action will ground its activities in the large number of projects that have been initiated and supported by S+T+ARTS so far. It will include the results of specifically relevant collaboration projects between art, science and technology, and propose strategies to increase their discoverability and transferability.

- The **New European Bauhaus (NEB)** is a creative and interdisciplinary initiative that connects the European Green Deal to our living spaces and experiences. This COST Action will interface with the NEB movement, discuss and develop citizen driven approaches to enhance and multiply the societal impact of best practices for a greener and fairer way of life through a specific approach of cross-fertilisation based on an open-source and open-data approach.

- **EIT Culture & Creativity (EIT C&C)** is an initiative of the European Institute of Innovation and Technology (EIT). It is a Knowledge and Innovation Community (KIC) designed to strengthen and transform Europe's Cultural and Creative Sectors and Industries (CCSI) by connecting creatives and organisations to Europe's largest innovation network. This COST Action will collaborate with the Strategic Topic Groups of EIT C&C, working on similar and related topics. It will provide specific expertise to catalyse the effects of increased discoverability, cross-fertilisation and transferability of outcomes between heretofore-isolated scientific and artistic-research communities, various stakeholders and policy-makers, start-ups in the field of creative technologies and cultural innovation, as well as Higher Arts Education Institutions.

The added value of this COST Action will appear as a substantial, practical reward of inter- and cross-disciplinary collaboration which is expressed in a range of long-term networking opportunities with the key actors in the field of art, culture, and creativity, as well as science and technology. This will be an excellent occasion and will significantly push the efforts to include the arts in the current reorganisation of the entire field of science, technology, engineering and mathematics (**from STEM to STEAM**).

2.2. ADDED VALUE OF NETWORKING IN IMPACT

2.2.1. SECURING THE CRITICAL MASS, EXPERTISE AND GEOGRAPHICAL BALANCE WITHIN THE COST MEMBERS AND BEYOND

The initial network of proposers represents substantial experience and expertise regarding ML/AI technologies and application in the cultural and creative sectors, as well as most relevant experience and institutional anchoring across the entire range of contemporary forms of artistic research, education, and innovation.

This COST Action brings together a critical mass of researchers and stakeholders from 26 COST countries, of which more than half are ITC countries. Other internationally under-represented areas in artistic research and creative technology have also received careful attention. Most participants will be affiliated with universities and research centres across Europe, representing the major players currently active in the field of artistic research and arts education in Europe.

This COST Action will cover the entire breadth of various institutionalisation strategies of Artistic Research currently emerging across Europe. The essential fields of the proposed COST Action will be represented by applied and theoretically oriented researchers, policy-oriented researchers, as well as experts with diverse expertise in creative technology, covering a wide geographical range across Europe. This diversity will enable the Action to include perspectives that are responsive to cultural contexts and different institutional configurations. As a whole, the network represents individuals, research groups, and larger communities spanning all genders, ages, and cultural backgrounds, whose expertise is based in:

- Research centres and university departments engaged in interdisciplinary research within art, design and technology, promoting collaborative work between practitioners, theorists, and developers. These research centres and academic departments stand for complementary research fields covering a broad spectrum of expertise that includes, among others, visual and digital arts, artificial intelligence, performative arts, speculative design, community-engaged art practices, STEAM approaches, and arts education. The complementarity of these areas is essential to groundbreaking work capable of overcoming technological and epistemological barriers between accessible standards, equitable approaches, cultural and disciplinary responsiveness, and societal responsibility.

- Artistic networks, cultural NGOs and SMEs collaborating with creative practitioners, artistic collectives, researchers, academics and local communities, with the necessary experience, expertise and capacities to develop digital platforms for artistic research, mission-oriented artistic research, community-engaged practices, research documentation, and interdisciplinary research. These organisations have extensive experience in disseminating artistic research, organising decentralised artistic research events, and involving local communities through various channels, including conferences, exhibitions, workshops, and the creation of physical and digital publications and archives.

This Action holds significant value by enabling collaboration among researchers and practitioners at the local, national, and European levels. Participants bring valuable connections with impact partners and policy-makers. This high level of expertise and complementarity among members ensures the Action's success and the conditions for significant educational and societal impact. Through the Management Committee, supported by a Core Group, the Action will make a combined effort to continuously expand and strengthen the network in expertise, disciplinary, and geographical diversity by identifying individuals with the required expertise and inviting them to join and participate in its activities.

Furthermore, this COST Action will directly connect and generate impact in relation to a number of other European projects, such as:
- Erasmus+ Blueprint skills alliance CYANOTYPES for the cultural and creative sectors and industries, as well as the Creative Pact for Skills;
- Creative Flip and Creatives Unite as flagship projects of the European Commission;
- Policy-makers from the Cities and Regions Forum of EIT Culture & Creativity.

2.2.2. INVOLVEMENT OF STAKEHOLDERS

This COST Action focuses on *artistic research* and *advanced computational techniques* such as ML/AI, each with different stakeholders and dynamics. ML/AI's seemingly sudden permeation of many spheres is widely said to threaten the creative and cultural sectors — but no one would suggest that CCS threaten computer science. This asymmetry is key to this COST Action's approach to stakeholders.

The cultural *impact* of advanced computation outstrips the cultural *presence* of software engineers and other technology workers (e.g., as writers), and industry data and widespread anecdotal evidence suggest the AI "gold rush" has intensified this and other socio-economic aspects of computer science. For this reason, the number of *technology-oriented stakeholders* this COST Action will interest is fairly limited, as are the opportunities for dissemination. In contrast, stakeholders drawn to artistic research — across arts and culture, academia, commerce, civil society, and policy — are diverse, numerous, and distributed. Thus, the first challenge is ensuring that cross-contextual engagement is designed and shepherded to guarantee meaningful reciprocity, constructive dynamics, effective use of time, and so on.

As a field, artistic research tends to challenge conventional assumptions about stakeholders. When a particular project or process facilitates collaboration between experts in disparate fields, often with an eye toward public presentation, it redraws the lines between disciplines as well as between expert and lay populations. Thus, stakeholding becomes *dynamic* and *intersectional*, that is, not a primary status but one among many shifting aspects. Thus, this COST Action seeks to reshape the boundaries of stakeholding itself — hence its emphasis on *transferability* as a core value and a key criterion.

For these reasons, this COST Action will take an unorthodox approach to *consistently structuring engagement with stakeholders* by acknowledging:
- *focal* stakeholders — those with a direct interest in artistic research
- *formal* stakeholders — those with an indirect interest in its potential
- *general* stakeholders — those with no as-yet-recognised interest in artistic research

This COST Action conceives of stakeholders (or, better, *stakeholding*) not as a static property but as a capacity for change — for example, from a *general* stakeholder to a *formal* stakeholder. This imperative will be reflected across the relevant **capacity-building objectives** and the Action's **deliverables**, such as the *dynamic analytical matrix* and *knowledge transfer–related learnings*.

That said, this COST Action addresses conventional categories of stakeholders:

1. **Research and innovation:** *Researchers* focusing on artistic research policies, mission-oriented artistic research, and creative programming (including PhD students) will be invited to facilitate Training Schools in HEIs, participate in conferences, and/or collaborate in short-scale research with WG outputs. Individual researchers can apply for Short-Term Scientific Missions (STSMs) and Early Career Investigator Conference grants. Potential beneficiaries also include:
   - *non-academic artistic networks* and *cultural NGOs* with expertise in organising socially engaged practices. Their engagement in WG3 and WG4 contributes to the collaborative development of channels with local and transnational communities, advancing the Action's *equity* pillar and testing the societal impact of the *responsibility* pillar;
   - *local and international practitioners* across all fields of art, design, the CCIs, and computer science (in particular. ML/AI) will be invited to collaborate in network activities, including Training Schools and workshops, with a focus on the *responsiveness* and *equity* pillars of the Action. Creative practitioners, if eligible, will have the opportunity to apply for STSM grants and ITC Conference grants;
   - *researchers and practitioners in aligned, adjacent, and/or emerging fields* with an interest in the COST Action's aims, approaches, methods, tools, and/or outcomes for developing a reference framework (for example, "software studies," library science, cultural management, etc.), in keeping with the Action's *accessibility* pillar; and
   - *technology-oriented professional societies, entities, events, and forums*, with particular emphasis on birds-of-a-feather (BOAF) and special-interest groups (SIG) aligned with and/or adjacent to this COST Action's principles, approaches, and methods, with particular emphasis on *equity*.

Note: This COST Action will apply these and similar approaches and principles to the remaining stakeholder groups, but to avoid repetition they will be discussed in less detail in what follows.

2. **Educational and training:** The most relevant stakeholders are found in Higher Education Institutions in creative areas with advanced practices in the scope of the Action, as well as academic-based artistic research networks. Representatives will be invited to participate in the WGs to develop and implement a common methodology to address the principles of open accessibility, digital responsiveness, responsible research, and equitable approaches in intertwined ways. They will use the resources produced by the Action, provide data regarding their institution configurations and needs, and contribute with different perspectives regarding the *responsiveness* and *responsibility* pillars in different cultural contexts.
   - *institutional resource managers (e.g., library science workers, instructional librarians, curricular and pedagogical specialists, etc.);*
   - *knowledge transfer specialists;*
   - *NGO, CBO, and advocacy organisations with educational and/or training programs; and*
   - *public and private policy specialists whose remit encompasses education and/or training (i.e., a concrete example of our dynamic, intersectional model of stakeholding).*

3. **Policy:** A constructive cooperation will be initiated with regional, national, and sectoral research and/or funding bodies in order to implement the roadmap/white papers on accessible, responsive and responsible research. Policy-makers will be invited to participate in workshops, showcases, and focused roundtables as set forth in the Implementation Plan.
   - public officials engaged with the adoption, implementation, and/or regulation of ML/AI;
   - NGO-affiliated, independent advocates, and/or writers and theorists;
   - corporate representatives; and
   - representatives and participants in aligned and adjacent initiatives (e.g., NEB, KIC, etc.).

4. **Public:** The Action will actively work to widen the number and variety of stakeholders at the start, involving individuals and institutions active at local and international levels and across the different disciplines and target groups, considering gender, age, and geographic representation. All Action's activities and outputs will be documented and publicly archived, with the exception of materials

deemed confidential in accordance with all relevant laws, policies, or prudence. It will rely on participants, stakeholders, and other contacts to disseminate notices of the Action's processes in appropriate contexts. The Dissemination Plan details specific measures the Action will routinely take to encourage participation on an open basis.

This involvement aims to build meaningful and sustainable relationships beyond the Action's horizon to nurture future collaborations. Efforts to identify other relevant stakeholders will be carried out in a workshop at the first conference of the Action. To ensure their involvement, regular updates on the Action, its activities, and results will be shared with the initial and potential stakeholders through the Action's active outreach, personal and organisational, as well as website and social media channels. Interested stakeholders can also engage actively, either temporarily or by becoming Working Group (WG) members, thus playing a role in defining the focus agenda of their WG. In the Action's concluding year, stakeholders will play a crucial role in channelling research findings and recommendations into policy-oriented knowledge and practical impact. *These ongoing efforts will provide abundant informal opportunities to experiment with and test knowledge transfer approaches and techniques.*

3. IMPACT

3.1. IMPACT TO SCIENCE, SOCIETY AND COMPETITIVENESS, AND POTENTIAL FOR INNOVATION/BREAKTHROUGHS

3.1.1. SCIENTIFIC, TECHNOLOGICAL, AND/OR SOCIO-ECONOMIC IMPACTS (INCLUDING POTENTIAL INNOVATIONS AND/OR BREAKTHROUGHS)

Scientific impact: This COST Action's scientific impact will mainly be discursive, centring less on the production of research per se than on *cultures* of, and surrounding, research. Experimental uses of ML/AI to analyse unconventional corpuses are becoming more widespread by the day. However, other Action activities — notably the *dynamic analytical matrix* and *reference framework*, and broad emphasis on *cross-disciplinary collaboration* and *knowledge transfer* — are more likely to generate direct and, in particular, *indirect* interest and impact in scientific milieus and settings.

A "reproducibility crisis" has been spreading in some areas and levels of the sciences, notably the social sciences and scientific publishing. This crisis is likely driven in part by the widespread adoption of open-data policies, which have expanded the techniques that researchers can use to validate results (e.g., statistical analysis). However, those policies are also part of a broader acceptance of additional criteria for legitimating R&D. For example, the OECD's Frascati Manual includes *transferability* as a main criterion. Because this Action focuses in part on ML/AI, techniques that rely heavily on open-ended, iterative Bayesian statistical techniques, its approach to S&T excellence emphasises *transferability* as a criterion and an overall aim. In combination with an emphasis on openness, transparency, and participation, this provides avenues for scientific and other forms of impact.

Technological impact: As with *scientific impact*, this Action's *technological impact* will mainly be discursive, centring less on primary technologies than on cultures of, and surrounding, those technologies. Its principles-based, mission-driven focus on practical issues at or close to the very heart of nearly universal technologies — *discoverability*, *cross-fertilisation*, and *transferability* — ensures that its activities and publications will be seen as relevant by technologists to an unusual degree. Moreover, the values and principles driving this focus will speak to well-established constituencies within and adjacent to them — open-source, open-data, and open-access practitioners and advocates across all sectors.

This COST Action's technological impact is centred around the development of a sector-specific approach to create impact through machine learning, algorithms, and statistics. This also allows for additional impact by bridging to ID services such as ORCID, etc. Ultimately, it is about supporting open science and open data policies (including, e.g., ID services such as ORCID). However, the applied orientation of technological contexts suggests that, like socio-economic impact (below), the Action's emphasis on principles and values provides an additional layer of interest; and practical demonstrations by participants or in the context of the Action's processes will speak directly to technologists and adjacent constituencies.

Socio-economic impact: This COST Action directly addresses issues of urgent concern across society. Even if ML/AI innovations were to grind to a halt tomorrow, their disruptive impact across many spheres of life ensures continuing, widespread desires and needs for greater understanding and alternatives across every sector and, certainly, by the general public. Thus, the Action's activities and ideals are likely to meet unusually broad and intense levels of interest, as will the relevant activities,

events, and publications of its partners, participants, and peers across disciplines, sectors, geographies, and contexts.

The Action relies on the standard tools as outlined in the dissemination and exploitation plan. However, its critical dimensions, both theoretical and practical, stand out. In particular, its four pillars (responsiveness, equity, accessibility, and responsibility) speak directly to widely felt desires and needs for a greater understanding of ML, AI, and other emerging techniques; and its key values (discoverability, cross-fertilisation, transferability) look toward longer-term impact. These principles, values, and demonstrations by participants will also be of interest to public officials grappling with the rising demands for legislation and policy aimed at structuring and limiting the negative impacts of these new technologies.

In terms of the Action's focus, the fact that artistic research is called upon more and more to enable cross-disciplinary, collaborative research to address complex societal challenges itself testifies to quickly growing interest in the field, both practical and theoretical. By focusing on *discoverability* and *transferability*, this COST Action supercharges that interest and puts it on a more stable, systematic footing. In particular, the *dynamic analytical matrix* and *reference framework* will provide practical concepts and tools to promote cross-disciplinary, cross-sectoral cooperation surrounding ML/AI, the potential value propositions of artistic practices, and analogous aspects across other fields. And by doing so in principles-based, mission-driven ways, it exploits the field of artistic research to advance those principles — principles, it should be noted, that accord with key European initiatives such as the Green Deal, the challenges of the triple transition, support for collaborative research in the context of the New European Bauhaus, and a focus on social innovation and the third mission of universities.

3.2.   MEASURES TO MAXIMISE IMPACT

3.2.1.   KNOWLEDGE   CREATION,   TRANSFER   OF   KNOWLEDGE   AND   CAREER DEVELOPMENT

Several measures will be taken to maximise the Action's impact:

In terms of *knowledge creation*, WGs will work collaboratively to develop innovative technical solutions to tackle the Action's challenge, namely *accessible*, *equitable*, *responsive*, *responsible* approaches to the needs of describing, referencing, and disseminating artistic research and/or analogous aspects of other fields. The synergies between researchers and practitioners in different WGs will highlight existing knowledge and generate new insights by fostering collaboration among experts from diverse disciplines, genders, ages, and geographies to overcome barriers between the four pillars of the Action.

To maximise this, the Action's working groups will create *practice-sharing forums and activities* to trigger the exchange and creation of knowledge between experts, also allowing the identification of gaps and fostering new research directions. Training Schools, workshops and Short-Term Scientific Missions will be organised around the core idea that innovation, sharing, and critical thinking can be enhanced by discussion and listening groups with different disciplines, career stages, and geography backgrounds.

In the Action, knowledge production is closely linked to *knowledge transfer* between stakeholders and participants. As described in the dissemination and exploitation plan (section 3.2.2), activities will engage local, regional, and international artistic research communities as well as wider stakeholders to maximise the Action's impact. A vital element of this strategy is a roadmap and the creation of *toolboxes* to engage local research communities; an integrated platform comprising theoretical resources, practice-based showcases, digital media, and technical manuals will also be made available to all stakeholders and the general public beyond the lifespan of the Action. Moreover, training schools, STSM and collaborative workshops will foster knowledge transfer between the Action and the educational and training sectors, involving PhD candidates, researchers, and practitioners. Practice-based methodologies will be implemented to stimulate hands-on experiences using technological and epistemological resources developed by the Action, translating them into innovative outputs. Supporting career development in the network will contribute to maximising the Action's impact. The Action will maximise its impact by supporting career development and offering training to the next generation of scholars in the following ways:

- Training Schools (on conceptual, technological and societal impact concerns) will provide young researchers, PhD candidates and postdocs with innovative training outside their programs and feedback opportunities from cutting-edge researchers.

- Networking events at Action meetings will provide contact and exchange opportunities between researchers at different levels of their careers, fostering future collaborations. Young

researchers and practitioners from ITCs will find a sharing space to meet with academic institutions, cultural NGOs, and creative industry partners, with opportunities to present work at an international level.

● Young Researchers and Innovators (YRIs) will be involved in the management of the Action and the organisation of activities, providing them with 21st-century skills necessary to tackle the European Research Area and future involvement in the university system. Experience in leadership positions and involvement of YRIs from ITCs and underrepresented groups will be encouraged in the horizontal and vertical axes of decision-making processes.

● Supporting the research and outputs through the Action's website and open-access publications.

3.2.2. PLAN FOR DISSEMINATION AND/OR EXPLOITATION AND DIALOGUE WITH THE GENERAL PUBLIC OR POLICY

Communication activity	Target group	Target values
Action website and online repository: Platform to promote the Action and its results, stimulate creative collaborations and interactions, foster knowledge transfer and exchange	All target groups and stakeholders, as well as the general public	*Time Frame*: M04 to at least 5 years after the end of the Action. Target Value: Unique visitors by M12: > 1,000; Unique visitors by M24: 2,500; Unique visitors by M36: > 10,000.
Cross-media campaign: Regular updates on emerging and established social media platforms, series of audio and video podcasts, regular email newsletter	Artists and creatives, young emerging researchers, as well as all target groups and stakeholders	*Time Frame*: M03 to M48 *Target Values*: Size of Online Community by M36 > 2,000; Post engagement rate > 2%; Nº of impressions (monthly average) > 200.
Press releases and Action promotions for local media and via the website at the occasion of networking events and meetings	Information for academia, media, business and industry, Policy-makers	*Time Frame*: Regularly *Target Values*: Press Releases > 20.
Public events during WG or MC meetings and other networking activities	Local media General public	*Time Frame*: regularly from M06; Target Values: > 20 local Events; Attendants: > 1000.
Live streams and a series of webinars on the main topic of the Action	Artists and creatives, technology developers, and a general public	*Time Frame*: M6 to M48; Target Values: Size of Online Community by M36 > 2,000; Attendants of online events: > 2000.
Dissemination activity	**Target group**	**Target values**
Knowledge exchange with existing projects' platforms and networks Promoting the vision and mission to established networks across the CCIs as well as at conferences, fairs, festivals	Potential partners such as EIT C&C, EIT digital, Cyanotypes, ELIA, Cultural Action Europe, Voices of Culture, Creative Europe platforms, Creatives unite, and related R&I projects	Established links and presentations: >50.

Disseminating project results Academic publishing in peer-reviewed journals and books, such as: Journal for Artistic Research (JAR); ENCATC Journal	Academia and research communities, sectoral networks and clusters, policy-makers	At least 10 joint scientific articles in peer-reviewed international journals.
Green or white papers and policy briefs to be distributed in close collaboration with concerned network organisations	Local community stakeholders, sectoral networks and clusters, policy-makers	Published white papers: >3; Policy briefs: >5.

4. IMPLEMENTATION

4.1. COHERENCE AND EFFECTIVENESS OF THE WORK PLAN

4.1.1. DESCRIPTION OF WORKING GROUPS, TASKS AND ACTIVITIES

This COST Action will structure its work plan in four different working groups and their specific tasks.

WG1: Adaptation strategies

How do the cultural and creative (CCI) sectors adapt to the challenges of the digital shift? This working group surveys the CCIs in order to map challenges resulting from digitisation and automation, as well as emerging challenges resulting from the next wave. It outlines adaptation strategies that involve and engage artistic research across disciplines. Through a series of WG meetings and with support from STSMs, WG1 gathers various examples to highlight best or advanced practices. The WG will:

- T1.1: Map the state of the arts and share research results regarding adaptation strategies stemming from desk research and interviews with stakeholders and experts;

- T1.2: compare different strategies, features and protocols, as well as their underlying technological concepts and analyse their transferability within the sectors and across;

- T1.3: compile a selection of relevant and advanced adaptation strategies with a specific focus on effective integration with other domains, while emphasising academic research and public policy

The results will be shared through a Summer School and a final report that provides an overview of relevant resources, guidelines, and referencing strategies to the main deliverable: the **Artistic Intelligence Toolbox**. Success will be measured by the number of stakeholders and experts involved, the quantity and quality of collected findings in the search for adaptation strategies from the cultural and creative sectors, as well as from beyond.

[Deliverable 3: Roadmap for test runs, simulations and feasibility studies, due by M24];

[Deliverable 5: Artistic Intelligence Toolbox, due by M46];

WG2: Collective Intelligences

How can various efforts in art and culture that make use of machine learning and generative algorithms contribute to shared responses to societal challenges?

This working group will investigate the value and impact of collective intelligences and co-agencies between human and non-human actors. It will investigate currently employed and emerging standards and routines across creative disciplines and beyond. Through a series of WG meetings and the support of STSMs, WG2 identifies and evaluates concepts, capacities, and contributions from art, culture, and creativity towards a shared notion of *artistic intelligence*. It will:

- T2.1: prepare the ground for a common understanding of artistic intelligence as a response to AI

- T2.2: identify the particular contribution of artistic and practice-based research to it;

- T2.3: consultations with scientific researchers, policy-makers, as well as stakeholders in artistic research and the CCIs on the concept of artistic intelligence and

- T2.4: analyse the specific technological, institutional, and outreach capacities of stakeholders

The results will be shared through a summer school and a final report. This report will contribute with a vocabulary to the main deliverable: the **Artistic Intelligence Reference Framework**. Success will be

measured by peer feedback with relevant technological expertise and critical conceptual understanding.

[Deliverable 6: Artistic Intelligence Reference Framework, due by M47].

WG3: Reference frameworks

What dynamics in next-generation platforms are distributing cultural products and the results of artistic research? Are they practically extending to involve rich media as well as forms of expression that cannot be reduced to text? What are the current taxonomies in use and how can they be improved?

This working group will develop cornerstones of a common reference framework to effectively connect the different lines and link different approaches and projects in artistic research. By activating Artistic Intelligence, this framework will outline a larger, collective impact of artistic research in relation to artistic practices across the different disciplines and in response to societal challenges of the triple transition. Through a series of WG meetings and through the support of STSMs, WG3 will:

- T3.1: observe, evaluate and assess the basic principles and the concept of Artistic Intelligence in relation to AI and machine learning
- T3.2: examine weaknesses, strengths, limitations and opportunities of existing referencing approaches as well as their potential role in the more specific context of mission-oriented research and the triple transition;
- T3.3 explore synergies, barriers, biases and opportunities in relation to similar or related projects in scientific research, bibliometrics, etc.; and
- T3.4: develop the foundation and propose the cornerstones of the initial proposal for a reference framework, including a feasibility study.

The tasks will be carried out in close dialogue with young emerging researchers through the networking activities of training schools and STSMs; the results will contribute to the final report. This report will contribute with cornerstones of a reference framework to the main deliverable: **Artistic Intelligence Reference Framework**. Success will be measured by feedback from peers regarding the thoroughness of the chosen approach and the technical and practical feasibility of the proposal.

[Deliverable 6: Artistic Intelligence Reference Framework, due by M47].

WG4: Policy-making and recommendations

What are the key policy approaches and strategies? How will they affect cultural and creative production and consumption in the future?

WG4 will collect and assess policy documents on national and European levels that seek to regulate the impact of generative AI, machine learning, and big data on the CCIs. Through a series of WG meetings and through consultations with invited ad-hoc experts and stakeholders, this WG will:

- T4.1: Data collection on ML/AI policies in CCIs
- T4.2: Impact assessment of ML/AI policies and draft recommendations;
- T4.3: provide advice for concerned individual creatives, cultural networks and institutions, and policy-makers; and
- T4.4: organise a policy roundtable on the topic of *Artistic Intelligence*

The results will be shared through green or white papers, policy briefs, a policy roundtable and a final report. This report will contribute with a compendium of policy recommendations to the main deliverable: **Artistic Intelligence Toolbox**. Success will be measured by the number of policy briefs and policy-makers' feedback on the recommendations.

[Deliverable 4: Green and White Papers, due by M24 and M48];

[Deliverable 5: Artistic Intelligence Toolbox, due by M46].

4.1.2. DESCRIPTION OF DELIVERABLES AND TIMEFRAME

The envisaged Action deliverables are the following

Deliverable	Title and short description	Month of Delivery
D1	**Action website** Platform to promote the Action and its results.	M4
D2	**Science Communication Plan** Action's Science Communication Plan with strategy and plan for communication, dissemination and outreach. The plan is updated yearly to reflect ongoing developments.	M8
D3	**Roadmap** for test runs, simulations and feasibility studies. Basic principles and cornerstones of the Artistic Intelligence Reference Framework will be tentatively included in a plan for the further development of a proof of concept with different source materials and target groups, namely stakeholders of data repositories for artistic and practice-based research and cultural heritage. Responsibility: WG1	M24
D4	**Policy recommendations** Green/white papers, policy briefs, a policy roundtable engaging policy-makers, NGOs and stakeholders in a continuous dialogue about the challenges of Artistic Intelligence. Responsibility: WG 4	M24 & M 48
D5	**Artistic Intelligence Toolbox:** This Toolbox consists of a set of interactive materials (text and rich media) that can be used to equip individual and institutional actors and stakeholders with the information, knowledge and competencies needed to navigate the cultural and creative landscapes increasingly dominated by creative AI and Machine Learning. The toolbox will contain a list of guidelines and referencing strategies that are of particular significance in art, culture and creativity. It also provides an overview of relevant resources (both compiled by WG1) as well as a compendium of policy recommendations discussed in the policy roundtable, revised and compiled by WG4. Responsibility: WG1; WG 4	M46
D6	**Artistic Intelligence Reference Framework:** This Framework is a human-readable compilation of referencing strategies concerning the metadata of artistic and practice-based research. It consists of a vocabulary supporting inquiries of artistic qualities, societal impact, and multiple value generation. Its purpose is to identify cornerstones of a consistent approach (developed in WG3) to ensure the discoverability, cross-fertilisation, and transferability of artistic and practice-based research. It is not limited to those forms; it also indicates compatibility of inter- and cross-disciplinary approaches. Both deliverables will be finalised by the Action's end and presented at a Final Dissemination event in M47. Responsibility: WG 2, WG3	M47

4.1.3. RISK ANALYSIS AND CONTINGENCY PLANS

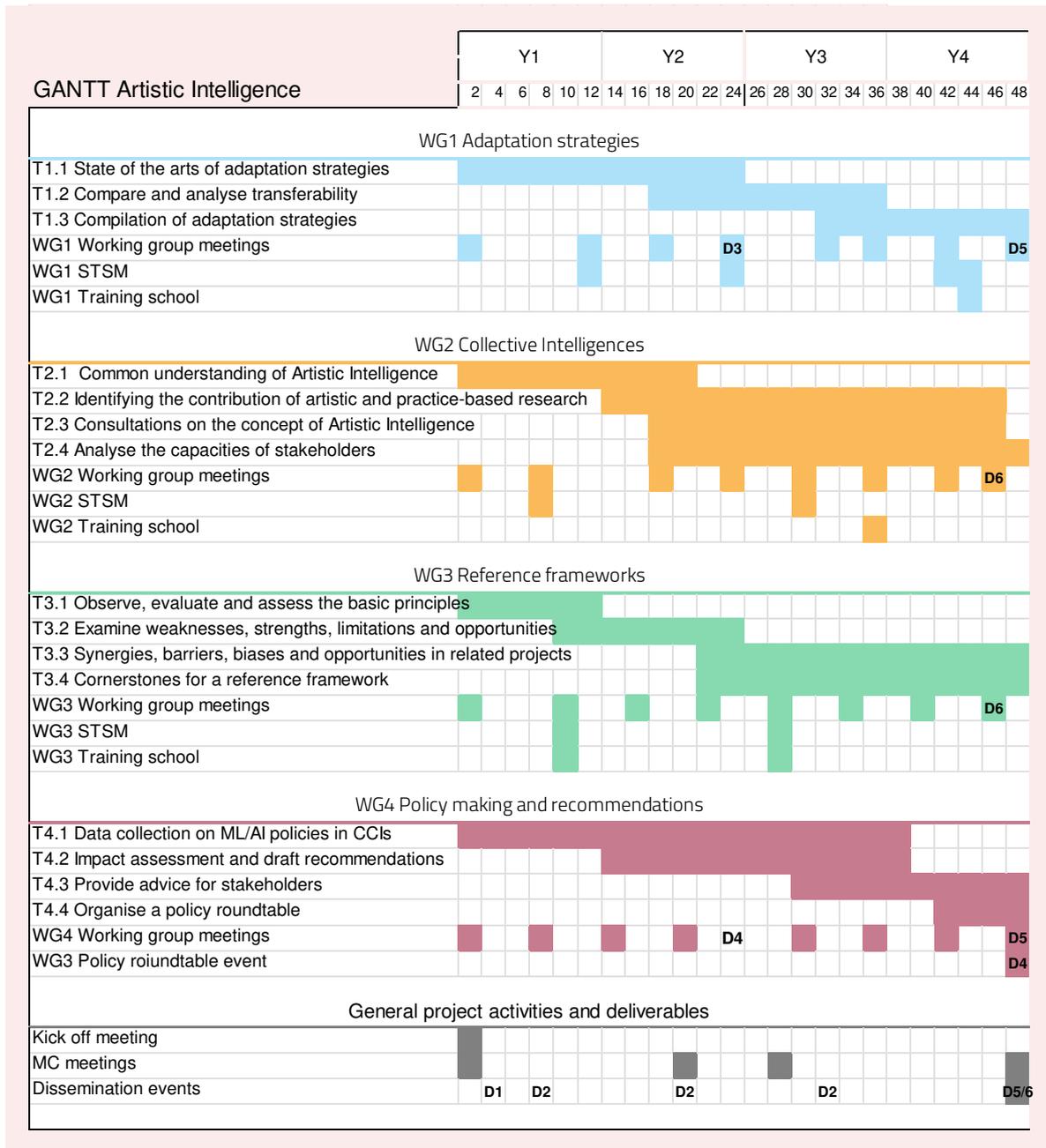| Risk description	Proposed mitigation measures
Non-participation: Non-participation due to lack of awareness, scepticism, or 'lack of perceived value undermines this Action's processes and/or outcomes **Likelihood**: high **Severity**: high	• Diverse opportunities (e.g., Summer Schools, workshops) facilitate different styles of participation • Emphasis on intuitive neutral models (e.g., dynamic analytical matrix) minimise concerns about advocacy • Continual emphasis on bottom-up contributions to revise and refine analytical models and practical tools
Interdisciplinary disagreement: Radically different norms and standards across arts, humanities, social sciences, and STEM fields impede progress and/or cooperation **Likelihood:** high **Severity:** high	• Encourage participants to propose formats (events, publications, etc.) "native" to their disciplines • Learning opportunities (Summer Schools, workshops, etc.) support shared approaches, models, standards, and terms across domains • Use of neutral, formal, and extensible models (e.g., the dynamic analytical matrix) to promote and refine shared language and frameworks • Action-wide focus on knowledge transfer emphasises that this obstacle is ubiquitous • Encouraging participants to identify analogous challenges and opportunities in their domain of expertise • Emphasise diversity in modes, subjects, and methods of work in the main corpus Research Catalog (RC)
Technological complexity: The practical and/or theoretical hurdles in working with emerging computation techniques such as ML and AI severely hinder **Likelihood:** high **Severity:** medium	• Iterative consultations with experts and scientists as ad hoc participants in meetings • Continuously updating a common understanding of the state-of-the-art
Data issues: ML/AI reliance on training corpuses requires clear criteria for inclusion, "data cleaning," documentation of corpus updates, presenting potential ongoing challenges in terms of substance, method, and findings **Likelihood:** high **Severity:** medium	• Delegation of authority to existing professionally maintained subject-area resources (e.g., SAR's RC) • Learning opportunities (Summer Schools, workshops, etc.) support participatory experimentation
Scale: Computationally intensive ML/AI deviates from decades focused on personal convenience/mobility, requiring participants to adapt to unfamiliar workflows (e.g., computational power, storage, scheduling) **Likelihood:** high **Severity:** high	• Emphasis on increasingly accessible small-scale ML tools (via, e.g., open-source software repositories) enables more widespread experimentation

Coordination with adjacent efforts: The sudden onslaught of ML/AI will prompt widespread studies regarding law/policy, impact, etc. **Likelihood:** high **Severity:** high	• Increasing debate, competition, ease of access to tools, etc.; encourage active contribution and participation on many levels • COST Action status lends prominence and prestige, supporting "clearinghouse" functions

4.1.4   GANTT DIAGRAM

GANTT Artistic Intelligence

	Y1	Y2	Y3	Y4
	2 4 6 8 10 12	14 16 18 20 22 24	26 28 30 32 34 36	38 40 42 44 46 48

WG1 Adaptation strategies
- T1.1 State of the arts of adaptation strategies
- T1.2 Compare and analyse transferability
- T1.3 Compilation of adaptation strategies
- WG1 Working group meetings — D3 ... D5
- WG1 STSM
- WG1 Training school

WG2 Collective Intelligences
- T2.1 Common understanding of Artistic Intelligence
- T2.2 Identifying the contribution of artistic and practice-based research
- T2.3 Consultations on the concept of Artistic Intelligence
- T2.4 Analyse the capacities of stakeholders
- WG2 Working group meetings — D6
- WG2 STSM
- WG2 Training school

WG3 Reference frameworks
- T3.1 Observe, evaluate and assess the basic principles
- T3.2 Examine weaknesses, strengths, limitations and opportunities
- T3.3 Synergies, barriers, biases and opportunities in related projects
- T3.4 Cornerstones for a reference framework
- WG3 Working group meetings — D6
- WG3 STSM
- WG3 Training school

WG4 Policy making and recommendations
- T4.1 Data collection on ML/AI policies in CCIs
- T4.2 Impact assessment and draft recommendations
- T4.3 Provide advice for stakeholders
- T4.4 Organise a policy roundtable
- WG4 Working group meetings — D4 ... D5
- WG3 Policy roiundtable event — D4

General project activities and deliverables
- Kick off meeting
- MC meetings
- Dissemination events — D1 D2 ... D2 ... D2 ... D5/6

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