



BLUEPRINT FOR VOICE

Valorising Artist-led Innovation through Citizen Engagement

In a NUTSHELL

Full project name:

Valorising Artist-led Innovation through
Citizen Engagement

Start Date: January 1st, 2024

Duration: 30 months

Call: HORIZON-CL4-2023-HUMAN-01

Budget: 1.3 mil EUR

Contract Number: 101135803

Coordinator: INOVA+

What is the AIM?

VOICE aims to address the complex social and cultural constructs that play a vital role in supporting knowledge valorisation and bringing systemic change towards environmental and ecological sustainability. Sustainability of a balanced and healthy environment and ecological landscape, as noted by the Green Deal, is a multilayered topic which involves a networked relationship among citizens, industries, governments as facets of human agency but also vital unheard voices of non-human agents that are an integral part of the environmental and ecological systems. As concerns over economic and social wellbeing start to mobilise communities to inhabit urban areas in many regions in Europe, as well as globally, we are faced with the challenge of collectively generating, sharing and transferring multifaceted knowledge that will empower diverse stakeholders and communities to undertake an active role in addressing complex environmental and ecological sustainability challenges.

What is the VISION?

VOICE wants to **create a system where everyone's ideas are heard, knowledge is shared, and big changes are made**, leading to a fairer and more sustainable future for everyone.

And the MISSION?

VOICE's mission is to inspire **both ordinary people and industries** to think creatively and differently about sustainability issues.





Generate
Knowledge
Together



Empower
Engagement

UNLEASHING THE MISSION KEY OBJECTIVES



Promote the
Use of Critical
Approaches



Depart from
Traditional
Solutions



Spark
Meaningful
Change



Reshape the
Future of
Environmental
Sustainability

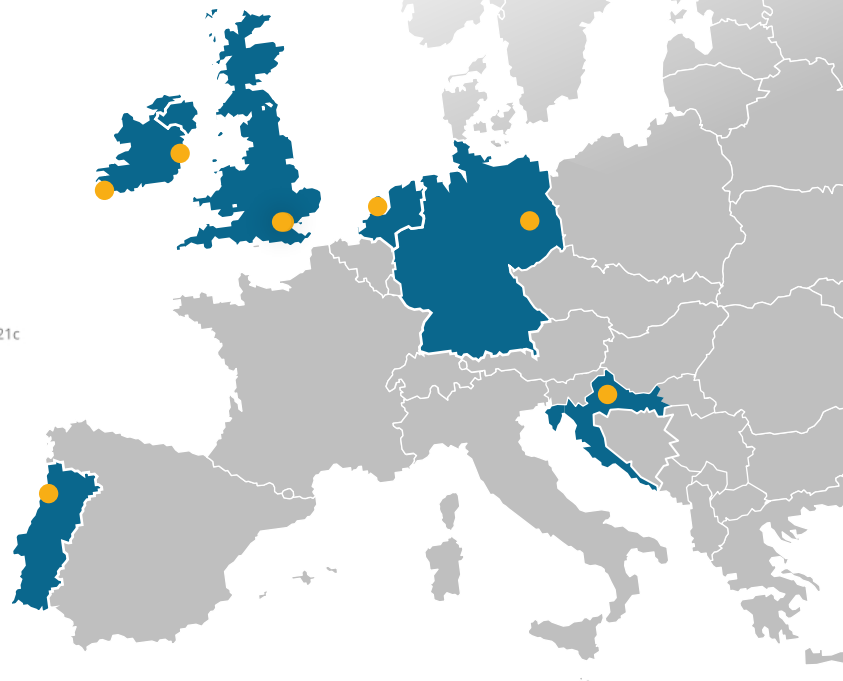
PARTNERS with:

INOVA+

waagfuturelab



Future Focus21c
Tooling up education for the 21c



Expected

Supporting the
**growth of
innovation** in a
responsible
manner/way

**Spreading
knowledge and
benefits
through art,
creativity, and
culture as part
of research and
innovation.**

IMPACT

Creating knowledge
that fits the local area,
**connecting EU goals
with local issues** to
create specific plans
and rewards for
responsible innovation.

**Enabling open
access to data,**
thereby facilitating
broader utilization
of research and
innovation.

Encouraging society to use
research and innovation
responsibly by allowing
them the capability to do so.

Exploring innovative approaches for
ensuring responsibility in research
and innovation, integrating arts and
culture practices.

Shaping human
capital, knowledge
and skills towards
**responsible
innovation.**

Disseminating
knowledge and
**ensuring broader
adoption of
research and
innovation.**



INSTAGRAM



LINKEDIN



WEBSITE



Co-funded by
the European Union



UK Research
and Innovation