

Daniel Van Lerberghe

Founder & Director,
Innogage, Belgium



- 2004 Daniel founded POLITECH Institute, the 1st European Centre of Excellence for Political Technologies in Brussels
- 2010, POLITECH was integrated into the Fondation EurActiv, a leading multilingual online media on EU affairs and Policies
- 2017, advisor for Citizen Participation at the Cabinet of David WEYTSMAN, Alderman for Citizen Participation in Brussels
- 2015, founder of Innogage.eu, active in EU Horizon 2020 projects by leading their dissemination and communication strategy and activities, as well as in shaping Innovation in the European public sphere
- 2016, partnership with Almouwatin - Bruxelles Média, a Brussels-based Web-TV and Radio, promoting social cohesion amongst communities



Enhancing Culture & Fighting Climate Change in Urban Environments



Artcast4D Project -Horizon Europe www.artcast4d.eu

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101061163. This communication reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.



Artcast 4D: Unleashing creativity!



Artcast4D: Unleashing creativity! is a Research and Innovation Action, funded by the European Commission under the Horizon Europe funding Programme, that aims to design, develop, and test a global framework for Cultural Creative Industries in Europe for producing efficient, cost-effective software and hardware, multi-user, multi-site, multi-platform non-invasive immersive and interactive users' experiences.

Artcast4D aims to approach culture as an emotionally engaging “communicative experience” in public spaces, to test its potential on 4 different pilots and 4 different scenarios. Pilots will showcase the potential of immersive experiences to boost CCIs as a driver of innovation and competitiveness using impact assessment and measurement techniques.

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Pilot implementations



Pilot 1: Citizens Engagement (Issy-les-Moulineaux, France) Initial workshops with citizens will be within the context of Issy's unique museum, the Museum of Playing Cards, with a very rich historical and contemporary collection of this particular cultural heritage. A number of workshops with youth (ages 15 to 18) and adults will take place in the Museum itself with the theme of going from past to present and co-conceive arty games with creatives on the different topics of the museum. Further workshops will be held in the new media arts centre in the "Coeur de Ville". The goal is to collectively imagine and define a given interactive 2D/3D environment with artists.

Pilot 2: Art in Public Spaces (Hounslow, UK) The pilot is designed to test and demonstrate the capabilities & creative potential of Artcast4D by commissioning artists/designers to use the technology in producing their own new creative works. Over a 2-year period, WATER will curate 5 separate commissions which demonstrate different potential uses of the technology. The presentations of these new commissions will, in some cases, be event-based; others will be installations which can be presented over several months and seen by thousands of people. The creatives commissioned will be from Europe and the UK.

Pilot 3: Innovation in Art and Experience (Valencia, Spain) Being one of six main sites of IVC, Espai LaGranja is a resource and meditation centre for dance and movement arts that is dedicated to supporting and exploring new ways of cultural creation, experimentation, and disruption, as well as to training professionals in the field. By prioritizing the integration of arts and technologies in the work agenda, Espai LaGranja will introduce Artcast4D as an innovative technological solution to the local dance arts community and test how this solution can support artistic innovation in contemporary dance and improve viewing experience of citizens, therefore creating more market opportunities for local contemporary dancing groups and artists.

Pilot 4: Wisdom Tourism (Athens, Greece) The Pilot is pioneering a new museological methodology, internationally: Interactive Immersive Wisdom. It will pose eternal Moral Dilemmas, presented to viewers immersively using the IdeoVisual© methodology for displaying abstractions (values and ideas), where the viewers will be invited to vote, interactively, on the dilemmas. The Immersive Wisdom exhibit will be set outdoors, Artcast4D technology, by Aristotle's monumental 2400-year-old Peripatetic School in Athens.



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Artcast 4D: Unleashing creativity!



Artcast4D: Unleashing creativity! Artcast4D has been funded by under Grant Agreement 101061163. The Consortium is coordinated by Politecnico di Milano and brings together 10 domain-skilled partners from 7 European Countries, merging research, technological, creative and cultural background.

- POLITECNICODIMILANO(IT)
- EXUS(GR)
- MDLITE(FR)
- THEBATTLEGROUNDBE(BE)
- UNIVERSITEPARIS-SANCLAY(FR)
- CERTH(GR)
- CULTURALINK(SP)
- SOCIETED'ECONOMIEMIXTEISSY-MEDIA(FR)
- WATERMANS*(UK)
- IFAAR*(CH)



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Natalie Sarkic-Todd
Co-founder, Publisher

Natalie Sarkic-Todd is an international Brit with a unique background in diplomacy, policy and media gained in London, New York, Russia, the Balkans and Brussels, where she managed a European media network. The Battleground grew out of her frustration with populist narratives and the conviction that media must do more to counter them.

The Battleground

ARTCAST4D D&C TEAM



Daniel van Lerberghe ArtCast4D
Dissemination & Communication Manager

Born in what is being coined today as the "EU Bubble", Daniel got quickly acquainted while growing up with the European project and its institutions. As founder of Innogage.eu, Daniel is active in EU innovation programmes and projects co-funded by the European Institutions, by leading their dissemination and communication strategy and activities, as well as in shaping Innovation and digital communications in the European public sphere. Daniel successfully developed partnerships and communications initiatives with other innovative media as TheBattleground.eu. Innovation, digital communication, content and image creation have become part of his DNA and today, Daniel is regarded by his peers as a European digital innovation pioneer and influencer. Daniel is an innovation, communications, content and image making spinductor and expert in digital engagement and communication.



Maxime Sattonnay
Head of Communications & Content Marketing

Max Sattonnay is the founder of COMMZ, an award-winning Strategic Communications agency with representation in Brussels, Barcelona, Benicàssim and Madrid. Max specialises in Leadership and Reputation Management, Crisis and Political Communications, and Country Branding. Max also founded a Think Tank, COMMZLab, winner of the 2021 Washington Academy of Political Arts & Sciences (WAPAS) Napolitan Victory Awards in the category 'Political Website of the Year' and also nominated for 'Political Innovation of the Year'. Max's experience creating content dissemination strategies for media organisations makes him the ideal advisor on effective community engagement for The Battleground.



Jennifer Crakow
Head of Design

Jennifer Crakow is a veteran user experience design director and human-centered design researcher. The former acting head of UXD for Torino's Deltatre, and Creative Director of the BBC's London 2012 digital ecosystem, Jennifer co-founded Stuttgart design studio ampify and served as Director of User Experience for Method, in London and San Francisco. Previous clients include Samsung, Charles Schwab and Yahoo. Jennifer holds a joint MA from the Università di Torino/Politecnico di Torino and a BFA from the School of the Art Institute of Chicago.



Joel Schalit
Co-founder, Editor-in-Chief

An Israeli-American journalist, Joel Schalit has covered European, Middle Eastern and US politics since 1994. The former news editor of Euractiv and managing editor of Tikkun, Schalit has commented on EU and German affairs for Israeli broadcaster i24News since 2016. His books include Israel vs. Utopia, The Anti-Capitalism Reader and Jerusalem Calling.



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DID YOU KNOW...?

1 BUTT CONTAINS
7000 CONTAMINANTS
POLLUTING UNTIL
500 L OF WATER

4,5 TRILLION*
CIG. BUTTS /YEAR
IN THE WORLD
*> NUMBER OF
STARS IN OUR
GALAXY*

TOBACCO
PRODUCTS =
20 - 45 %**
OF ALL COLLECTED
WASTE & LITTER

TOBACCO PRODUCTS ARE THE MOST PREVALENT
OF ALL COLLECTED WASTE & LITTER

*Dunning H, Wilson J. Cigarettes have a significant impact on the environment, not just health. In: Imperial College London [website]. London: Imperial College; 2018 (<https://www.imperial.ac.uk/news/188406/cigarettes-have-significant-impact-environment-just/>, accessed 18 April 2022)

** Tobacco: poisoning our planet - World Health Organization 2022



PuriFungi's Objectives

To support this wake-up call, we :

- Collect cigarette butts through ashtrays,
- Treat the collected butts,
- Recycle the butts into innovative materials,
- Inspire a "Zero butt on the ground" mentality,
- Raise awareness to the public.

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PuriFungi 's Products

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Pocket Ashtrays

TO BUY
ENGRAVE BRANDING



Table Ashtrays

TO RENT
GLASS COMPARTMENT



Standing Ashtrays

TO RENT / TO BUY
BRANDING OPTION



Clean-Up Service

SERVICE



Sensibilisation Stand

SERVICE

PuriFungi 's Voting Ashtray

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2 answers compartments

14,5 CM OF DIAMETER - 1 M TALL
33 L OF / 10 000 BUTTS CAPACITY

SENSIBILISATION QUESTION
RAISING AWARENESS



OPTIONS: QR CODE



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Durability - Innovation - Creativity

**Let's transform the waste
the most present in the
environment into the
Future of Materials**

PuriFungi



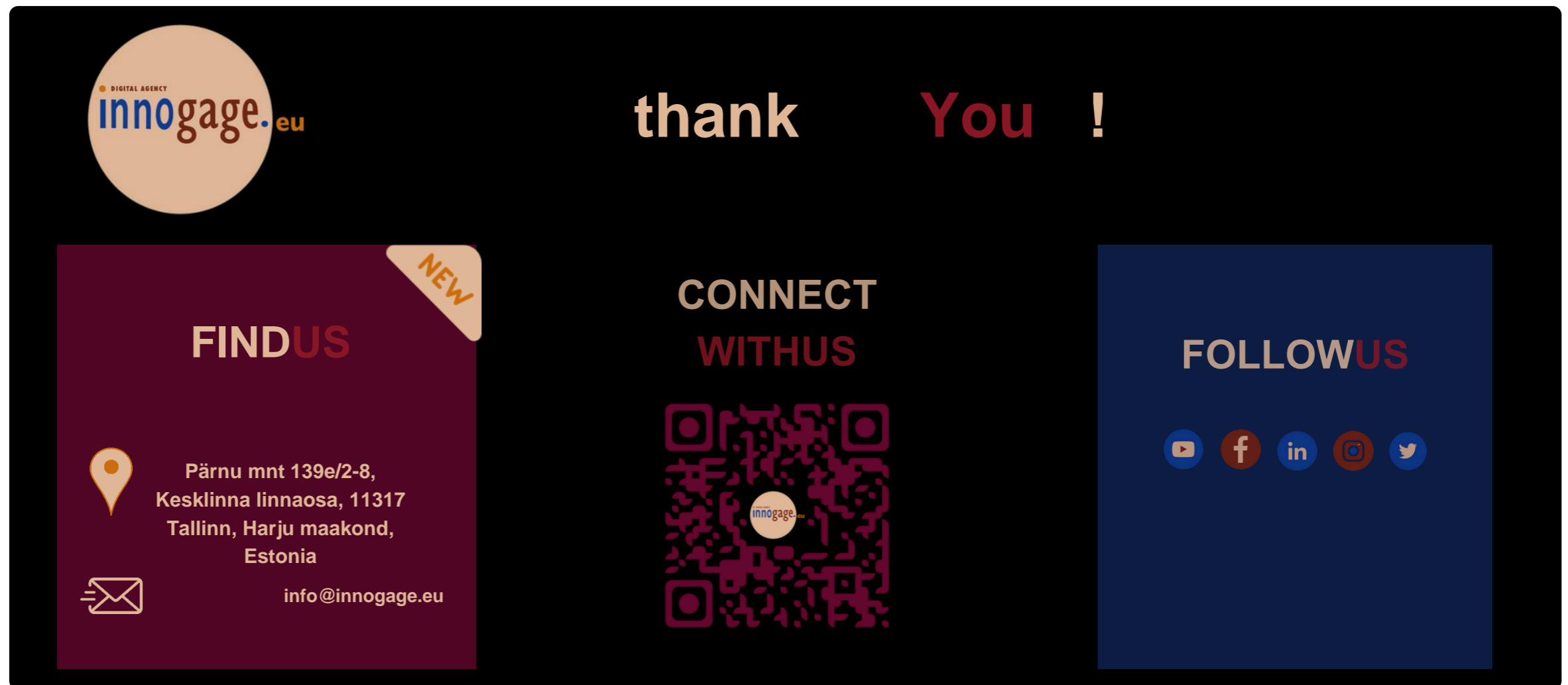
FUNGI FOR THE PEOPLE & FOR THE PLANET

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Partners & Press

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innogage.eu DIGITAL AGENCY


thank You !

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