



Press Release

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InteractionSeeds: 20 inspiring art-science interventions show how culture can turn research into public engagement

A two-year EU funded project provides practical insights: 20 impactful art-science collaborations (“Interaction Seeds”), a Step-by-Step Guide, and a Self-Assessment Tool designed for researchers, innovation stakeholders, and cultural organisations

Across Europe, policymakers and research organisations are searching for credible ways to involve citizens in decisions in the fields of artificial intelligence, climate risk, public health, and democratic change. InteractionSeeds, a European project working at the intersection of science and the arts, argues that the bottleneck is rarely a lack of information. It is the lack of meaningful participation and dialogue between diverse stakeholders, citizens and policy makers.

Over 24 months, InteractionSeeds supported **20 art science interventions** across **four ecosystems**, testing **more than 16 artistic approaches**, reaching **close to 1,200 citizens**, and fostering **10 new local partnerships**, several of which are continuing beyond the project.

The project’s central claim is blunt: in many public engagement formats, people are positioned as audiences. In InteractionSeeds, people were involved as participants, collaborators, and co-interpreters, using artistic methods that make complex issues graspable without flattening them into slogans.

What InteractionSeeds did, in practical terms

InteractionSeeds worked across four policy relevant domains: the digital age, climate action and environment, health and well-being, and democratic change. In each domain, the project facilitated locally grounded collaborations between researchers, artists, cultural organisations, schools, municipalities, and civil society groups.

Examples documented in the project’s “Success Stories” magazine include:

- **AI literacy through poetry slam workshops** with middle school students, linking critical thinking about generative AI and misinformation to artistic performance and self-expression.
- **Inclusive, culturally rooted energy communities** that used dance and music to translate sustainability from technical abstraction into shared local identity and action.



- **Museum accessibility and neurodiversity**, including immersive and sensory experiences designed to help designers and the public understand neuroatypical perspectives.
- **Climate engagement via a swipe based civic app**, pairing policy questions with locally produced photography to make climate transition feel personal and accessible.

[Link to InteractionSeeds magazine \(PDF\)](#)

Together, the interventions point to a wider shift now visible in high quality international practice: immersive, participatory formats are increasingly used to deepen public understanding and empathy, from XR enabled collaboration initiatives to large scale art-technology environments that turn spectatorship into embodied experience.

The legacy: tools designed for replication and inspiration

InteractionSeeds closes with two instruments explicitly aimed at journalists, cultural editors, and science desks looking for evidence of “what works” beyond one off events:

1. **A Step-by-Step Guide** that distils lessons into six principles, including bringing artists in early enough to shape questions, co-creating methodologies considering artists as partners rather than service providers, designing engagement with purpose, and valuing process and participants’ learning journeys alongside measurable outputs.
2. **A Citizen Engagement Self-Assessment Tool** for R&I stakeholders and intermediaries to evaluate how artistic participation can boost knowledge valorisation, usable at the start, mid-point, or end of a project.

All project “Success Stories” are also [published online](#), each with a downloadable PDF for practical reuse by other.

Why this matters now

The debate about art-science collaboration has matured. It is no longer limited to outreach. European institutions increasingly frame art-science work as a route to co-learning, future making, and inclusive policy-making especially under conditions of increased uncertainty and distrust in public institutions.

InteractionSeeds positions itself within this evolution. Its interventions drive artistic practices as infrastructure for public reasoning and inclusive dialogues: a way to encourage complex conversations where data, lived experience, ethics, and emotion are allowed to coexist.



Quote

Stéphanie Petit, Project Coordinator of InteractionSeeds (DOWEL Innovation), said: “The project’s “Success Stories” were meant to make art-science collaborations accessible and repeatable, not exceptional. The project showed that when art and science meet and connect involving citizens, they can change how people relate to evidence, to each other, and how they shape their futures.

Notes for editors

- **Project name:** InteractionSeeds
- **Scope:** 20 art science interventions across Europe, 24 months, 16+ artistic approaches, ~1,200 citizens reached, 10 new local partnerships. “Success Stories” magazine; Step by Step Guide; Citizen Engagement Self-Assessment Tool.
- **Consortium:** five partners in five countries, combining innovation management, networks, and regional technology and industry associations.
- **EU context:** push to connect research and the arts to improve knowledge valorisation and citizen engagement.

- **Website:** <https://www.interactionseeds.eu/> / <https://www.interactionseeds.eu/news-and-downloads/>
- **LinkedIn:** <https://www.linkedin.com/company/interactionseeds>
- **Youtube:** https://youtube.com/playlist?list=PLtVp69Zrq6OT5_0L7vB3cKrm65aF0r7Oc&si=Wxy5Dkqsw9YGZ20T

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