



Sustainable, Technological, Accessible and Resilient human- centric manufacturing supporting the New European Bauhaus through synergies between customized production and consumption models

Newsletter nr.2

Celebrating One Year of Innovation and Collaboration with STARHAUS

We are happy to share that **STARHAUS**, the Horizon Europe project, is about to celebrate its first year of implementation. This anniversary is more than just a milestone; it's an occasion for joy, reflection and appreciation of all the quality moments and memories we've created together. Over the past year, we have worked diligently to stay true to the original project plan, and we're proud to say that every working group has successfully launched its activities, moving forward in alignment with our shared vision.

This first year has been marked by remarkable achievements, inspiring collaborations, and impactful initiatives that are bringing the **STARHAUS** mission to life. Among these, some activities stand out as particularly engaging and significant, showcasing the diverse ways in which we are pushing the boundaries of personalized consumer goods and sustainable consumption.

One of the highlights came from our project coordinator, **SINTEF** and our partner **CODY**, who created an engaging, **hands-on experience** at an industry fair by presenting the Manufacturing Demonstration Facilities (MDF): Industriuka, 12-13 June 2024, Porsgrunn (Norway). This display wasn't just a technical demonstration— it was an invitation for visitors to participate actively and creatively. The MDF was loaded with colorful chocolate lenses, which visitors could select and

mix according to their preferences. This interactive showcase allowed people to experience firsthand the potential of personalized consumer goods,



SINTEF and CODY presenting the MDF at the Industry Fair Industriuka, 12-13 June 2024, Porsgrunn (Norway)

sparkling curiosity and enthusiasm as they explored the possibilities of **STARHAUS** technology in a fun and accessible way.

The University of Siena (UNISI) has made significant contributions to **STARHAUS** by conducting **research on the production chains** of the project's four use cases. This research formed the foundation for the creation of a comprehensive co-design toolkit, which serves as a key resource



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for facilitating collaboration and innovation within the project.

This toolkit was first tested during a collaborative session with all project partners at the M6 meeting, which UNISI organized and hosted at the Santa Chiara Lab in Siena. The initial test allowed for valuable feedback and adjustments, after which the toolkit was refined, translated, and distributed to partners for implementation.

Using the improved toolkit, partners conducted four workshops, one for each of the use cases. These workshops yielded important results, integrating insights from the production chain research with findings from an analysis of the New European Bauhaus (NEB) values and best practices.

The **workshop** led by **CODY** with the **Beverages sector** user case provided crucial insights into the unique demands and challenges of implementing personalization within this industry. It revealed how shifting consumer preferences toward customizable products is driving the need for innovative approaches in production and supply chain management. Additionally, the session highlighted specific technical and operational barriers, such as ingredient variability and scalability, that must be addressed to fully realize the potential of personalized beverages.

Gathering key stakeholders, the session created a collaborative environment where participants could openly discuss the specific needs, constraints, and innovation possibilities for personalized beverage products. Together, they

explored critical aspects such as ingredient selection, customization options, regulatory considerations and logistical hurdles that impact the feasibility of personalized consumer goods in the beverages sector.



The Beverages use case workshop led by CODY, using UNISI designed toolkit

The **Pet Food use case workshop** stood out for its collaborative approach. This workshop was led by **WIZ, BBU, and Dervis**, whose contributions uncovered actionable insights. Leveraging UNISI's toolkit, the teams collaboratively mapped the unique challenges and requirements of the pet food sector, including consumer preferences, customization potential, and production constraints.



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The contributions of WIZ, BBU, and Dervis in the Pet Food use case workshop exemplify the collaborative spirit of **STARHAUS**.

Their efforts, combined with UNISI's research and toolkit, demonstrate how cross- partner collaboration can generate impactful, innovative solutions.



The pet food use case workshop led by WIZ, BBU and Dervis, using UNISI designed toolkit

This activities exemplify the collaborative and forward-thinking spirit of the project, bringing together research, innovation and co-creation to drive impactful results.

INOVA+ successfully coordinated the first **Open Innovation Call (OIC#1)**, launched in May 2024, with the goal of transforming community mindsets toward adopting sustainable consumption models. A



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webinar was organized to address applicants' questions, resulting in 11 applications, from which two projects were selected.

The first project, *BHOJANAM*, focuses on environmentally responsible and healthy food consumption, promoting sustainable food choices for breakfast cereals and beverages through a three-step approach: community engagement, education on circular consumption, and transitioning to reusable packaging. This initiative creatively combines art and science to foster eco-friendly habits.

The second project, *RAISE*, aims to use Augmented Reality (AR) to encourage sustainable and personalized cereal consumption among young people, leveraging AR experiences to promote healthier and more sustainable eating practices. Both projects are set to begin shortly and will run until April 2025.

Two additional open calls are scheduled for launch on November 27. OIC#2 will emphasize defining new concepts while adapting and improving existing hardware and software, while OIC#3 will explore innovative ways to present **STARHAUS** technologies and results to local consumer communities.

INOVA+ has also made substantial progress in defining technical requirements, operational settings, and implementation scenarios for the project's four use cases: pet food, beverages, fertilizers, and breakfast cereals. A deliverable detailing these advancements is set for publication in January 2025.

DEEP BLUE partners organized this first year **two co-design workshops** were held within the consortium: during the M6 Project Meeting, they have facilitated a workshop to introduce and practice the "*User-Centered Design*" approach, which will be applied in the UCs design and during the M12 Project Meeting, they organized a co-design activity to initiate the concept generation phase. 20 projects were selected and analyzed during the desk research phase, covering the following key-topics: NEB, S+T+ARTS and Decentralized and Urban Manufacturing. This research led to the detection and categorization of over 100 insights and design elements, providing valuable inspiration and guidance for the concept generation process.

STARHAUS project team has made significant advances in scientific dissemination and thought leadership. They published the project's **first scientific article**, "The New European Bauhaus: Beautiful, sustainable, Together in **STARHAUS**," in the *Transylvanian Review of Administrative Sciences*. The publication reflects our commitment to bridging theory and practice, positioning **STARHAUS** at the forefront of sustainable and human-centric innovation and highlighting the collaborative efforts of SINTEF, WIZ, UNISI, and BBU.

Additionally, on October 4, 2024, **Babeş-Bolyai University** hosted the "**STARHAUS** and The New European Bauhaus" **panel at the Transylvanian International Conference on Public Administration in Cluj-Napoca, Romania.**



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Topics

- MDFs for Collaborative Design and Manufacturing of Personalized Products
- Digital Transformation in Non-Discrete Manufacturing: Lessons from DIY4U and STARHAUS European Projects
- Digital Technologies around Personalized Manufacturing for Society
- CFD and DEM driven Personalized Product Design
- Dissemination, Communication and Exploitation
- Impactful events within NEB Ecosystem
- New European Bauhaus strategy impact on EU security
- NEB and STARHAUS indicators: expected impact on governance models

Transylvanian International Conference on Public Administration
October 3rd – 5th, 2024, Babes-Bolyai University, Cluj-Napoca , Romania

Panel: STARHAUS and The New European Bauhaus: Synergies between Governance and Human Centric Innovation

 Raluca Antonie (Moderator), UBB	 Akhilesh Srivastava SINTEF	 Chandana Ratnayake SINTEF	 Alex Butean WIZ	 Juan Enriquez Analisis DSC
 Laura Torres ANALISIS-DSC	 Maria Foma UBB	 Petrut Bratu UBB	 Samir Corb UBB	 Andreea Zolde Apleona

The “STARHAUS and The New European Bauhaus” panel at the Transylvanian International Conference on Public Administration

STARHAUS consortium had a solid presence, led by SINTEF, who presented Manufacturing Demonstration Facilities (MDFs) for Collaborative Design and Manufacturing of Personalized Products, (dr. Akhilesh Kumar Srivastava), Digital Transformation in Non-Discrete Manufacturing: Lessons from DIY4U and **STARHAUS** European Projects, (dr. Chandana Ratnayake). ANALISIS-DSC presented “CFD and DEM driven Personalized Product Design” (Juan Enríquez) and Dissemination, Communication and Exploitation, (Laura Torres), to mention just a few.

This event provided a platform to discuss the synergies between governance and innovation, reinforcing **STARHAUS**'s alignment with the New European Bauhaus principles.

STARHAUS M12 Project Meeting, held online on November 18th 2024, and organized by project coordinator SINTEF, brought together all consortium partners to reflect on a year of remarkable progress, review updates on key work packages, and engage in collaborative workshops.



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The screenshot shows a Zoom meeting interface. At the top, there is a toolbar with icons for Chat, People (17), Raise, React, View, More, Camera, Mic, Share, and a red 'Leave' button. The time is 13:43. The main content area displays a meeting agenda table with columns for Start, End, Duration, Topic, and Responsible. To the right of the table is a grid of video feeds for participants. At the bottom left, the name 'Chandana Ratnayake' is visible.

Start	End	Duration	Topic	Responsible
09:00	09:15	00:15	Welcome & Practical Information	SINTEF
09:15	09:30	00:15	Presentation - WP1 (Coordination, Ethics and Data Management)	SINTEF
09:30	09:45	00:15	Presentation - WP2 (Vision, Requirements and Planning)	UNISI
09:45	10:00	00:15	Presentation - WP3 (Human Centered Processes and Societal Impact)	DBL
10:00	10:15	00:15	Presentation - WP4 (Innovation through Science, Technology and Arts)	WIZ
10:15	10:30	00:15	Refreshment Break	
10:30	11:00	00:30	Presentation - WP5 (Use Case Management and Cascade Funding)	INOVA+
11:00	11:30	00:30	Presentation - WP6 (Communication, Dissemination, Exploitation)	UBB
11:30	12:15	00:45	Lunch	
12:15	13:30	01:15	Vision Workshop	UNISI
13:30	14:45	01:15	Design Workshop	DBL
14:45	15:15	00:30	Refreshment Break	
15:15	16:30	01:15	SW/HW Workshop	Cody/WIZ
16:30	17:00	00:30	Wrap up	SINTEF

M12 Project Meeting, November 18th 2024, Online

With a focus on innovation, sustainability, and alignment with the principles of the New European Bauhaus, the meeting was an inspiring platform to solidify our vision for the future. It reinforced our shared commitment to advancing personalized consumer goods and fostering sustainable manufacturing practices that prioritize both functionality and aesthetic harmony. This synergy of ideas and goals has set a robust foundation for our next steps, paving the way for transformative solutions that are human-centric and environmentally conscious.

As we celebrate the one-year milestone of the **STARHAUS** initiative, we take this opportunity to extend our heartfelt gratitude and warmest congratulations to all our partners, collaborators, and supporters. Your unwavering dedication, collaborative spirit, and shared vision have been instrumental in making this past year a remarkable success.

Together, we have not only laid a solid foundation but also cultivated an ecosystem of innovation and resilience. **STARHAUS** exemplifies what we can achieve through teamwork and a shared purpose. With the momentum we've built, we look forward to continuing this progress, pushing boundaries, and creating an even greater impact in the years ahead.



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Thank you for being part of this extraordinary initiative. Let's continue shaping the future—together.



STARHAUS team, M6 Project Meeting, University of Siena (UNISI)

Here's to a future filled with innovation, sustainability, and community spirit with **STARHAUS**!

Warm regards,
STARHAUS Team

Website: <https://starhausproject.eu/> | Facebook: <https://www.facebook.com/starhausproject> | LinkedIn:
<https://www.linkedin.com/company/starhausproject/> | X: @starhausproject



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