

Innovation, Culture, and Creativity

Webinar on the **Call for Workshop Proposals**

February 5, 2024

UCLA

UC SANTA BARBARA



Logistics

The published call (icc.ucla.edu/cfw) is the definitive source for information and instructions.

Views expressed within do not necessarily reflect those of NSF or other participating organizations.

This webinar is being recorded.

Please use the Q&A for questions

Outline

Introduction to the ICC Project

Call for Workshop Proposals

Evaluation criteria

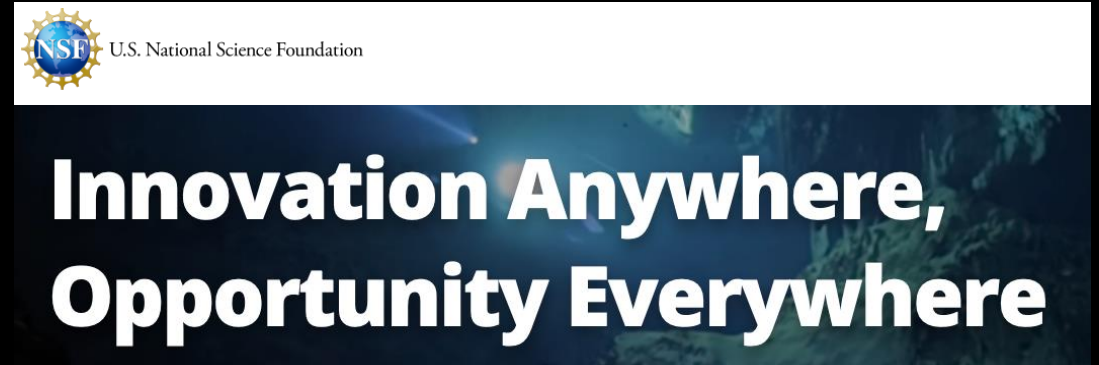
How to submit a concept outline

Q&A

Introduction to the ICC Project

Project Office: Innovation, Culture, and Creativity

In 2024, UCLA will lead a series of nationwide activities on **innovation at the intersection of the creative and technology sectors**, supported by an award (TF-2345797) from the National Science Foundation (NSF).



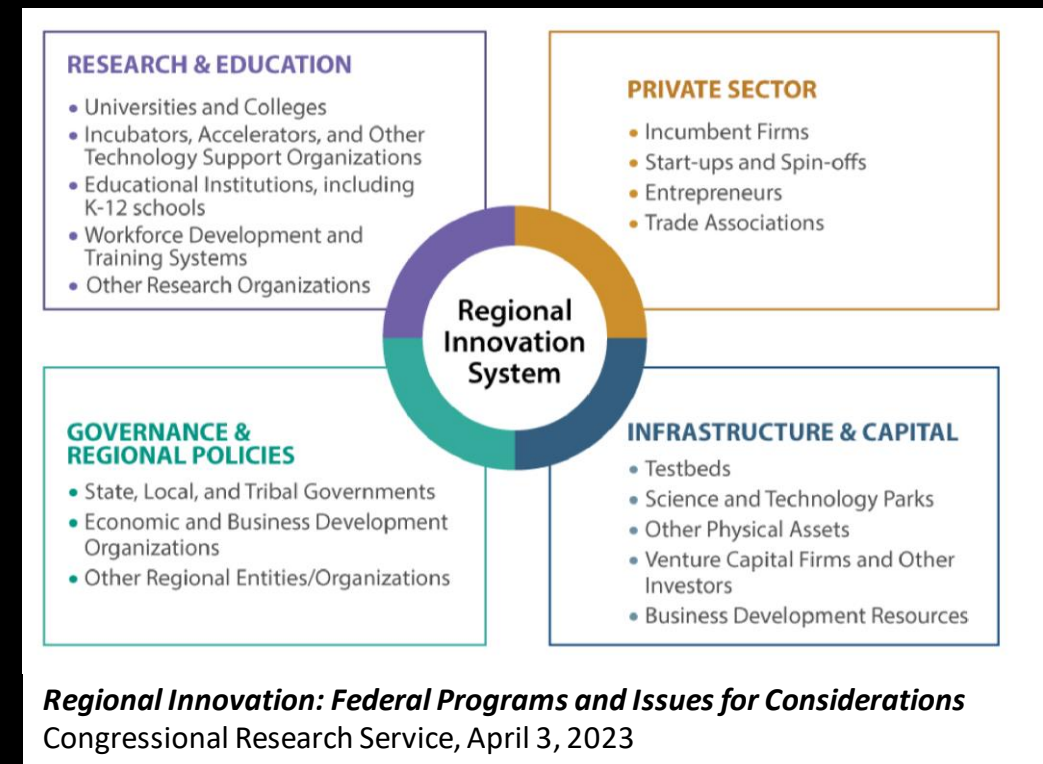
Goal #1

Examine the role of regional culture in strengthening innovation ecosystems.

This builds on policy research in “creative cities”, “innovation districts”, “open innovation”, and related concepts.

By *innovation ecosystem*, we mean the individuals, organizations, and processes involved in creating tangible societal benefits from new knowledge and inventions that emerge from research.

[Teams may choose to broaden the concept of “innovation ecosystem” for their proposal.]



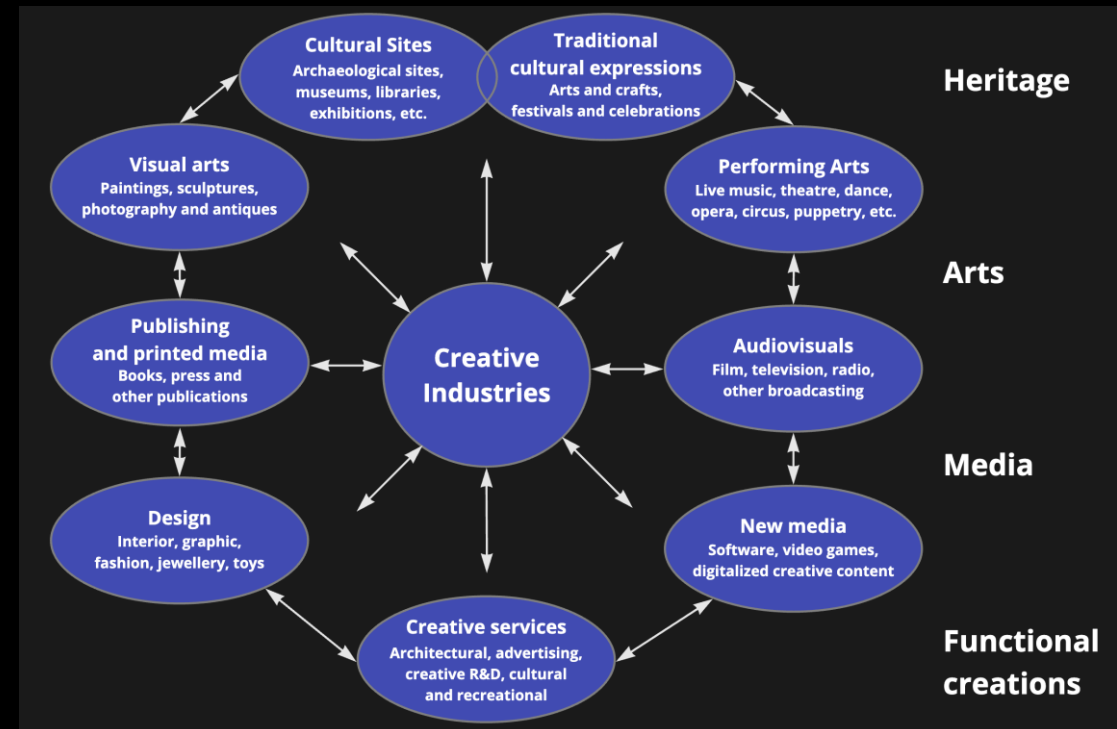
Goal #2

Support the continued competitiveness of U.S. industries involved in the creative sector...

...which are encountering disruption due to innovations in artificial intelligence (AI) and other emerging technologies.

We aim to explore programs that create stronger connectivity between the creative sector and applied R&D in science and engineering.

This goal builds on recommendations from the National Academies, successful initiatives in other countries, and hands-on experience in industry and higher education.

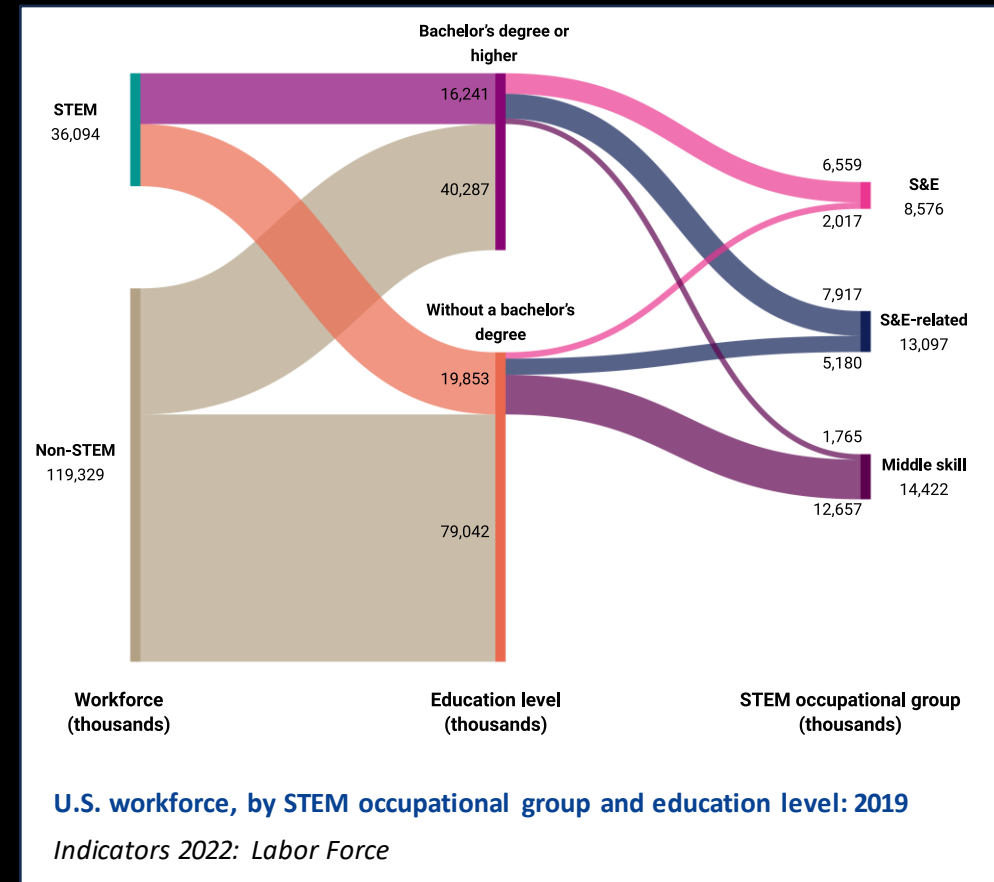


Goal #3

Develop novel strategies to **expand and diversify** the **STEM workforce...**

...by engaging practical applications at the intersection of technology, innovation, and creativity.

This goal is consistent with the redefinition of the STEM workforce by the National Science Board (NSB) in *Science and Engineering (S&E) Indicators 2022* to **encompass all workers who use science and engineering skills in their jobs.**



Key Activities

Regional Workshops

Competitively funded workshops that bring together industry, academic, community, and government partners to explore regional needs and opportunities.

Call for proposals in January '24, with workshops in Summer/Fall '24.

Industry Summit

Gathering of NSF and the creative / technology industries modeled after TIP's "industry partnership summit" that focuses on pre-commercial R&D collaboration.

Held in Southern California in early Fall '24.

National Convening

Meeting to synthesize the input and opportunities from across regions and stakeholders into roadmap recommendations for NSF TIP and other agencies.

Held at the UCLA Luskin Conference Center in December '24.

Project Team



Jeff Burke (PI)
Theater, Film, and Television
UCLA



Jennifer Jacobs (Co-PI)
Media, Arts, and Technology
UCSB



Chris Johanson
Digital Humanities
UCLA



Lauren Lee McCarthy
Design Media Arts
UCLA



Greg Pottie
Engineering
UCLA

Advisory Committee

Hasan Bakhshi

Professor and Director, Creative Industries Policy and Evidence Centre, Newcastle University

Jamie Bennett

Consultant, Lord Cultural Resources; Former Executive Director, ArtPlace America

Elizabeth Currid-Halkett

Professor and James Irvine Chair in Regional Planning, USC

Roy Mathew

Principal and Higher Education Practice Lead, Deloitte Consulting

Carl Grodach

Foundation Professor, Urban Planning & Design, Monash University

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of Community Colleges

Eric McIntosh

Worldwide Higher Education Strategy & Programs,
Apple, Inc.

Manuel Montoya

Associate Professor of Economics, University
of New Mexico

Todd Presner

Professor and Co-PI, Mellon Foundation Urban
Humanities Initiative, UCLA

Kamal Sinclair

Senior Director for Digital Innovation,
Los Angeles Music Center

NSF Directorate for Technology, Innovation and Partnerships (TIP)

TIP harnesses the nation's vast and diverse talent pool to advance critical and emerging technologies, address pressing societal and economic challenges, and accelerate the translation of research results from lab to market and society.

Established in 2022, TIP is NSF's first new directorate in over 30 years.

NSF Collaborators:

- Directorate for STEM Education (EDU)
- Directorate for Social, Behavioral, and Economic Sciences (SBE)

Outcomes: Creativity + Technology

Roadmap to support diverse regions and populations in innovation.

National network of organizations and individuals to participate in new programs.

New models for cross-disciplinary R&D for the creative / technology industries.

Research agenda for support from the social, behavioral, and economic sciences.

Synergistic activities within the private sector and other government agencies.

Broader participation in the STEM workforce across disciplines, demographics, and geography.

Call for Workshop Proposals

What are the workshops for?

Explore **support for innovation** at the intersection of culture, creativity and technology.

Specifically, **regional needs, opportunities, and challenges**, related to **technology priority areas** of the CHIPS and Science Act of 2022.

Workshop results will inform a national convening that will make programmatic recommendations for funders in this area.

What should they cover?

See the call for specifics!

Focus on **ecosystems, programs, and broad research opportunities** over individual projects.

Big picture: Look at **5- to 10-year opportunities** with regional impact.

Similar scope to other workshops convened by NSF when it is exploring a new area of opportunity.

Themes, Topics, and Technologies

Proposals encouraged to explore **regional needs, opportunities, and challenges**, focus on **technology priority areas²** of the **CHIPS and Science Act**, and explore some or all of the following topics:

- Improving the sustainability, relevance, and impact of regional innovation ecosystems³ through their integration with the study, reception, production, and preservation of culture. This may require broadening the concept of “innovation ecosystem” itself.
- Supporting translational research in the humanities and arts that applies their bodies of knowledge and evolving ways of working to address societal and economic challenges, enable technology discovery and deployment, and preserve, sustain, and enhance the fields themselves.
- Broadening participation in applied STEM research to include the creative industries and cultural organizations—for example, by addressing resource differentials; developing mutual benefit frameworks; supporting cross-disciplinary skills development; offering evidence of impact on diversity, equity, and inclusion in STEM; and identifying key differences in how R&D is defined, managed, budgeted, and evaluated.
- Strengthening U.S. creative industry participation in collaborative technology research with academia, non-profit, and other industries in order to sustain and enhance global competitiveness in the sector.
- Encouraging engagement on dimensions of ethics and responsibility informed by the humanities and arts, including sustainability, equity, protections for participant privacy and dignity, and awareness of local cultural contexts. In this context, please see the recently announced NSF program on [Responsible Design, Development, and Deployment of Technologies \(ReDDDoT\)](#), and the related [NSF press release](#).
- Supporting new, innovative forms of entrepreneurial activity with models specific to culture—for example, supporting the intersection of emerging technologies and methods with those of artists, artisans, and/or craft entrepreneurs.

What should they cover? (1/2)

See the call for specifics!

Enhancing regional innovation ecosystems...

Supporting translational research in the humanities and arts...

Broadening participation in applied STEM research...

Themes, Topics, and Technologies

Proposals encouraged to explore **regional needs, opportunities, and challenges**, focus on **technology priority areas²** of the **CHIPS and Science Act**, and **explore some or all of the following topics**:

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- Supporting new, innovative forms of entrepreneurial activity with models specific to culture—for example, supporting the intersection of emerging technologies and methods with those of artists, artisans, and/or craft entrepreneurs.

What should they cover? (2/2)

See the call for specifics!

Strengthening U.S. creative industry participation in technology research...

Encouraging engagement on dimensions of ethics and responsibility...

Supporting new, innovative forms of entrepreneurial activity...

Themes, Topics, and Technologies

Proposals encouraged to explore **regional needs, opportunities, and challenges**, focus on **technology priority areas²** of the **CHIPS and Science Act**, and **explore some or all of the following topics**:

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- Supporting new, innovative forms of entrepreneurial activity with models specific to culture—for example, supporting the intersection of emerging technologies and methods with those of artists, artisans, and/or craft entrepreneurs.

Workshop Idea Brainstorming

Call for Workshops – Examples

The following examples of workshop topics are illustrative only. They are intended to show the types of intersections between culture, technology, and regional specificity encouraged.

- Innovative E-Textiles: Artisan Partnerships in [Region]
- Frontiers of Creativity: Leveraging [Region's] Semiconductor Expertise in Creative Industries
- Cultural Narratives and Emerging Tech: Expanding Creative Horizons in [Region]
- Inclusive Design and Biotechnology: A Virtual Symposium Inspired by the CHIPS+ Act
- Cultural Creativity as a Springboard for Tech Innovation in [the Region]
- What Comes After Virtual Production's in [Region's] Film & Television Industry?
- Enabling Art and Culture through Wireless Networking in Historic [Region]
- Opportunities in AI and High-Performance Computing Services for the Non-Profit Arts
- Creative Coding Corps: Convening a Nationwide Distributed Community-of-Practice
- Smart Textiles and Wearable Tech in the Fashion Industry of [Region]
- Next-Generation Audio Engineering in [Region's] Music Industry
- Innovations in Digital Publishing in [Region]
- Decentralized Cybersecurity Innovations for [Region's] Independent Artists
- Opportunities for a U.S. Innovation Network for the Entrepreneurial Humanities
- Creative Sector Drivers for Clean-Energy Innovations in [Region]
- Craft and Code: Integrating Tech with [Region's] Artisanal and Sustainable Design Culture
- Developing Tech Innovation from [Region's] Music and Art Scene
- AI-Infused Storytelling in [Region]: Preparing a New Generation of Digital Creatives
- Computational Fabrication and [Region's] Artistry: Exploring the Future and Preserving the Tradition of Local Craft

Practical considerations

Regional focus.

In-person, though a hybrid option may be offered.

Typically **50-75 participants** and ~1.5 days long.

Budgets: **At most \$75,000** each, including indirect costs.

Concept outlines due February 16, 2024.

Invited proposals due April 15, 2024.

Notification of award expected in May, 2024.

Workshops completed by September 30, 2024.

How is “region” defined?

Teams are free to define their region as appropriate for their proposal.

E.g., group of counties, metro area, federal census region, GSA region, cultural region, and so on.

A small number of awards for “Distributed Communities-of-Practice” will be considered.

Who should organize? Participate?

See “Eligibility and Participation” in the CFW.
Broad participation is encouraged.

“Proposing teams are encouraged to include organizers and participants who:

- Cover a **variety of relevant professional roles in culture, the arts, humanities, creative industry, and STEM**;
- Have significant experience with NSF and/or other federal science and technology research support;
- Have not received NSF funding before in significant roles.”

What deliverables are required?

Each awarded team will be required to provide the following deliverables to the ICC project office after their workshop concludes:

- Draft **set of notes and attendee list** immediately at workshop completion to support planning for the national convening;
- Participants' **session proposals** for the national convening;
- **Brief final report** to be made available to the public;
- **Opt-in list of participants** and contact information for further communications.

Other deliverables may be identified during the award process.

Who will receive the deliverables?

ICC Project Team

Participants in the national convening

National Science Foundation

Some elements will be publicly posted

How will organizers and participants be involved in follow up?

Our expectation:

- Organizers will be invited to the national convening;
- Participants with session proposals that are selected will be invited;
- Additional comment opportunity on materials coming out of national convening.

Proposal Process

Proposal Process

1. Interested teams should start by submitting a **concept outline** by February 16, 2024 at 5:00 p.m. proposer's local time. (Up to about 500 words – 3k character limit.)
2. A subset of teams will be invited by the end of February to submit **workshop proposals**, up to 4 pages long, due on April 15, 2024.
3. *Concept outlines and contact information for invited proposals will be published on the ICC website to encourage coordination and participation.*
4. Proposals will undergo panel review, and awards will be announced in May 2024.
5. Workshops must be completed by the end of September 2024.

Evaluation criteria

Concept outlines

Team is eligible.

No conflict of interest as defined in the call.

Topics are within scope.

Logistics are feasible.

Evidence that proposal requirements meaningfully considered.

Invited Concept Outlines

Will be posted publicly.

Will receive feedback on strengths/weaknesses.

May receive recommendations on potential overlap / collaboration opportunities with other outlines.

Workshop Proposals

Address the program goals.

Cover one or more topic areas.

Explore how national support could address regionally specific opportunities and challenges.

Region / community-of-practice

Workshop approach and topics

Organizing committee

Participants

Logistics

Diversity of Participation

Intellectual Merit

Broader Impact

References

Budget

How to submit a concept outline

How to submit a concept outline

Identify a principal investigator (PI) and lead organization that can receive a federal subaward.

Identify at least one Co-PI from another organization.

Write and upload a concept outline by February 16, 2024.

Submitting a concept outline

A concept outline must be submitted as a first step by any interested team.

- Concept outlines are **strictly limited in length to 3000 characters** (about 500 words) and in plain text (no formatting or graphics). Optionally, teams can provide a single “hero image” that may be included in public listings.
- Concept outlines **must be submitted using UCLA’s InfoReady system by 5 p.m. of the submitter’s local time on February 16, 2024.**
- The concept outline should briefly address each topic listed under “Proposal Requirements” below.
- A minimum of one principal investigator (PI) from the lead organization and one co-PI from a collaborating organization must be associated with a concept outline. The PI and co-PIs may not be associated with other concept outlines.⁵
- A budget is *not* required. The concept outline should briefly discuss how funds will be used.

Submitted concept outlines will be published with contact information to encourage team formation and collaboration. Please do not include proprietary information in concept outlines.

Concept outlines must be submitted here:

<https://ucla.infoready4.com/#freeformCompetitionDetail/1927522>

To submit, first create an InfoReady account by selecting the “Register” option [here](#). After creating an account, visit the link above and log in with the account you have created. Email icc@remap.ucla.edu if you have questions about establishing an account.

Register on InfoReady (1/3)

Visit UCLA's InfoReady site (<https://ucla.infoready4.com/>) and click "Log In".

The screenshot shows the UCLA InfoReady Review website. At the top, there is a blue header with the UCLA logo, the text "InfoReady Review", and links for "Log In" and "Help". Below the header, there are navigation links for "HOME" and "CALENDAR". The main content area is divided into two columns. The left column is titled "UCLA Limited Submission Opportunities (LSO)" and contains an image of scientists in a lab, a paragraph explaining the LSO process, and two links for more information. The right column is titled "Additional Information" and contains a paragraph about the status of opportunities and a list of three statuses: Open, Extended, and Closed. Below the text, there is a search bar and a table of opportunities.

UCLA Limited Submission Opportunities (LSO)

UCLA has an established internal selection process for limited submission opportunities (LSO), which are funding opportunities for which the funder has limited the number of applications that UCLA may submit.

For detailed information about the campus limited submission process and FAQs, please visit: <https://www3.research.ucla.edu/reo/lso>

For additional funding opportunities coordinated by our office, as well as a portal for other internal funding, please visit: <https://www3.research.ucla.edu/reo/internalfunding>

Search:

Title	Due Date	Category	Cycle
		All	All
Damon Runyon Cancer Research Foundation 2024 Clinical Investigator Award - EXTERNALLY COORDINATED	02/1/2024	Limited Submission - CLOSED	2023-2024 AY
Dept. of Energy DE-FOA-0003194 Atmospheric System Research (ASR)	02/13/2024	Limited Submission - CLOSED	2023-2024 AY

Additional Information

Current limited submission opportunities are listed to the left. The opportunities have one of three statuses:

- Open:** The internal deadline for consideration for an application slot has not passed. All interested applicants should click on the opportunity title for more details about the materials required to be submitted for consideration for an application slot.
- Extended:** The internal deadline has passed for an opportunity and one or more application slots remains open. These opportunities are open until filled, pending an internal review/approval. Interested applicants should email limitedsubmissions@conet.ucla.edu prior to submitting any internal application materials.
- Closed:** These are opportunities for which the application slot(s) has/have been filled.

Click the *Category* header on the display to filter by status.

Questions? For any questions related to limited submissions, please email limitedsubmissions@conet.ucla.edu

Register on InfoReady (2/3)

Login for Other Users

If you have an account, but aren't part of University of California, Los Angeles, enter your email address and password below to log in.

Email Address:

Password:

[Forgot your password?](#)

Remember Me

Don't have an account, and not a University of California, Los Angeles user? [Try registering for an account.](#)



REGISTER


Provide your first name, last name, email address and enter a password to create an account.

First Name:

Last Name:

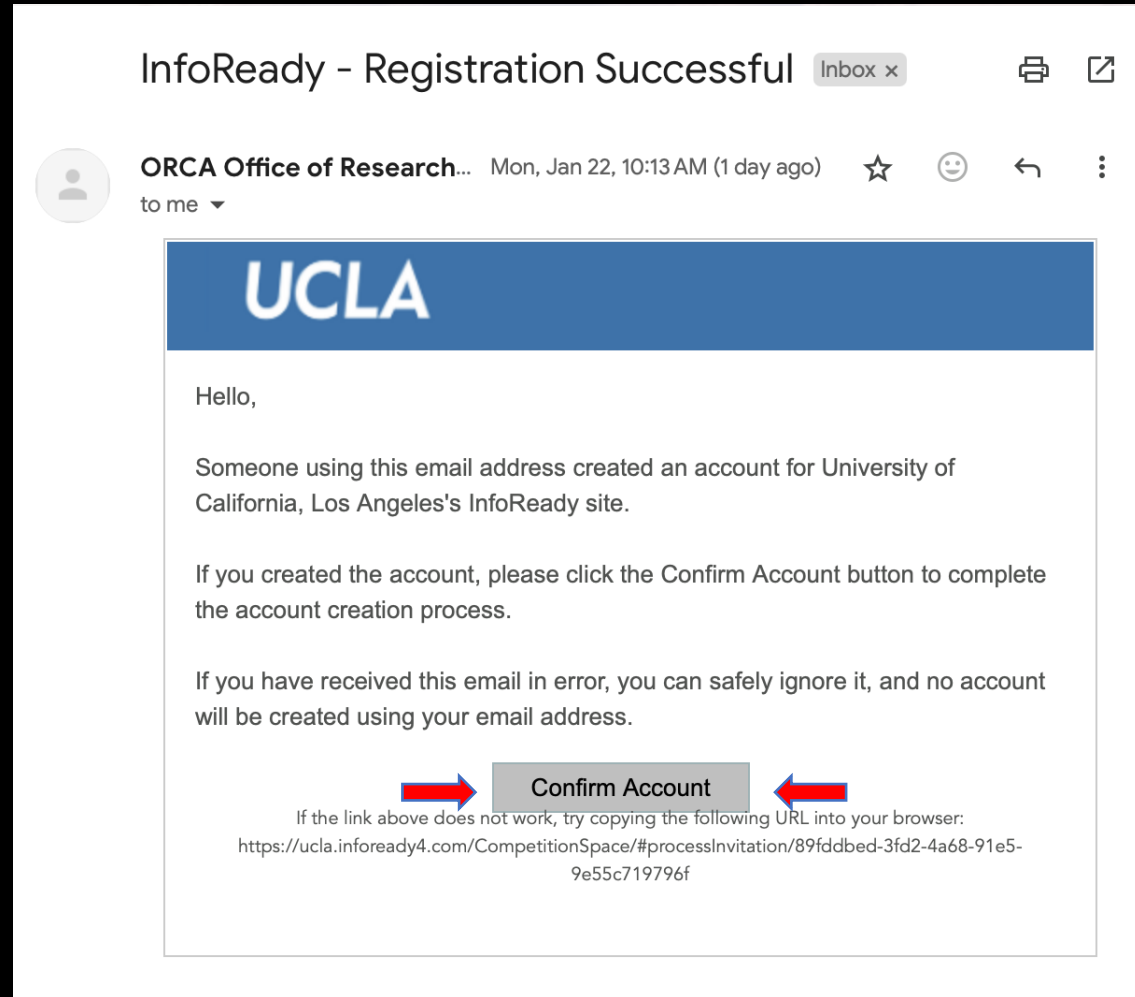
Email Address:

Password:

I'm not a robot 

Register on InfoReady (3/3)

Verify your email address to finish registering.



Go to the competition page

Concept outlines must be submitted to this link:

<https://ucla.infoready4.com/#freeformCompetitionDetail/1927522>

The screenshot shows the UCLA InfoReady Review interface. At the top, there is a blue header with the UCLA logo and 'InfoReady Review' text, along with 'Log In' and 'Help' links. Below the header, there are navigation links for 'HOME' and 'CALENDAR'. The main content area is titled 'Concept Outline - Innovation, Culture, and Creativity Workshops 2024' and includes a PDF icon. A 'Details' tab is active, and a 'Submit Concept Outline' button is highlighted with a red arrow. The page content is organized into sections: 'Dates' with a 'Concept Outline Deadline: Friday, February 16, 2024'; 'Details' with 'Administrator(s): ICC Project (Owner)' and 'Number of Applications Allowed Per Applicant: 1'; and 'Description' with the text 'Innovation, Culture, and Creativity Call for Workshop Proposals Concept Outline Phase'. The description includes instructions to follow guidelines and email icc@remap.ucla.edu for questions. At the bottom, another 'Submit Concept Outline' button is highlighted with a red arrow.

Log in

Log in with the account you have created.

UCLA InfoReady Review Log In | Help

HOME CALENDAR

Login for University of California, Los Angeles Users

Use your University of California, Los Angeles user name and password to log into InfoReady Review.

[UCLA Login](#)

Login for Other Users

If you have an account, but aren't part of University of California, Los Angeles, enter your email address and password below to log in.

Email Address:

Password:

[Forgot your password?](#)

Remember Me

[Log In](#)

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Click the *Category* header on the display to filter by status.

Questions? For any questions related to limited submissions, please email limitedsubmissions@conet.ucla.edu

Prepare Concept Outline (1/3)

Complete the concept outline application and preview the application.

Make sure that all information is correct before submitting.

Please reference <https://icc.ucla.edu/cfw/> or email icc@remap.ucla.edu if you have questions.

The screenshot shows the 'UCLA InfoReady Review' interface. The top navigation bar includes 'HOME', 'APPLICATIONS', 'PROGRESS REPORTS', and 'CALENDAR'. The user is logged in as 'Hello, [Name]' with 'Sign Out | Help' options. The main heading is 'Concept Outline - Innovation, Culture, and Creativity Workshops 2024'. Below this, there are tabs for 'Details' and 'Application'. A PDF icon and a help icon are visible in the top right. A paragraph of instructions follows: 'Complete and submit the application below. The personal details will be populated with information from your user profile where possible. Your entries are automatically saved while working within this site. Should you need to navigate away from the site or close your browser before completing the application, please click 'Save as Draft' below. You will be able to find and resume your application by clicking 'Applications' in the top navigation.' The form fields are: 'Principal Investigator First Name *', 'Principal Investigator Last Name *', 'Lead Organization *', and 'Workshop Title *'. The 'Workshop Title' field includes a sub-instruction: 'Please provide a descriptive preliminary title for the workshop.' The page is labeled 'Page 1 of 1' in the bottom right corner.

Prepare Concept Outline (2/3)

Complete the concept outline application and preview the application.

Make sure that all information is correct before submitting.

Please reference <https://icc.ucla.edu/cfw/> or email icc@remap.ucla.edu if you have questions.

<p>Region *</p> <p>Please describe the region covered by the workshop. Distributed community-of-practice proposals should enter "DCoP".</p> <input type="text"/>
<p>PI Email Address *</p> <p>This email address will be used for project communication.</p> <input type="text"/>
<p>External Contact Email Address</p> <p>An alternate email address to be published with the concept outline as a first point of contact for interested collaborators. (PI Email Address will be used by default.)</p> <input type="text"/>
<p>Co-Principal Investigators (Organizing Committee) *</p> <p>At least one Co-PI from an organization other than the lead must be included. List Co-PIs one per line, in the format Name, Title, Organization.</p> <input type="text"/>

Prepare Concept Outline (3/3)

Paste in the plain text concept outline (up to 3000 characters) and optionally upload a “hero image”.

Preview the application.

Make sure that all information is correct before submitting.

Please reference <https://icc.ucla.edu/cfw/> or email icc@remap.ucla.edu if you have questions.


Concept Outline *


Please paste the plain text of your concept outlines here. Follow the instructions in the Call for Workshop Proposals. Note that Concept Outlines will be published to encourage collaboration. Concept outlines are limited to 3000 characters (about 500 words).

"Hero Image"

You may optionally supply a single image in PNG or JPG format that may be shown next to your concept outline in public listings. The image should be square and no smaller than 512 x 512 pixels.

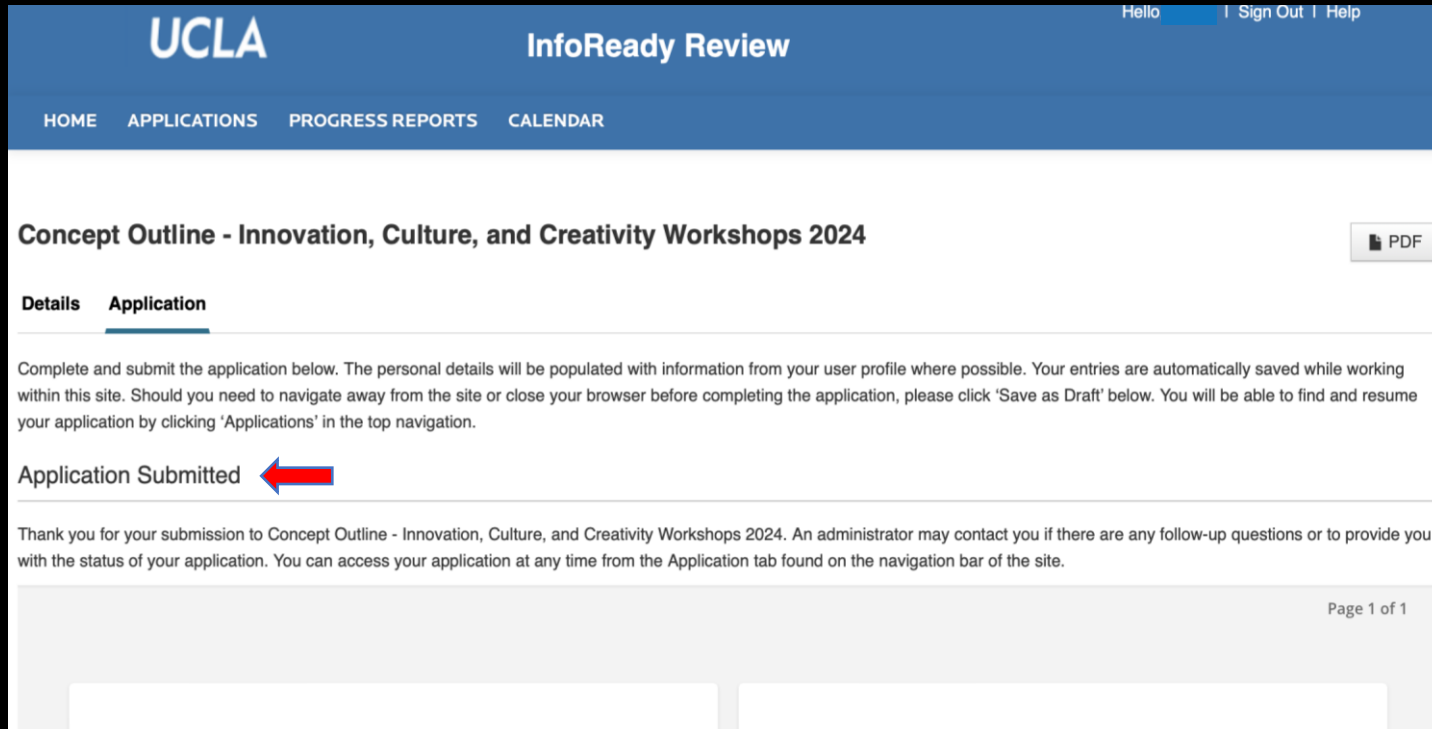
Drag and drop a file here or click the button below to select a file to upload.

 Select File

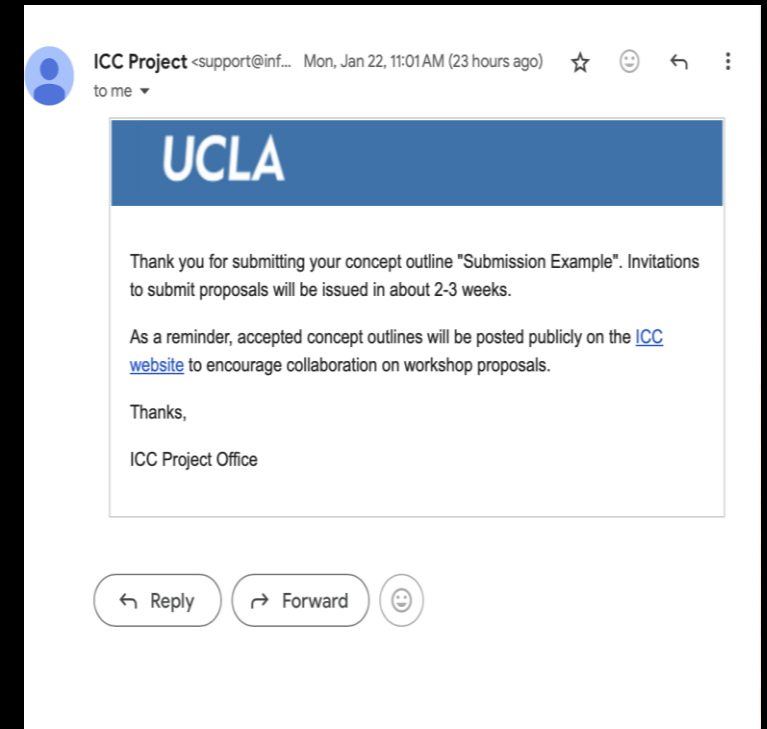
 Preview

Submit

After submitting the application, it will say 'Application Submitted' near the top of the page. You will receive an email confirming your submission.



The screenshot shows the top navigation bar with the UCLA logo and 'InfoReady Review' title. Below the navigation bar, there are tabs for 'HOME', 'APPLICATIONS', 'PROGRESS REPORTS', and 'CALENDAR'. The main content area is titled 'Concept Outline - Innovation, Culture, and Creativity Workshops 2024' with a PDF icon. Underneath, there are tabs for 'Details' and 'Application'. The 'Application' tab is active, and the text reads: 'Complete and submit the application below. The personal details will be populated with information from your user profile where possible. Your entries are automatically saved while working within this site. Should you need to navigate away from the site or close your browser before completing the application, please click 'Save as Draft' below. You will be able to find and resume your application by clicking 'Applications' in the top navigation.' Below this text, the status 'Application Submitted' is displayed with a red arrow pointing to it. At the bottom, there is a thank-you message: 'Thank you for your submission to Concept Outline - Innovation, Culture, and Creativity Workshops 2024. An administrator may contact you if there are any follow-up questions or to provide you with the status of your application. You can access your application at any time from the Application tab found on the navigation bar of the site.' The page number 'Page 1 of 1' is visible in the bottom right corner.



The screenshot shows an email from the ICC Project Office. The header includes the sender's name 'ICC Project', email address '<support@inf...>', and the date 'Mon, Jan 22, 11:01 AM (23 hours ago)'. The email body contains the following text: 'Thank you for submitting your concept outline "Submission Example". Invitations to submit proposals will be issued in about 2-3 weeks. As a reminder, accepted concept outlines will be posted publicly on the [ICC website](#) to encourage collaboration on workshop proposals. Thanks, ICC Project Office'. At the bottom, there are buttons for 'Reply', 'Forward', and a smiley face icon.

Q&A

Concept outlines due
February 16, 2024

Call for Workshop Proposals
icc.ucla.edu/cfw

Questions to:
icc@remap.ucla.edu

Thanks!