BrainHack

SANTA LUCIA

waag society

artshare

TUDelft

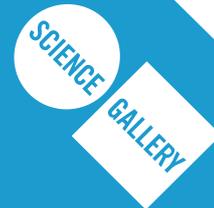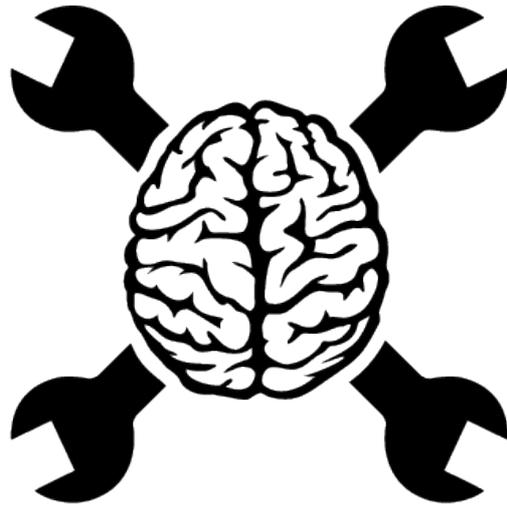T.S.R.ACT

SCIENCE GALLERY

TALLINN UNIVERSITY

Communication Report V2

Workpackage 5 // Deliverable 5.7 (final version)

BrainHack

DELIVERABLE

Project Acronym: BrainHack

Grant Agreement number: 686987

Project Title: BrainHack: Bringing the arts and sciences of brain and neural computer interface together.

Deliverable reference number and title

~~D5.6 Communication Report - draft version 1 (Report, PU, month 4)~~

~~D5.7 Communication Report - final version 1 (Report, PU, month 12)~~

D5.5 Communication Report - version 2 (Report, PU, month 24)

Revision: v2.0

Authors:

Jurre Ongering, (Waag Society)

Irene Ingardi (Artshare)

Revision history

Revision	Date	Author	Organisation	Description
1.1	August 15th 2016	Jurre Ongering	Waag Society	The first draft version of the communications report. (due April 2016)
1.2	August 22nd 2016	Irene Ingardi	Artshare	Corrections and additions
1.3	2016/2017	Jurre Ongering	Waag Society	Gathering communication relevant material for later publication
1.3	Nov, Dec 2017	Team	All included organisations	Corrections and additions
2.0	December 27th 2017	Jurre Ongering	Waag Society	Integration of later material in final report

Please note that this document presents a list of the actions regarding Brainhack-project related communicational activity. Through this we aim to determine if we are meeting goals that have been specified in the Grant Agreement. This comparison and the document itself is not actively spread as it is meant as an internal summary and overview. However, the specific communicational efforts that are being referred to in this document, have been or will be shared separately and publicly through different means.

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Disclaimer

'This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement **No 645791'**. 'The opinions expressed in this document reflect only the author's view and reflects in no way the European Commission's opinions. The European Commission is not responsible for any use that may be made of the information it contains.'

Reference to the Description of Action (DoA):

D5.6 Communication Report draft- version 1 (Report, PU, month 4)

More information about this deliverable can be found in the task description of the Grant Agreement.

Task 5.1 (M1-M24): Web-platform and online community (Task leader: T.S.R.Act)

Right at the start of the project, the task leader will propose several options regarding project **logo and overall graphical identity** to the partnership so that one of these options can be agreed on, and that templates related to project deliverables, to PowerPoint presentations, and to any documents linked to project communication, can be prepared before the end of month 2.

In parallel, the specification of the **project website** (including community page at FB, Vimeo channel and Twitter) will be prepared by T.S.R.Act and also proposed for discussion to other project partners, so that a first version can be put online before the end of month 3. Among planned website characteristics: attractive look and feel, easy navigation, interactive features (namely to get feedback and collect inputs from visitors), signup for the hackathons, **wikipages** for the hackathon participants, rich content (detailed information on project activities, lifetime of projects developed under BH, deliverables produced by the project, relevant background documents, useful links, **video recordings** of project events, etc.), frequent updates (in particular through news items produced by the project), linked to an open online community focusing on issues addressed by the project.

This online community, developed and managed by T.S.R.Act and Waag Society, will be one of the major assets of the project and support the sustainability of the initiative. It will not only invite practitioners to join and be involved in discussions but also to join the hackathons. Each partner will have to actively promote the "BrainHack community" from month 3 on, through the contact networks each of them can easily activate (organizations in the Art and BCI - including FET - domains, in Europe and worldwide).

A **project fact sheet** will be produced at month 2 and available online on the project website. A 4-page project brochure will be prepared at month 4, available online, and printed for dissemination through project partners and on the occasion of each event the project will organize or contribute to. A final and extended version of this brochure will be prepared at

month 22, at a date when most project outputs will be available, put online, and printed as a glossy magazine.

Task 5.2 (M4-M24): Dissemination, medialization (Task leader: Art Share Lda; partners: all)

The task leader in liaison with all project partners will coordinate complex promo-activities, containing publishing of promo texts, publishing the information about completed milestones of the implementation. It is expected that, over the duration of the project, each partner will successfully submit at least 2 articles or oral contributions, thus leading to a total of at least 10 for the whole partnership.

The project will also significantly contribute to events and activities organized under the aegis of the European Commission. In particular, those mentioned in the Dissemination section 2.2.3.

Art Share Lda will intensively and continuously try to attract the interest of media in EU for the project events as well as present the project proceedings on various panels and meetings of other projects of partners during the BH lifetime. The BH Manifestos will serve here as initial source of materials for **press releases** after each hackathon. As mentioned, manifestos will be redesigned into an appealing magazine style **glossy booklet with reports on the activities**, highlights and lessons learned from the project.

The **video material** shot during the project lifetime will be post-produced with the special concern for promotion – not only the BH project itself, but the works findings and participants especially. Such a retrospective **short documentary** (15mins) will perfectly serve as a central act of project dissemination and will sustain the effects of project implementation beyond its timeframe. As mentioned, it aims also at video road mapping of BNCI activity so that it is following success of Future BNCI video interviews (http://www.youtube.com/user/FutureBNCI), and using the links made by filmmaker Anna Sanmarti and Dr. Aleksander Väljamäe.

Table of Contents

Introduction

This document is the communication report of Hack the Brain. In this document we summarise actions that have been taken. The actions that are being referred to in this report are described per topic and in chronological order.

The central topics are:

1. Logo and graphical identity
2. Project website www.hackthebrain-hub.com
3. Manifesto publication
4. Video publication
5. Social media
6. Fact Sheet and Brochure
7. Other promotional activities and articles

Per topic, a specification is given about how the topic at hand links to the original GA. After these specifications we distinguish actions relating to these individual topics. Focus will be on the "description of work" as this is found in part A of the GA (unless stated otherwise).

Each topic is broken down into separate activities. When the action has taken place and what exactly has been realised, will be specified.

Until now, this document has been considered a working document in which we will document progress regarding Brainhack-project related communicational efforts. For the purpose of converting this working document, to the final deliverable (5.5), the consortium has taken action to reshape this document into this final form presented here.

Topic nr. 1

Logo and graphical identity

Relation to GA:

Right at the start of the project, the task leader will propose several options regarding project logo and overall graphical identity to the partnership so that one of these options can be agreed on, and that templates related to project deliverables, to PowerPoint presentations, and to any documents linked to project communication, can be prepared before the end of month 2.

Time: M1/M2

Action: Creation of basic logo.

Description: T.S.R.ACT created a basic outline of the logo and graphical identity for the first consortium meeting. This enabled partners to immediately give feedback on this during the very first consortium meeting in Amsterdam. This quickly led to a second and third exploration of variations for the artwork.

Time: M2

Action: Strategic decision on name/identity to brand and position the project activities.

Description: The consortium decided that it would be wise to adapt the name "Hack the Brain" for the events that would be organised in the Brainhack project. The argumentation and advantages of this decision have been written down in: "160224 Name change suggestion memo.pdf". As the separate events were going to be called hack the brain events, we decided that the central website should be www.hackthebrain-hub.com. This name aligns with the goal of Brianhack to be an overarching entity that facilitates the connection between the arts and science, not only within Brainhack specific hackathons, but also in future hackathons to come.

Time: M3

Action: Creation of templates (for project memo and project notes).

Description: Waag Society set up two templates. One for project memo's and one for agenda setting / note taking in meetings. These files will support our efforts by offering a structured approach for internal project communication. The documents are made available on the BH shared database on Google Drive. We decided to not have

standardised Powerpoint presentations as some degree of flexibility in presentation lay-out was appreciated. However we did emphasize that all consortium members are obliged to use Brainhack specific visuals and proper mentioning of EU funding in all Brainhack related communicational efforts.

Time: M3/M4

Action: Creation of final Logo.

Description: After deciding that we would use hackthebrain-hub as our public identity, T.S.R.ACT finalised the logos and claimed the domain names that were needed to host our website. T.S.R.ACT developed artwork for different applications and communicational goals. The result of this work can be found here.

Time: M3, 13, 18

Action: Creation of "open branding" for individual Hack the Brain events.

Description: Total Active Media, a local partner in the 2016 hackathon, has drafted a concept style guide for open branding of individual hackathon events. This guide enables separate project organisations to efficiently start organising a hackathon. By enabling organisations to do so, we strive to catalyse a bottom up connection to our project from external parties. The last version of this style guide has been integrated in the Brainbook. We have continued to update this Brainbook and the style guide based on novel insights from all manifesto and hackathons.

Topic nr. 2

Project website: www.hackthebrain-hub.com

Relation to GA:

In parallel, the specification of the project website (including community page at FB, Vimeo channel and Twitter) will be prepared by T.S.R.Act and also proposed for discussion to other project partners, so that a first version can be put online before the end of month 3. Among planned website characteristics: attractive look and feel, easy navigation, interactive features (namely to get feedback and collect inputs from visitors), signup for the hackathons, wikipages for the hackathon participants, rich content (detailed information on project activities, lifetime of projects developed under BH, deliverables produced by the project, relevant background documents, useful links, video recordings of project events, etc.), frequent updates (in particular through news items produced by the project), linked to an open online community focusing on issues addressed by the project.

This online community, developed and managed by T.S.R.Act and Waag Society, will be one of the major assets of the project and support the sustainability of the initiative. It will not only invite practitioners to join and be involved in discussions but also to join the hackathons. Each partner will have to actively promote the "BrainHack community" from month 3 on, through the contact networks each of them can easily activate (organizations in the Art and BCI - including FET - domains, in Europe and worldwide).

Time: M1

Action: Design of a first version of the website.

Description: Just like with the central logo, a first draft for the website had been set up by T.S.R.ACT. This first draft has been introduced during the first consortium meeting. The first version received a lot of feedback. The consortium decided that it wasn't ready for uploading yet. It was then being hosted (hidden) on www.brainhack.info.

Time: M1/M2

Action: Setting up social media and other online channels of communication.

Description: T.S.R.ACT. was quick to claim names/reserve space for our project on: Twitter, Facebook, Gmail, Youtube and Vimeo.

Time: M2

Action: Strategic decision on name/identity to brand and position BH project activities.

Description: See description of this point under issue nr. 1 (p.9) Of course the website content also had to be revised as a result of this decision.

Time: M3

Action: Adjusting social media and other channels of communication.

Description: As we decided to publicly position ourselves as hackthebrain-hub, we saw the need for further aligning communication to this name. We figured that communicating over Twitter under Brainhack and then being linked to hackthebrain-hub.com, would result in unclarity and confusion for the group we would like to reach. Therefore T.S.R.ACT. adjusted and shared our social media accounts and other online channels of communication. This resulted in these final accounts:

- Twitter account
- Gmail account
- Facebook page
- Vimeo account

Acces data for these accounts is shared with all consortium members.

Time: M3

Action: Adding possibilities for online knowledge sharing.

Description: As the first hackathon approached we still needed the section of the website designed to support knowledge sharing and interaction. To account for that, we chose to add a wiki infrastructure as it had been already suggested in part A of the GA. The result was wiki.hackthebrain-hub.com which was set up by. T.S.R.ACT. Sadly, the wiki was offline during the 3rd day of the first hackathon due to technical difficulties with the T.S.R.ACT server. However, it is currently online and updated with hackathon related project information.

Time: M6

Action: Reviewing website structure and fitting it with a more accessible CMS.

Description: Shortly before the first hackathon T.S.R.ACT. managed to implement some last changes to the website. This created a better link between the website and the wiki. Furthermore it allowed for an improved and Wordpress based CMS to create and enable a more flexible type of content management for the website.

Time: M14

Action: Github transition

Description: The repository remained a weakness in the project. Waag Society and Artshare therefore took initiative to set up the project repository in another environment. The environment chosen for this was [GitHub](). GitHub is a popular open-source version control system used in software development. We explored opportunities to provide an open source brainhacking starting kit on this page. This enabled people to make a quick as far a technology is concerned.

Time: M10

Action: Website makeover

Description: The consortium identified the need for a better website. Waag Society therefore took initiative to redesign the website. The new website was an improvement as it offered more possibilities for adding relevant content and deliverables online.

Time: M24

Action: Final revision of website

Description: The deliverables were re-visited and provided with a uniform first and final page. This provides more appeal that it has as public deliverables. We also identified which deliverables marked as public were still missing from the download page.

Topic nr. 3

Manifesto publication and press release

Relation to GA:

The BH Manifestos will serve here as initial source of materials for press releases after each hackathon. As mentioned, manifestos will be redesigned into an appealing magazine style glossy booklet with reports on the activities, highlights and lessons learned from the project.

Time: M8

Action: Manifesto publication.

Description: Some WP5 specific communicational efforts are strongly linked to other activities in other WPs. One of those is the manifesto. The three manifesto are officially created in WP 2. However, WP5 also mentions the distribution of the manifestos. The very first version of the manifesto has been uploaded as a seperate deliverable under D.2.1.

Together with the manifesto, we also created a [Brainbook]. The Brainbook serves as a shared manual for organising Hack the Brain hackathons. Lessons learned are written down and shared in this book. By doing so we try to supply a broad audience with the knowledge to successfully organise a hack the brain hackathon.

As for publication of the entire manifesto on the website; we are currently working on some final improvements inspired by suggestions of other consortium members. After these final improvements the manifesto will be publicly shared through the website as well.

Time: M5

Action: Press release template.

Description: As a starting point, Artshare provided a template for press releases to the consortium. This template facilitated the creation of press releases and ensured uniformity in writing structure.

Time: M8

Action: Press release publication (nr.1).

Description: The press release about Hack the Brain Amsterdam has been written and will has been included in the report about deliverable 5.2 of the Brainhack project.

Time: M8

Action: Press release publication (nr.2).

Description: The press release about Hack the Brain Amsterdam has been written and will has been included in the report about deliverable 5.2 of the Brainhack project.

Time: M8

Action: Press release publication (nr.3).

Description: The press release about Hack the Brain Amsterdam has been written and will has been included in the report about deliverable 5.2 of the Brainhack project.

Time: M16

Action: Press release deliverable finalisation

Description: Artshare published the final version of the Deliverables.

Time: M22

Action: Magazine

Description: Manifestos have been redesigned into an appealing magazine style glossy booklet with reports on the activities, highlights and lessons learned from the project. The consortium agreed to using the magazine as an "easy to access" promotion tool. It should be addressing "everybody" as possible target group and show that actual actions and results are created. Artshare delivered layout and content of this magazine

Topic nr. 4

Video Publication

Relation to GA:

The video material shot during the project lifetime will be post-produced with the special concern for promoting – not only the BH project itself, but the works findings and participants especially. Such a retrospective short documentary (15mins) will perfectly serve as a central act of project dissemination and will sustain the effects of project implementation beyond its timeframe. As mentioned, it aims also at video road mapping of BNCI activity so that it is following success of Future BNCI video interviews (http://www.youtube.com/user/FutureBNCI), and using the links made by filmmaker Anna Sanmarti and Dr. Aleksander Väljamäe.

The issue of communication through means of video is mentioned in WP 5 but it also strongly links to another WP for the topical video series are mentioned in WP 2. These video series will be elaborated upon in the report for deliverable 2.2. All videos can be found online in the [Vimeo channel](). Every week after the first hackathon we will publish one of the 14 videos that are currently available. All raw material will be collected as well since that might come of use in a later 15-minute video that we aim to deliver.

Time: M8

Action: Topical video series for the Amsterdam hackathon.

Description: The making and basic editing of the video is done by [www.stefarends.com.](http://www.stefarends.com) The Amsterdam Hackathon led to the creation of a great amount of footage that has been converted into the following edited results:

List of published video before Amsterdam hackathon:
The hardware lecture with Farquhar: https://vimeo.com/169718368

List of published video after Amsterdam hackathon:
The Amsterdam Hackathon mini-movie: https://vimeo.com/178965298/667916d0e5
The expert interview with Farquhar: https://vimeo.com/178955537/53e739535d
The expert interview with von Luhmann: https://vimeo.com/177948703/e5814d4887
Participant interview with Diego Maranan: https://vimeo.com/177943253/1bc7897567
Participant interview with Sebastian Veldman: https://vimeo.com/177943252/8779ae7090
Participant interview with Pieter Wackers: https://vimeo.com/177943251/ba0a9a97d6
Participant interview with Ines Palma: https://vimeo.com/177943250/d291aeb8fd

Participant interview with Wendy d'Hollosy: <https://vimeo.com/177943249/2fc7a46318>

Participant interview with Michael Straeubig: <https://vimeo.com/177943248/6eac74c473>

Participant interview with Ioannes Kramvis: <https://vimeo.com/177943247/6eed5d4e5f>

Participant interview with Paulien Routs: <https://vimeo.com/177943245/c950124fb>

Participant interview with Polle van Duuren: <https://vimeo.com/177942705/5ceda9c23e>

Time: M11

Action: Topical video series for the Prague hackathon.

Description: The Prague Hackathon led to the creation of a great amount of footage that has been converted into the following edited results:

List of published video before Prague hackathon:

The Prague Hackathon mini-movie:<https://vimeo.com/204448815>

Participant interview with Evan Tedlock <https://vimeo.com/203126184>

Participant interview with Nikola Jajcay <https://vimeo.com/203126064>

Participant interview with Vlastimil Koudelka <https://vimeo.com/203122054>

Participant interview with Pim Zwier <https://vimeo.com/203119546>

Participant interview with Martin Nejedlý <https://vimeo.com/203119436>

Participant interview with Alžběta Krejčová <https://vimeo.com/203119318>

Participant interview with Peter Friess <https://vimeo.com/203119259>

Participant interview with Jaroslav Andêl <https://vimeo.com/203119179>

Participant interview with Michael Tesar <https://vimeo.com/203119081>

Participant interview with Achilleas Kentonis <https://vimeo.com/199792307>

Participant interview with Pier Luigi Capucci <https://vimeo.com/199792205>

Participant interview with Louis Mayaud <https://vimeo.com/199790236>

Time: M16

Action: Topical video series for the Dublin hackathon.

Description: The Dublin Hackathon led to the creation of a great amount of footage that has been converted into the following edited results:

List of published video after Dublin hackathon:

MC interview with Mairéad Hurley (MC) https://vimeo.com/237065534/ba49f40d0b

Interview // Team Interviews https://vimeo.com/237065210/0a91570221

Participant interview with Mind Anamorphosis https://vimeo.com/237065122/93d8ac20ba

Participant interview with Human CentipEEG https://vimeo.com/237065016/8b5fb9c671

Participant interview with Brain Unity https://vimeo.com/237064954/598bb3ce1c

Participant interview with Roisin Laffan https://vimeo.com/237064873/7e35cd22cd

Participant interview with Harmonics of Minds https://vimeo.com/237064764/ad9c5a9170

The Dublin Hackathon mini-movie: https://vimeo.com/23706414/a66067b335

Interview // The Teams Present! // Part 1 https://vimeo.com/237901257/f3972a4286

Presentations // Hack the Brain 2017 (Dublin) https://vimeo.com/237932995/353fb2bc61

Time: M20

Action: Topical video series for the Amsterdam hackathon.

Description: The Brainhack short documentary has been directed by Anna Sanmartí, a professional film director with a solid track record as documentarist and a remarked interest in BNCI and transdisciplinary projects. The Brainhack 15-minute video documentary (short movie) functions as a seed for a longer movie (feature film). This allows Brainhack activities to extend their impact beyond the project timeframe and frames the short movie as a 'development product' for a feature film to compete in far-reaching international film festivals.

The Brainhack short documentary is entitled "Open Mind". The documentary short synopsis is the following: Brain technologies and art merge in a creative horizon that depicts a new era for the human evolution. What does it mean to be human? What kind of future are we designing for ourselves? How do we merge with technology? Who is driving this change?

Open Mind enters the universe of brain technologies and explores the radical change that those technologies imply for human life, from the most practical aspects to ethical considerations.

"Open Mind" can be screened on Vimeo via the following link:

https://vimeo.com/230576053 The access password is: 1.brainhack.1

The consortium is considering premiering this work during a final event in Brussels.

Topic nr. 5

Social Media

Relation to GA:

Because little is mentioned about social media goals in part A of the GA, a further specification of social media goals from part B of the GA is recalled here:

Dissemination of full documentation (including videos, images, texts etc produced) and continually updated information about the project progress at various stages via project website, social media and e-mail lists;

Showcase of outputs via social media through all the partners networks and beyond, such as Facebook, Twitter, LinkedIn, Vimeo, and Youtube;

Development of a BrainHack online community: 300 community members are targeted at month 12, over 600 at month 24;

Time: M3

Action: Social media strategy.

Description: Artshare has drafted a social media strategy. This was a starting point for discussing our approach. Furthermore, Artshare advised the project members to link to Buffer.com to enable posts scheduling and timely publications. This advice has been followed. The Twitter account has also been synchronised with the Facebook page so that we achieve activity through different channels simultaneously. Until now, Waag Society has been the primary partner for coordinating and publishing posts through social media channels.

Time: M6, 11, 16

Action: Social media activity.

Description: Social media really took off during the Hackathons. We asked participants to add the hashtag "#HTB2016" to their even related posts. The results can be seen here. In August 2016 we have passed the 100 followers mark on Twitter. An additional 88 followers are connected to our Facebook page. We aim to boost this amount the following weeks when publishing the interviews that were conducted during the event. We intend to boost our social media visibility by using the Hackathon video material as leverage.

Time: M11,

Action: Brainhack

Description: We were able to connect to the Brainhack Slack account. Slack is free cloud-based collaboration software. It enables users to chat one on one or in groups, as well as share documents. The slack software is embraced as a forum by the (other) Brainhack.org project. This is a community of 1645 followers worldwide.

Time: M23

Action: Social media activity.

Description: A combination of boost our social media visibility by using the Amsterdam Hackathon video material as leverage, and using other more general neuro-specific news and information to feed the community, Has led to a community of 360 Twitter followers, and 181 Facebook contact.

Topic nr. 6

Fact sheet and Brochure

Relation to GA:

A project fact sheet will be produced at month 2 and available online on the project website. A 4-page project brochure will be prepared at month 4, available online, and printed for dissemination through project partners and on the occasion of each event the project will organize or contribute to. A final and extended version of this brochure will be prepared at month 22, at a date when most project outputs will be available, put online, and printed as a glossy magazine.

Time: M4

Action: Draft Fact Sheet and Brochure.

Description: T.S.R.ACT. set up an initial brochure concept. The consortium has concluded that this is not well formulated enough to serve as a public document. Aleksander Valjamae is currently drafting a new version that will be more like the Media kit of NeuroTechX,

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Time: M12

Action: Draft Fact Sheet

Description: The fact sheet was one of several points of improvement mentioned in the review meeting. The consortium converted a more complete version of this fact sheet into the final brochure.

Time: M22

Action: Draft Fact Sheet and Brochure.

Description: We have focussed on the MONAT as content for our brochure. The final result can be found on the website here.

Topic nr. 7

Other promotional activities and articles

Relation to GA:

The task leader in liaison with all project partners will coordinate complex promo-activites, containing publishing of promo texts, publishing the information about completed milestones of the implementation. It is expected that, over the duration of the project, each partner will successfully submit at least 2 articles or oral contributions, thus leading to a total of at least 10 for the whole partnership.

The project will also significantly contribute to events and activities organized under the aegis of the European Commission. In particular, those mentioned in the Dissemination section 2.2.3.

Art Share Lda will intensively and continuously try to attract the interest of media in EU for the project events as well as present the project proceedings on various panels and meetings of other projects of partners during the BH lifetime.

Below we have a point by point description of other promotional activities and articles that have not been included as official separate deliverables:

Conferences:

- Väljamäe, A., Evers, L., Ongering, J., Riccio, R., Igardi, I., Lamas, D. and Allison, B. Z. "The BrainHack project: exploring art - BCI hackathons", Proceedings of the 22nd International Conference on Intelligent User Interfaces, ACM IUI'17, BCI4Real workshop, 13-16th of March, Limassol, Cyprus

- Art & Tech Days Conference, Kosice, Slovakia, 24.11.2016

- KIKK Festival, Namur, Belgium, 04.11.2016

- "Media Arts e Planeamento Estratégico de Cidades", Braga, Portugal, 28.10.2016

- Digital Assembly 2016, Bratislava, Slovakia, 29.09.2016

- World Mobile Congress 2016, Barcelona, Spain, 22-25.02.2016

- Väljamäe, A., Väljamäe, A.A., Nõmmik, R., Ollesk, R. and Didevich, Y., (2017). Exploring neurochoreography possibilities in the BrainDance performance

"Demultiplexia" at Dancing Technologies: New Media and Dance Education, September 28th-29th, 2017 in BFM, TLU, Tallinn, Estonia

- Artshare participated in the Connected Conference 2016 to present an abstract on a new standard for measuring the readiness level of technology: the Experience Readiness Level (ERL). This standard measures the capability of technology to trigger better lives and is developed by integrating artistic practices in R&D departments. The Brainhack project was presented as a good practice of such an endeavour in the European context.

Invited talks:

- Väljamäe, A. (2017). Invited talk on "Brain-computer interfaces: Past, Present and Future" at Council of the European Union, Translation Service, 27th of September, Brussels, Belgium

- Väljamäe, A. (2017). Invited talk "Human Computer Interaction: emotions on the screen" at psychology conference "Science about human" by Aripaev, 8th of December, Tallinn, Estonia [1]

- Väljamäe, A. (2017). Invited talk "Neuroart" at World Usability Day 10th of November, Tallinn, Estonia [2]

- Designing Human Technologies 4.0, Søminestationen, Denmark, 23-25.05.2016

- F2F meeting with Estonian ICT Cluster, "Physiological computing basics and applications", 24.11.2016

- CONNECTED CONFERENCE 2016 – ARTSHARE / Artshare participated in the Connected Conference 2016 to present an abstract on a new standard for measuring the readiness level of technology: the Experience Readiness Level (ERL). This standard measures the capability of technology to trigger better lives and is developed by integrating artistic practices in R&D departments. The Brainhack project was presented as a good practice of such an endeavour in the European context.

- IERC Meeting June 2016 – ARTSHARE / Brainhack was presented as an example of good practices in sci-art collaborations while introducing the Experience Readiness Level (ERL) to the European Research Cluster on the Internet of Things (IERC).

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- Sónar+D 2016 – ARTSHARE / STARTS focussed its presence at Sónar+D on success stories where information and communications technology has been applied, Luis Miguel Girão, founder of Artshare, introduced the experience of Brainhack among those stories.

- Asilomar International Brain-Computer Interface (BCI) Meeting 2016 - FONDAZIONE SL

- Brainhack was presented as a novel direction in EEG / BCI collaborations.

- Digital Social Innovation Fair Rome - WAAG SOCIETY / FONDAZIONE SL /Brainhack was presented as an example of good practices in sci-art collaborations. The setting was a presentation program called: "Success stories 4:Collaborative Making, Art and Creativity

Other

- Cooperation between different artistic and scientific minds including Aleksander Väljamäe from HCI group at Tallinn University and BrainHack project, **https://www.bozar.be/en/activities/129199-neurotheatre-collective**

  o BOZAR Electronic Arts Festival : minimal, sciences et Estonie [3] Estonian art driven by technology, Artsenkrant [4] ""Demultiplexia" neurokoreograafia sünteesib kunsti ja teadust", tv news in Estonian about Braindance performance in Brussels, Estonian Broadcasting Company [5]

  o https://pood.aripaev.ee/psuhholoogiakonverents-teadus-inimesest

  o http://wud.tlu.ee/#speaker-aleksander-valjamae

  o BOZAR Electronic Arts Festival : minimal, sciences et Estonie, https://www.rtbf.be/culture/arts/detail_bozar-electronic-arts-festival-minimal-sciences-et-estonie?id=9696614

  o Estonian art driven by technology, Artsenkrant, 29 september 2017,

- o http://www.artsenkrant.com/cultuur/estse-kunst-gestuurd-door-technologie/article-normal-29487.html

- o "Demultiplexia" neurokoreograafia sünteesib kunsti ja teadust, http://kultuur.err.ee/618822/demultiplexia-neurokoreograafia-sunteesib-kunsti-ja-teadust

- Reflex, Hack the Brain - 3 pages report on HTB Prague 15.12.2016 (Magazine/Paper Publication)

- MF Víkend, Surfování na mozkových vlnách (Surfing the brain waves) - 3 pages report on HTB Prague 10.12.2016 (Magazine/Paper Publication)

- Reflex, Co dokáže mozek? (What can your brain do?) - 2 page invitation to Prague hackathon public event + promotion of the BrainHack project 01.12.2016 (Magazine/Paper Publication)

- Radio 1, Interview with Cyril Kaplan about Hack the Brain Hackathon and BrainHack project, 30.11.2016, 17:00-17:30

- Radio Wave, Interview with Cyril Kaplan about Hack the Brain Hackathon and BrainHack project, 1.12.2016, 12:00-12:45

Written / Articles

- Sabine Roeser, Veronica Alfano and Caroline Nevejan's article, "The Role of Art in Emotional-Moral Reflection on Risky and Controversial Technologies: The Case of BNCI," has been provisionally accepted to *Ethical Theory and Moral Practice*.

- Aleksander Väljamäe, Lucas Evers, Jurre Ongering, Angela Riccio, Irene Igardi, David Lamas, and Brendan Z. Allison "The BrainHack project: exploring art - BCI hackathons", Proceedings of the 22nd International Conference on Intelligent User Interfaces, ACM IUI'17, 13-16th of March, Limassol, Cyprus

- [HackTheBrain Hub Blog](#)

The content of this communication report will be presented in a more visual way during the scheduled upcoming review in Brussels in January 2017.

www.hackthebrainhub.com

https://github.com/hackthebrain

https://twitter.com/HackTheBrainHub

https://vimeo.com/hackthebrainhub

https://www.youtube.com/channel/UCKIak_GxRqYMRYefHgApuDw/featuredwww.vim

https://www.facebook.com/hackthebrainhubproject/

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