### **More Than AI Sandbox FAQs**

We have prepared answers to frequently asked questions in this document. We will continue to update the FAQs whilst the funding call is open.

**Questions**

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**Am I eligible to apply to Sandbox? (UPDATED 9 NOVEMBER)**

To apply for Sandbox you must meet all of the following criteria:

* The lead applicant must be a small, micro or medium sized business (you may be applying as a collaboration with other SMEs and/or individuals)\*
* You can fully commit to participating in the Sandbox methodology and workshops.
* You are eligible to apply for the funding and the amount of state aid you/your company has received does not exceed £315,000 over any period of three fiscal years. See the State Aid and funding eligibility section.

**\*(UPDATED 9 NOVEMBER)** Lead applicants can be individuals, for example sole traders or freelancers. ‘Micro’ refers to companies or entities that employ/have 9 or fewer people.

**I have received MyWorld funding, can I still apply?**

Applicants can apply if they have already received MyWorld funding. If the funding would run in parallel, we will need clear evidence that you have the capacity to participate in multiple projects and there is no risk of double funding the same activity. We would not expect to fund you again if you have already received funding as part of Playable City Sandbox.

Please get in touch with on [myworld@watershed.co.uk](mailto:myworld@watershed.co.uk) to discuss if you have any questions.

**I don’t live in the West of England (UK), can I still apply?**

Applicants can be based anywhere. Where the company is not based in the West of England they will need to have a clear justification of the long term benefit (economic, social and cultural) of the work to this region.

If you are selected for the Sandbox you will need to spend some time at the Pervasive Media Studio in Watershed during the production period (May - July 2024).

If you are applying from outside the West of England please get in touch for a conversation to discuss.

The West of England includes: Bristol, South Gloucestershire, Bath & North East Somerset

**I am an academic, can I apply?**

This funding is for industry. Universities and named academics can be partners on proposals but cannot lead. Some university costs can be included in the budget, including making costs, expenses and consultative costs for time. However, we will not fund full economic costings for universities (ie. contribution to academic salaries, estates and indirects).

**What is the theme?**

The Sandbox theme is around artificial intelligence and networks of intelligence.

We are keen to breakaway from the notion of artificial intelligence as tools and explore how we might collaborate with diverse networks of intelligence.

**What are the More than AI Sandbox design questions? (UPDATED 8 NOVEMBER)**

We have a series of design questions for the More than AI sandbox, those are:

* How can diverse intelligences work together in more equal and collaborative ways? What does that mean for you in practice?
* What impact will your prototype have on its environment, and how will it respond and adapt to it?
* If gathering and using data, how will you ensure that the process is transparent, non-extractive and mutually beneficial?
* How is labour valued? Is your project replacing human labour and is that okay in the longer term?
* Whose knowledge and experiences are centred in the design and development of your prototype? Does your idea consider social and environmental justice?

(UPDATED 8 NOVEMBER) We are asking you to consider the social, cultural and environmental impact of your work and have proposed some design questions to help you think that through. We will be briefing our reviewers and the interview Panel to look for evidence that applicants are actively engaging in these questions rather than knowing all of the answers (Criteria 3: there is clear evidence that the More than AI design questions have been thoughtfully considered within the idea and development plans).

Within that, we will give higher scores to applications that seek to enable redistributive flows of resource and power towards those most marginalised within and beyond the creative industries. Watershed have also declared a Climate Emergency and look to support work that is minimising negative impact or having a positive/regenerative impact on the environment.

**What projects inspired Watershed’s thinking?**

Below are a selection projects that have inspired our thinking towards this sandbox theme whilst also demonstrating a variety of ways technology has been creatively used:

Holly Herndon, [Holly+](https://www.hollyherndon.com/holly)

Stephanie Dinkins [Secret Garden](https://secretgarden.stephaniedinkins.com/)

Birgitte Aga and Coral Manton [*Women Reclaiming AI*](https://ars.electronica.art/outofthebox/en/reclaiming/)

Atsushi Tero [*mapping Tokyo’s subway system in slime mould*](https://www.bloomberg.com/news/articles/2012-07-23/mapping-tokyo-s-train-system-in-slime-mold)

Tomás Saraceno [In Collaboration: Web(s) of Life](https://www.serpentinegalleries.org/whats-on/tomas-saraceno-webs-of-life-exhibition/)

Tomo Kihara and Playfool [How (not) to get hit by a self-driving car](https://www.playablecity.com/projects/playable-city-sandbox-how-not-to/) / [The Deviation Game](https://deviationgame.com/top-en.html)

James Bridle [*Autonomous Trap*](https://london.sciencegallery.com/ai-artworks/autonomous-trap-001)

Annali Grimes with KWMC and Paul Granjon: [Garden Lab Whispers Grow](https://kwmc.org.uk/garden-lab-whispers-grow/).

Karen Palmer: [Riot](http://karenpalmer.uk/portfolio/riot/)

Jake Elwes, Zizi – [Queering the Data Set](https://www.jakeelwes.com/project-zizi-2019.html) (also [A.I Interprets A.I Interpreting ‘Against Interpretation’](https://www.jakeelwes.com/project-sontag.html) (Sontag, 1966)

Allison Parrish, [Solar-Powered Dawn Poems](http://solarprotocol.net/sunthinking/parrish.html)

Everest Pipkin, [Shell Song](https://shell-song.neocities.org/)

Lauren McCarthy [LAUREN](https://lauren-mccarthy.com/LAUREN)

**What are you looking for? (UPDATED 6 NOVEMBER)**

There is already a lot of funding programmes out there for innovation around Artificial Intelligence. More Than AI sandbox is a space to experiment and explore more speculative concepts and prototypes that otherwise might not be funded .

We are looking for ideas that use technology in a creative way and draw between intelligence, technology and ecology. The proposed idea does not have to be an entirely new proposal and can be informed by previous projects\*. We are open to experimental ideas and works that critically and creatively engage with the theme.

(UPDATED) Early stage ideas are encouraged. We are hoping to support early stage, experiemental, speculative and even high risk (untested) ideas. This is not funding to continue the development of exisiting products, services, experiences etc.

*\* Whilst we are open to works being informed by previous works, we will not fund work which has already received funding for the same proposed development for example if the proposal has receive previous funds for the same development.*

**What do we mean by ‘prototype’ (UPDATED 6 NOVEMBER)**

A prototype is a work in progress and not a finished product. Prototypes can take a variety of shapes, these could be new methods, toolkits, repeatable events, tourable installations, performances, products, services or more.

(UPDATED) Prototypes are often incomplete and the first iterations of ideas. They have the potential to continue developing whilst testing ideas and gathering learnings and feedback for future developments.

Prototypes can change, break, or even fail. Prototyping is a vital part of any R&D and the learnings in the prototype experience are valuable and beneficial.

**Can I speak to someone about my idea before applying?**

Yes! We will be opening bookable surgeries from 30 October, every Monday 14:00 – 17:00. These sessions are ideal if you would like to talk through your idea, find out more about sandbox, or ask any questions before applying.

[Booking Link for Surgery sessions (with Sandbox producer)](https://outlook.office.com/bookwithme/user/939a6f8cb7044544881110e38bf5a544@watershed.co.uk/?getrequesturl=https%3a%2f%2foutlook.office.com%2fows%2fOID%3a95234cf6-78c2-4f55-b24f-154936904430%40d4f10e39-a401-4caf-9e76-341468f44bca%2fbeta%2fBookWithMe%2fCheckBookable%3fbookingcode%3d45f06a3c-96f6-4ce1-bae6-baf1c721f7ee%26itemid%3dMYFd5_OxukiH-HAo-4OiBQ2%26authtoken%3deyJhbGciOiJSUzI1NiIsImtpZCI6ImszWXdXK3p0c0YrWU9BQkxhK25PUDJZWlJ6TT0iLCJ0eXAiOiJKV1QiLCJ4NXQiOiJWX0IxcjA0SzdsWm9UdDU3YS1CbkVWOUJaQnMifQ..QJuVF7U2IEa8XTCYty98xQLt0nAayBTa1fUZVguSclo--3P9PV4c0vPVkSFlchi11AxrwAe6o9MEOybgmWax5x5dJx7gIfG6MLfHstkoapbCkw9No3ZWMEr6LC_2z2bruFE9TMbhZQmuL-1OVIebuKRy6fyEQ2mnJpLDWtOerzuTtirCb4WbQRrSxCYhE602r1PBULCrXdX7eEHrsboDwTu0bLL1AVgxc2SlCxqtQ3Pe81hUc5A4O_fNnsHZzy2MOQJGXag_jUwf_P6wVz2RTD3vKm_Cl0BJ_7QiQPxL5RWw9mK5zpp6EhOhKxxsywNWL9c8ms2Yxu56n1v8NHLkEw&anonymous&ep=mlink)

The booking link can also be found in the brief.

If you are unable to make the surgery times, contact Emma Boulton *via* [*myworld@watershed.co.uk*](mailto:myworld@watershed.co.uk)

**What access provisions do you have for the application process?**

* We can talk you through the call document face to face or in a call or video call.
* We can provide a plain, larger text form, rather than an online form.
* We can meet up with you face to face or in a call or video call to fill in the form together.

If there are other ways in which we can support you during application please let us know.

**What are the Sandbox application form questions?**

* Who is in your team?

Please share the name and a short biography for yourself and each team member.

* What is the title of your prototype?

This can be a working title – *we anticipate project names may change*

* Please upload your proposal for your prototype.

This can be a written document (2 pages max), audio file or a video (5 minutes max). We want to know about your idea and what you might prototype, please refer to the Assessment Criteria in the brief, we will be looking for how your proposal responds to these.

You can include visual material (images/diagrams/illustrations) and external links – we recommend.

* Please upload a simple budget outlining how you will spend the investment of £45,000.
* I have read the State Aid eligibility and have not exceeded the maximum amount of financial support.

**What are the assessment criteria?**

Applications will be assessed against the following criteria:

* The idea responds to the theme with originality, using creative technology in an interesting way.
* The proposed prototype has exciting potential for development beyond our funding (further R&D, identified audiences, market reach, other income streams etc.).
* There is clear evidence that the *More than AI* design questions have been thoughtfully considered within the idea and development plans
* There is a strong team in place with the expertise and ability to deliver your prototype.
* There is a credible plan for positive economic, social and cultural impact in the West of England.
* You demonstrate a desire to sustainably grow your business and practice *(this criteria will be explored at interview rather than at application stage).*

We intend to curate to a selection of projects that creatively and critically explore the More Than AI theme, and our research questions stated above.

**When is the sandbox production period including workshop dates?**

The sandbox production period will take place between May – July 2024. In this time there will be three sandbox workshops that take place in person. The workshop dates have not been confirmed.

Please check back to the FAQ regularly for the workshop dates. We hope to confirm the workshop dates by the end of November.

**How many people should be in a team? - (UPDATED 6 NOVEMBER)**

Based on previous sandboxes we imagine teams will be somewhere between 3-6 people with different time commitments, but this is an estimate for guidance only. This will be dependent on the specific skills and experience needed for your prototype. You may also be sub-contracting others for small, specific tasks along the way.

(UPDATED) In past sandboxes, team sizes have varied between 2 – 4 (core) team members. We do not expect individuals to apply without a team. The make up these teams can greatly vary and it is likely teams will bring in other professionals at key points of the R&D, this could be specific consultants or freelancers. This is what we mean in the above line to ‘sub-contract others’ for work.

We recommend considering the skills and experiences within your team, for example if you are working with a specific technology we would expect you to have that expertise/knowledge within your team. We cannot support teams with matchmaking (finding individuals to forms teams etc.) during application.

**Can I or my business lead or be a collaborator in more than one application?**

You can only lead one application (either as an individual or a business). You are more than welcome to be named in multiple applications for different ideas with different collaborations, however we will not fund the same person or business twice in this sandbox. This is because we are looking to build a diverse cohort and we want to engage with and fund a wide cross-section of people and businesses. An exception to this would be if you are doing some minor consultancy or sub-contractor work for a different prototype and are not a core part of their team. We define 'minor' as five days or less (or equivalent).

The lead applicant will handle administration between the sandbox team, Unversity of Bristol, and Watershed.

**How much should we pay ourselves / our collaborators?**

The BECTU rate cards might be a useful reference for some roles: <https://bectu.org.uk/get-involved-in-the-union/ratecards/> this is from 2018.

The A-N’s ‘Guidance on fees and day rates for visual artists document is useful to establish freelance rates. They update it each year: <https://static.a-n.co.uk/wp-content/uploads/2022/01/Guidance_on_fees_and_day_rates_for_visual_artists_2022.pdf> this is from 2022.

**Is VAT included or excluded from the £45,000?**

VAT is included in our £45,000 investment; you will need to factor this into your budget. We encourage teams to budget for the full amount.

**Can you tell me more about State Aid and funding eligibility?**

MyWorld has received government funding though UK Research and Innovation’s (UKRI) flagship Strength in Places Fund to build on the research, technology and production strengths of the Bristol & Bath creative cluster across industry and its universities. [https://www.myworld-creates.com](https://www.myworld-creates.com/)

Eligibility to apply for this funding is dependent on the UK Subsidy Control Framework which states that businesses may receive financial assistance of up to £315,000 over any period of three fiscal years under the Minimum Financial Assistance exemption. As part of your application to the Sandbox call you will be required to fill in an online form managed and monitored by the University of Bristol. Once you have submitted your form, they will respond to you within five working days to confirm whether or not you are eligible to receive the funding available. If you are eligible you will receive confirmation of the cash equivalent value of any support provided.

Visit [Subsidy Control on Gov.UK](https://www.gov.uk/government/collections/subsidy-control-regime) for further background information.

**Who is responsible for contracting and payments?**

Contracting, payments and invoicing for the grant will be administered through the University of Bristol (MyWorld Lead) with the Sandbox producer supporting. The Sandbox award is a grant payment issued by University of Bristol.

During contracting, the lead applicant will be set up as suppliers with the university. The grant will be paid in 3 installments, we anticipate these will be:

* Pre Sandbox start (March 2024 tbc)
* Mid Sandbox (approx June 2024 tbc)
* Post sharing event – approx Sept 2024 tbc)

**What level of time commitment do you anticipate?**

We expect successful applicants to commit to delivering the prototype they are proposing within the outlined timeframe, ready for a sharing event by September 2024. As part of this process, we also expect you to fully engage in the Sandbox process. This will include three day-long workshops, one-to-ones with a producer and support from mentors.

Sandbox teams are expected to work from the Pervaise Media Studio – dates and times can be agreed with the Sandbox producer and Studio lead.

We expect you to budget to pay yourselves to attend the Sandbox workshops and the Pervasive Media Studio with our investment.

**What happens in March - April 2024 between selection and the start of the Sandbox?**

During this time we will be setting you up as suppliers with the University of Bristol and manage contracting with University of Bristol to ensure everything is ready to go from the start of May. Watershed will during this time collect and prepare material ready to publicly announce the selected projects in April 2024.

We will also be available should you wish to chat to us about your prototype before the Sandbox officially starts.

**What is your approach to IP?**

We have copied and pasted the IP clause from the template contract between Sandbox lead applicants and the University of Bristol:

Intellectual Property Rights

University of Bristol and you agree that all rights, title and interest in or to any information, data, reports, documents, procedures, forecasts, technology, Know-How and any other Intellectual Property Rights whatsoever owned by either University of Bristol or you before the Commencement Date or developed by either party during the Grant Period, shall remain the property of that party.

To the extent that you disclose any Intellectual Property Rights to University of Bristol, you:

* + warrant that University of Bristol's use in accordance with this agreement shall not constitute an infringement of any third party’s rights; and
  + grant University of Bristol a fully paid-up, non-exclusive, royalty-free, non-transferable licence to use, copy and modify your materials and Intellectual Property Rights during the term of this agreement for the purpose of and in relation to the Project as agreed in the Partner Terms.

Each party shall immediately give written notice to the other party of any actual, threatened or suspected infringement of any party's Intellectual Property Rights used in connection with the Project of which it becomes aware.

This agreement does not transfer any interest in Intellectual Property Rights. All Intellectual Property Rights developed or created by a party pursuant to the Project shall be owned by that party (Created IPR).

You agree to consult and co-operate with University of Bristol and make every reasonable effort to ensure that Created IPR is protected and exploited in accordance with the plans outlined in Schedule 1 including without limitation, the sharing of pre-commercial best practice and case studies

In the event that the Project results in material Intellectual Property Rights, relevant supplemental agreements may be entered into between the Parties on a case by case basis governing the ownership, rights in, licensing and exploitation of any such Intellectual Property Rights for the benefit of society and the economy.

Where University of Bristol has disclosed to you any of its Intellectual Property Rights for use in connection with the Project (including without limitation its name and logo):

* + University of Bristol grants you a fully paid-up, non-exclusive, royalty-free, non-transferable licence to use any such Intellectual Property Rights during the term of this agreement for the purpose of and in relation to the Project;
  + you shall, on termination or expiry of this agreement, cease to use such Intellectual Property Rights immediately and shall either return or destroy such Intellectual Property Rights as requested by University of Bristol.
    - **What is Watershed and the Pervasive Media Studio**

Watershed is recognised for its internationally distinctive programme of invention and talent development; as a leading centre for film culture and as Bristol’s city centre cultural meeting and debating place of choice. As a registered charity and social enterprise, Watershed has well established brand values. We have spent the last year working with our staff, audiences and partners to update our values and behaviours to reflect the organisation we want to be. We apply our values in everything we do, and ask partners, suppliers, collaborators and audiences to do the same. These values are:

* **Inclusive:** We listen to and learn from our community, creating equity and addressing harm where it occurs.
* **Transparent:** We share our approach openly and clearly, working at a pace which enables everyone to participate who wishes to.
* **Responsible:** We use our resources generously and sustainably, considering our impact on future generations.
* **Kind:** We are careful and caring with ourselves and with others.
* **Hopeful:** We celebrate culture, creativity and wonder as paths to a better future.

The Pervasive Media Studio hosts a brilliant community of over 180 artists, creative companies, technologists and academics exploring experience design and creative technology. It is a collaboration between Watershed, University of Bristol and UWE Bristol. Our projects can be cultural or commercial and span play, robotics, location-based media, food, connected objects, interactive documentary and new forms of performance. We test our projects as early as possible and iterate.

When spending time at Pervasive Media Studio, we ask that you enact our inclusive behaviours.

You can read more about these here <https://www.watershed.co.uk/studio/about/visit-access>

**What is MyWorld?**

Over the next four years Watershed’s Pervasive Media Studio is part of a programme called [MyWorld](https://www.myworld-creates.com/) which will showcase the latest advances in digital production and research. Led by the University of Bristol, the aim of MyWorld is to position the West of England as an international trailblazer in screen-based media, forge dynamic collaborations to progress technological innovation, deliver creative excellence, establish and operate state of the art facilities, offer skills training and drive inward investment, raising the region’s profile on the global stage.

MyWorld will embed a culture of research and development, at scale, across the creative technology sector in the West of England region. It will do this by sharing facilities and knowledge between academia and industry: providing access to organisations and researchers to extraordinary facilities and experts.

Find out more: <https://www.myworld-creates.com/>

*MyWorld is funded through UK Research and Innovation (UKRI) ‘Strength in Places fund’.* Main Delivery partners: University of Bristol, University of the West of England, University of Bath, Bath Spa University, Digital Catapult, Aardman Animations, BDH, Esprit Film and Television, Bristol Old Vic and Opposable Games.

**MyWorld IDEAS programme**

More Than AI Sandbox is part of the MyWorld IDEAS programme, led by Watershed.

The IDEAS programme provides small-medium enterprise businesses, freelancers and the public the opportunity to experiment with new technologies, creating meaningful experiences for audiences. It also offers the opportunity to test and question how these technologies are or could be applied, thereby placing people, arts and culture at the heart of new, innovative technologies. The IDEAS programme encourages responsible forms of innovation and actively explores points of crossover and connection.