



Press alert
28 June 2022

Applications open for MediaFutures, the new European data-driven innovation hub for the media value chain

Startups and artists can now apply for equity-free funding of up to €80,000 on innovative, creative and impactful ideas which address the issues of online misinformation and disinformation

[MediaFutures](#), the data innovation hub bringing together startups, SMEs and artists to solve challenges in the media industry, has announced that **applications opened on 28th June 2022 for its third accelerator and residency programmes**. Startups, SMEs, artists and artistic companies as well as groups of individuals can **now apply until 30 August 2022 (10am CEST)** to become part of the European-funded project. Successful applicants will receive funding, mentoring and training.

From 2020 to 2023, **MediaFutures will support 51 startups and SMEs, and 43 artists across three Open Calls for applications, distributing a total amount of €2.5 million**. MediaFutures is looking for ideas relating to quality journalism, transparency, democracy and science communications, all of which should look to counteract the negative impact of misinformation and disinformation within society. Artists can work from available [datasets](#) or work with their own, as well as reacting to current affairs, media stories or issues around media freedom and accuracy.

Applications are being encouraged from those groups who are not as well-represented in the art and start-up worlds, or face additional barriers to entry, including those from ethnic minorities, women and non-binary individuals, the LGBTQ+ community, those with disabilities and those in lower-middle income countries. Applicants should be based in or be willing to relocate to Europe, the UK or [selected non-EU territories](#), for the six-month period that the funding covers, subject to travel restrictions due to Covid-19.

MediaFutures has three programme tracks open for applications from artists and artistic companies, startups, SMEs and groups of individuals:

- 1. Artists for Media** - a six month Residency programme for artists with an innovative concept to explore data and technology, and its impact on individuals and society
- 2. Startups for Citizens** - a six month Accelerator programme for startups to build a product or service that encourages novel, meaningful ways to engage with media content
- 3. Startup meets Artist** - a six month mixed Residency and Accelerator support programme for teams of startups and artists to collaboratively develop new ideas around data technology and the arts

A description of all graduated projects from Open Call 1 and Open Call 2 is available [here](#).

For more information on how to apply, visit: <https://mediafutures.eu/opencall/>.



MediaFutures

According to [Alexandra Garatzogianni](#), Coordinator of MediaFutures and other EU-funded projects at the Leibniz University of Hannover and Head of Tech Transfer at the Leibniz Information Center for Science & Technology, *“via its completed two open calls and two cohorts, the H2020 MediaFutures accelerator has established a highly successful track record of providing equity-free funding as well as customised acceleration and residency programmes for richly diverse and innovative SMEs, startups and artists working on media innovation. Our third and final Open Call presents the unique opportunity for applicants to benefit from this cutting-edge programme, delivered by the prestigious MediaFutures consortium and co-funded by the European Commission. We welcome all applications and we are thrilled to work with our future 3rd Cohort”*.

About MediaFutures: [MediaFutures](#) is a three-year European innovation project that aims to contribute to high-quality media activities. Through three Open Calls, startups and artists will encourage citizens to engage more meaningfully with high-quality journalism, science education, and digital citizenship by using different pilots, artworks, and experiences.

For more information, please contact: info@mediafutures.eu or follow us on [Twitter](#), [LinkedIn](#) and on [Instagram](#).



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