



A Case Study

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Overview of CfACTs

- Centre for Applied Creative Technologies
- H2020-MSCA-COFUND-2019
- Duration: 1 Oct, 2020 – 30 Sep, 2025
- Total Cost: € 882 720
- EU funds 50% of the total cost
- 6 Fellows, 2 Cohorts
- 1 Beneficiary and 4 Industrial Partners



What is CfACTs

- CfACTs as a MSCA COFUND research training centre for experienced researchers (ERs) will provide **the international mobility** and **cross-sectoral experience** through the well-aligned training and research programme. It is keen to support/promote **research excellences**. With the ERs' research and innovation development on their chosen topics, it will bring significant change to the technological landscape by adopting novel creative technologies into various applications to promote well-beings and innovations.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 900025.

... to start ...



Gaining support from the host University

Align with Bournemouth University's Strategic Investment Areas

- Animation, Simulation & Visualisation
- Medical Science
- Assistive Technology
- Sustainability, Low Carbon Technology & Materials Science.



Identifying the research themes:



Demand-driven Research: CfACTs is engaged to develop new technologies to meet industry's needs. New trend in research has been identified with evidences in published research works and discussions with industrial peers, for example:

- AI automatic visual content analysis and generation; and
- Visual content generation in cognitive and visual processing terms

They will bring important productivity improvements to related sectors, including VFX, animation and games etc.

Thinking about Research and Impact



Objectives

- The CfACTs ERs will research and develop new computer animation related techniques collaboratively with creative industry POs;
- and apply the new techniques cross-sector to multi-disciplinary applications including healthcare, retail and assistive technology.

Promoting open research



- A broad range of topics on applied creative technologies incorporating but not limited to:
 - Computer animation and immersive technology;
 - Medical simulation / visualisation;
 - Assistive technologies;
 - Emotional computing;
 - Robotics;
 - Artificial Intelligence (AI);
 - 3D printing;
 - Human Computer Interaction (HCI);
 - 5G and others.

Mobility of Fellows



- International mobility
- Cross-sectoral mobility

Seeking for Industrial Partners (and Academic Partners)

- Existing networks
- New collaborators



Seeking for Industrial Partners (and Academic Partners)

10 websites you need to know if you're looking for research partners

Most EU-funded projects are collaborative, with at least three organisations from different EU Member States or Associated countries taking part. Maybe your future project partner belongs to one of the following databases?

1. CORDIS – EU Research Partners

CORDIS is the European Commission's primary public repository and portal to disseminate information on all EU-funded research projects and their results in the broadest sense. It offers one of the largest databases of partner profiles (self-registered profiles).

<https://cordis.europa.eu/partners/web/guest/home>

2. Ideal-ist Partner Search

Ideal-ist is an international ICT (Information and Communication Technologies) network, with more than 70 ICT partners from EU and non-EU countries. These include: Associated States, Eastern European Partner Countries, Mediterranean Partner Countries and emerging countries like China, Brazil, India, and South Africa.

<https://www.mariecuriealumni.eu/newsletters/3rd-mcaa-newsletter/10-websites-you-need-know-if-youre-looking-research-partners>

Designing Training Programme



Work closely with supervisory team (senior academics of BU and industrial experts of partners)



Access to research resources of research centres at BU (and project partners) and collaborate with other researchers



Develop skills through CfACTs training programme and research practices



Receive financial support for training activities, research facilities, conference attendance, publication, networking, and research travel (up to £30k for each ER)

Cross-sectoral Training Aspects

- ERs will have opportunity to work on industrial projects and solve real-life problems and challenges
- ERs will take placement at partner organisations to receive training and conduct research

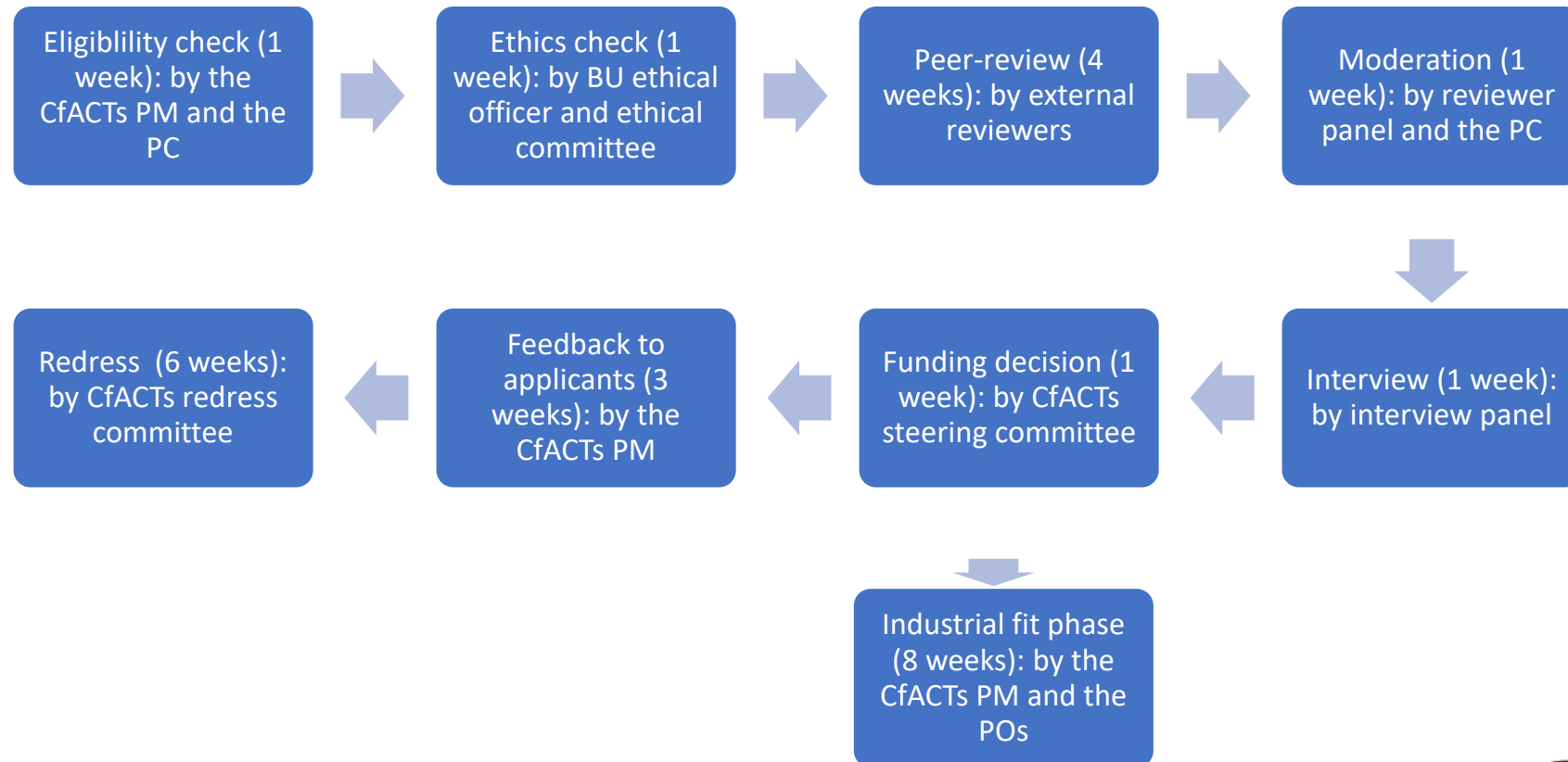


Financial Aspects

- EU Co-fund
- Bournemouth University
- Industrial Partners



Design Recruitment Process and Evaluation Criteria



Listing supervisors and their expertise



Supervision experience of potential supervisors

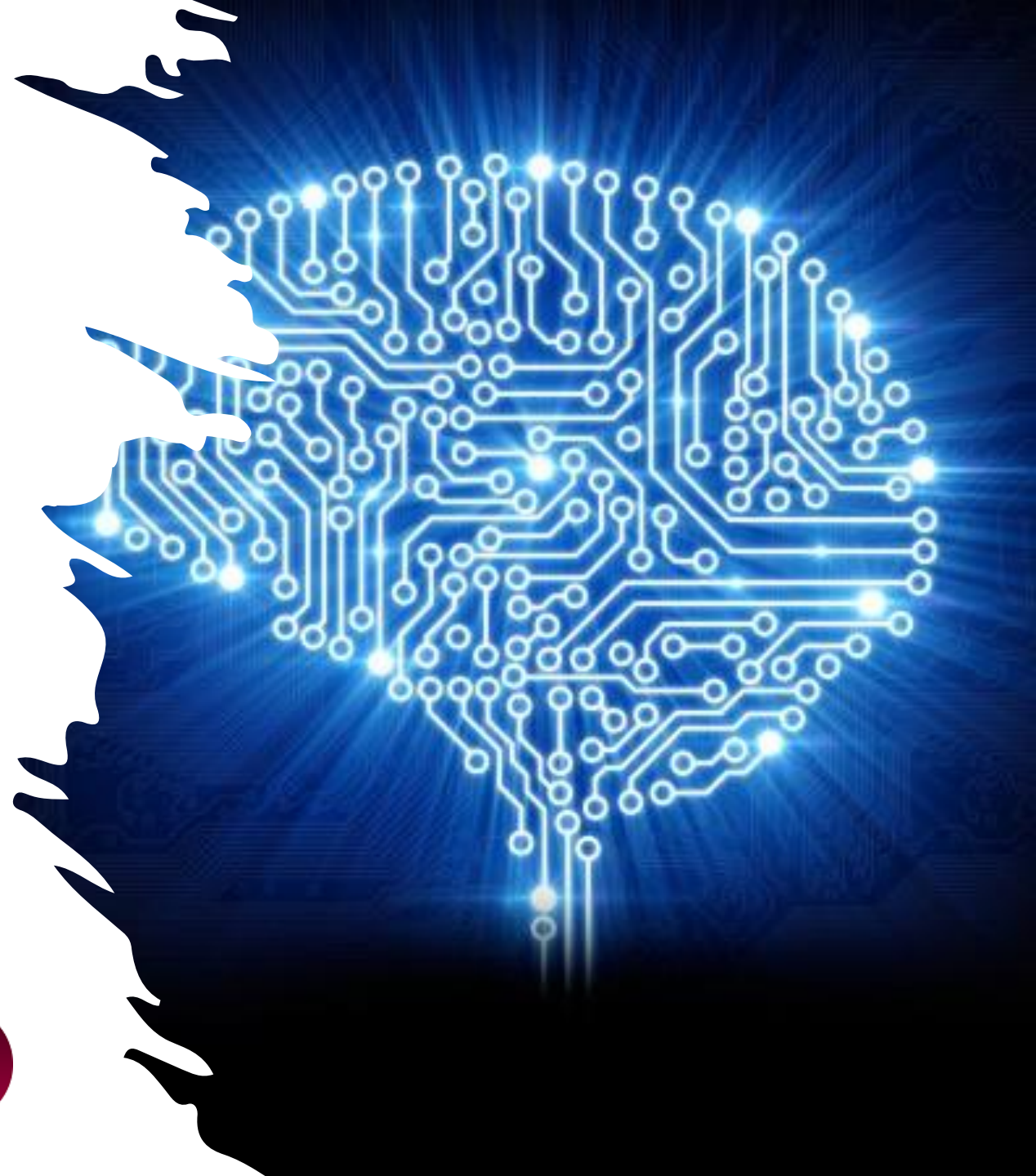
Excellent research track record (papers, awards, research projects ...)

A wide spectrum of expertise

... things we would do differently?

1) size of the project, more fellows?

2) to add other academic partners?



Thank you!

