

Participant Information Sheet

PACESETTERS SUMMIT

You are being invited to take part in the PACESETTERS SUMMIT of emerging or advanced practices from the cultural and creative sectors in response to climate change. We want to collect good examples and lessons learned, failures and success stories, new ideas and practical proposals from all fields: from architecture to music, from design to literature, from fashion to coding, from theatre to game development.

Who are we?

PACESETTERS is a research and innovation action funded by the EU's Horizon Europe research programme. It brings together partners and places, creative practice and research perspectives that are out of the ordinary: creatives and climate scientists, artistic researchers and rural entrepreneurs, cultural workers and open source communities. PACESETTERS started in March 2024 and will run until February 2027.

The PACESETTERS consortium consists of 15 partners: universities, cultural organisations, independent foundations and research agencies from across Europe who share the confidence that innovation is most often found where it is least expected. We are coming together at a time when multiple urgencies are shaking old certainties, because it is time to look out and make new connections. PACESETTERS carries out collaborative, artistic and practice-based research to keep pace with the transition. It tests innovative ideas to set the pace of the transition and assess strategies to push the pace of the transition.

What is our approach to how arts and culture, heritage and creativity can contribute to the climate transition?

We believe that art and culture, heritage and creativity do not suffer from a lack of ambition to adapt to climate change and contribute to just transitions. On the contrary, there is a large and diverse range of projects and initiatives that seek to address the challenges posed by the social transformations of our time. Computer games are trying to raise awareness, opera houses are aiming for carbon neutrality, and funding agencies are expecting impacts in terms of greenhouse gas reductions. But simply adapting to climate change and mitigating its effects will not be enough. It would also ignore the actual potential of the cultural and creative sectors and industries. This potential goes far beyond what is usually expected of arts and culture. It is not about decorating solutions, illustrating issues, raising awareness or providing entertainment.

In short, it is not about art about climate change. The potential does not lie in more films that claim to change consumer behaviour, performances that pretend to increase consent through forced participation, digital installations that provide evidence for what everyone already knows.

The research in PACESETTERS takes a different route. It begins with the hypothesis that the climate transition offers many new opportunities for artists and creatives to radically rethink their practices and reinvent the role of art and culture in societal transition processes that are indeed

changing everything. PACESETTERS see the fragmentation of the sector, with its large number of individual artists, solo entrepreneurs and micro-enterprises, as a particular strength rather than a weakness.

Finally, PACESETTERS assume that innovation often happens where it is least expected: in rural and remote areas, across creative silos and disciplines, while encouraging and enabling new forms of collective ownership. To be able to understand and to unlock this new potential of art and culture, heritage and creativity, requires a different way of seeing. It requires research through the arts, rather than about them.

PACESETTERS SUMMIT

PACESETTERS Summit takes place from 12 to 16 November 2025 in La Termica, Málaga. The event brings together artists, creators, researchers and policymakers for five intensive days in a Polyclinic of creative practice.

However, this is not a typical event, but an experiment with a non-conventional approach that should enable us to discuss the rapidly changing roles of art and culture, heritage and creativity. There is an urgent need to create space and time to figure out how to move forward and get ahead together by forming new alliances between creativity, research and policymaking.

PACESETTERS Polyclinic of creative practice is a dynamic platform for networking, experimentation, exchange and planning. At a critical juncture in the climate transition, PACESETTERS Summit is a polyclinic of creative practice. It connects practitioners from the various fields and geographical locations within art and culture, research and policymaking.

We have abandoned default formats such as keynote speakers followed by panel debates or World Café sessions, complemented by digital feedback tools, whiteboards, and other forms of ‘placebo’ participation. Instead, we propose transforming La Termica, a former hospital in Málaga, back into a clinic. The aim is to reverse engineer a cultural centre and turn it into a polyclinic of creative practice.

Rather than raising awareness of apocalyptic scenarios, imagining behavioural manipulation and perpetuating a culture of complaint, PACESETTERS Polyclinic develops and tests measures driven by artistic intelligence, promoting creative subsistence and building aesthetic resilience — the capacity to maintain and restore integrity while adapting to and shaping societal, technological and cultural change.

Rather than taking on the usual roles of speaker and audience, we will stage a series of overlapping and interconnected creative productions in a hybrid environment. Imagine them as film sets, role-play exercises, large-scale experiments, or prototypes for future collaborative formats driven by artistic intelligence.

Consent form for participation in research activities in PACESETTERS

I, THE UNDERSIGNED,

First Name:

Surname:

Email:

Telephone:

Organisation:

HEREBY AGREE:

The data collected may be used for any legitimate purpose as long as it is necessary for the PACESETTERS research project, excluding any commercial use.

I certify that I have received all the necessary information regarding the processing of my personal data.

I confirm that I have been informed of my right to access, rectify and object to the processing of my personal data for direct marketing purposes.

I may also withdraw my consent at any time with effect for the future without giving any reason.

To exercise these rights, please send a written request to the coordinator of the PACESETTERS research project: Florian Schneider, florian.schneider@ntnu.no at the Norwegian University of Science and Technology, acting as data controller.

The present form is signed on the in

Please indicate the date the form is signed in the format: DD/MM/YYYY)

Please indicate the place where form is signed

Please sign above, after writing the words "read and approved"

What happens to the data?

The data and information collected through the research activities will provide an empirical basis for identifying and exploring new opportunities for rethinking and strengthening the role of arts and culture, heritage and creativity, especially in the context of current societal challenges related to climate crises.

Participation in the research is voluntary. Participants may withdraw without giving a reason. Contributions can be made either anonymously or as a registered user of the PACESETTERS website.

No personal data will be published in any form. Research participants will not be identifiable in the project results or in any other publication, unless permission is explicitly given.

All data collected will be stored on the PACESETTERS web servers in accordance with the General Data Protection Regulation (GDPR). The legal basis for the processing of personal data is informed consent. This includes the possibility to edit, update and remove submitted data at any time during the research project. Users who are registered at the PACESETTERS website can access the data they submitted any time.

Personal data will only be used for internal purposes and will not be shared with third parties. However, it may inform and guide the creation of creative case studies and the testing of their findings in real-world laboratories. The results will be published in open access publications. Conclusions and concrete examples will be used for policy briefs and recommendations to key stakeholders such as funding agencies and policy makers.

After the end of the research project in March 2027, continued access to the main project results will be ensured. All personal data will be deleted at the end of the research project, unless explicitly requested otherwise.

NTNU, as the coordinator of PACESETTERS, is responsible for processing the information. Participants of the research have the right to lodge a complaint with the Norwegian Data Protection Authority. Further information is available in PACESETTERS privacy statement and masthead.

Consent form for participation in communication and dissemination activities for PACESETTERS

I, THE UNDERSIGNED,

First Name:

Surname:

Email:

Telephone:

Organisation:

HEREBY AGREE:

To the general processing of my personal data needed to allow me to participate to the event, in line with the Privacy Statement: <https://pacesetters.eu/privacy>.

☐

I consent to the taking and processing of photographs and video recordings portraying me for communication and dissemination purposes

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I consent to the sharing of the meeting or event participant list, which includes my name, email, country and affiliation, with other participants for networking and collaboration purposes

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Please indicate the place where form is signed

Please sign above, after writing the words "read and approved"