

## Open Calls from the European Commission launched: **S+T+ARTS Prize and S+T+ARTS Prize Africa 2025**

(Linz, January 8, 2025) On behalf of the European Commission, Ars Electronica will once again award the renowned STARTS Prize and the STARTS Prize Africa in 2025. The search is on for innovations at the interface between science, technology and the arts. A total of 70,000 euros in prize money will be awarded. The deadline for submissions is March 5, 2025.

STARTS is a long-term initiative of the European Commission to promote European innovation policy. The STARTS Prize honors people and projects that address social, ecological and economic challenges and make valuable contributions to a positive future.

Ars Electronica, which has been responsible for the implementation of the STARTS Prize since its inception in 2016, will celebrate the award's tenth edition in 2025, and will organize the STARTS Prize Africa for the second time in a row.

### **S+T+ARTS Prize: 40,000 euros in prize money and two categories**

The STARTS Prize is awarded in two categories: The *Grand Prize – Artistic Exploration* (€20,000) honors artistic works that shape or change the way we use technology. The *Grand Prize – Innovative Collaboration* (€20,000) honors forward-looking collaborations between industry and/or technology, art and culture.

The STARTS Prize is supported by a consortium of European partner institutions. These include INOVA+, T6 Ecosystems, La French Tech Grande Provence, Sónar, the Salzburg Festival, TUD Dresden University of Technology, the Media Solution Center Baden-Württemberg and the High-Performance Computing Center Stuttgart.

### **S+T+ARTS Prize Africa: 30,000 euros in prize money**

Launched in 2024, the STARTS Prize Africa will continue this year as part of the EU project STARTS Afropean Intelligence, which aims to promote innovation in Africa and strengthen cooperation between Europe and Africa. The implementation of the STARTS Prize Africa is supported by international partners. These include GLUON, CHRONIQUES and the Royal Museum for Central Africa.

**Further inquiries**

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The initiative recognizes creative projects that address pressing social, digital and environmental challenges on the African continent. The Grand Prize is endowed with 15,000 euros. Furthermore, there are five Awards of Distinction of 3,000 euros each.

Artists and organizations (such as start-ups, NGOs, research institutions) from, based or working in an African country are eligible to submit.

## **Award Ceremony in September 2025**

All Grand Prize Winners will be presented at the Ars Electronica Festival (September 3-7, 2025) and at events hosted by the consortium partners.

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