Trans-disciplinary R&D: technology development, human-centred and systems design, regulation and ethics

Project Idea	Our team across the Brunel Centre for AI, the Brunel Innovation Centre (with TWI Ltd, Granta Park, Cambridge) and the Brunel Design School can lead both technical and societal WPs on a range of tasks including: social/economic readiness evaluation; stakeholder mapping and engagement; impact assessment in operational settings; business transformation.
Organization name, town and country	Brunel University of London Uxbridge, United Kingdom
Addressed topic(s)	Expertise relevant to multiple topics

Brunel University of London

- Public UK university with an excellent record of translating research into public benefit. Our incubator and accelerator, Making the Future Digital, has a high profile across London. Since 2014, it has provided support to early-stage companies in the product design sector, including access to physical and digital prototyping facilities. The **Brunel Centre for AI** brings together academics with expertise across computer science, engineering, human-centred and systems design, the social sciences, regulation and ethics, among others. The Centre collaborates closely with the Brunel Design School and with the Brunel Innovation Centre (Granta Park, Cambridge).
- **Previous HORIZON projects.** ***Coordinator***: Geothermal extraction and upgrade with flexible usage for industrial heat applications (GEOFLEXheat, €3M). Measuring and Advancing Circular Business Models for a Fair and Sustainable Transition (JUST-CIRCLE, €6M). ***Partner***: Generative Foundation Model for Multi-Scale Materials (GENMAT, €6M). Eco-Innovative Composite Marine Propellers (CoPropel, €3M). Resilient Investment for Sustainable Environments (RISE-IN, €10M). Sustainable High Entropy Alloys from Secondary Metals (SUSHEAS, €0.7M). Doctoral Network on Embedded AI Systems and Applications (ANT, €4M). Electro-thermal energy converter using novel combined thermoacoustic and electrocaloric system (THERMINATOR, €2M).

Competences / type of partners sought

- We provide support to project activities, including: development of ML, AI and data science pipelines; interface design; stakeholder mapping and engagement; design, implementation and analysis of data from participatory design activities (e.g. interviews, focus groups) and co-design workshops with technology users and stakeholders; development and evaluation of sustainable innovation strategies.
- Our capabilities and facilities are dedicated to: ML pipeline testing, human-AI interaction, mobile/aerial/embedded sensor and robotics technologies (AI Living Lab); media production, immersive labs (VR/AR/XR, Mocap, Green Screen), audio post-production, VFX, Wacom Cintiq interactive displays; digital fabrication labs; electronics and makerspace labs (e.g., IoT); hardware prototyping, signal processing, structural integrity testing, advanced computational hardware (ML, Digital Twins, Big Data), sensor/transducer development, ultrasonics field testing, waveform signal processing.
- We are seeking consortia for us to join as WP lead: technology development; systems design; social/economic readiness and impact assessment; business transformation.

Contact details

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