

Visual identity and website brief

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FROM

Name: **ECSITE aisbl**

Contact: **Andrew Whittington-Davis**

Address: **Avenue Louise 89/7, 1050 Brussels, Belgium**

Tax number: **BE 0443 655 135**

Mobile: **+32478900887**

Telephone: **+32478900887**

Email: **ajwhittingtond@ecsite.eu**

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1. Introduction

Ecsite is the European Network of Science Centres and Museums based in Brussels. We are currently looking for designers and/or developers to build a website, to come up with a visual identity and a set of communication tools for our new EU funded project, TechEthos. TechEthos is a research project related to preparing the European landscape to manage the ethical challenges that come along with new and emerging technologies. For more information about the project, please read **Annex 1**.

Our expectation is that this document will convey our vision for a new visual identity project and a website to be designed, and the specific challenges behind its design and development. The document includes a project overview, suggests an outline for organising the content of the website, and the outputs needed. In providing these details, our intent is not to convey that we have all of the answers. The ideal and preferred provider will bring their own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. Please feel free to email ajwhittington@ecsite.eu with questions or comments.

2. Brief

Ecsite is looking for a company that would deliver TechEthos' visual identity and website. A company providing both will be preferred, however a consortium of two companies applying together can also be considered.

2.1 Graphic identity

For the graphic image, the TechEthos project will need the following:

- The visual identity for the project, including,
 - Logo, fonts, colour palette etc.
 - Style guidelines for online and offline use (such as for printed products, meetings, events and conferences)
- Template for power point presentations and word documents (including deliverables, agendas). We will support you in providing the detailed information you need to design these types of template.
- E-newsletter template (to be sent out via an emailing platform like

- Mailchimp and downloadable from the project website),
- Factsheet design outlining the project to a general audience,
 - Social media template adapted for use on Twitter and LinkedIn (banner and post).

2.2 Website

Initial internal discussions with partners has helped us produce a first draft of the sitemap. This can be discussed further and the vendor can propose alternatives and modifications.

Proposed sitemap

HOME PAGE

- Possibility to showcase our tagline with a call to action button
- Supporting image or video
- Subscribe to newsletter
- Project news
- Social proof – case studies, quotes, testimonials
- Partners

NAVIGATION TOP BANNER

- About (this section should support video)
- Technology corner
- Resources and tools
- News/Activities/ Events
- Media including video, press release, flyers and media kit
- Contact
- Social Media (follow button) in navigation bar
- Search function - clear website search function which brings up news, resources that relate to that search word of key phrase

ABOUT

- Our mission
- Team behind it
- The technologies (which can be linked to articles in the “resources and tools” section)

TECHNOLOGY CORNER

- Four technologies selected have their own subpage
- Mix of Pdfs, videos, blogs

RESOURCES & TOOLS (downloadable documents)

- Official project outcomes
- Publications (downloadable PDFs)
- Option to upload videos
- Downloadable games
- Feature online exhibition

Other features to be considered

- Privacy: As the project is heavily focused on ethical challenges, the website should comply to GDPR, with the privacy and cookie policy stated in understandable language. Users should have the option to opt out of features that are not used for basic functioning.
- SEO: The website should include strong Search Optimization. This will include proper permalinks, meta tags per content-type & Google Webmaster tools integration as well as XML sitemap(s).
- Analytics: Implementation of an Analytics tracking code to track and report on website traffic.
- Animation/filters applied to photos on the website e.g. from black and white to colour when the cursor hovers over it.
- Website capacity to incorporate a dynamic/interactive infographic later in the project and illustrations.
- A feature that can recommend relevant content and which links to multiple kinds of content across the whole website, potentially based on tagging.

For further ideas of the branding we are interested in, please refer to **Annex 2**.

2.2.1 Technical Requirements

TechEthos is looking for a website based on one widely used Content Management System. The website structure is simple and our preferred choice would be WordPress, however we are open to other options.

Web Host: The website will use Ecsite's own webhosting.

Integrations: The website requires the capacity to hold a range of files, from video format to documents. Later in the project the website will hold digital exhibitions about the technologies discussed in the project, as well as other dynamic/interactive infographics. This should be kept in mind in your proposal.

Maintenance: Besides the development of the website, the company should reserve some working hours for website maintenance and updates that may be required over the course of the project's three-year lifetime. This should be taken into consideration in the budget proposed.

3. Budget

The indicative budget for both jobs is € 15,000 excluding VAT. Other amounts can be considered.

- €5,000 for the graphic identity
- €10,000 for the website.

4. Selection criteria

Proposals will be assessed based on the following criteria:

1. Price efficiency and effectiveness
2. Demonstrated track record of working with similar projects and/or formats
3. Excellent understanding and creative interpretation of the project
4. Clear and well-defined working process

5. Project Timeline

The deadline to apply is the **8th of March 2021 at 23:59 CET**.

Ideally the work should start on the 12th of March with the visual identity and set of general pages for the website being delivered as soon as possible and in any case before the 31th of March 2021, and the full functionality of the website to be finalised before the 30th of April 2021.

6. How to apply

In order to give us the possibility to assess the proposal, please prepare a single document, including:

- Your proposal (brief description)

- Project timeline with major tasks and milestones (to assess the process)
- Project budget by line item (to assess the process)
- Portfolio indicating examples of similarly-complex projects (to assess the technical capability)

Please send the document at the following email: ajwhittingtond@ecsite.eu

A company providing both will be preferred, however a consortium of two companies applying together can also be considered.

7. Annexes

Annex 1: TechEthos project background

Co-ordinated by AIT – The Austrian Institute of Technology, TechEthos aims to reinforce the pivotal role of the European Union as an ethics trailblazer in the area of new and emerging technologies. Such technologies bring with them new ethical challenges and societal consequences that need to be addressed. By first scanning the horizon for new, emerging technologies that are expected to have a large impact on society, TechEthos will investigate the ethical challenges and societal consequences that come along with them.

A strong focus of the project will be ensuring technologies are developed in a way that is tied to our values. TechEthos will achieve this by forming strong connections with different stakeholders – researchers, civil society organisations, research ethics committees, policy makers and the public – and use participatory methods with new communities to capture and develop deep societal awareness on four emerging technologies spanning six countries.

By the end of the project, TechEthos aims to make ethics operational within research organisations, research organisations, and research ethics committees from both the public and the private sector by creating actionable guidelines.

Partners:

- Austrian Institute of Technology GmbH (AIT) (Coordinator), Austria
 - Associazione per la Ricerca Industriale (Airi), Italy
 - All European Academies (ALLEA), Netherlands & Germany
 - Commissariat à l'énergie atomique et aux énergies alternatives (CEA), France
 - De Montfort University (DMU), UK
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- European Network of Research Ethics Committees Office (EUREC), Germany
- Trilateral Research (TRI), United Kingdom
- Technische Universiteit Delft (TUD), Netherlands
- Universiteit Twente (UT), Netherlands

The target audience of the project are:

- Researchers and Innovators
- Ethics committees and research bodies
- Civil society organisations
- Policymakers & regulators
- The public

Keywords:

#researchintech #ethicsbydesign #techofthefuture #justiceintech #societalissues
#artintech #guidingtech #codesigningtech #justiceintech

Annex 2: Outcome from the exercise with all project partners

The project partners held a meeting where they worked together to develop key messages that would help us communicate the project, and highlights elements of websites they like or dislike. The outcomes of this exercise should be a useful tool when developing the visual identity and/or website.

Key message TechEthos will wish to convey (*explanations in the italics*)

- We will produce ethical guidelines and frameworks to help guide and support research and innovation.
 - Ethics goes beyond compliance (*meaning researchers and innovators have an obligation to have the public not just comply with technology but to direct its innovation*)
 - Justice in technology development means concern for the most vulnerable groups (*TechEthos will be making a stronger case by working with vulnerable groups to gather their awareness and concerns on the four technologies we select*)
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- Guiding technology as they are emerging, allows for harmonised responses across the EU, rather than when it is too late (*We are advocating for early involvement of stakeholders in the innovating process so the technology is aligned to our values*)
- Making guidelines to work for actors in the field (*The idea is to make ethics an easy part of the process, instead of a burden*)
- TechEthos will not be another talking shop, we are committed to actionable guidelines and have the support to do so
- We want government to know how to anticipate, regulate and oversee future tech innovations
- We are inviting you to co-determine and co-explore future technologies and how they should be adopted