Visual identity and website brief – STEAM Learning Ecologies (SLEs)

February 2023

FROM

Name: **ECSITE aisbl**

Contact: **Stephanos Cherouvis**

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

Tax number: **BE 0443 655 135**

Mobile: **+32478900887**

Telephone: **+32478900887**

Email: **scherouvis@ecsite.eu**

Contents

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 project titled **STEAM Learning Ecologies (SLEs)**. The project will develop engaging open schooling-enabled science learning paths for all in learning continuums of formal and informal learning environments and enterprises by emphasising inclusiveness. Please read **Annex 1**, in order to grasp more details about the project.

Our expectation is that this document will convey our vision for a new visual identity 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 Stephanos Cherouvis at scherouvis@ecsite.eu with questions or comments.

2. Brief

Ecsite is looking for a company that would deliver STE(A)M Learning Ecologies' (SLEs) visual identity and website. The selected entity will need to provide both services. There is no possibility for separate bids at this time.

2.1 Graphic identity

For the graphic image, the STE(A)M Learning Ecologies 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 have helped us produce a first draft of the sitemap. This can be discussed further and the vendor can propose alternatives and modifications.

Proposed sitemap

HOMEPAGE
- 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)
- 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 (Consortium Partners)

COMMUNITY CORNER
- Stakeholder engagement
- Mix of Pdfs, videos, blogs

RESOURCES & TOOLS (downloadable documents)
- Official project outcomes
- Publications (downloadable PDFs)
- Option to upload videos
- Downloadable STEAM activities

Other features to be considered
- Privacy (mandatory): 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.

2.2.1 Technical Requirements

Ecsite 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 feature 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 between € 12,000 € to 14,000 € excluding VAT.

4. Selection criteria

Proposals will be assessed based on the following criteria:

- Price efficiency and effectiveness

- Demonstrated track record of working with similar projects and/or formats

- Excellent understanding and creative interpretation of the project

- Clear and well-defined working process

- English speaking designer

5. Project Timeline

The deadline to apply is **Friday 24th of February 2023 at 17:00 CET**.

Ideally the work should start on Monday the 27th of February 2023 with aspects of the visual identity (such as the logo) being delivered as soon as possible and in any case by Friday the 10th of March 2023, and the full functionality of the website to be finalised by the end of March 2023.

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 to Nino Tsurtsumia at the following email: ecsiteadmin@ecsite.eu

7. Annexes

Annex 1: STEAM Learning Ecologies project background

The STE(A)M Learning Ecologies (SLEs) project will develop engaging open schooling-enabled science learning paths for all in learning continuums of formal and informal learning environments and enterprises by emphasising inclusiveness.

The project will highlight the necessary conditions for bringing together all, rather than some, of the actors: formal, non-formal and informal education providers, as well as enterprises and the civil society – and giving all actors space and motivation to take initiative and central roles.

By building on the promising results of previous work, the project will propose a framework that generates opportunities for the creation of comprehensive partnerships in the form of interconnected knowledge ecosystems, in local communities able to foster improved science education for all citizens.

It will also initiate a concentrated effort to make the evidence about the benefits of open schooling a driving force in European and national policymaking.

To achieve these, the proposed project is introducing the powerful concept of "learning ecologies" as a vehicle for envisaging and realising impactful local open schooling partnerships

as science learning continuums for all.

Partners:

- EUN PARTNERSHIP (EUN)
- ELLINOGERMANIKI AGOGI SCHOLI PANAGEA SAVVA AE (EA),
- ASSOCIATION EUROPEENNE DES EXPOSITIONS SCIENTIFIQUES TECHNIQUES ET INDUSTRIELLES (ECSITE)
- AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA (APRE)
- UNIVERSITY OF CYPRUS (UCY)
- NORGES TEKNISK-NATURVITENSKAPELIGE UNIVERSITET NTNU (NTNU)
- HUMBOLDT-UNIVERSITAET ZU BERLIN (HUB)
- WISTA-MANAGEMENT GMBH (WISTA)
- MINISTRY FOR EDUCATION, SPORT, YOUTH, RESEARCH AND INNOVATION MALTA (DCM)

The target audience of the project are:

- Teachers and school leaders
- Higher education teachers/experts
- Informal/non-formal science learners/experts
- Educational Policy makers
- Industry Stakeholders
- Research and innovation community members
- Citizens, civil society organisations, NGOs

Keywords: STEM STEAM, Learning Ecologies