

Ecsite 30th anniversary

Brief for creative intervention at 2019 Ecsite Conference

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1. Context

[Ecsite](#) is the European network of science centres and museums and science engagement organisations. Ecsite's vision is to foster creativity and critical thinking in European society, emboldening citizens to engage with science. Its mission is to inspire and empower its members: science centres, museums and all organisations that engage people with science, and to promote their actions. The network gathers more than 350 organisations in Europe and world-wide.

Ecsite is turning 30. Historically, Ecsite was born in several steps, spanning a bit more than two years, between October 1988 (first meeting) and January 1991 (creation of legal structure under Belgian law). More [on our website's history page](#).

Our field and Ecsite have grown, matured and diversified considerably in the past three decades – and yet we still are a family. Mirroring the network's gestation over several seasons and meetings, thirty years later we decided to grant ourselves the luxury of time: the extended Ecsite family is invited to a whole anniversary season under the #Ecsite30 unifying hashtag.

This anniversary season, currently in its very initial stage, encompasses several audiences and several moments, mostly woven into Ecsite's existing calendar of recurring events. Some happenings will be carefully orchestrated, while other elements will emerge from our community's collective wishes and creativity, true to Ecsite's collaborative and bottom-up spirit.

We will be celebrating the past and taking pride in our accomplishments; cheering at a festive & symbolic moment; and using this opportunity to shape the future. #Ecsite30 is a lightweight framework and an invitation to celebrate, reflect and act: we will run it as an agile campaign combining set milestones and space for spontaneity and for the season to evolve over time.

The tone of voice is celebratory, dynamic and friendly, like at a great party amongst friends and extended family members. There will be a mix of solemn, joyful, introspective and prospective moments.

#Ecsite30 will soon have its own logo and social media post templates.

2. Brief

This call's scope concentrates on a specific moment of the #Ecsite30 season: anniversary happenings during the [30th edition of the Ecsite Conference](#), taking place in Copenhagen on 6-8 June 2019, at the [Experimentarium science centre](#). The Conference is organised collaboratively by the Brussels-based Ecsite team and the local hosts, in this case the Experimentarium.

Like every year, science engagement professionals will be gathering to exchange best practice and network. This audience reaches beyond Ecsite membership: anyone interested in public engagement with science is welcome at the conference, which will be bringing together around 1,100 attendees from 50+ different countries.

The #Ecsite30 season is divided into three stages: celebrating / reflecting / acting. #Ecsite30 happenings at the 2019 Ecsite Conference correspond to the peak & closure of the "celebrating" stage and partly feed into the "reflecting" stage. These happenings will need to stand out in the conference's busy programme that counts more than 100 sessions, three big parties and a trade fair bringing together more than 60 exhibitors.

We are looking for a creative team to conceive and deliver:

- **A 3-5 minutes story of Ecsite**, to be shown or performed at the Conference Opening on Thursday 6 June. The choice of medium is left up to the creative agency. The aim of this intervention is to tell 30 years of Ecsite history in an informal and friendly way, celebrating accomplishments, thanking the community for its contribution and introducing the anniversary's forward-looking spirit. Prior knowledge of Ecsite history will vary a lot among participants: some have been contributing to the network's activities for decades, while others attend our Conference for the first time and barely know Ecsite; some will have followed the #Ecsite30 build up social media campaign we are planning for January-June 2019 and others not. This intervention needs to bring everyone up to speed. It will be articulated with the Ecsite President's opening speech.
- **A breath-taking emotional "happy birthday" moment** during the Conference Nocturne on the evening of Friday 7 June. The Nocturne is a big party bringing all conference attendees together at the venue of the hosting science centre, in this case Experimentarium. Attendees are free to mingle, eat from different buffet points, explore exhibitions and attend a programme of shows & happenings put together by our hosts, this year on a maritime theme. Most attendees will already be inside the building before the start of the Nocturne per se, as it is preceded by two whole days of sessions and on Friday specifically by a Happy Hour inside the Business Bistro trade fair, located in a tent adjoining the

building. Metaphorically this is our "birthday cake" moment: we want something surprising, moving, memorable that requires everyone's participation and culminates in a big explosion of joy. The challenge will be similar to orchestrating the "blowing the candles" moment at a private birthday party: all guests are scattered throughout the house. Perhaps it takes some build up actions throughout the evening before the big moment.

- An on-site **mechanism to gather and record wishes from the Ecsite community** throughout 6-8 June: this is the forward-looking part, feeding into the "reflecting" stage of the #Ecsite30 season. Again, the choice of medium is left up to the creative agency. The space of the Ecsite-dedicated lounge towards the entrance of the Business Bistro could be used but other options are possible. Whatever form this wish-capturing takes, it needs to be striking and stand out in the Conference's very busy environment.

Note: as part of the Conference's programme of parallel sessions there will also be a session bringing past, present and future together, outside of the scope of this brief. Convergences are nevertheless possible.

The contracted team will work in close collaboration with Ecsite's Events and Communications team, involving its two members in the creative consolidation of ideas and using them as an intermediary to liaise with our Danish hosts for all onsite logistics. The Ecsite team will handle any needed communication with the Ecsite community and Conference attendees. We also imagine that we will be contributing by gathering visuals, coordinating the participation of key people in the community, possibly writing text...

See Annex for an overview of resources that can be mobilised.

3. Budget

The allocated budget is maximum **€22,000** excluding VAT. This covers all of the contracted team's costs related to the mission: artistic direction, production, travels, staff involved in the delivery etc. Proposals with budgets over this limit will not be considered valid.

4. Project Timeline

The deadline to apply is **Monday 7 January 2018, 10.00 CET**.

Questions can be asked until Thursday 20 December, noon CET.

5. How to Apply

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

- A portfolio of projects similar to the present brief, proving your ability to fulfil this mission;
- Your creative answer to the brief: five A4 pages maximum, combining your interpretation of the brief and initial ideas for the three elements outlined above;
- A description of the creative team involved in the development and delivery of your idea;
- Project timeline with major tasks and milestones;
- Itemized project budget;
- A description of the input you would need from the Ecsite team and the Ecsite community.

Please send the document to Julie Becker at jbecker@ecsite.eu **by the deadline mentioned above.**

6. Criteria

1. Relevance and creativity of the initial ideas presented in the proposal and consistency with Ecsite's values and tone of voice – 40%
2. Clear and well defined working process – 20 %
3. Demonstrated track record of working on similar missions – 20%
4. Clear budget outline – 20%

7. Annexes

7.1 Resources

History

Check out a summary on [our website's dedicated history page](#), where you'll also find further readings. The Ecsite team can dedicate a few days to further research if needed.

People

Several of the people who contributed to Ecsite's creation and many of those who developed the network along the years are still active and can be mobilised should historical details be needed. Some of them will be interviewed in the January issue of Ecsite's Spokes magazine and some will also be present at the Conference. It would be a nice touch to pay a specific tribute to them as part of either the Opening or the Nocturne.

The Ecsite community in general and 2019 Conference attendees in particular can and should be mobilised for the present mission. We have an amateur Ecsite Jazz Band and Ecsite Choir who can be pulled in. On site we will have a tinkering space & digital fabrication lab and a highly motivated team running it. We also have a GameLab. In short: our community is full of creative and talented people and feeding this energy into the celebration would be great. Ecsite Conference attendees are a friendly, informal crowd and many of them love playing and dancing - a participatory moment would very certainly work very well.

Visuals

Ecsite's founding meeting on 9 January 1989 was captured on pictures. We also have collected a few other photo memories from the early days, all gathered [in this album](#). We have digital pictures of all our yearly conferences from 2006 onwards, to be found [on our Flickr account](#).

We have a few videos of recent years, in particular a series of interviews shot to celebrate our 25th anniversary five years ago (unfortunately the sound quality is often not ideal). They can be found [on our YouTube channel](#).

Ecsite has a strong visual identity which will need to be reflected in deliverables of the present mission. A glimpse of it can be found in [our logo guidelines](#) and a more comprehensive style guide will be shared at the start of the mission. Our graphic designer is currently designing a dedicated Ecsite30 logo and putting together a short animation for our New Year wishes - both can be reused in the context of the present mission.

We also have a picture library of our members' activities. Using it, we recently put together a mosaic of pictures from our members that could be used again.

Other archives

We have several boxes of archives at the Ecsite office, unfortunately not strictly indexed. We can however easily find a few old newsletters (the earliest ones were faxed to members!), conference programmes and meeting notes.

We are also hoping to gather conference bags from different years.

Space

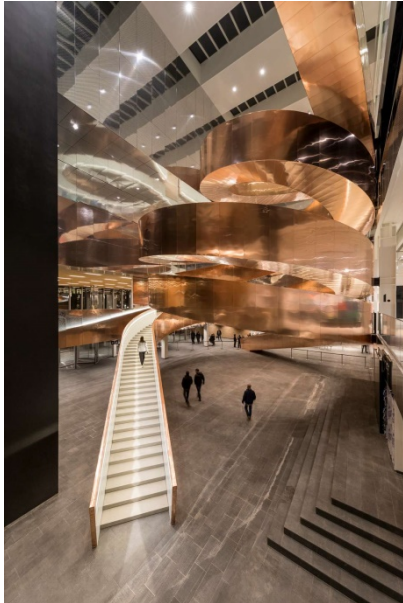
With the exception of the Gala evening and Farewell Party, the whole Ecsite Conference will be taking place inside the Experimentarium science centre that will be closed to the public on 6-8 June. Sessions will be spread throughout the building, including in some of the exhibition areas. You can get an overall idea of the building and exhibition spaces [in this video](#). You will find more pictures [on this website](#) and a floor plan below, with session spaces highlighted in green and yellow.

The following locations are of particular relevance to the present mission:

- The main auditorium: this is where the Opening event will be taking place. As the room cannot accommodate all attendees, the event will be live streamed to a dozen other locations around the building.



- The entrance hall: a key circulation nod and an architecturally stunning space with its massive double helix copper staircase. Could be used as part of the Nocturne celebrations.



- The Business Bistro, located in a temporary tent set up on the side of the building. This is where participants will be just before the start of the Nocturne. The Ecsite lounge is located on the way to the Business Bistro tent, at the junction between the Experimentarium building and the tent. It is space 63, 64 or 65 on the Business Bistro map attached and could house (one of) the wish-collecting installation(s).

See floorplans on the following pages.

7.2 Overall anniversary calendar

See last page of document.