

# Visual identity and website brief

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## FROM

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## 1. Introduction

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 desired technologies. In providing these details, our intent is not to convey that we have all of the answers. The ideal and preferred provider will bring its 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 [akowalska@ecsite.eu](mailto:akowalska@ecsite.eu) with questions or comments.

## 2. Schools as Living Labs (SALL) project

Schools as Living Labs (SALL) is a three-year project, which proposes the **living lab methodology** as a new methodology of unique value and possibilities for the development of **open schooling** activities linked to science learning. The project positions the living lab methodology as a new, powerful element of the impactful [OSOS](#) framework for open schooling, and demonstrates this through the use of the **food system theme**, due to its strong links to science education, current challenges, as well as ambitious European policy making. SALL brings together school communities, including teachers, students and their families, research institutions, science museums and centres, spaces of informal learning and open innovation such as existing living labs, as well as policy makers, and engages them in intensive dialogue, mutual learning and exchange.

In this way, SALL proposes a concrete new way for schools across Europe to approach their science education programmes, in order to make STEM teaching more relevant, systemic and inclusive for their students, collaborating with their local communities and research centres, and with the active support and involvement of science centres and museums in this process.

The project will be run by 10 European partners from different countries and backgrounds: Universities, science centres and museums, European networks and other agencies promoting science communication. The project is coordinated by the Ellinogermaniki Agogi Scholi (EA) from Greece and the communication and dissemination is led by Ecsite.

**Partners:** Ellinogermaniki Agogi Scholi (Greece), The Lisbon Council for Economic Competitiveness and Social Renewal asbl (Belgium), University of Cyprus, Ecsite (Belgium), Universidad de la Iglesia de Deusto Entidad Religiosa (Spain), Ciencia Viva (Portugal), ORT Israel, NEMO (Netherlands), TRACES (France), Intrasoft International SA (Luxembourg).

The target audience of the project are:

- Formal science education providers (i.e. teachers) and students
- Non-formal and informal science education providers (i.e. science camps, museums) and their publics
- Research and scientific community
- Local, regional, national, European policy makers and public sector actors
- Enterprises
- Civil society organisations and other third sector actors
- Parents
- Broad public, citizens
- Food system actors

Keywords:

#open schooling #living labs #formal science education #informal education  
#community #STEM #co-creation #engagement

### 3. Brief:

Ecsite is looking for a company that would deliver SALL visual identity and website. A company capable of providing both will be preferred, however other options will also be considered.

#### 3.1 Graphic identity

For the graphic image the SALL project will need the following:

- The visual identity for the project, including: logo, style guidelines for online and offline use, template for power point presentations and word documents (including deliverables, agendas), e-newsletters (to be sent out via Mailchimp and downloadable from the project website), flyers and social media (bearing SALL's logo with space for text and images, adapted for Twitter and Facebook with the right size guidelines)
- Guidelines for using this graphic identity in materials for the project meetings, events and conferences.

#### 3.2 Website

Besides the development of the website, the company should reserve some working hours to future support and adaptations that may be required. This should be taken into consideration in the budget proposed.

##### a) Proposed sitemap

A first discussion with partners has produced a first draft of the sitemap. This can be discussed and the vendor can propose alternatives and modifications.

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## Site map:

- HOME
    - About (this section should support video)
    - News/ Activities/ Events
    - SALL living lab approach
    - Newsletter (subscribe)
    - Contact
    - Social Media (follow button and plugin to embed posts)
    - Link to the OSOS portal (database with detailed and technical description of each project/scripts for teachers)
  
  - ABOUT
    - Project
    - Consortium
  
  - SCHOOL LIVING LABS COMMUNITY:
    - Landing page featuring the 10 countries (CY, EL, FR, IL, NL, PT, ES, EE, HR, RS), e.g. on a map
    - Each subpage (per country) will be a community space for several school living labs projects within this country
      - It will be space dedicated to the storytelling, sharing of experiences of stakeholders engaged in the school projects, which will allow interested users to follow the schools and project journey through an interplay of articles, embedded social media posts and feeds, vlogs.
      - It should be filtered per:
        - Stakeholder profile
        - School subjects
        - Age groups
        - Societal challenges addressed
      - There should be a possibility to put a link by each post to the direct place on the OSOS portal with the technical details of concrete initiative (optional).
    - It should be possible to pin posts from this part to the main page
    - This section will need to be editable for another type of users having access only to edit this part in an intuitive way (they will be produced and uploaded by the National coordinators and school living labs community themselves)
    - The country pages should support different formats: article, video, podcast, embedding of social media posts etc.
  
  - RESOURCES & TOOLS (downloadable documents)
    - SALL toolbox for living-lab-based open schooling
    - Official project outcomes
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## b) Technical Requirements

SALL 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: Ecsite has its own webhosting that they will use.

Integrations: The website will need to integrate) the link to the OSOS platform (part dedicated to SALL). The selected company should have a proposal on how to do this in the most efficient manner.

## 4. Budget

The indicative budget for both jobs is 15.000 €. Other amounts can be considered.

- 5.000 € for the graphic identity
- 10.000 € for the website.

## 5. 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 **1st of December 2020 at 23:59 CET**.

Ideally the work should start at the beginning of December with the visual identity being delivered as soon as possible and in any case before the 5<sup>th</sup> of January 2021, and the website to be finalised before the 15<sup>th</sup> of February 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: **akowalska@ecsite.eu**

*Companies capable of delivering both the visual identity and the website will be preferred, however others applications will also be considered.*

**Attachments:**

Annex 1: Outcome from the exercise with all project partners

## **Annex 1: Outcome from the exercise with all project partners**

The project partners held a meeting where they worked together to develop a tagline that would define the project. The outcomes of this exercise could be a useful tool for the companies developing the visual identity.

### **Task: Make a tagline for SALL (explanations in the italics)**

- Empowering schools for a changing future – *if we make changes right now, the students can experience a different life*
- Schools - community labs in real life – *real life labs in the community (school, community and connection between them)*
- School as you really want it – *some point that schools are not yet in; the way teachers and schools*
- Feed on creativity – *theme of food + co-creation; ambition for students, aware of food*
- Connecting schools with the community – *main objective of the project, showcase that strength*
- Together we SALL – *‘Together we shall or sail’ – facilitate*
- Innovating education – *positioning the project to stakeholders, is it more like living lab versus innovating education in general*
- Open science education + Opening schools - *territory around schools is included in the project, making sense of co-creation with the community around schools; schools not as a closed environment (new partnerships), ‘extended education community’ that has potential to include many more people; but is the school supposed to open up? Should be place it on it side?*
- School as a Lab for Co-education: *use of living lab methodology, people putting together their efforts*