

SISCODE CO-DESIGN FOR SOCIETY IN INNOVATION AND SCIENCE

SISCODE MOOC BRIEF

This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No. 788217



Table of Contents

| | |
|---|---|
| 1. Introduction and Context..... | 2 |
| 2. Description of the MOOC..... | 2 |
| 3. The SISCOE project..... | 2 |
| 4. Factsheet..... | 3 |
| 5. Service requested..... | 4 |
| 6. SISCOE identity and visual look..... | 4 |
| 7. Budget | 5 |
| 8. How to apply | 5 |
| 9. Selection Criteria | 6 |

1. Introduction and Context

Ecsite is looking for a company (individual consultant or a company) to work with us in producing a Massive Open Online Course (MOOC) for the EU project SISCODE. This brief conveys our vision for this MOOC, and the specific challenges behind its design and development. Companies answering this Call for Tender, should bring their own ideas and vision based on industry expertise, and technical capability, to incorporate our goals – introducing co-creation to policymakers – into that vision.

2. Description of the MOOC

This MOOC presents an introductory course to the use of co-creation and design methodologies especially tailored to those working in the field of policy-making. The course is composed of 5 chapters delivered in 5 weeks that will guide participants through the main building blocks of these methodologies. Within each chapter, different experts in the field will walk participants through the specific aspects of the whole co-creation process cycle. Breakdown:

- Week 1: Why is policymaking in urgent need of innovation?
- Week 2: How can user-centricity and co-creation improve policies?
- Week 3: What is the (real) problem?
- Week 4: How can we use co-design solutions to solve our community's problems?
- Week 5: How can we implement solutions and make them sustainable over time?

3. The SISCODE project

SISCODE is a three-year project aiming to understand the co-creation phenomenon that is flourishing in Europe (in fab labs, living labs, social innovations, smart cities, communities and regions) and to analyse the context and conditions that support its effective introduction, scalability and replication. Eventually this will help bridge the gap between the process of co-constructing policies and their implementation.

Co-creation is analysed in particular in the light of Responsible Research and Innovation and Science, technology and innovation policies. SISCODE is running a European study to

compare co-creation ecosystems and describe effective dynamics and outcomes of the integration of society in science and innovation. Project partners (fab labs, living labs and Science centres and Museums) experiment in 10 **co-creation labs** around Europe with design as a new system of competences capable to support the development of implementable RRI and STI solutions and policies. The project is also creating a playground for policy makers to test co-creation of policies and to understand the transformations needed to embed co-creation in STI policy making, overcoming barriers and resistance to change and considering organisational transformation.

The project is run by 18 European partners from different countries and backgrounds: Universities, agencies for the promotion of science, science centres and museums, fab labs, living labs and three European networks. The project is coordinated by the Politecnico di Milano and the communication and dissemination is led by Ecsite.

For more information refer to [SISCODE's website](#).

4. Factsheet

SISCODE is looking for a company to support in the post-production, editing and animating of a series of videos. MOOC breakdown:

No. of videos – total of 20 videos for the entire MOOC + 1 for the course trailer

Length of each video – Max 7 minutes

Total length – 110 minutes

Special request – 2D animations for some data visualisations & subtitles

Language – English

Quality of videos: Due to current circumstance all videos will be filmed by different organisations using cameras with varying quality (different resolutions and frame rates). This should be considered when costing up and setting a timeline for this work.

The target audience: Policy makers, but also scientific and research community, industry innovation community, civil Society, NGOs. Participants will be professionals from all over Europe, working in their local context or at a more global scale.

Timeline:

- Deadline for applications: **16 August**
- Final decision: **31 August**
- Start of the work: **1 September**
- Deadline for first version: **15 October**
- Deadline for second version and/or second batch of videos: **10 November**

Post-production might be requested in two stages e.g. first batch of videos edited in September and second batch in October. This is due to the difficulty that may arise in getting all the footage filmed in time with current restrictions because of COVID-19.

5. Service requested

Complete support throughout the whole curation of the MOOC. We seek a company that can provide:

- Post-production support
 - o Full edit of all 20 videos + 1 trailer (1 minute long)
 - o Colour correction and grading
 - o Sound design
 - o 2D animations
 - o Provide SISCODE with final footage and all shot footage taken
 - o Separate English language subtitle/transcript file
- one round of corrections per video upon request.

6. SISCODE identity and visual look

The project already has its graphic identity (Fig. 1):



Figure 1: SISCODE logo in its different colour variations. SISCODE stamp and tagline.

The SISCODE identity stands for - fresh, modern, youthful, highlighting innovation and future thinking and emboldening a creative approach. The MOOC will be made in similar light to the ethos of SISCODE's identity, representing a professional, but engaging course made for an audience that is often hard to reach.

7. Budget

The budget set for this output of the project is **max EUR 15,000**, all taxes included.

The contract will be awarded against the criteria stated in section 9.

8. How to apply

Please send a single document, considering the criteria set out in section 9, including:

- Motivation letter and company's profile– describing your expertise
- Your proposal
 - Brief description of the project timeline
 - Resources needed
 - Breakdown of budget by item
- Showreel and portfolio showing examples of similarly-complex projects

Share your vision by animating the SISCODE logo and a diagram we would like to display in the videos. [Find all files here](#) (.eps and .png). Animating graphs/diagrams will be an important part of the MOOC, so we want to see what creative approach you will take to the project.

For additional information please write to info@ecsite.eu

Please send the proposal to info@ecsite.eu with the subject: “SISCODE MOOC – Post production 2020” by 16 August 23:59 CET.

9. 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

Only completed proposals will be assessed.

