

SISCODE CO-DESIGN FOR SOCIETY IN INNOVATION AND SCIENCE

SISCODE FINAL VIDEO 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. Brief.....	2
2.1. Things to highlight:	3
2.2. Look and feel	4
2.3. Service requested	4
3. Factsheet.....	4
4. SISCODE identity and visual look	5
5. Budget.....	6
6. How to apply	6
7. Selection Criteria	6

1. Introduction and Context

[Ecsite](#), the European Network of Science Centres and Museums, is looking for a company (individual consultant or a company) to work with us in producing the final video of the EU project SISCODE. This brief conveys our project's vision, and the specific challenges behind its design and development.

[SISCODE](#) is a three-year project that aimed 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 has run 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) have experimented 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 has also created 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](#).

2. Brief

At the beginning of the project, we produced a video describing our goals, our vision and our ambitions, that is available [here](#).

Now that the project is slowly getting to its end, we would like to produce a final video that completes the first one that was produced. In a way, it responds to the expectations stated in that first video. This video will be a part of the project's legacy and will convey our learnings and share our experiences, and will be used as a communication tool to invite the public to explore our other products (our [learning hub for policymakers](#), our [MOOC](#)), even after our project's end. The video will address the theoretical analysis that our partners conducted and its findings, but also on the practical experience that our co-creation labs built throughout their co-creation journey.

2.1. Things to highlight:

The following outcomes of our projects could be addressed in the final video (a discussion is to be had with the selected company):

- [SISCODE Learning hub](#): This learning hub has been created for policymakers to support them in gaining a better knowledge of this phenomenon and use such methodologies themselves. The learning hub contains various relevant thematic areas all equipped with informative videos, lectures, case studies, scientific publications and practical tools. The contents have been applied and/or developed during SISCODE and tested in the real-life experimentation being part of the project.
- [SISCODE MOOC](#): "Co-creation for policymakers: an introductory course". 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.
- [Case study and Biography report](#), and the [comparative analysis report](#). This global analysis has been undertaken by our partners. The first report is a compilation of the qualitative case selection covering 40 Co-Creation Case Studies and 15 Co-Creation Innovation Biographies, while the second builds on this work as well as the SISCODE Knowledge Base, the Co-Creation Case Studies and Co-Creation Innovation Biographies.
- Study of Co-creation for implementable RRI: A dedicated team within our partners undertook a study which aim is to understand the configuration and the transformative processes of these ecosystems, and the mechanisms they apply to

overcome internal and external barriers to configure solutions to societal challenges. By focusing on ecosystems, our project aims at building models of co-creation ecosystems finding the right balance between transversally applicable co-creation approaches and tools and the capacity to consider contextual factors and constraints.

- The real-life experimentation realised by our co-creation labs, whose experience has been described [in this report](#) and illustrated [in this blueprint](#).

2.2. Look and feel

Different materials have been produced during our project, always following our strong and dynamic visual identity (available in Section 4 of this document). Most of our videos can be available on our [Youtube channel](#). The MOOC videos have also been developed under a specific visual identity, from which you can [find an example here](#) and [in our teaser](#).

2.3. Service requested

We seek a company that can provide:

- Post-production support
 - o Full edit of the video
 - 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 upon request.

3. Factsheet

SISCODE is looking for a company to support in the post-production, editing and animating the final video.

Breakdown of the service requested:

- **Length of the video** – Max 4 minutes
- **Language** – English
- **What we can provide** – we can provide a variety of different formats: footages from project meetings, raw footages and final version of the MOOC videos, Interviews from the partners recorded for the purpose of the final video.

- **What we expect** – We would require the use of 2D animations and/or of bank footages to illustrate the elements for which we don't have appealing visual material.
- **Special request** – subtitles
- **The target audience:** Policy makers, but also scientific and research community, industry innovation community, civil Society, NGOs. We aim at reaching to professionals from all over Europe, working in their local context or at a more global scale.

Timeline:

- Deadline for applications: **25 March**
- Final decision: **26 March**
- Start of the work: **31 March**
- Deadline for first version: **20 April**
- Deadline for second version and/or second batch of videos: **28 April**

4. 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 video 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.

5. Budget

The budget set for this output of the project is **max EUR 5,000**, all taxes included.

The contract will be awarded against the criteria stated in section 7.

6. How to apply

Please send a single document, considering the criteria set out in section 7, 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

For additional information please write to lsteigleder@ecsite.eu

Please send the proposal to lsteigleder@ecsite.eu with the subject: **"SISCODE Final Video"** by **25 March 23:59 CET**.

7. 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.

