SySTEM 2020

Brief for Website development

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1. Introduction

Ecsite is a European Network of Science Centres and Museums based in Brussels. We are currently looking for developers to build a website for our new EU funded project. SySTEM 2020 is a research project related to science learning outside the classroom. For more information about the project please read the information in the Annex.

2. Brief

SySTEM 2020 is looking for a company that would deliver the project website as foreseen in the description below. The company should be able to build the website, taking into consideration the technical aspects described in this call and the project visual identity

The website will need to integrate an externally-made interactive map of STEAM initiatives in Europe (data visualisation). The map is currently being developed by one of the project partners (Waag) and it will adopt SySTEM 2020's visual identity. It remains to be defined how the map's integration will be made, as it will be decided between Ecsite, appointed web developers and Waag.

a) Proposed sitemap

Site map:

- Landing
- Map of STEAM initiatives
- ABOUT
  - Project
  - Who we are
- Resources:
  - Tools: Link to external repository
  - Publications (downloadable PDFs)
- News
  - News items
  - Newsletter + subscribe field
  - Possibly social media feed

- Learners' corner
  - Blog entries from learners

- Footer
  - Email Contact Contact
  - Social media links
  - Possibly: short blurb on the project

b) Technical Requirements

SySTEM 2020 is looking for a website based on one widely used Content Management System. Our preferred choice would be WordPress, however we are open to other options.

Web Host: Ecsite has its own webhosting that will be used

Integrations: As stated before the website needs to integrate the Map STEAM initiatives.

c) Maintenance and collaboration with partners:

The service provider should allocate hours for website maintenance and updates for the remaining 26 months of the project. Further, it should allocate hours for collaborative work with Waag on the synergy between map and the web platform. As of this call, Ecsite foresees 30 hours dedicated to maintenance and collaborative work with Waag, but your suggestions are welcome.

3. Budget

The budget for the website is maximum €13 000 excluding VAT.

4. Project Timeline

The deadline to apply is 23.59 CET on 18 November 2018.

The final delivery date for all requested materials is 28 February 2018.

5. How to Apply

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

- Itemized project budget, including costs for maintenance and collaborative work with Waag.
- Portfolio indicating examples of similarly-complex projects and / or with similar aims.

- Initial ideas, including proposed CMS, necessary hardware, ideas for changes in proposed site map (if any).
- Project timeline with major tasks and milestones

Please send the document to Suzana Filipecki at sfilipecki@ecsite.eu **by the deadline mentioned above.**

6. Criteria

1. Demonstrated track record of working with similar complexity and / or aims
2. Excellent understanding of the project needs, based on initial ideas presented in the proposal.
3. Clear and well defined working process
4. Price

Annex

7.1 About SySTEM 2020

Coordinated by Science Gallery Dublin, the SySTEM 2020 project is composed of 22 partners. The project aims to tackle scientific literacy and STEAM education of children and teenagers, in order to support future citizens in this world of fast-evolving science and technology. SySTEM 2020 focuses on **science learning outside the classroom**, **mapping** the field across Europe, **evaluating** a number of transdisciplinary programmes to **design** best principles for educators in this field, and also examining individual learning ecologies by **piloting** self-evaluation tools for learners.

Over the last decade, science and technology have evolved at an unprecedented pace and, while benefiting society immensely, these rapid innovations have left some citizens disconnected from the realities of scientific practice and at times overwhelmed and unable to grasp the scientific principles involved in the daily lives of Europeans. This time of technological advancement has also seen the rise of scepticism towards science and questioning of scientifically established facts. Furthermore, the fast-paced progress of technology will induce a dramatic change in the labour market. The World Economic Forum predicts that 65% of children beginning school now will be working in jobs that don't yet exist. This has led to making the development of a scientifically and technologically literate society a priority in Europe.

In this context, SySTEM 2020 proposes a project that **identifies and offers a better understanding of the impact of informal and non-formal science learning practice has on young people aged 9 to 20 years old**, and will focus on practice in spaces of **transdisciplinary learning** that have a broad appeal to young people. A better understanding of the former and the development of best practice tools for non-formal practitioners will have the best long term impact on the level of scientific literacy, science capital and engagement amongst Europe's future decision makers.

This study will map practices in 19 EU countries, including in-depth studies in 8 of these countries, covering learners from various backgrounds including those from geographically remote, socio-economically disadvantaged, minority and/or migrant communities.

SySTEM 2020 has tasked itself with five main objectives:

ASSESS - To generate an overview of non-formal and informal science learning in Europe that contributes to the knowledge base of science with and for society;

UNDERSTAND AND IDEATE - To involve stakeholders in defining the main challenges regarding science learning outside classroom and to co-design ideas and concepts that support scientific literacy

DESIGN, DEVELOP AND EXECUTE - new tools and frameworks and practices for implementation in non-formal learning programmes.

REFLECT AND EVOLVE – To evaluate the success and learnings of the tools developed and improve their efficacy through an iterative design process;

ENGAGE AND INFORM – To communicate and disseminate the critical findings of this project over the duration of the three years.

For more information about the project click here.

7.2 About SySTEM 2020 Communication and Dissemination

The communication strategy of the project has the following objectives:

- Raise awareness about 'out-of-school learning' among all the target groups and the broad segment of the public (see more information on target groups below)
- Provide a solid and common brand for the project facilitating its recognition
- Establish sustainable tools and structures for the project including the different communication channels, printed materials, website and social media
- Ensure the visibility of the project's events, activities and different actions.
- Present the project and its outputs to the broader European audience in order to improve the understanding of the impact of science education outside the classroom.
- Showcase best practices of transdisciplinary out of school programmes

7.3 Key Messages:

A series of messages have been developed to guide the communication strategy. They are:

- Supporting citizens in becoming creative and flexible thinkers
- Shifting paradigms: bridging the gap between school and out-of-school science education
- Better understanding of what happens with science education outside the school
- Innovating out of school education
- The world is changing, change with it
- Science and Technology represents a universe to be discovered and reinvented. Give yourself a chance to go for it

- Be mapped and join an international community of practitioners
- Young Europeans should be prepared for the challenges of the future
- Better practitioners through exchange

7.4 Target Audiences

Target groups of SySTEM 2020 and the result expected are described below:

Informal learning sector: Practitioners and educators in the informal and non-formal learning sector. The aim is to:

- To engage them to System2020.
- Incentivise them to partake in the mapping process.
- To connect different practitioners.
- To raise awareness of informal and non-formal best practices and tools.

Formal education: Schools, teachers, head-teacher, school-related professionals and networks. The aim is to raise awareness of informal and non-formal best practices and tools.

Scientific community: The community of education researchers and academics will be an important target group. The aim is to promote System2020 research findings and engage in possible further research.

Government and policy-makers: National and European level policy-makers, decision-makers, funders. Engaging them should allow the project to consult on needs and requirements concerning informal learning as seen by administrative and governmental bodies and on emerging possibilities towards the evaluation and accreditation of informal learning.

General public: Reach European Citizens, including participants of programme to promote best practices in informal and non-formal science education Of particular interest to the people reached through these channels will be the map, which will show someone who might have participated in a non-formal science learning activity in one location on the map how they can find and take part in another similar event or programme either in the same location, or somewhere else around Europe.

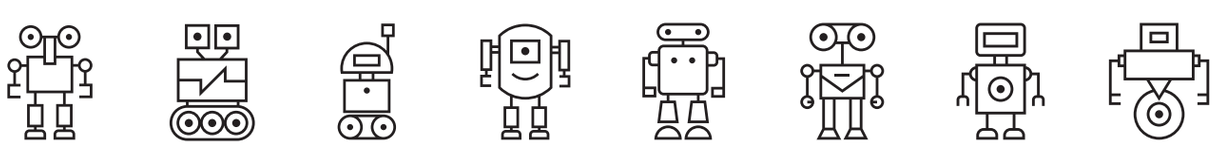
Media: Media out leads, especially media channels focus on education, to promote System2020 and diffuse best practices in informal and non-formal science education.

PRIMARY LOGO

COLOURS

PRIMARY LOGO COLORS

ICONS



TYPOGRAPHY

PITCH BOLD

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OPQRSTUVXYZ
123456789

PITCH SANS MEDIUM

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GAZETTE ROMAN

The programming session lasted 10 hours. Throughout that entire time, Steele says, neither he nor Stallman took a break or made any small talk. By the end of the session, they had managed to hack the pretty print source code to just under 100 lines.