Visual identity and website brief – Road-STEAMer

November 2022

FROM

Name: **ECSITE aisbl**

Contact: **Stephanos Cherouvis**

Address: Avenue Louise 89/7, 1050 Brussels, Belgium

Tax number: **BE 0443 655 135**

Mobile: **+32478900887**

Telephone: **+32478900887**

Email: **scherouvis@ecsite.eu**

Contents

1. Introduction

Ecsite is the **European Network of Science Centres and Museums** based in Brussels. We are currently looking for designers and/or developers to build a website, to come up with a visual identity and a set of communication tools for our new EU funded project, **Road-STEAMer**. The overall aim of the project is to develop a STEAM (Science Technology Engineering Art Mathematics) roadmap for science education in Horizon Europe. Please read **Annex 1**, in order to grasp more details about the project.

Our expectation is that this document will convey our vision for a new visual identity 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 outputs needed. In providing these details, our intent is not to convey that we have all of the answers. The ideal and preferred provider will bring their 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 Stephanos Cherouvis at scherouvis@ecsite.eu with questions or comments.

2. Brief

Ecsite is looking for a company that would deliver Road-STEAMer's visual identity and website. A company providing both will be preferred, however a consortium of two companies applying together can also be considered.

2.1 Graphic identity

For the graphic image, the Road-STEAMer project will need the following:

- The visual identity for the project, including,
  - Logo, fonts, colour palette etc.
  - Style guidelines for online and offline use (such as for printed products, meetings, events and conferences)
- Template for power point presentations and word documents (including deliverables, agendas). We will support you in providing the detailed information you need to design these types of template.
- E-newsletter template (to be sent out via an emailing platform like Mailchimp and downloadable from the project website),
- Factsheet design outlining the project to a general audience,
- Social media template adapted for use on Twitter and LinkedIn (banner and post).

2.2 Website

Initial internal discussions have helped us produce a first draft of the sitemap. This can be discussed further and the vendor can propose alternatives and modifications.

Proposed sitemap

HOMEPAGE
- Possibility to showcase our tagline with a call to action button
- Supporting image or video
- Subscribe to newsletter
- Project news
- Social proof – case studies, quotes, testimonials
- Partners

NAVIGATION TOP BANNER
- About (this section should support video)
- Resources and tools
- News/Activities/ Events
- Media including video, press release, flyers and media kit
- Contact
- Social Media (follow button) in navigation bar
- Search function - clear website search function which brings up news, resources that relate to that search word of key phrase

ABOUT
- Our mission
- Team behind it (Consortium Partners)

COMMUNITY CORNER
- Stakeholder engagement
- Mix of Pdfs, videos, blogs

RESOURCES & TOOLS (downloadable documents)
- Official project outcomes
- Publications (downloadable PDFs)
- Option to upload videos
- Downloadable STEAM activities

Other features to be considered
- Privacy (mandatory): The website should comply to GDPR, with the privacy and cookie policy stated in understandable language. Users should have the option to opt out of features that are not used for basic functioning.

- SEO: The website should include strong Search Optimization. This will include proper permalinks, meta tags per content-type & Google Webmaster tools integration as well as XML sitemap(s).

- Analytics: Implementation of an Analytics tracking code to track and report on website traffic.

- Animation/filters applied to photos on the website e.g. from black and white to colour when the cursor hovers over it.

- Website capacity to incorporate a dynamic/interactive infographic later in the project and illustrations.

- A feature that can recommend relevant content and which links to multiple kinds of content across the whole website, potentially based on tagging.

2.2.1 Technical Requirements

Ecsite 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: The website will use Ecsite's own webhosting.

Integrations: The website requires the capacity to hold a range of files, from video format to documents. Later in the project the website will feature dynamic/interactive infographics. This should be kept in mind in your proposal.

Maintenance: Besides the development of the website, the company should reserve some working hours for website maintenance and updates that may be required over the course of the project's three-year lifetime. This should be taken into consideration in the budget proposed.

3. Budget

The indicative budget for both jobs is € 13,000 excluding VAT. Other amounts can be considered.

- €4,000 for the graphic identity
- €9,000 for the website.

4. Selection criteria

Proposals will be assessed based on the following criteria:

- Price efficiency and effectiveness

- Demonstrated track record of working with similar projects and/or formats

- Excellent understanding and creative interpretation of the project

- Clear and well-defined working process

- English speaking designer

5. Project Timeline

The deadline to apply is the **13th of November 2022 at 23:59 CET**.

Ideally the work should start on the 15th of November with aspects of the visual identity (such as the logo) being delivered as soon as possible and in any case before Monday the 28th of November 2022, and the full functionality of the website to be finalised before the end of December 2022.

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 to Stephanos Cherouvis at the following email:
scherouvis@ecsite.eu

A company providing both will be preferred, however a consortium of two companies applying together can also be considered.

7. Annexes

Annex 1: Road-STEAMer project background

STEAM Education Europe is an open group developed in the framework of the Road-STEAMer EU-funded project. It will function both as a forum for the proper exchange of ideas, smart practices in STE(A)M education and policy and as a channel for the sharing or the project's results.

The overall aim of the project is to develop a STEAM roadmap for science education in Horizon Europe, i.e. a plan of action that will provide guidance to EU's key funding program for research

and innovation on how to encourage more interest in STEM through the use of artistic approaches, involving creative thinking and applied arts (the "A" in 'STEAM').

The consortium aims to provide Europe with this roadmap, through:

- Collaboration and co-creation with the stakeholder communities of science education, research, innovation and creativity, through intensive exchange, dialogue and mutual learning among them which will produce better knowledge and shared understandings of the relevant opportunities, challenges and needs.

- A bottom-up approach emphasizing educational practice and practitioners' agency rather than high-level conceptualizations of STEAM and generic top-down plans (in reality often just vague statements of intention) for its adoption in science education.

- A specific focus on ways to leverage the power of STEAM approaches, as manifested through exemplary cases and best practices, so as to enable a bridging of open science and open schooling which can catalyse an increased impact for science education as a crucial tool for addressing Europe's current scientific and societal challenges.

The originality of Road-STEAMer resides in its overall approach to the development of the STEAM roadmap that will triangulate the knowledge gained from the stakeholder engagement and the analysis of the STEAM practices with the knowledge produced from the analysis of the current educational policies, contexts and frameworks.

Partners:
- The Lisbon Council for Economic Competitiveness, Belgium
- Ellinogermaniki Agogi, Greece
- Ecsite, Belgium
- Association Traces, France
- Universita ta Malta, Malta
- Politecnico di Milano, Italy
- Science View, Greece
- Zentrum fur Soziale Innovation, Austria
- Engineering - Ingegneria Informatica, Italy
- Panteion University of Social and Political Sciences, Greece
- European School Heads Association, Netherlands
- University of Exeter, UK

The target audience of the project are:

- Teachers and school leaders

- Higher education teachers/experts
- Informal/non-formal science learners/experts
- Educational Policy makers
- Creative industries
- Higher education students
- Research and innovation community members
- Citizens, civil society organisations, NGOs

Keywords:

#STEAM #STEM #STEMEDUCATION #ART #EDUPOLICY #SCHOOLS #TEACHERS #INNOVATION #POLICYRECOMMENDATIONS #SCIENCE #STEMGIRLS #EDTECH