SySTEM 2020

Brief for Visual Identity 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 designers to come up with a visual identity and a set of communication tools for our new EU funded project. SySTEM2020 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: graphic identity

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

- The visual identity for the project, including a logo, fonts, colour pallets, etc., as well as guidelines for the use and adaptation of this graphic identity.

- The following templates to be used throughout the project lifespan:

  o InDesign template to be used for public reports, toolkits and other project outcomes to be distributed to stakeholders and target audiences

  o Word template to be used for internal reports and deliverables

  o Power Point template for project presentations in conferences and meetings

  o Mailchimp template for electronic newsletter which aims to raise awareness about the importance of out-of-school learning and to inform about the research produced in the project

Note that in the current call we are looking for designers to create the visual identity of the project, however in November 2018 we will start working on the website and will be recruiting contractors to help us design and build the website.

3. Budget

The budget for the graphic identity and all templates is maximum €4 000 excluding VAT.

4. Project Timeline

The deadline to apply is **23.59 CET on 9 September 2018.**

The final delivery date for all requested materials is **22 October 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
- Portfolio indicating examples of similarly-complex projects (including experience of building websites if any)
- Your proposal, including preliminary ideas for visual identity
- 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. Price efficiency and effectiveness
2. Demonstrated track record of working with similar complexity
3. Excellent understanding and creative interpretation of the project
4. Clear and well defined working process
5. (Desirable) Preference would be given to studios who also have experience in building websites as this will be the next communication milestone of the project (in November 2018) .

7. 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.