SySTEM 2020 video animation brief

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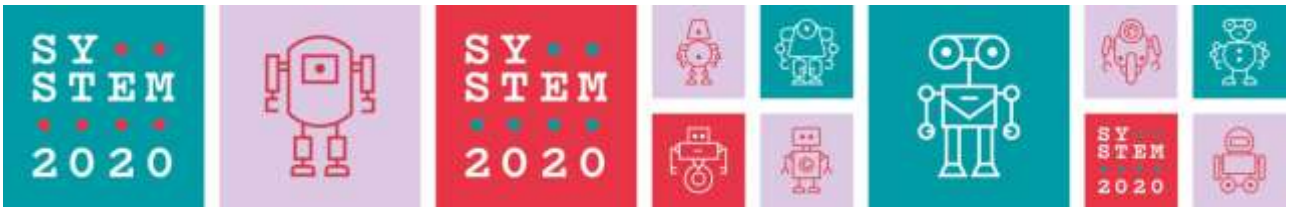

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1. Introduction and context

Ecsite is the European Network of Science Centres and Museums based in Brussels. We are currently looking for an individual consultant or a company to work with us in producing a two-minute animated video for the EU project SySTEM 2020. SySTEM 2020 is a research project that is coming to its conclusion at the end of June, 2021. Over the course of three years SySTEM 2020 has been assessing the STEAM (Science, Technology, Engineering, Arts and Maths) education available across Europe for children and teenagers living through an era of ever-evolving science and technology. SySTEM 2020 has focused on science learning outside the classroom, mapping the field across Europe, evaluating a number of transdisciplinary programmes, designing best principles for educators in this field, and examining individual learning ecologies by piloting self-evaluation tools for learners which has allowed us to enhance science learning outside of the classroom.

For more information about the project, please read **Annex 1.**

This document includes a project overview and our vision for this animated video, and the specific challenges behind its design and development. In providing these details, our intent is not to convey that we have all of the answers. Companies answering this Call for Tender should bring their own ideas and vision based on industry expertise, and technical capability, to incorporate our goals – showcase the project's results – into that vision.

2. Brief + factsheet

Ecsite is looking for an individual consultant or a company that would work with us in delivering a final animated project video for the EU project SySTEM 2020

We see this animation videos illustrating the outputs and the results from the SySTEM 2020 project highlighting the work we have done in mapping this landscape, exploring the intersection between science learning and educational programmes found outside the classroom in museums, science centres, libraries, fab labs etc. Through this work, several trends and divides have come to the fore that require institutional and policy responses in relation to equity, access and diversity.

The project's visual identity has already been made and is expected to be used along with the robot assets for this project. For more details on identity please see **section 3**.

Find below some key bits of technical information and possible angles/areas of the project we wish to be showcased.

Service requested: We seek a company or individual that can provide us with:

- An animated video of the project's results
    - Production of some new assets to be animated
    - 2D/3D animation work
    - Sound and music design
    - Separate English language subtitle/transcript file
    - Provide SySTEM 2020 with final footage
- Storytelling support
- One round of corrections

Things to highlight: From our research we have created a series of current, adaptable and actionable tools for teachers and educators that will support and cultivate the learner's interest in science learning and help to design more engaging and equitable programmes. These have been curated to respond to the growing need to ensure that learners from all kinds of communities can excel and access science learning opportunities wherever they are. The aspects of this project we will want to highlight in this video are the:

- SySTEM 2020 map: A collaborative system of 1400 science learning organisations across Europe and Israel. Science learning through nature, sports, visual arts, agriculture, cooking and more.
- Experience Sampling Method: Within SySTEM 2020, Experience Sampling surveying method has been used to assess the impact of time, emotions, and social environments on science learning. This survey highlighted how science related activities positively influence science interests in young learners and showed disparities between how girls and boys view and learn science in their free time.
- Learner longitudinal study: We also ran a two-year longitudinal survey which provided evidence of persisting inequalities in science learning based on age, gender and educational capital. All of these factors influence the way learners connect with science, and help form a learner's individual living reality. **We see that male-identifying learners from educationally affluent backgrounds are most likely to connect with science.** This points to the persistence of an androcentric and classist concept of science. The analysis re-emphasised the need to delve into these intersections instead of merely focussing on one dimension when tackling inequalities in science learning in formal and informal settings.

- Self-evaluation tool (zines): Within SySTEM 2020 we trialled the use of Zines (mini handmade magazines) as a way for learners to reflect on science learning during science, art and maker workshops. This tool showed to nurture deep reflection, allowing ideas to emerge which may otherwise be hard to communicate through text alone (figure 1).
- The Design Principles Toolkit: One of our main outputs drawn from the results above was a toolkit designed for science educators to design and facilitate meaningful and inclusive science learning activities and programmes.
- White Paper on equity focussed science education outside the classroom: Another main output to be drawn from our work is a white paper which sets out key action areas and strategies to develop equity focussed science education outside the classroom. The document targets policy makers and decisions makers but will make a feature in the video as key points for us as a community to strive towards to form more equitable learning environments. This white paper will be finished at the end of this month.

Figure 1: Example of zines made in the SySTEM 2020 project

Not all of these elements have be shown, we imagine some will be focused on more directly and will form the main narrative for the video.

Look and feel: In the early stages of the project a 2D animation video was made to introduce the project (figure 2):

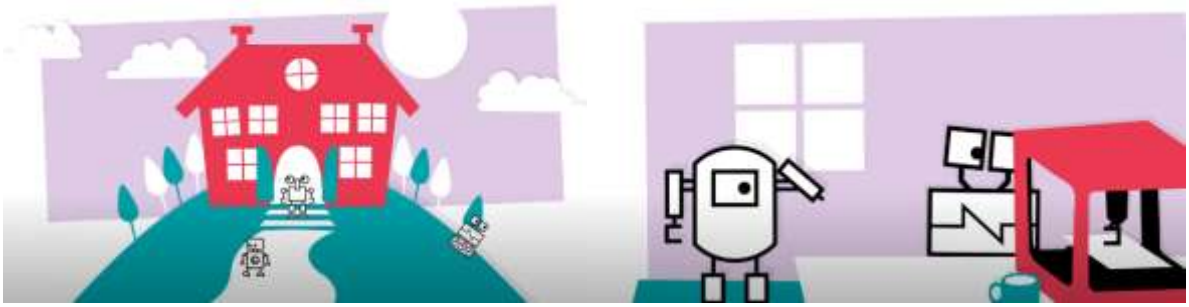

Figure 2: screengrabs from the first SySTEM 2020 video

Other EU project have done similar videos highlighting project results such as the Equity Compass from the Youth Equity and STEM project. An initial idea could be to form a similar method to the recent video produced by act.tv on "Systemic racism explained", using two of the robot assets as characters to illustrate the challenges, barriers and differences seen amongst different groups.

As stated earlier we do not have all the answers yet but hopefully these examples can act as inspiration going forward.

Length of video: 2-3 minutes

Target audience: The video will likely look to target educators in Europe within the field of science learning outside the classroom and also within the classroom to act as inspiration to spark change within their organisation and create a legacy for the project.

What we will provide: Over the course of this work we will work with you in developing a story and provide the script to base the storyboard and eventual animations off of. We have all the original assets from the first SySTEM 2020 animated video to work from.

Language: English

Timeline:

- Deadline for applications: **30th March.**
- Final decision: **6th April.**
- Start of the work: **9th April**
- Deadline for first version: **28th of May**
- Deadline for second version after minor changes and feedback from consortium partners: **18th June**

3. SySTEM 2020 identity

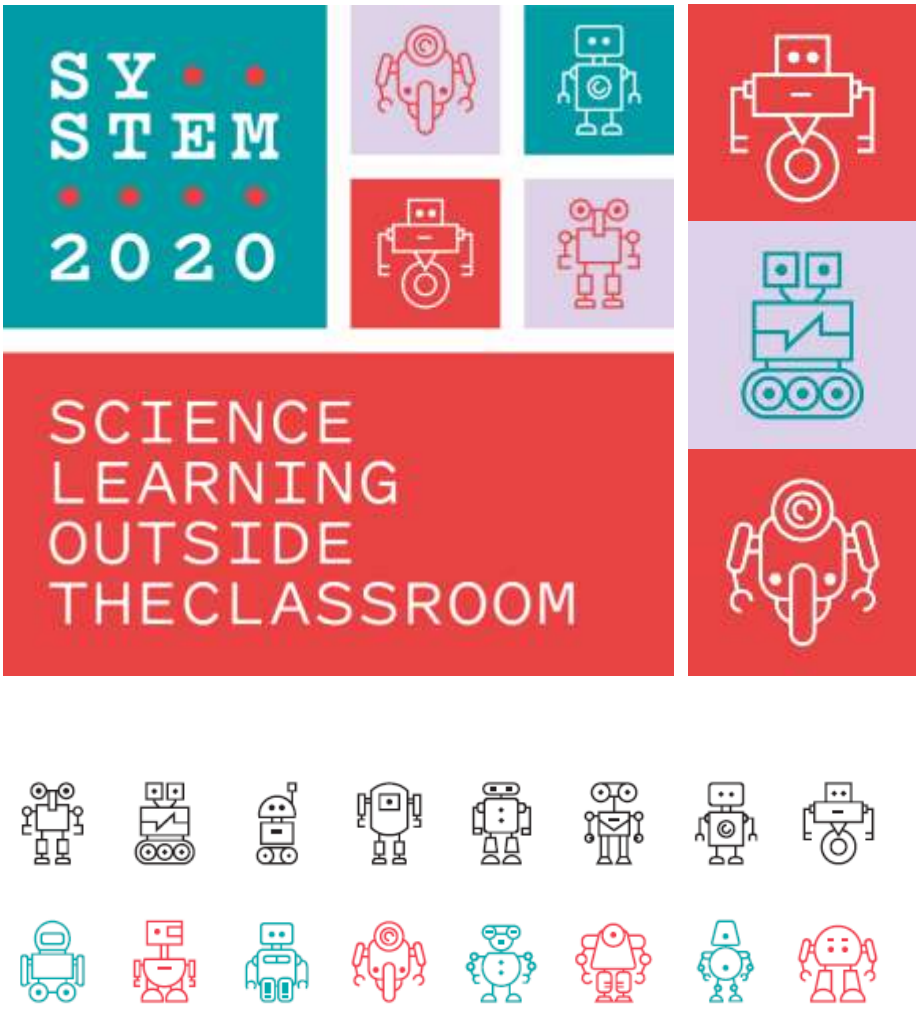

Figure 3: SySTEM 2020's visual identity (logo, stamp and robot icon pack)

The SySTEM 2020 visual identity stemmed from the energy of computer code leading to raise awareness about out of school learning. The robots produced injects energy into the visual identity, and creates appeal to young learners. The different elements of the visual identity have been made to offer options for us to animate and make the animated video dynamic and connected to the project as a whole.

The full identity pack with all logos and robot files will be provided.

4. Budget

The budget set for this output of the project is **max EUR 5,500 excl. VAT.**

The contract will be awarded against the criteria stated in **section 5**.

5. 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, incomplete applications will automatically be discarded.

6. Project timeline

The deadline to apply is the **30th March 2021 23:59 CET.**

Ideally the work should start on the 9th of April with the video completed by the 18th of June, 2021.

7. How to apply

Please send a single document, considering the criteria set out in **section 5**, 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 ajwhittingtond@ecsite.eu.

Please send the proposal to ajwhittingtond@ecsite.eu with the subject: "**SySTEM 2020 – video animation proposal**".

8. Annexes

8.1. Annex 1: SySTEM 2020 Background

Coordinated by Science Gallery at Trinity College Dublin, the SySTEM 2020 Project is tackling scientific literacy and assessing the STEAM (Science, Technology, Engineering, Arts and Maths) education available across Europe for children and teenagers living through an era of ever-evolving science and technology. SySTEM 2020 has focused on science learning outside the classroom, mapping the field across Europe, evaluating a number of transdisciplinary programmes, designing best principles for educators in this field, and examining individual learning ecologies by piloting self-evaluation tools for learners which are enhancing science learning outside of the classroom.

Over the last decade, science and technology have evolved at an unprecedented pace. This 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.[1] As a result of such fast-paced
change, Europe has made the development of a scientifically and technologically literate society a priority in its Horizon 2020 funding programme.

In this context, SySTEM 2020 is a project that identifies and offers a better understanding of the impact of informal and non-formal science learning practice on young people aged 9 to 20 years old, and focuses on learning in transdisciplinary spaces that have a broad appeal to young people. A better understanding of the former and the development of best practice tools for non-formal science learning practitioners may lead to long term impact on the level of scientific literacy, science capital and engagement amongst European citizens.

[1] World Economic Forum, 2016, January. The future of jobs: Employment, skills and workforce strategy for the fourth industrial revolution. In *Global challenge insight report. Geneva: World Economic Forum*.

This study has mapped practices in 19 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's objectives are fivefold:

- 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 refer to SySTEM 2020's website.