



SOCIETAL ENGAGEMENT
WITH KEY ENABLING TECHNOLOGIES



SocKETs - Call for Tenders

Graphic designer and web developer for a hybrid exhibition

FROM

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1. Introduction

Ecsite - the European Network of Science Centres and Museums - is currently looking for a company that could design the visual identity of an exhibition and perform the digitisation of the exhibition for an EU-funded project – SocketEs.

SocketEs - SOCIetal engagement with Key Enabling Technologies - is an EU-funded project involving 10 European partners. It aims at developing and using co-creation to shape innovation based on Key Enabling Technologies (photonics, advanced materials, nanoelectronics, etc.) towards the needs of all stakeholders and for the benefits of society.

The project's purpose is to inform technology holders of the potential of involving society in the technology development, as well as to empower society to take an active part in the development of KETs and to ensure that societal priorities, expectations and concerns are considered.

In practice, the project is implementing six labs in different localisations in Europe: Denmark, Serbia, Bulgaria, Estonia, Italy and Spain. They are running a series of co-creation activities, experimenting several forms and ways of interaction between stakeholders and citizens to explore priorities, expectations, and concerns on research and innovation. Together, industries and citizens will develop and co-create prototypes, design suggestions and shape social-innovation strategies, responsive to societal needs and challenges.

Out of the six labs, four will host an exhibition based on the project's experimentation, outcomes and conclusions. In total, four different versions of this exhibition will be displayed in the museums and science centres involved in the project, as well as one published online. The exhibition aims at telling the story of the SocketEs lab experimentation and at raising awareness about KETs, innovation and the impact that citizens can have in their development.

The exhibition will be hosted for 2 months from March 2023 in Italy, Serbia, Estonia and Bulgaria and online for 6 months.

This document includes a project overview and a description of the tasks to be done and deadlines. Please feel free to email athuillier@ecs site.eu with questions or comments.

2. Brief and tasks to perform

Ecsite is looking for a company that would deliver :

- a visual identity, common to the 4 physical versions of the exhibition and the online version. This visual identity will be developed for the SocketEs' exhibition, based on the SocketEs visual identity (see in Annexe).
- production files for a 50 sq.m english version of the exhibition (panels and printed materials) as well as the source files of all documents produced for the project in indesign and/or illustrator format. (quantity : +/- 15 large panels, +/- 20 medium-sized panels and around 30 labels, instructions or additional visuals of variable formats.)

- templates that host museums and science centres can use to adapt or complete the english version of the exhibition to their needs (change or add a language, change the content of a label, change a picture...) (quantity : +/- 15 large panels, +/- 20 medium-sized panels and around 30 labels, instructions, additional visuals, small graphic tools like stickers of variable formats.)
- a few illustrations and data visualisations which can be integrated into the graphic panels of the exhibitions or on the online version of the exhibition (quantity: +/- 10)
- Communication material kit (Templates for social media and an exhibition brochure)
- A small written-visual documentation in english on how to use the templates provided

The mission does not include the production or the production monitoring of the panels and printed materials (this task is supported by the hosting institutions).

The texts, the iconographies and the indications in order to realise the illustrations are provided by Ecsite and the host institutions.

Ecsite is also looking for a company that would carry out the digitisation of the exhibition based on the english version of the physical exhibition.

The company would deliver :

- A fully operational online version of the exhibition whose visual identity will be a variation of the identity designed by the graphic designer.
 - The website should include an attractive homepage, a menu giving access to 7/8 sub-sections and +/-20 pages of contents (mix of textes, videos, iconographies, illustrations...).
 - The website include a small interactive game in the form of a quiz (see inspiring examples here: <https://hubot.org/job-test> ; <https://bistro-inviro.com/en/reservation/>)
 - This exhibition will be hosted on a website whose domain will be provided by Ecsite.
 - The development will use the following programming languages: HTML, CSS and Javascript. Development proposals including the use of a customisable website system such as wordpress, wix and cargo are allowed.
 - The online exhibition must be fully responsive.
- The maintenance of the website for a minimum period of 6 months from its launch.

The online version of the exhibition will be displayed in english only.

The texts, videos and the iconographies of the online version are provided by Ecsite and the host institutions.

Companies capable of performing both tasks will be preferred, however other options will also be considered.

In short, we need the following :

a. Part A - Visual identity and templates

- A graphic exhibition concept adapted from the project visual identity
- Production files for some of the exhibition panels
- A series of templates such as :
 - Main visual of the exhibition
 - Exhibition panels
 - Exhibition labels
 - Exhibition brochure
 - Social media templates (Facebook post, Instagram post, Instagram story)
 - Guidelines on how to use the templates
- Sources files for all documents produced for the project

Documents, using the templates, will be produced in Bulgarian, Italian, Estonian and Serbian, using Latin and Cyrillic alphabet. They will be used offline and online. Final documents will be produced by the museums' staff, hosting the exhibition.

b. Part B - Digitisation of the exhibition

- Adaptation of the visual identity into the web-design and screen mock-ups for all types of pages used in the website.
- Website technical concept: architecture, technical aspects (such as programming language, hosting and referencing recommendations).
- A fully operational and responsive website as well as its hosting (domain provided by Ecsite).
- Integration of all the contents provided by Ecsite in the website
- Maintenance for 6 months and correction of potential issues and bugs

3. Budget

The indicative budget for both jobs is 9.000 € VAT exc.

- 5.000 € VAT exc. for the visual identity, production files, templates, sources files and documentation
- 4.000 € VAT exc. for the digitisation of the exhibition, its hosting and its maintenance for 6 month

4. Schedule

The deadline to apply is 23.59 CEST on 11 September 2022.

The result of the selection process will be given by 16 September 2022 .

a. Part A - Visual identity and templates

- 19 September 2022: Kick off meeting with Ecsite
- 14 October 2022: Graphic concept delivered to Ecsite (sketch and draft visual identity)
- 30 October 2022: Visual identity validated by Ecsite
- 14 November 2022: Graphic design pre project (declinaison of the identity on all graphic materials : main visual, panels, labels, templates, brochure and socials) delivered to Ecsite
- 25 November 2022: Graphic design pre project validated by Ecsite
- 16 December 2022: Final production files, templates and guidelines delivered to Ecsite
- 23 December 2022: Source files and communication materials delivered to Ecsite

Additional meetings will be organised to discuss and validate the different stages and proposals.

b. Part B - Digitisation of the exhibition

- 19 September 2022: Kick off meeting with Ecsite
- 14 October 2022: Website concept delivered to Ecsite
- 30 October 2022: Architecture and technical aspects delivered to Ecsite
- 25 November 2022: Pre project (web design concept, architecture and tech) validated by Ecsite
- 14 December 2022: Screen mock-ups delivered to Ecsite
- 21 December 2022 : Project validated by Ecsite
- 21 December 2022 – 24 March 2023: Development and integration of texts, videos and pictures
- 30 March 2023: Launch of the online exhibition

Additional meetings will be organised to discuss and validate the different stages and proposals.

5. How to apply

The deadline to apply is 23.59 CEST on 11 September 2022.

In order to give us the possibility to assess the proposal, please prepare a single document in PDF format, considering the criteria set out in section 6 (see below), including:

a. Part A - Visual identity and templates

- Your proposal (brief description): design intent, adaption of the current visual identity, etc.
- Methodology and project timeline with major tasks and milestones: how do you plan to collaborate with Ecsite
- Budget by line item
- Portfolio indicating examples of similar projects (cultural or scientific exhibitions)
- Preliminary moodboard (with references from similar previous projects or external references)

b. Part B - Digitisation of the exhibition

- Your proposal (brief description): technical aspects and technologies planned
- Methodology and project timeline with major tasks and milestones: how do you plan to collaborate with Ecsite and with the graphic designer
- Budget by line item
- Portfolio indicating examples of similar projects (online cultural or scientific exhibitions)
- Preliminary moodboard (with references from similar previous projects or external references)

Please send the document at the following email: athuillier@ecsite.eu. Only complete proposals submitted before the deadline will be assessed.

Companies capable of performing both tasks will be preferred, however other options will also be considered. If your company is unable to perform both tasks, please note that subcontracting is allowed. A single responsible contractor will be selected for the entire mission.

6. Selection and criteria process

Eligible proposals will be assessed based on the following criteria:

- Price efficiency and effectiveness (40%)
- Excellent understanding and creative interpretation of the project (30%)
- Clear and well-defined working process (30%)

The proposals will be reviewed by Ecsite and SocketS partners.

Annexes

Annexe 1 - SocKETs visual identity

Annexe 2 - Exhibition's concept

Annexe 3 - Exhibition's calendar