

# Visual identity brief

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## FROM

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## 1. Introduction

Ecsite is a European Network of Science Engagement organisations based in Brussels. We are currently looking for designers to come up with a visual identity and a set of communication tools for a new EU funded project - SockKETs. This document includes a project overview and some of the main outputs which will incorporate the projects' visual identity. In providing these details, our intent is not to convey that we have all of the answers. The ideal and preferred provider will bring its 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 [ajwhittingtond@ecs site.eu](mailto:ajwhittingtond@ecs site.eu) with questions or comments.

## 2. Societal engagement with Key Enabling Technologies (SockKETs) project

The SockKETs project's main objective is to enable industry (e.g. manufacturers and suppliers) to engage with citizens on developing Key Enabling Technologies (KETs) that consider societal priorities, expectations and concerns. Examples of KETS: wearable electronics and health, Industrial Automation system and the changing nature of work, advanced manufacturing technologies; advanced materials; ICT, Internet of Thing, AI and blockchain tech, SockKETs will develop a digital, free and easy-to-use toolbox, that enable key enabling technologies to be developed in dialogue with citizens and society.

The project brings together a consortium providing access to industry actors and innovation networks, manufacturers, professional users, and citizens. It combines the opportunity to test, prototype, evaluate and distribute tools of co-creative citizen and societal engagement, from the laboratory and innovation networks of innovators, to the science museums of civil society.

To this end, SockKETs will developed six test cases across Europe – Denmark, Spain, Italy, Bulgaria, Estonia, and Serbia.

The idea is to analyse: 1) the potential and challenges for KETs to contribute to solving societal challenges, 2) the participatory tools and methodologies available for industry to collaborate with citizens and other societal stakeholders, and 3) priorities of citizens and societal stakeholders for KETs.

The project is coordinated by the Danish Technological Institute (DTI) and the communication and dissemination is led by Ecsite (Belgium) and AIRI (Italy).

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**Partners involved:** Teknologisk Institut (Denmark), Fundacion Tecnalia Research & Innovation (Spain), Stichting VU (Netherlands), Associazione Italiana per la ricerca industrial-AIRI (Italy) and Ecsite (Belgium).

The target audience of the project are:

- **Industry, manufacturers, procurers and professional users:** local and national governments and authorities, cities, investors, research funders, consumers, advocacy groups etc. that currently procure, invest or professionally use KETs.
- **Civil society organisations and citizens:** Non-governmental organisations (NGOs), consumer and human rights advocates, with a focus on the public good, citizens.
- **Research organisations and researchers:** Academia, research and development institutions with expertise in the field of KETs.
- **Policy makers:** Research and innovation 'governing' institutions. Including government departments, regulatory and standard setting bodies.

Keywords:

#industrialtechnologies #KeyEnablingTechnologies (KET)

#ResponsibleResearchandInnovation (RRI) #cocreation #STEM #societal engagement #science engagement

### 3. Graphic identity

Ecsite is looking for a company that would deliver SockKETs visual identity.

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

- The visual identity for the project, including: logo, style guidelines for online and offline use and adaptation
- Power point presentation template
- Word templates to be used for public and internal reports, agendas, and deliverables
- e-newsletter template (to be sent out via Mailchimp and downloadable from the project website)
- Indesign template for briefs to share the results of the SockKETs project

- Guidelines for using this graphic identity in materials for the Project meetings, events and conferences.

## 4. Budget

The indicative budget is 5.000 €. Excl. VAT. Other amounts can be considered.

## 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

## 5. Project Timeline

The deadline to apply is 23:59 CET on 01<sup>st</sup> December 2020.

The green light to start working on this will be given by Monday 7<sup>th</sup> of December 2020 with the visual identity being delivered as soon as possible and in any case before Friday 15<sup>th</sup> of January 2021.

## 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 Andrew Whittington-Davis at: [ajwhittingtond@ecsite.eu](mailto:ajwhittingtond@ecsite.eu) by the deadline mentioned above.