EU-Citizen.Science

Brief for Visual Identity development

Daphnie Daras

Project Assistant, Ecsite

ddaras@ecsite.eu

Tel: + 32 (0) 2 649 73 83

Introduction

Ecsite is the European network of science centres and museums which is 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.

The EU-Citizen.Science project will establish a community hub for high quality citizen science exchange and learning in order to consolidate and centralise the citizen science knowledge base in Europe. For more information about the project please read the information in the Annex.

Brief: Graphic identity

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

- The visual identity for the project, including a vector logo (horizontal and vertical; light, dark, and transparent background), favicon design, fonts, colour palettes, etc., as well as guidelines for the use and adaptation of this graphic identity. It should be accessible to users with visual impairment.

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

    o Word template to be used for internal and external reports and deliverables

    o PowerPoint template for project presentations in conferences and meetings

    o Fact Sheet to present the project

    o Mailchimp template for an electronic newsletter

Budget

The budget for the graphic identity and all templates is maximum **€3 500** excluding VAT.

Project timeline

The deadline to apply is **23.59 CET on 11 March 2019**.

The final delivery date for all requested materials is **15 April 2019**.

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

- Your proposal, including preliminary ideas for visual identity

- Project timeline with major tasks and milestones

Please send the document to Daphnie Daras at **ddaras@ecsite.eu** **by the deadline mentioned above.**

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

Annex

About EU-Citizen.Science

Coordinated by Museum für Naturkunde and composed of 14 partners, EU-Citizen.Science is a three-year project aiming to create a unified platform where diverse actors and stakeholders can engage with citizen science in Europe.

Citizen science is a very diverse field of innovation that can be applied in a variety of research situations and disciplines. Some of the key principles of citizen science are to involve citizens in scientific projects that generate new knowledge or understanding and have a genuine scientific outcome. This practice often has positive results both for professional scientists and citizen scientists as it enables them to have great learning opportunities and to publish their research outputs together. It also brings a lot of satisfaction to the citizen scientists as they contribute to creating scientific evidence addressing local, national, and international issues, which has the potential to influence policy makers.

Given that citizen science is a rapidly expanding field of innovation that has already shown very promising results, EU-Citizen.Science has tasked itself with three main lines of activity to reinforce and centralise citizen science initiatives and results:

COORDINATE citizen science actions – to bring together all the existing resources in the presently fragmented landscape of Citizen Science in Europe and to build a more coherent community hub;

ENGAGE quadruple helix stakeholders – to involve stakeholders at local, national, and European level, thus reaching a large audience that can contribute to citizen science development in Europe;

CREATE a mutual learning space – with a new platform where all the useful tools and practices for the implementation of citizen science are included, which will also help analyse the success and learnings of the tools developed and improve their efficacy;

By informing about citizen science, the platform will communicate and disseminate the critical findings of this project over the 36 months of the project's life and beyond.

For more information about the project click [here](#).

About EU-Citizen.Science: Dissemination, Exploitation, and Strategic Communication

The communication strategy of the project has the following objectives:

- Raise awareness about citizen science and contribute to its adoption.
- 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 citizen science throughout Europe.
- Showcase outstanding practices and state of the art in citizen science in Europe.

Key Messages:

A series of messages have been developed to guide the communication strategy. They are:

- To build an attractive and well-designed visual identity and platform that will become the European reference point for citizen science knowledge
- To allow cross-network in order to develop and improve existing citizen science initiatives
- To reach a very large audience that will be able to contribute to the development of the platform and to all the findings regarding the European citizen science landscape

Target Audiences

Target groups of EU-Citizen.Science and the project results expected are described below:

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.

Scientific and research community: The community of science researchers, career scientists, and similar practitioners will be an important target group. The aim is that they contribute to the constitution of a centralised community hub for citizen science findings and on-going or past initiatives. They can also promote EU-Citizen.Science research findings and engage in possible further research.

Policy-makers: National and European level policy-makers, decision-makers, funders. Engaging them would allow the project to consult on needs and requirements concerning citizen science as seen by administrative and governmental bodies and on emerging possibilities towards building a larger scale engagement of citizens in science.

Media: Journalists, science communicators, media out leads, especially science journalists and media with a focus on citizen science, to promote EU-Citizen.Science and diffuse best practices, tools, and materials created within the development of European citizen science activities.