## SSC9DE CO-DESIGN FOR SOCIETY IN INNOVATION AND SCIENCE

### **DELIVERABLE 7.2:**

### **VISUAL IDENTITY AND WEB PLATFORM**



| Work package           | WP7: Engagement and Dissemination                                |  |  |  |
|------------------------|------------------------------------------------------------------|--|--|--|
| Task                   | T7.2 Visual identity, communication tools and events             |  |  |  |
|                        | T7.3 Design, implementation and management of a digital platform |  |  |  |
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|                        | ☐ Final                                                          |  |  |  |
| ⊠ Submitted            |                                                                  |  |  |  |
|                        | □ Approved                                                       |  |  |  |

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| 1.0 30/10/2018 Francesca Rizzo,<br>Alessandro Deserti |            | POLIMI                                              | Final version submitted to the EC |                                                           |

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### 1 Introduction

### 1.1 About SISCODE

Led POLIMI, SISCODE is an Horizon 2020 funded project aimed at building a comprehensive and interconnected project to help understand the potentialities and the outputs of co-creation as a Social Innovation and design-driven approach for a better inclusion of Society in Innovation, and for building an evidence-based learning framework meant to integrate co-creation with organisational change mechanisms at the different levels of the STI governance systems.

The project will gather, select and analyse 40 cases of co-creation ecosystems from across Europe to understand their dynamics and the level of integration of society in science and innovation: 15 of them will be studied through the innovation biography methodology. This will contribute to detect the barriers that lie in diverse cultural, societal and regulatory contexts. The research will result in the development of a learning framework for co-creation based on the iterative design cycle of "understanding-ideating-prototyping-verifying". Moreover, the project will build a network of 10 co-creation laboratories to experiment with design-driven approaches to co-creation and draw knowledge from the interaction with real life experimentation. Policy-makers will be invited to participate in an intermediate playground to reconnect grassroots initiatives to policy where they will conduct a programme of policy experiments. These experiments will be reinforced with the development of a digital hub for them. A result of all of these activities will be the co-production of situated models of co-creation ecosystems that will work as guides for the replicability and scalability of co-creation under different cultural, institutional and regulatory contexts.

In a nutshell, the project has been conceived as a connector that aims at (re)constructing the missing links between the strategic objectives (to make R&I more responsible), topics and communities, (domains of Science and Technology, group of stakeholders, citizens and society), and the activities (Research and Innovation) on the ground which are currently disconnected.

### 1.2 About the report

The purpose of this document is to report on the results of tasks 7.2 and 7.3 as defined on the Description of work, that is:

• **T7.2 Visual identity, communication tools and events** [M1-36] Partner(s): Ecsite (leader), all

Ecsite will develop a portfolio of resources and tools that will facilitate the promotion of the project and ensure a recognisable visual identity. It will include logo, document templates, style guidelines for online and offline use, project factsheets, flyers and other promotional materials identified as necessary in the Communication and Dissemination Plan. Ecsite will coordinate the bi-monthly SISCODE e-newsletter about project activities and the general topic of co-creation and design. Every two months a different partner will become its main author. Throughout its activities, the project will make use of social media platforms to build a community of interest around the concept of co-creation. Ecsite will establish the project's social media accounts. Social media tools will be linked to and integrated into the project website. Each partner will establish links with their respective social media accounts and online networks and actively disseminate SISCODE news and results through their channels. Co-creation labs will produce materials documenting the co-creation journeys for SISCODE's social media channels and website in the form of digital stories, social media takeovers, live Q&A's, guest blog posts, videos etc. Each partner will issue national press releases on the occasion of significant milestones in the project timeline. Partners will give a minimum of 2 presentations at selected international conferences and exhibitions.

• T7.3 Design, implementation and management of a digital platform [M1-36] Partner(s): Ecsite (leader), all

Ecsite will be responsible for the establishment and maintenance of the SISCODE digital platform. The digital platform will be the hub for the project's external communication towards the broadest possible audience. This will centralise the online presence of the project, publishing all the results and knowledge produced, including SISCODE enewsletters, updating audiences on news and events, and integrating social media feeds. The platform will feature an area dedicated to the communication of the co-

creation journeys implemented in the SISCODE co-creation labs, allowing visitors to follow the experimentation process taking place across Europe in an interactive way through regular blog posts, articles and social media feeds created by 10 co-creation labs.

As it can be observed in the description of these tasks and the timeframe allocated to their completion, tasks 7.2 and 7.3 are still in their inception phase. During the first six months of the project, Ecsite has worked in putting in place the foundation blocks necessary for the development and execution of SISCODE communication and dissemination, including the project digital platform (T7.3), due at M6. Thus, the current deliverable focuses on this foundational phase, reporting on the development of SISCODE's visual identity, the ongoing development of SISCODE's web platform and the stablishing of social media channels.

Structured around the steps taken by Ecsite, the report provides an overview of how tasks 7.2 and 7.3 have been set in motion:

- 1. defining the needs and requirements for visual identity and web platform;
- 2. selecting designers and web developers, and
- 3. creating the visual identity and building SISCODE web platform.

Chapter 5 presents the next actions to be taken in 2018 as part of task 7.2.

### 2 Defining the needs and requirements: from description of work to kick-off meeting

When it came to SISCODE visual identity and communication tools, many of the needs and requirements were already defined in the description of action. Thus, from the outset of the project, it was clear that Ecsite will need to produce: a logo, document templates, style guidelines for online and offline use, project factsheets, flyers and other promotional materials. Further, Ecsite was to produce an e-newsletter and set in place social media accounts. At the same time, the description of action demarcated SISCODE initial communication and dissemination strategy, mapping target audiences, activities, tools, events, publications, and indicators (See section 2.2: Measures to maximise impact, pg. 30

of the Description of Action). This original outline was the foundation from which the call for designers was built upon. It was determined that Ecsite would commission:

- The design of a logo, font family and other graphic elements as (with accompanied guidelines for the use and adaptation)
- Template of the e-newsletter.

The, document templates (deliverables, ppt presentations, leaflet, and project brochure) would be produced by Ecsite.

On the other hand, SISCODE web platform is the result of a participatory process involving the project partners. At the very first stage, even before selecting the studio responsible for delivering the visual identity and website, it was essential to understand what were the website requirements and the needs of the different Work Packages, more specifically the needs from the Co-creation Labs work package lead and the coordination team. To do so, Ecsite ran a workshop during the project kick-off meeting in Milan. The starting point of the workshop was breaking down the demands and contents as set in the description of action:

- SISCODE web platform should be ... the Hub for the project's external communication towards the broadest possible audience - centralising the online presence of the project
- SISCODE web platform should publish ... all the results and knowledge produced & SISCODE e-newsletters
- SISCODE web platform should updated ... audiences on news and events, and integrating social media feeds
- SISCODE web platform should contain... Dedicated area or the communication of the co-creation journeys

During the workshop, the consortium split in three groups: one worked on the MOOC (T7.5); the representatives for the co-creation labs started working on their local communication plans (3.6); and a third group, with representatives from the coordination team and the Co-creation labs coordinator team, focused on SISCODE web platform (T7.3).

During the website workshop, this last group discussed the structure of the website as well as important features that should be taken into account. Building into their experience in European projects and with co-creation; and with their expertise in design, they collectively agreed on the following sections:

| Site Map           |              |  |  |  |
|--------------------|--------------|--|--|--|
| Home               | About        |  |  |  |
|                    | News         |  |  |  |
|                    | Newsletter   |  |  |  |
|                    | Contact      |  |  |  |
|                    | Social Media |  |  |  |
| About              | Project      |  |  |  |
|                    | Consortium   |  |  |  |
| Resources          |              |  |  |  |
| Tools (repository) |              |  |  |  |
| CO-CREATION LABS   |              |  |  |  |

Table 1: Proposed structure for SISCODE web platform.

With the structure of the web platform established and the tools and the visual identity products defined, Ecsite was able to move to small yet important choices. Firstly, Ecsite needed to consider the Content Management System to be used for developing the project website. Based on its experience building and managing websites for EU projects, Ecsite proposed WordPress. WordPress has shown to be ideal as it provides an easy to use tool that facilitates the natural evolution of a website. When it came to the criteria for selecting service providers, Ecsite determined that preference would be given to "one-stop-shops", that is, ideally the visual identity and web platform would be developed by the same company.

With all these pieces in place, Ecsite was able to continue to the following step of the process: authoring a call for visual identity and website developers (Annex 1).

### 3 Selection of designers and web developers

With the needs and requirements established, the next step was to author a public call for design studios and web developers. In short, the brief called for studios and developers to produce:

- The project graphic image: visual identity for the project, including the design of a logo, as well as guidelines for the use and adaptation of this graphic identity for all the project partners and for the co-creation labs; guidelines for using this graphic identity in materials for the Project meetings, events and conferences; and the design and production of templates for a periodic newsletter to be sent out as email and downloadable from the project website.
- The project website (web platform) with the structure defined by SISCODE consortium.

Further, it clarified the budget (15. 000 Euros); the deadline to apply (28 May 2018); the requested information (brief description, timeline with major tasks and milestones, budget by line item, and portfolio indicating examples of similarly-complex projects); and contact information. The following table summarizes the process of procuring and selecting designers and web developers.

|               | Brief content: | A brief was authored by Carmen Fenollosa and Suzana Filipecki                |  |  |  |  |
|---------------|----------------|------------------------------------------------------------------------------|--|--|--|--|
|               |                | Martins (Ecsite). On 14 May 2018, the document was then shared and           |  |  |  |  |
|               |                | approved by project coordinators, Alessandro Deserti and Francesca           |  |  |  |  |
| nfo:          |                | Rizzo (POLIMI).                                                              |  |  |  |  |
| ss i          | Selection of   | Ecsite shared the proposed brief and asked recommendations from              |  |  |  |  |
| Process info: | studios        | consortium partners, who proposed studios to contact based on their          |  |  |  |  |
| Ъ             | contacted:     | previous experience.                                                         |  |  |  |  |
|               | Call sent out: | On 15 May, the final brief was shared with the full consortium with the      |  |  |  |  |
|               |                | request that partners distribute it to their contacts. Ecsite sent the brief |  |  |  |  |

|                   |            | to Infotude and Nectar on 15 May, and to WAAITT, Playdate and Marie B on 16 May <sup>1</sup> . |
|-------------------|------------|------------------------------------------------------------------------------------------------|
|                   | Studios    | The studios contacted by e-mail were: Twentyten Studio & Marie                                 |
|                   | contacted: | Brodersen, NUTS   ADV, Mattia Morselli, ASPS, Nectar, Infotude,                                |
|                   |            | WAAITT, and Playdate.                                                                          |
|                   | Number of  | By 28 May, Ecsite had received eight proposals.                                                |
|                   | proposals  |                                                                                                |
|                   | received:  |                                                                                                |
|                   | 1st step:  | Ecsite shared the eight received proposals with project coordinators.                          |
|                   | 2nd step:  | Ecsite proposed to discard four incomplete proposals. Twentyten                                |
|                   |            | Studio & Marie Brodersen proposal didn't present detailed workflow                             |
|                   |            | and relationship with the client. ASPS' proposal did not include                               |
|                   |            | detailed technical aspects. Mattia Morselli proposal had no                                    |
|                   |            | information about the branding, no explanation of the relationship                             |
| S:                |            | with the client, and no explanation on the production process and                              |
| seco              |            | timeline. Finally, NUTS   ADV proposal lacked complete information                             |
| s pr              |            | on workflow and delivery, besides not including detailed explanation                           |
| Analyses process: |            | on the production process and timeline.                                                        |
| Ane               | 3rd step:  | During an online meeting, it was agreed by POLIMI to discard the four                          |
|                   |            | incomplete proposals. It was also discussed the analyses by Ecsite of                          |
|                   |            | the four remaining proposals (see below). During the meeting a                                 |
|                   |            | consensus was reached on the analyses of the remaining proposals                               |
|                   |            | and the next steps in the selection process.                                                   |
|                   | 4th step:  | The selection process was shared and approved by Ecsite's Executive                            |
|                   |            | Director, Catherine Franche.                                                                   |
| s                 | Infotude   | Infotude was one of the two preferred proposals. Ecsite and POLIMI                             |
| Analysis          |            | agreed that the site should be built on WordPress as the CMS is an                             |
| An                |            | easier platform to manage and edit - thus choosing Infotude was                                |

 $<sup>^1</sup>$  The difference in date is duo to a delay on part of the Danish Design Centre, who recommended the studios and who shared the contact information with one day of delay

|            |               | conditional to not using Drupal.                                                                                                                                                                                                                                                                                                                            |  |  |
|------------|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|            | Nectar        | Nectar Studio was the third preferred proposal, as it had many English mistakes and was not well designed, detonating a lack of attention to detail.                                                                                                                                                                                                        |  |  |
|            | WAAITT        | WAAITT's proposal was among the two preferred ones, being the only proposal that went beyond the call, presenting a first suggestion on how they would translate the spirit of the project and target audience to the visual identity. But the studio was requested to clarify the additional services added to the proposal and to consider removing them. |  |  |
|            | Tilbud/       | As the studio didn't have a lot of experience with website building, they                                                                                                                                                                                                                                                                                   |  |  |
|            | Playdate      | were the least favoured among the four complete proposals.                                                                                                                                                                                                                                                                                                  |  |  |
| Sele       | ction between | Ecsite contacted Infotude and WAAITT to further discuss their                                                                                                                                                                                                                                                                                               |  |  |
| the 2 best |               | proposals. Infotude insisted on using Druppal. WAIITT accepted to                                                                                                                                                                                                                                                                                           |  |  |
| prop       | oosals:       | take out the additional services they had included in the proposal.                                                                                                                                                                                                                                                                                         |  |  |
| Deci       | sion          | WAAITT Studio was selected.                                                                                                                                                                                                                                                                                                                                 |  |  |

Table 2: Procurement process for design studio and web developers.

### **About WAAIT**

Based in Copenhagen, WAAITT is a creative agency, whose core mission is to create together. As stated in their proposal: "Our core philosophy is manifested in our name: We are all in this together. When we start working with a new client, we emphasize that we will not be working for them, but that we will work together on the task at hand. We are a small agency because we focus on personal dialogue..." which expresses perfectly the essence of SISCODE.

### 4 Working process

The following section presents the process of creating the visual identity and of building SISCODE web platform, as well as the social media channels put in place for SISCODE centralised communication.

### 4.1 Design(ing) the visual identity

The first step on developing SISCODE visual identity was a set of questions and inspirations sent to Ecsite by WAAITT:

- Explain briefly how the SISCODE project came into existence:
- Where the name "SISCODE" come from does and what does it mean?
- What are SISCODE's core values?
- How would you describe SISCODE's Brand personality which attributes should Siscode exude?
- Share some visual references which relate to your vision of SISCODE, or which you are inspired by. (Links or attachments of e.g. brands, images, logos, campaigns, websites etc.)
- What are your expectations for SISCODE's visual identity? (Colours, styles, symbols, attitude)
- Who is the target group(s)? (primary, secondary...)

Based on Ecsite's answers, WAAITT sent a first proposal containing three different directions. The proposals smartly highlighted co-creation, connections, and boldness, and carried a very contemporary feeling.

### SYSCODE SISCODE

Figure 1: Three first proposals for SISCODE logo

WAAITT submitted a second visual identity proposal incorporating Ecsite's feedback, which then received minor adjustments leading to the final version of SISCODE visual identity.

On 27 August, WAAITT delivered the final version of SISCODE visual identity (Annex 2). With a bold and contemporary aesthetic, SISCODE logo emphasizes the CO-CREATION

and CO-DESIGN with built-in connections between letterforms in the logotype. The colour pallet reflects a fresh, modern, youthful and creative approach, highlighting innovation and future thinking.

Further, WAAITT design a stamp and a tagline variation, to expend and clarify when communicating the project.

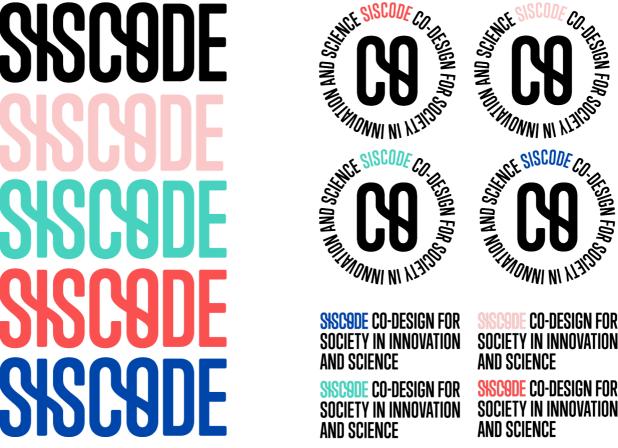


Figure 2: SISCODE logo in its different colour variations. SISCODE stamp and tagline.

SISCODE fonts (trump soft pro, Abel and Source Serif Pro) will allow SISCODE communication texts and products, such as flyers and posters, to easily denote hierarchy of information and create variation and movement.

### 4.2 Design(ing) the web platform

With the visual identity in place, the next step was to build SISCODE web platform. Starting from the proposed structure and functionality defined by the consortium, WAAITT, together with Ecsite, worked towards refining the content and fell of the website.

|                    |              | Site Map                                                            |  |  |  |  |  |
|--------------------|--------------|---------------------------------------------------------------------|--|--|--|--|--|
|                    | About        | Catchy & short text introducing the project.                        |  |  |  |  |  |
|                    | News         | Features the latest news on SISCODE project.                        |  |  |  |  |  |
| ə                  | Newsletter   | Links to SISCODE by-monthly e-newsletter, including possibility for |  |  |  |  |  |
| Home               |              | news subscribers to join the SISCODE dedicated mailing list.        |  |  |  |  |  |
|                    | Contact      | Contact information for the project.                                |  |  |  |  |  |
|                    | Social Media | Links to SISCODE social media channels: Facebook, Twitter and       |  |  |  |  |  |
|                    |              | Instagram.                                                          |  |  |  |  |  |
| ٠                  | Project      | More detailed information on SISCODE, including its structure,      |  |  |  |  |  |
| About              |              | aims and outcomes.                                                  |  |  |  |  |  |
| ¥                  | Consortium   | List and links to projects partners.                                |  |  |  |  |  |
|                    | Resources    | Repository of downloadable project outcomes: study cases, stories,  |  |  |  |  |  |
|                    |              | deliverables, reports, etc (in pdf format)                          |  |  |  |  |  |
| Tools (repository) |              | Integration of SISCODE co-creation in STI policy makers (T4.4)      |  |  |  |  |  |
| CO-CREATION LABS   |              | Each of the 10 co- creation labs has its own dedicated page. The    |  |  |  |  |  |
|                    |              | page includes their Challenge, Co-creation journey, Co-creation     |  |  |  |  |  |
|                    |              | activities, Policy issues and Results.                              |  |  |  |  |  |

Table 3: Structure and content of SISCODE web platform.

WAAITT proposed a design concept based on a grid composition, where boxes frame the content and enhance usability in terms of arranging information.



Figure 3: SISCODE web platform: how the grid composition is translated to the website

On 5 September, Ecsite meet with WAAITT in Copenhagen to workshop the different functionalities of the website and to further define how the co-creation labs "mini-sites" would work. As a result of SISCODE web platform was defined.

### 4.2.1 SISCODE Landing page

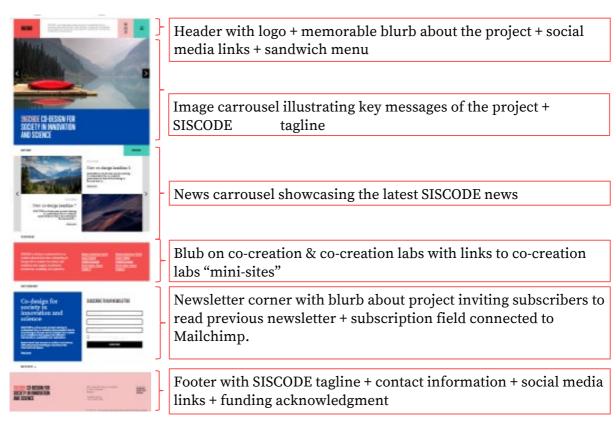


Figure 4: Structure and content of landing page.

### 4.2.2 About Page

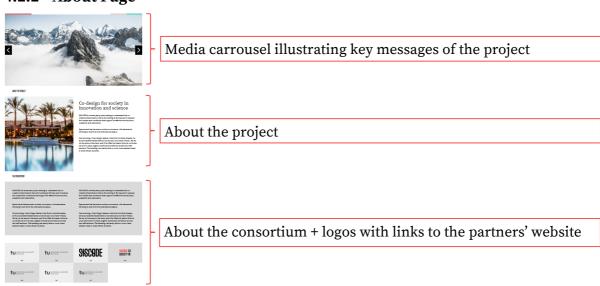


Figure 5: Structure and content of about page.

### 4.2.3 Co-creation Labs Page(s)

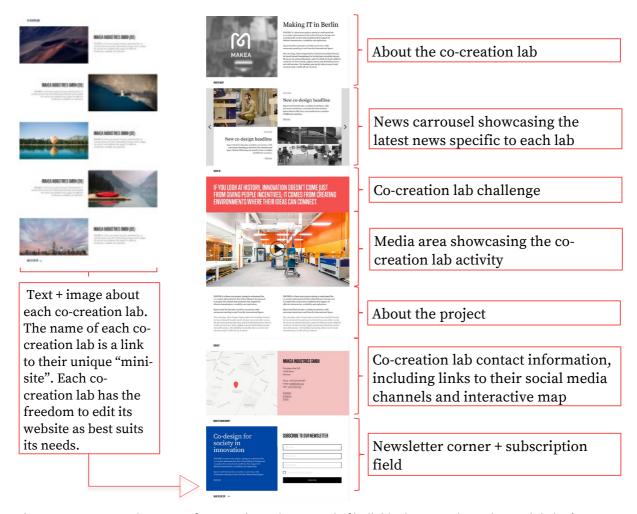


Figure 6: Structure and content of Co-creation Lab page and of individual Co-Creation Labs @ mini-sites'.

### 4.2.4 Resources page

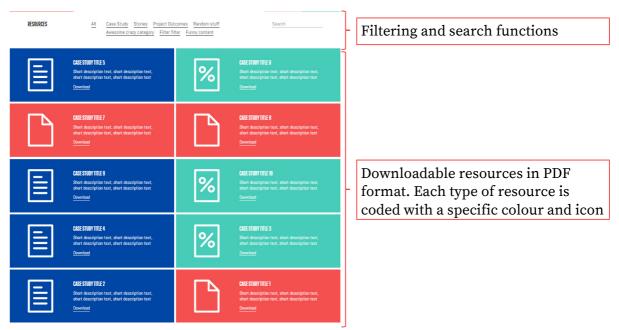


Figure 7: Structure and content of resource page.

### **Repository Page**

As defined in T4.4, POLIMI is responsible for developing a "digital learning hub for policy makers on the application of a design process to improve the capacity to develop "desectorialised" policies, overcoming a typical silo mentality, pre-defined technocratic imaginaries, and other barriers and resistances to change". As foreseen, this task is yet to start, and thus will not be included in the website for its initial launch. There are many solutions anticipated for integrating the digital learning hub and the web platform, from embedding code to simple links.

### **Technical details**

SISCODE web platform is register with Godaddy under the domain <u>siscodeproject.eu</u>. It is built with WordPress version 4.9.5 and it is located within Ecsite server.

### Release date

SISCODE web platform will be available online on 1 November, with a soft launch for partners to test and fine-tune the website. The public launch of the website will take place on 12 November.

### 4.3 Social Media channels

Ecsite has created accounts on <u>Twitter</u>, <u>Facebook</u>, and <u>Instagram</u>. Ecsite is currently working towards connecting with followers and mapping interesting user to contact directly and propose online collaborations. At the same time Ecsite is authoring content to be release in tandem with the public release of SISCODE web platform.

### 5 Next steps

The following steps for T7.2 Visual identity, communication tools and events are:

- Design a set of templates: Ecsite is currently working on the design of word, power
  point and InDesign templates to be used in the preparation of reports and
  deliverables; and in public presentations and documents.
- 2. Other communication tools to be released in the upcoming months are: a project factsheet, a flyers and a poster.

### Annex 1

### Visual identity and website brief

May 15, 2018

### **FROM**

Name: Name of your organization

Contact: Name of dedicated contact person

Address: Address

Tax number: Number

Mobile: +mobile number

Telephone: +land line

Email: your@emailaddress.com

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### 1. Introduction

Our expectation is that this document will convey our vision for a new visual identity project and a website to be designed, and the specific challenges behind its design and development. The document includes a project overview, suggests an outline for organizing the content of the website, and the desired technologies. 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 cfenollosa@ecsite.eu with questions or comments.

### 2. The SISCODE project

SISCODE is a three-year project aiming to understand the co-creation phenomenon that is flourishing in Europe (in fab labs, living labs, social innovations, smart cities, communities and regions) and to analyse the context and conditions that support its effective introduction, scalability and replication. Eventually this will help bridge the gap between the process of co-constructing policies and their implementation.

Co-creation will be analysed in particular in the light of Responsible Research and Innovation and Science, technology and innovation policies. SISCODE will run a European study to compare co-creation ecosystems and describe effective dynamics and outcomes of the integration of society in science and innovation. Project partners (fab labs, living labs and Science centres and Museums) will experiment in 10 co-creation labs around Europe with design as a new system of competences capable to support the development of implementable RRI and STI solutions and policies. The project will also create a playground for policy makers to test co-creation of policies and to understand the transformations needed to embed co-creation in STI policy making, overcoming barriers and resistance to change and considering organisational transformation.

The knowledge generated in the project will contribute to cross-fertilising Responsible Research and Innovation policies and practices.

The project will be run by 18 European partners from different countries and backgrounds: Universities, agencies for the promotion of science, science centres and museums, fab labs, living labs and three European networks. The project is coordinated by the Politecnico di Milano and the communication and dissemination is led by Ecsite.

**Partners:** Politecnico di Milano (Italy), APRE Agenzia Europea per la promozione della ricerca europea (Italy), Technische Universitat

Dortmund (Germany), Ecsite (Belgium), Continium (The Netherlands), SPI -Sociedade Portuguesa de Inovacao (Portugal), IAAC-Institut d'Arquitectura Avançada de Catalunya (Spain), Ciencia Viva (Portugal), Traces (France), AUTH –University of Thessaloniki(Greece), University College London (United Kingdom), Biosense Institute (Serbia), Science Gallery Dublin (Ireland), Krakow Technology Park (Poland), Danish Design Centre (Denmark), Makea Industries- Fab Lab Berlin(Germany), Maker-Underbroen Fab Lab (Denmark), ENoLL-European Network of Living Labs (Belgium).

The target audience of the project are:

- Policy makers
- Scientific and research community
- Industry innovation community
- Civil Society, NGOs
- Formal and informal education community
- Broad public, citizens

### Keywords:

#co-creation #co-construction #citizens #policy-makers #engagement #designthinking #diversity #implementatble #scalability #context #challenges #competences #capacitybuilding #transformation #learningframework #transnational #cocreationecosystems

### 3. Brief:

SISCODE is looking for a company that would deliver the visual identity and a project website. A company capable of providing both will be preferred, however other options will also be considered.

### 3.1 Graphic identity

For the graphic image the project will need the following:

- The visual identity for the project, including the design of a logo, as well as guidelines for the use and adaptation of this graphic identity for all the project partners and for the co-creation labs.
- Guidelines for using this graphic identity in materials for the Project meetings, events and conferences.
- The design and production of templates for a periodic newsletter to be sent out as email and downloadable from the project website.

### 3.2 Website

Besides the development of the website, the company should reserve some working hours to future support and adaptations that may be required.

### a) Proposed sitemap

A first discussion with partners has produced a first draft of the sitemap. This can be discussed and the vendor can propose alternatives and modifications.

### Site map:

- HOME
  - o About / video?
  - News/ Activities/ Events
  - Newsletter (subscribe)
  - Contact
  - Social Media
- ABOUT
  - o Project
  - o Consortium
- CO-CREATION LABS:
  - Each of the 10 co- creation labs will have its own section (initial hypothesis for the common structure in the following bullet points)
    - Challenge
    - Co-creation journey
    - Co-creation activities
    - Policy issues
    - Results

This section will need to be editable (they will be produced and uploaded by the labs themselves)

- RESOURCES (downloadable documents)
  - o Case studies
  - o Stories
  - Official project outcomes
  - o Link to the repository
- TOOLS (REPOSITORY)

### b) Technical Requirements

SISCODE is looking for a website based on one widely used Content Management System. The website structure is simple and our preferred choice would be WordPress, however we are open to other options.

Web Host: Ecsite has its own webhosting that they will use.

Integrations: The website will need to integrate (it remains to be seen how) the learning repository that will be created for the project, which will be the objective of a specific future tender. In principle, the learning repository will adopt a visual identity aligned with that of the SISCODE project, and will be linked to the SISCODE website or embedded into it (this will be considered in the future, depending on how the repository will be developed).

### 4. Budget

The indicative budget for both jobs is 15.000 euros. Other amounts can be considered.

- 5.000 for the graphic identity
- 10.000 for the website.

### 5. Project Timeline

The deadline to apply is the 28<sup>th</sup> of May.

Ideally the work should start at the beginning of June with the visual identity being delivered as soon as possible and in any case before the 31<sup>st</sup> of July, and the website to be finalised before the 31<sup>st</sup> of October 2018.

### 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 at the following email: cfenollosa@ecsite.eu Companies capable of delivering both the visual identity and the website will be preferred, however others applications will also be considered.

### Annex 2

### SKCGOLE DESIGNGUIDE

.0 SEPTEMBER 2018

The main logo is based on the typeface Trump Soft Bold with custom made ligatures, which symbolise connections and network.

# 

SSCADE

LOGO STAMP

The logo stamp is based on the CO ligature from the main logo, which embodies

SSCODE

the escence – CO-design.

SOUTH SIGN FOR SOUTH WALLIAMS ON WALLIAMS









SEPTEMBER 2018 · 6/18

The tagline contains the main logo, and tells the story of Siscode's mission.

# SSCGDE CO-DESIGN FOR SOCIETY IN INNOVATION AND SCIENCE

SSCADE

SSCSDE CO-DESIGN FOR SOCIETY IN INNOVATION AND SCIENCE

SSCGDE CO-DESIGN FOR SOCIETY IN INNOVATION AND SCIENCE

SSCSDE CO-DESIGN FOR SOCIETY IN INNOVATION AND SCIENCE

SYSCROPE CO-DESIGN FOR SOCIETY IN INNOVATION AND SCIENCE

The 5th element is a wavy shape, derrived from the SIS ligature of the main logo. It can be used as a decorative and recognisable element.

SSCODE

The shape can be streched to match the desired format.

SSCSDE



C100 M80 Y00 K00 R0 G70 B170 #0046aa C65 M00 Y35 K00 R70 G210 B190 #46d2be COO M85 Y65 KOO R250 G80 B80 #fa5050

C00 M25 Y10 K00 R255 G200 B200 #fac8c8

The three different fonts create variation and can help to distinguish and organise information.

## TRUMPSOFT PRO Source Serif Pro Abel

Trump Soft Pro Bold can be used for short headlines and quotes/taglines. It is only to be used in all caps.

Source Serif Pro can be used for headlines and bodytekst.

# — SSCONE— Co-design for— society in innovationand science

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked. "What's happened to me?" he thought. It wasn't a dream.

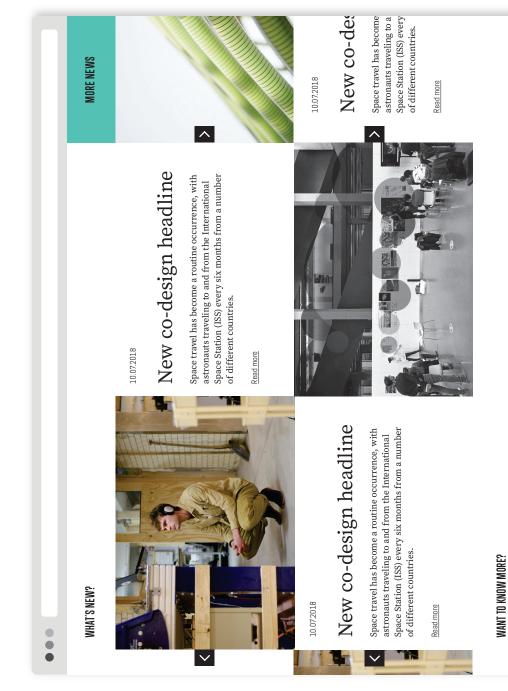
The bedding was hardly able to cover it and seemed ready to slide off any moment.

Abel is used for short information and links.

## **DESIGN EXAMPLES**

SSCGDE

SEPTEMBER 2018 · 15/18 PRELIMINARY WEBSITE DESIGN 



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Co-design for society in innovation

SSCODE

| First name                        | Second name Email address                                                                                                                                                                                                     | I agree to the SISCODE privacy policy Subsorting                                                                       | an inspire          |                     | 89/7, Avenue Louise, Louizalaan <u>facebook</u> B-1050, Brussels <u>instagram</u> Belgium <u>twitter</u> info@ecsite.eu +32 2 649 7383 |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| society in innovation and science | SISCODE is a three-year project aiming to understand the co-creation phenomenon that is flourishing in Europe and to analyse the context and conditions that support its effective introduction, scalability and replication. | Space travel has become a routine occurrence, with astronauts traveling to and from the International Space. Read more | CO DARY TO THE TODS | 50 BACK TO THE LUP? | SOCIETY IN INNOVATION AND SCIENCE                                                                                                      |





