
Brief for Consultancy

Content for BigPicnic Website: research, writing and editing

Background

Big Picnic: Big Questions – Engaging the public with Responsible Research and Innovation on Food Security is an EU project funded within the Horizon 2020 programme. The project runs between May, 2016 and April, 2019 and aims to facilitate dialogue, discussion and decision making on the direction of research and innovation on the issue of ‘food security’ between experts and the public throughout Europe. The BigPicnic Management Board (MB) wishes to contract a consultancy to create a dynamic interactive website for the project.

The BigPicnic project consortium is made up of 19 partner organisations in 13 countries (see the end of the brief for a list of partners). The BigPicnic project is coordinated by Botanic Gardens Conservation International (BGCI). The MB provides support and expertise across a number of key project fields namely plant science (botanic garden staff), co-creation and citizen science (WAAG and WILABONN) and evaluation (UCL and University of Innsbruck).

BigPicnic builds, through the co-creation approach and public debate, public understanding of food security issues and enables adults and young people across Europe and in Africa to articulate their views on Responsible Research and Innovation (RRI) in this field to their peers, scientists and policy makers. The project involves the delivery of low-cost, co-created outreach exhibitions on food security, using the metaphor of a picnic basket, to engage a broad range of target audiences (adults, schoolchildren and families). Building on audience engagement and data captured from these initial, locally held, exhibitions, the project will run science cafés in publicly accessible and informal engagement areas as well as in botanic gardens, again capturing public views on RRI and food security. The final phase of the project will consolidate the findings of the public engagement to produce two key publications, a report articulating public opinion and recommendations for RRI on food security and a co-creation toolkit that will build capacity for engagement in further science institutions across the EU. Partners will go on to disseminate training and promotion of RRI for future public engagement

Role

BGCI is looking to appoint a good science communicator to:

- research and write website content including sourcing images as appropriate
- contact project Partners in the 12 collaborating countries for required text
- provide an editorial overview of website content
- upload website content to CMS

The successful applicant may work at home but must attend on-site meetings at BGCI in London as and when required. Although parts of the website will be multilingual we are not looking for an applicant with language skills, although that would be an added benefit. Knowledge on and /or an interest in the plant sciences and/ or food and food security would be useful.

Aim of the website

The website will provide a key tool for the communication and dissemination of project work and data and will be multilingual and open access.

Website objectives

- To promote the project and its findings to a wider international community i.e. other organisations that work on food security issues (stakeholders).
- To hold partner and project information alongside activities for use with BigPicnic outreach exhibitions/science cafes/resources to encourage home engagement. These audiences will be community members, adults, families that will be reached by partners locally through their institutions.
- To assist partners in each country in the sharing of experiences, evaluation / findings at a national level.
- To facilitate the upload of co-creation event audio/video recordings, in line with agreed ethical considerations.
- To disseminate updates regarding the progress of the project in each partner country in the form of a news section, case study or a blog (in English).
- To provide a resource library with URL's for project resources and findings.
- To help emphasise the key *concepts* of the project, i.e. responsible research and innovation, food security, and co-creation.
- To help emphasise the key *methods* of science cafés and outreach exhibitions as good practices for engaging the public in science issues by publishing reports, activities and a toolkit.
- To demonstrate successful public engagement with RRI through the publication of case studies
- To provide facilities for visitors to easily share content and resources with social media like twitter and facebook.
- To embed twitter feeds in relevant areas of the site.
- To integrate the site with twitter and facebook accounts for the project, enabling automatic posting of new content to these networks.

The architecture for the site has not yet been completed, however it is expected that the website will be on two levels; a meta-level with more generic project information, case studies and a project events calendar and a secondary level with summary generic information in the native language of the partners. Links to individual partner organisation websites will extend from this to support local partner events, activities, resources and information in the native language.

Website content is likely to include:

- General information about the project;
- News about the project and its progress;
- Project resources and deliverables (file uploads/downloads, video embedding from streaming services like youtube);
- Links to partner organisational webpages in local language listing the events and local activities;

- Events calendar to disseminate events happening in each Partner institution;
- Links to other EU projects;
- BigPicnic festival;

Copyright

Copyright of the content will belong to the BigPicnic project.

Budget and payment

- This contract is for 15 days work, to be delivered between 14th November, 2016 and 16th January, 2017 as required to implement the schedule as outlined below. There may be up to 5 further days required, dependent on website changes, amendments etc.
- Payment is set at £200 a day, payable monthly in arrears.

Timescale

Activity	Delivered by
Submission of c.v. and relevant documents	4 th November 2016
Skype Interviews	11 th November 2016
Consultancy appointed	12 th November 2016
Initial scoping and briefing meeting	14 th November 2016
Content research and writing	14 th November 2016 – 12 th December 2016
Enter content to CMS	12 th December 2016 – 2 nd January 2017
Testing	3 rd January 2017 – 4 th January 2017
Soft Launch	5 th January 2017
Bug fixing	6 th January 2017 – 9 th January 2017
Hard Launch	16 th January 2017

Please register your interest by sending your c.v. to liliana.derewnicka@bgci.org no later than **12 noon on Friday 4th November**. Please provide a summary of your relevant skills and experience (no more than 1 page), details of two referees and include one or two examples of your work.

List of the BigPicnic partner organisations:

No	Participant organisation name	Country
1	Botanic Gardens Conservation International (BGCI)	UK
2	Universitaet Innsbruck (UIBK)	Austria
3	University College London (UCL)	UK
4	Agentschap Plantentuin Meise (APM)	Belgium
5	Stichting Waag Society (WAAG)	The Netherlands
6	Comune Di Bergamo (BERG)	Italy
7	Universiteit Leiden (UL)	The Netherlands
8	Uniwersytet Warszawski (UNIWARSAW)	Poland
9	Universidade De Lisboa (ULISBOA)	Portugal
10	Hellinikos Georgikos Organismos – Dimitra (Hellenic Agricultural Organization) (HAO-BBGK)	Greece
11	Sofiiski Universitet Sveti Kliment Ohridski (UBG)	Bulgaria
12	Agencia Estatal Consejo Superior De Investigaciones Cientificas (CSIC)	Spain
13	Universidad De Alcala (UAH)	Spain
14	Landeshauptstadt Hannover (SBZH)	Germany
15	Freie Universitaet Berlin (FUB-BG)	Germany
16	Wissenschaftsladen Bonn EV (WILABONN)	Germany
17	Universitetet I Oslo (UiO)	Norway
18	Tooro Botanical Gardens (TBG)	Uganda
19	Royal Botanic Garden Edinburgh (RBGE)	UK