



Universe Awareness

Leiden Observatory / Leiden University
Niels Bohrweg 2 / NL-2333 CA Leiden / The Netherlands
E-mail: info@unawe.org
Website: www.unawe.org

Application Form for Localisation, Production and Distribution of Universe in a Box

If you would like to become a UNAWAVE partner for the localisation, production and distribution of Universe in a Box, please complete all fields of this form and send an electronic copy to jayar@strw.leidenuniv.nl and russo@strw.leidenuniv.nl. This form is intended to serve as a guideline for the different aspects involved in the localisation, production and distribution of Universe in a Box.

Notes.

1. The localisation, production and distribution partner will be granted a license for distributing Universe in a Box¹
2. The license will be subject to limited Terms and Conditions, the most important being:
 - a) Educational changes need to be peer reviewed by UNAWAVE
 - b) Price for sale (if any) needs to be approved by UNAWAVE
 - c) Production plan needs to be approved by UNAWAVE (production standards, ethical labour guidelines, etc.)
3. To help with the cost estimation, please refer to the prototype production and distribution report², which provides details on the materials and their costs during the prototype production process.

1. Proposal summary (maximum 400 words):
Please summarize your proposal here.

2. Name

3. Organization / Affiliation

4. Business Address

5. Target Number of Boxes to Produce

¹ The exact nature of the license is to be decided.

² http://unawe.org/resources/reports/unibox_prototypeproduction/

6. Geographical Reach

What is your geographical reach for the box?

7. Localization Changes

Do you intend to localize the box for your region? If so, list the major changes (e.g., translation of handbook, addition of a particular activity and materials, etc.)

8. Estimated Budget:

What are the estimated costs of producing, marketing, and distributing the abovementioned target number of boxes? Please provide a full breakdown of all expected costs of the project including taxes. An example of possible budget items is outlined in the table below but you may modify this as required for your project):

Item	Cost
Localisation costs (e.g. translation, producing new content, etc.)	
Professional costs (e.g. project management, etc.)	
Production costs (e.g. materials, labor, infrastructure, etc.)	
Marketing costs (e.g. pamphlets, posters, etc.)	
Distribution / shipping costs (e.g. postage, etc)	
Administration and support costs (e.g. phone, fax, etc)	
Other costs	
Total cost	

9. Estimated Pricing

*What is the estimated selling price of the box? What are the different schemes you will put in place to reach underexposed areas in your region (e.g., buy one, donate one). **Note:** EU-UNAWA recommends that the selling price of the box does not exceed more than 30% of the total cost price.*

10. Promotional Activities

How do you intend to promote and market Universe in a Box?

11. Fundraising Activities

How do you intend to raise funds for the production and distribution of Universe in a Box?

12. Distribution Channel

How do you intend to reach the educational market?

13. Training Support

What kind of training / educational support will you provide Universe in a Box users?

--

14. Starting date (when do you expect to start implementing the project?)

--

15. Project duration (how long will the project take to complete?):

--

16. Project Location (where will the project take place?)

--

17. Project timeline (please provide estimated dates and activities throughout the project)

Date	Activity

18. Project deliverables (at the end of the project what will you be able to measure to see whether the project has been successful?):

--

19. Contact details of project leader:

Title	
Surname	
Full Name	
Nationality	
Mobile phone number	
Email address	
Organization	
Position in organization	
Street address of organization	
Organization website	
Postal address of organization	
Organization telephone number	
Organization fax number	
Any other preferred means of communication e.g. Skype	

20. Background details of project leader:

Summary of academic qualifications	
Summary of relevant experience	
Brief career history	
Alternative contact person if project leader is unable to complete obligations	
Proposed team members and their responsibilities	

21. Submission of applications and closing date:

All completed application forms should be submitted by email to jayar@strw.leidenuniv.nl and russo@strw.leidenuniv.nl. The deadline for submitting proposals is **23:59 UTC on 31st December 2013**.

All applicants will receive feedback during the first quarter in 2014.

22. Enquiries:

Please direct enquiries to Jaya Ramchandani (Project Manager, Universe in a Box), preferably by email at jayar@strw.leidenuniv.nl.