

ECMWF Copernicus Procurement

Request for Proposal



Copernicus Joint Services

Content creation for communication and user outreach activities in support of the Copernicus Health and Energy Hubs.

| |
|---|
| RFP Ref: CJS2_160_bis |
| ISSUED BY: ECMWF Administration Department Procurement Section |
| Date: 15 May 2024 |
| Version: Final |



Funded by the European Union

Implemented by



Table of Contents

| | | |
|-----|--|----|
| 1 | Definitions | 3 |
| 2 | Instructions for Proposer | 3 |
| 2.1 | Introduction to the ECMWF & European Copernicus Programme | 3 |
| 2.2 | Background to the project | 4 |
| 2.3 | Proposals are subject to these Conditions..... | 4 |
| 2.4 | Enquiries and contact procedure..... | 8 |
| 2.5 | Timetable for this procurement | 8 |
| 2.6 | Submission of proposals | 9 |
| 2.7 | Timeliness of response | 9 |
| 2.8 | Evaluation method and selection criteria | 9 |
| 2.9 | Warnings/disclaimers | 10 |
| 3 | Scope of Service Requirements | 10 |
| 4 | Required Information | 10 |
| 4.1 | Forms to complete..... | 10 |
| 4.2 | Response to the Specification of Requirements..... | 10 |
| 4.3 | Commercial arrangements | 11 |
| 4.4 | Terms and Conditions | 11 |
| 4.5 | Additional matters | 11 |
| 4.6 | Diversity and inclusion..... | 11 |
| | Annex 1 Specification of Requirements..... | 12 |
| 1 | Background on Copernicus Thematic Hubs | 12 |
| 2 | Technical requirements | 14 |
| 2.1 | Work Package 0 (WP0): Management and Coordination..... | 14 |
| 2.2 | Work Package 1 (WP1): Content creation and curation for the Copernicus thematic hubs | 16 |
| 3 | Price and payment specifications | 19 |
| | Annex 2 Pricing Tables and Template for Proposer..... | 20 |
| | Annex 3 Terms and Conditions of the Agreement | 21 |
| | Annex 4 Description of the User persona | 22 |

1 DEFINITIONS

Definitions common to all ECMWF Copernicus RFPs and used in other documents for this RFP are listed here:

| | |
|-----------------------|--|
| “ECMWF” | means European Centre for Medium-Range Weather Forecasts |
| “CAMS” | means Copernicus Atmosphere Monitoring Service |
| “C3S” | means Copernicus Climate Change Service |
| “Centre” | means ECMWF |
| “CEH” | means Copernicus Energy Hub |
| “CHH” | means Copernicus Health Hub |
| “Copernicus” | means the European Commission project for which Services under this RFP will be procured |
| “Deliverable” | means something tangible or intangible which the Contractor agrees to produce and deliver or make accessible to ECMWF as part of the Services. A Deliverable could be a report, a document, a specific data set, a service upgrade or any other building block of an overall project. Deliverables can be defined as single instances or as being continuously updated (e.g., routine production of data sets, routine production of reports). |
| “KPI” | means Key Performance Indicator, a quantifiable measurement that reflects the critical success factors of an activity |
| “Milestone” | means a step used to mark specific points along the project timeline. These points may signal anchors such as a project start and end date, introduction of a new input data set, among others. A Milestone differs from a Deliverable in that a Milestone is a measurement of progress toward an output whereas the Deliverable is the result of the process. |
| “Performance Target” | the expected or predicted success level of an activity. The Performance Target can be assessed with Key Performance Indicators |
| “Proposal” | means a response to this RFP |
| “Proposer” | means a respondent to this RFP |
| “RFP” | means this request for proposal, comprising of a set associated documentation, which the Proposer must respond to in their submitted proposal |
| “Services” | means any of the services that are being procured by the ECMWF in this RFP |
| “Successful Proposer” | means a respondent to this RFP who is successfully chosen as a supplier and subsequently performs the Services |

2 INSTRUCTIONS FOR PROPOSER

2.1 Introduction to the ECMWF & European Copernicus Programme

This Request for Proposal (RFP) has been prepared by the European Centre for Medium-Range Weather Forecasts, (governed by its Convention and associated Protocol on Privileges and Immunities which came into force on 1 November 1975 and was amended on 6 June 2010) ("ECMWF") for the purposes of

obtaining proposals for **the Content creation for communication and user outreach activities in support of the Copernicus Health and Energy Hubs.**

ECMWF is both a research institute and a 24/7 operational service, producing and disseminating numerical weather predictions to its Member States. This data is fully available to the national meteorological services in the Member States. The Centre also offers a catalogue of forecast data that can be purchased by businesses worldwide and other commercial customers. The supercomputer facility (and associated data archive) at ECMWF is one of the largest of its type in Europe and Member States can use 25% of its capacity for their own purposes.

The organisation was established in 1975 and now employs around 360 staff from more than 30 countries.

A description of ECMWF's activities and infrastructure can be found at:

<http://www.ecmwf.int/en/about/what-we-do>

ECMWF is based in three locations: Reading (United Kingdom), Bologna (Italy) and Bonn (Germany).

ECMWF is also one of the Entrusted Entities for implementation of the Copernicus component of the European Union's Space Programme and is responsible of the implementation of two Copernicus services: CAMS and C3S.

Copernicus is an EU-wide flagship programme that aims to support policymakers, businesses and citizens with enhanced environmental information. The programme reached operational status in 2014 and entered its second phase in 2021. For the period 2021-2027, a total budget of 5.3 B€ will be available to operate Copernicus, funding two main aspects: the space component (in particular the dedicated "Sentinel" satellite missions) and the services.

Copernicus also relies on strong satellite and ground-based observations, contributed to directly by European Member States as well as by international research networks. Copernicus contributes to and benefits from the building up of the Global Earth Observation System of Systems (GEOSS) and the World Meteorological Organization's Global Framework for Climate Services (GFCS). Copernicus contributes to the European Green Deal, which is the overarching guiding document for the EU's "climate action plan" – a new growth strategy that aims to transform the EU's economy to ensure a sustainable future. Through the European Green Deal, the European Union will become a resource-efficient and competitive economy where there are no net emissions of greenhouse gases by 2050, economic growth that is decoupled from resource use and where no person and no place is left behind.

Copernicus services provide information drawn from observational data sources and modelling capacities. They address six areas: three are thematic and refer to different components of the Earth-System (land, marine and atmosphere); the three others being "horizontal" or "cross-cutting" in scope (emergency management, security and climate change). The development of the services has relied on funding from the European R&D Framework Programmes 6 and 7, and Horizon 2020, as well as initially from the European Space Agency. Most services and their components are operational. However, there are new service elements, such as for instance the anthropogenic CO₂ emissions Monitoring and Verification Support capacity, which are currently still in the build-up phase supported by European R&D funding while ramping up as part of CAMS.

2.2 Background to the project

The background to this RFP is described in Annex 1.

2.3 Proposals are subject to these Conditions

The Proposer must read all RFP documents and comply with ECMWF's instructions with regard to the submission of their Proposal. The RFP documents comprise the following:

- This document, which includes Annex 1 (Specification of Requirements);
- Annex 2, which includes the Pricing Tables, Template for Proposer and Forms to complete, attached as separate documents;
- Annex 3, which includes the Terms and Conditions of the Agreement, attached as a separate document.

2.3.1 Eligibility

2.3.1.1 General eligibility

According to the Contribution Agreement between the European Union and ECMWF, participation in calls for tenders shall preferably be open to entities established in Member States of the European Union and to entities established in Copernicus participating states in accordance with the conditions laid down in the EU's Space Programme Regulation. The Regulation can be found at https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.L_.2021.170.01.0069.01.ENG&toc=OJ%3AL%3A2021%3A170%3AFULL

It is currently ECMWF's expectation that, in practice, entities established in other States may exceptionally be eligible and subject to specific scientific or other requirements (as specified in the tender documents) as well as express prior approval by an EU Procurement Board. This applies to both prime and subcontractors. Accordingly, ECMWF is required to reserve the right to exclude ineligible persons or entities from tenders at any point in time. The Proposer as well as their subcontractors must meet all eligibility criteria throughout the whole duration of the procurement exercise as well as their prospective contract.

2.3.1.2 Eligibility of United Kingdom and Swiss entities

Switzerland (CH) was eligible for the first phase of the Copernicus Programme between 2014 and 2020. This has changed. For the avoidance of doubt, please note that, at present, CH is neither an EU Member State nor is it participating in the EU Space Programme. Thus, CH is currently considered a non-contributing country for the second phase of the Copernicus Programme (2021-2027).

During 2021-2023 the United Kingdom (UK) was also considered a non-contributing country for the second phase of the Copernicus Programme. However, on 4 December 2023 the UK and the European Commission signed an agreement finalising the UK's association to the Copernicus Programme (as well as to Horizon Europe). For the avoidance of doubt, from 1 January 2024 the UK is therefore eligible to benefit from Copernicus services and products in the same way as other participating countries. UK entities will have the same rights as entities from EU or other associated countries to bid for Copernicus contracts, both as prime and sub-contractors.

The UK is committing to participate in Copernicus for the remainder of the current multi-annual financial framework (2021-2027).

2.3.2 Early Detection and Exclusion System (EDES) Database

The purpose of the EDES is the protection of the European Union's financial interests. In particular, the EDES ensures:

- the early detection of persons or entities, which pose a risk to the Union's financial interests;
- the exclusion of persons or entities from receiving Union's funds (Article 135(1) of the Financial Regulation);
- the imposition of a financial penalty on a recipient (Article 138 of the Financial Regulation);

- the publication, in the most severe cases, on the Commission's internet site of information related to the exclusion and where applicable the financial penalty, in order to reinforce their deterrent effect (Articles 140 of the Financial Regulation).

The ECMWF makes use of the EDES to verify whether individuals or organisations are suitable entities to receive funding from the EU.

The grounds for exclusion are listed under article 136(1) of the EU Financial Regulation. They include:

- bankruptcy and insolvency situations;
- non-payment of taxes or social security contributions;
- grave professional misconduct;
- fraud, corruption, participation in a criminal organisation etc.;
- serious breach of contract.

The Proposer must confirm in its response that they and persons having powers of representation, decision-making or control in their organisation are NOT listed on the EDES database and must accept that the ECMWF will reject any Proposer who is so listed.

2.3.3 EU Restrictive Measures

Restrictive measures (sanctions) are the tool in the EU's common foreign and security policy (CFSP), through which the EU can intervene where necessary to prevent conflict or respond to emerging or current crises.

The obligation to ensure compliance with the EU restrictive measures applies:

- to the EU institutions and bodies and to all EU contracting partners;
- not only at the initial distribution of funds but also down to the level of final beneficiary.

ECMWF, as the entrusted entity for the implementation of Copernicus Atmosphere Monitoring and Climate Change Services, must ensure that there is no detection of a recommended Proposer (and any partners thereof) or grant applicant, co-applicants, affiliated entities in the list of EU restrictive measures, before signing a contract. Likewise, grant beneficiaries and contractors must ensure that there is no detection of subcontractors, natural persons (including recipients of financial support to third parties), in the lists of EU restrictive measures. This requirement is specifically detailed in clause 2.1.5, and clauses 2.8.2.2 (ii) and 2.8.5 of the Agreement for Copernicus Services.

As a minimum, using the www.sanctionsmap.eu website, the Proposer must undertake the following checks of their subcontractors, or any other third parties involved in delivering products goods or services to Copernicus:

- Country check (country of registration of bidding organisation / holding company);
- Organisation / Holding company check (using search function);
- Individual check (using search function).

The Proposer must complete the Restrictive Measures form as per the provided template for a minimum of four persons who have powers of representation, decision-making or control in their organisation, as well as confirming that they have undertaken checks on their subcontractors as detailed above.

The Proposer should note that, as this forms part of ECMWF's obligations to the EC, failure to complete and return this form may lead to exclusion from the tender process.

2.3.4 EU Conditionality Measures

Conditionality measures are additional protections for the EU budget when breaches of the rule of law principles affect or risk affecting EU financial interests introduced in 2021.

Conditionality measures may be put in place in the context of the general regime of conditionality for the protection of the EU budget established by Regulation (EU, Euratom) 2020/2092 of the European Parliament and of the Council of 16 December 2020 on a general regime of conditionality for the protection of the Union budget.

This conditionality regime allows the EU to take measures – for example suspension of payments, suspension of implementation, termination or prohibitions on entering into new legal commitments with concerned entities – to protect the EU budget.

ECMWF, as the entrusted entity for the implementation of Copernicus Atmosphere Monitoring and Climate Change Services, is required to ensure conditionality measures are duly applied vis-à-vis concerned entities.

Further requirements with respect to conditionality measures are detailed in Annex 3 of the RFP documents, the Agreement for Copernicus Services.

The Proposer must confirm in its response and ensure during the lifetime of an Agreement that neither them nor any of the proposed subcontractors or entities that would receive payment in connection with the Services, are affected by the conditionality measures described above, and must accept that the ECMWF may reject any Proposer, subcontractor or other entity that are so affected.

2.3.5 Specific conditions

The procurement for the contract will be conducted in accordance with ECMWF's procedures as set out in ECMWF's RFP documents and no other procedures will apply.

ECMWF will only enter into a contract with a single legal person/entity. Due to the need to include performance and compliance obligations in the contract, ECMWF will contract only with a single legal person or entity which is competent to undertake and commit to these obligations.

ECMWF recognises that some responses will involve a number of organisations which may wish to work together to deliver the contract requirements. In such cases, these organisations must identify a lead contractor who will sign the contract with ECMWF and who will be responsible for putting in place legal arrangements to ensure that it can guarantee that all other organisations will also meet the contract obligations. ECMWF will not enter into multiple contracts with individual members of consortia or groups of service providers.

2.3.6 Validity

The Proposal shall remain valid for a minimum of six months after the closing date for this RFP.

2.3.7 Expenses

ECMWF will not reimburse expenses incurred in connection with the preparation and submission of the Proposal. ECMWF accepts no liability whatsoever, whether in contract, tort or otherwise in relation to the RFP or in respect of any costs, damages or expenses incurred by the Proposer or any third party.

2.3.8 Language for Proposals

All proposal documentation, manuals and diagram labelling shall be written in English.

2.3.9 Status of submission

The submission of a Proposal in response to this RFP shall constitute an offer that may be accepted by ECMWF so as to become a binding contract. However, ECMWF is not bound to accept any Proposals. If ECMWF elects to accept a Proposal, subject to contract, the parties shall seek to execute a formal contract incorporating the Terms and Conditions contained in the RFP and any other agreed terms.

2.3.10 Right to negotiate

ECMWF reserves the right to negotiate with the Proposer before taking a decision on the placing of a contract.

2.3.11 Right to reject

ECMWF reserves the right to reject a Proposal that does not substantially comply with the conditions that are part of the RFP.

2.3.12 Confidentiality

ECMWF reserves the right to retain all documents submitted by the Proposer in response to the RFP. Any information in such documents that is proprietary and confidential to the Proposer will be handled confidentially by ECMWF provided it is clearly and specifically identified as such. Such obligation shall not apply if such information is or was obtained from other sources that do not bind ECMWF as to confidentiality or if the information is in the public domain. ECMWF may make the Proposer's proposal available for evaluation purposes to authorised people including its governing body, committees, and professional external evaluators in addition to ECMWF's own personnel under the same conditions of confidentiality.

The contents of this RFP together with all other information, materials, specifications or other documents provided by ECMWF, or prepared by respondents specifically for ECMWF, shall be treated at all times as confidential by the Proposer. The Proposer shall not disclose any such information, materials, specifications or other documents to any third parties or to any other part of the respondents' group or use them for any purpose other than for the preparation and submission of a response to this RFP nor shall the Proposer publicise ECMWF's name or the project without the prior consent of ECMWF. ECMWF in turn confirms that it shall treat all information provided to it by the Proposer as confidential and further confirms that such information will not be disclosed by ECMWF to any third parties, other than its advisers and consultants.

The Proposer shall ensure that all third parties to whom disclosure is made shall keep any such information, materials, specifications or other documents confidential and not disclose them to any other third party except as set out above.

Please also note that all personally identifiable information (PII) processed by ECMWF will be treated in accordance with the ECMWF Policy on Personally Identifiable Information Protection (PIIP). It is available at <https://www.ecmwf.int/en/privacy>. ECMWF shall process all PII submitted by your response for the sole purposes of assessing your response. In doing so, ECMWF may share such PII with consultants or external advisors.

2.4 Enquiries and contact procedure

Any enquiries or requests for clarification of any matters arising from this RFP must be submitted in writing by e-mail as follows:

E-mail: procurement@ecmwf.int

The subject of the e-mail must be: **Clarification to RFP/2024/CJS2_160_bis**

Where ECMWF supplies further information regarding the RFP or issues clarifications as a result of the questions received it will make them available through its web page in accordance with the timetable in Section 2.5, unless the question is specific to a supplier's proprietary solution. The identity of the questioner will not be revealed. The proposers are advised to follow ECMWF website for any updates or clarifications that may be announced.

2.5 Timetable for this procurement

ECMWF envisages the following timetable for this procurement:

| | |
|--|--|
| Issuance of RFP | 16 May 2024 |
| Last date for submission of clarification questions | 27 May 3 June 2024 |
| Closing date/time | Tuesday, 11 18 June 2024, 15:00 (CET) |
| Evaluation | June 2024 |
| Negotiation of service details with the successful proposer(s) | July 2024 |
| Sign contract by | 01 August 2024 |

2.6 Submission of proposals

The response to this RFP must arrive at ECMWF no later than the closing time and date in section 2.5. The Proposer must submit its response to RFP_CJS2_160_bis@ecmwf.int as an email with attachments containing its complete response to this RFP including templates provided in Annex 2. The attachments must contain a printable version of the response in Microsoft Word format, Rich Text Format (RTF) or Adobe Portable Document Format (PDF) and in Microsoft Excel format for any spreadsheets. The e-mail should confirm that the response has been submitted by a duly authorised director or senior officer of the Proposer.

The subject of the e-mail must be: **Response to RFP/2024/CJS2_160_bis**

You will receive an automated receipt confirmation upon submission of your response. If you do not receive one, you should contact procurement@ecmwf.int immediately. You must NOT send or copy your response to the contact email address in 2.4 above.

Please note that ECMWF reserves the right to contact Proposers during the evaluation process in order to clarify points in their response, therefore the contact point should be monitored during this period.

2.7 Timeliness of response

ECMWF will not consider any late or partial responses to this RFP nor will it consider requests for extension of the time or date fixed for the submission of proposals. It may, however, at its own absolute discretion, extend the time or date fixed for submission and in such an event ECMWF will notify all Proposers who have provided ECMWF with an e-mail address for communication of additional information.

Technical failure, including of a computer, browser, e-mail system or internet connection, is not a valid reason for late or failed submission of a response, unless as a result of a failure of the ECMWF's IT systems, and in the case that there was no reasonable course of action the Proposer could have taken to submit the response on time. It is important that you do not leave the submission of your response to the last minute.

2.8 Evaluation method and selection criteria

ECMWF will evaluate the Proposal based on the Proposer's response to ECMWF's requirements (Annex 1 of this RFP) and the Proposer's compliance with ECMWF's instructions in this document. The Proposal will be evaluated against the following evaluation criteria.

| Evaluation criteria | Default Weighting |
|---|-------------------|
| Proposer's Financial & Legal organisation | 5% |
| Price | 20% |
| Track record | 10% |
| Quality of Resources Deployed | 30% |
| Technical Solution Proposed | 15% |

| | |
|--|-----|
| Management, Quality Assurance & Implementation | 20% |
|--|-----|

2.9 Warnings/disclaimers

Nothing contained in this RFP or any other communication made between the respondent and ECMWF or its representatives shall constitute an agreement, contract or representation between ECMWF and any other party (except for a formal award of contract made in writing by ECMWF). Receipt by a respondent of this RFP does not imply the existence of a contract or commitment by or with ECMWF for any purpose.

ECMWF reserves the right to change any aspect of, or cease, the RFP at any time.

While ECMWF has taken all reasonable steps to ensure, as at the date of this document, that the facts which are contained in this RFP are true and accurate in all material respects, ECMWF does not make any representation or warranty as to the accuracy or completeness or otherwise of this RFP, or the reasonableness of any assumptions on which this document may be based. ECMWF accepts no liability to respondents whatsoever and however arising and whether resulting from the use of this RFP, or any omissions from or deficiencies in this document.

ECMWF may use the information included in a proposal for any reasonable purpose connected with this RFP.

3 SCOPE OF SERVICE REQUIREMENTS

See Annex 1 of this RFP.

4 REQUIRED INFORMATION

General guidelines for the Proposal are described in the Template for Proposer, attached as a separate file as part of Annex 2. General requirements to prepare the response for this particular RFP are described in the next sub-sections.

4.1 Forms to complete

The Proposer should provide, together with their response, the Legal Entity Form, Financial Identification Form, EU Restrictive Measures Form and the Declaration Form for Economic and Financial Capacity, as per provided templates, and complete and return the RFP Questionnaire.

4.2 Response to the Specification of Requirements

The Specification of Requirements can be found at Annex 1. The work should be divided into separate Work Packages (WPs). The number, content and structure of work packages is left to the discretion of the Proposer.

The response shall provide a description of how the Proposer proposes to address and implement each of the Work Packages, tasks and requirements of the Specification of Requirements in Annex 1. The response should include as a minimum the following information:

- A description of your understanding of the requirements
- A description of the technical solution
- A description of the work required
- A description of required resources
- List of deliverables, description of the deliverables and due dates for each WP
- Schedule details, start and due dates for each task and subtask, inputs required and outputs
- CV of key staffs

- Details of the resources required to carry out the activities, workload assessment and associated manpower

4.3 Commercial arrangements

The Proposer should provide prices in the format of the Pricing Tables attached to this RFP as part of Annex 2. Prices shall be firm and fixed (FFP) and quoted in Euros (€) net of taxes and VAT.

The response shall include a proposed payment plan in the dedicated Tab of Annex 2 Pricing Tables and Deliverables template. Payments shall be linked to the completion of Work Package milestones and to the acceptance of the associated deliverables by ECMWF. In cases where a payment is proposed but no contractual deliverable is foreseen within the project schedule, the Proposer shall indicate by what means the milestone achievement will be assessed by ECMWF (i.e., interim datasets delivery, progress review, validation reports, etc.).

Moreover, the response shall address how the proposed activities ensure best value for money for the delivery of the Service.

4.4 Terms and Conditions

The underlying Terms and Conditions applicable to any contract resulting from this RFP are at Annex 3. The Proposer should confirm that it accepts these terms and conditions or provide a list of reservations in its response. ECMWF reserves the right to negotiate the terms and conditions for any contract. The proposal submitted by the Proposer, clarified if necessary, will be part of the contract.

4.5 Additional matters

The Proposer should set out any additional information or other relevant matters which it thinks have not been adequately addressed in the RFP and/or merit further consideration in its response.

4.6 Diversity and inclusion

In the event that multiple proposers present equally qualified proposals (discrepancy lower than 1%), ECMWF will take into consideration the diversity and gender balance of each tendering organisation as a tiebreaker when making the final decision. We recognise that diversity and collaborative environment are essential for advancing scientific discovery and innovation, and we are dedicated to creating a culture that encourages and supports the contributions of individuals from all backgrounds. As part of this commitment, we encourage bids from companies who share our values and demonstrate a commitment to diversity and inclusion in their own organisations. We believe that working with suppliers who support our efforts to create a more inclusive and diverse community is key to achieving our goals and driving progress forward in all our areas of activities. Therefore, the Centre encourages all potential proposers to take these values into consideration when submitting responses.

ANNEX 1 SPECIFICATION OF REQUIREMENTS

1 Background on Copernicus Thematic Hubs

The main objective of the Copernicus Thematic Hubs (CTHs) is to group under one single entry point at the level of the Copernicus programme the ensemble of data, products and information generated by several Copernicus services or components (incl. Space and In-Situ) for specific thematic or geographical areas. A brief description of the Copernicus services and components can be found at <https://www.copernicus.eu/en>.

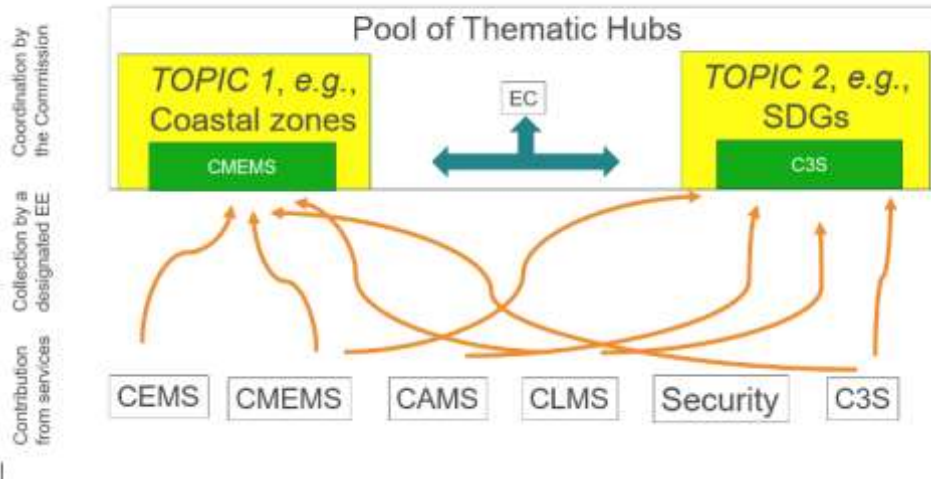


Figure 1. Example of the functional architecture of the Copernicus Thematic Hubs.

The scope of these Thematic Hubs is clearly traceable back to specific policy needs at the European Union level. These Thematic Hubs are allowing the programme to address a range of policy aspects that are difficult to address through a single Copernicus service such as issues relating, for instance, to policy coherence or the mainstreaming of specific strategic elements in different policies and addressing geographic region of interest to the European Union.

The goal of this cross-service activity is to ease the user journey and to simplify the access to key information on selected areas of interest for various stakeholders, policy makers and users by building on the offer from the different relevant Copernicus core services. These areas may include but are not limited to those already identified in the EU Space Regulation and highlighted in the Green Deal, such as biodiversity, health, coastal zones, Arctic, energy, Sustainable Development Goals, cultural heritage, support to the Paris Agreement, environmental compliance assurance, water management, extreme events, support to international development.

The implementation of a Thematic Hub involves three complementary processes, namely the contribution process involving the Entrusted Entities providing existing Copernicus products, the collection process by a single designated Entrusted Entity and the coordination process supported by the European Commission Knowledge Centre on Earth Observation (KCEO) as operated by DEFIS and JRC.

The CTHs aim to:

- Facilitate access to existing Copernicus products relevant for the specific domain (**simple, user friendly, subject oriented**) to a specific **user community**
- Improve the coordination and information flow between different related projects and initiatives
- **Facilitate studies** on the selected subject

- Provide **knowledge and expertise on data/products** (re-directing questions to the products providers, as needed)
- Showcase how products can be **integrated** with other data/information (**user's stories**)
- Leverage the collaboration/interactions with other organizations and MSs.

On the 8th November 2023, the Copernicus Health Hub (CHH) and the Copernicus Energy Hub (CEH), have been launched by the European Commission, together with ECMWF, during the EU Space Week.

Each hub is supported by an Advisory Board composed of experts.

Copernicus Health Hub

The Copernicus Health Hub will equip the health sector to make the most of the wealth of data and information products from the six Copernicus Services and the Copernicus Space Component. It is not a new service, but a platform that gathers information that was previously distributed and less accessible to users with limited experience in using Earth Observation-based data.

The Copernicus Health Hub will facilitate access to information, supporting users working on physical health, mental health, and well-being, following the World Health Organization's (WHO) broad definition for health (<https://health.hub.copernicus.eu>).

Copernicus Energy Hub

The Copernicus Energy Hub comes at a pivotal moment when the European Union is committed to providing sustainable and affordable energy, in line with the ambitious European Green Deal and REPowerEU Plan.

The Energy Hub (<https://energy.hub.copernicus.eu/>) is poised to play a key role in supporting the EU's efforts to make Europe's energy supply more sustainable and secure, with data from the Copernicus emergency, security, land and climate services, for example, providing invaluable insights to support energy production, planning, transmission and distribution, enabling operators to improve energy efficiency and reduce emissions.

Copernicus communication at ECMWF

The communication activities undertaken for the Copernicus Thematic Hubs (CTHs) will occasionally overlap and interact with the communication activities delivered by the Copernicus Communication team at ECMWF.

In this context, it might be relevant for the potential proposers to note that ECMWF is launching in parallel an Invitation to Tender (ITT) to deliver content and event services for the Copernicus Climate Change Service and the Copernicus Atmosphere Monitoring Service: ITT CJS2_100 Copernicus Communication Services --> *Lot 1: Content production and distribution (reference CJS2_123) and Lot 2: Event management and brand experience (reference CJS2_140)*. For further information please refer to the ECMWF Copernicus Procurement webpages: <https://www.ecmwf.int/en/about/suppliers/copernicus-procurement/update-itts>

In ITT CJS_100, the successful Tenderer(s) shall provide communication services to contribute to effective implementation of C3S 'and CAMS' Communication Strategy through a mix of owned (e.g. service websites, newsletters and social media), and paid-for channels (e.g. advertisements, events). The successful Tenderer(s) will contribute to the implementation of the Communication Strategy under the Copernicus Communication Team's leadership, guidance and supervision. These communication activities will need to target audiences -including policymakers, the scientific community, media outlets and the general public - at times and locations where they are most receptive to receiving information and in a way that suits each audience best.

For specific objectives, technical requirements, general performance and further information about the tender, please consult CJS2_100 Copernicus Communication Services' tender documents (link provided above).

This information does not only provide additional context for the proposers tendering for the current RFP CJS2_160_bis process, but also illustrates that the successful proposer of this RFP will need to work closely and in collaboration with the successful tenderer of ITT CJS2_100.

2 Technical requirements

Upon the official launch in November 2023, the Thematic Hubs have been further developed to reach out to their target user communities, to promote Copernicus products relevant for the thematic areas and collect user requirements and to inspire new users to exploit the use of Copernicus products.

One of the main goals include the provision of accessible, informative, and visually engaging content that highlights the relevance of Copernicus products and its impact on various aspects of Earth science and environmental monitoring, particularly for intermediate and end users in the Health and Energy domains.

ECMWF is seeking talented content creators to contribute with scientific and policy content, eventually supported by videos and charts (developed by ECMWF and its contractors) for the Copernicus Thematic Hubs websites and related materials to communicate and engage potential users with Copernicus products. The content creators shall be experts in communicating and writing about science and policy in the context of environment and climate. They must be able to write in a language which closely connects with the health and the energy communities, demonstrate background in the fields, and be familiar with related policies at European and international level.

The successful proposer shall prove to have a network of content writers in the topic domains of health, energy and the use of earth observation data, information and services, and shall be able to engage these domain content writers by the start of contract or within 4 weeks upon signature of the contract at the latest.

The content writers themselves shall have demonstrable experience in:

- Content creation: writing and managing technical and non-technical content (required)
- Strong knowledge of the language and communication channels to be used to reach the relevant Health or Energy user communities (required)
- Illustrating familiarity with the policy context at European and international level as well as having a strong awareness of societal events and trends, underpinning the need for quality assured information for decision making (required)
- Experience in working with scientists, technical experts and stakeholders (required)
- Fluency in written English (required) and other European languages (desirable)
- Sourcing appropriate supporting imagery/visual assets, user testimonials and stories (required)

The successful proposer shall propose at least two content writers, i.e. at least one for each topic domain, the CVs should be included in the proposal. Experience shall be demonstrated through CVs and project references. The two content writers being key personnel, any changes will be subject to prior approval of ECMWF during implementation.

The contract will run for a period of 24 months. ECMWF aims to build a sustained working relation with the content writers. In case an expert drops out, ECMWF should immediately be informed by email. The expert concerned shall be replaced within 8 weeks by a new profile that shall be approved by ECMWF.

This RfP is organised in the following Work Packages (WPs):

- WPO Management and Coordination
- WP1 Content creation and curation for the Copernicus Thematic Hubs

2.1 Work Package 0 (WPO): Management and Coordination

The following management aspects shall be briefly described in the proposal:

- Meetings (classified as tasks and listed in a separate table as part of the proposal):
 - Kick-off meeting;
 - Monthly progress review meetings (by videoconference);
 - Every 6 months meeting in Bonn premises
 - ECMWF organises annual C3S and CAMS General Assemblies (GA). The content writers for energy and health are expected to attend the C3S and CAMS GA respectively, and contribute to discussions related to the topic of this RFP;
 - Proposers can offer additional project internal meetings as they deem needed as part of their response.
- Quality assurance and control: the quality of reports and Deliverables shall be equivalent to the standard of peer-reviewed publications. The final quality check of the deliverables should be made by the prime contractor (in terms of content, use of ECMWF templates for deliverables and reports (Microsoft Word), format, deliverable numbering and naming, typos, etc); all reports shall be in English. Unless otherwise specified the specific contract Deliverables shall be made available to ECMWF in electronic format.
- Communication management (with ECMWF, stakeholders, as well as internal communication).
- Set of Key Performance Indicators (KPIs) suitable for monitoring contract performance. The proposed KPI shall be SMART (specific, measurable, actionable, realistic and time bound). The Contractor shall report to ECMWF on these KPIs as part of the Quarterly and Annual Implementation Reports. The proposed set of KPIs is expected to be updated upon review with ECMWF at M12 of the contract.
- Implementation of checks, controls, and risk management tools for both the prime contractor and potential subcontractors.
- Resources planning and tracking using the appropriate tools.
- A list key personnel shall be provided, as well as back-up names for all key positions in the contract.
- If applicable, a list of subcontractors shall be also provided, along with a description of their contribution. Tenderers shall also describe how the contract clauses, in particular Clause 2.8 has been flowed down to all their subcontractors.
 - Subcontractor management approach, including conflict resolution, e.g. the prime contractor is responsible for settling disagreements, although advice/approval from ECMWF may be sought on the subject.
- Management of personal data and how this meets the requirements of Clause 2.7 and Annex 5 of the Agreement.

List of minimum deliverables and milestones required as part of WPO, covering the contractual and financial reporting obligations towards ECMWF in line with the Terms and Conditions of the Agreement:

| Deliverable # | Nature | Title | Due |
|--------------------|--------|--|-------------------------------|
| D160.0.1.1-YYYY.QQ | Report | Quarterly Implementation Report QQ YYYY (QQ YYYY being the previous quarter) | On 15/04, 15/07 and 15/10 |
| D160.0.1.2-YYYY | Report | Annual Implementation Report Part 1 YYYY (YYYY being the Year n-1) This includes: 1) Quarterly implementation Report for the previous quarter Q4 YYYY 2) Preliminary financial form YYYY (YYYY being the Year n-1) | Annually on 15/01 |
| D160.0.1.3-YYYY | Report | Annual Implementation Report Part 2 YYYY (YYYY being the Year n-1) | Annually on 28/02 |
| D160.0.1.4 | Report | Final report | 60 days after end of contract |

| | | | |
|-----------------|--------|--|-------------------------------|
| D160.0.2.1-YYYY | Report | Annual Implementation Plan YYYY (YYYY being the Year n+1) | Annually on 30/09 |
| D160.0.3.1-YYYY | Other | Copy of prime contractor's general financial statements and audit report YYYY (YYYY being the Year n-1) | Annually (no-cost associated) |

| Milestone # | Title | Means of verification | Due |
|---------------|--|-----------------------|---------|
| M160.0.1.1-MX | Progress review meetings with ECMWF | Minutes of meeting | Monthly |
| M160.0.1.2 | Kick-off meeting | Minutes of meeting | M1 |
| M160.0.2.1 | Update of KPIs after review with ECMWF | Technical Note | M12 |

Additional deliverables and/or milestones for WPO may be requested and will be discussed and agreed with the preferred tenderer during the contract negotiation phase. Tenderers are also encouraged to propose additional deliverables and/or milestones as they deem needed.

2.2 Work Package 1 (WP1): Content creation and curation for the Copernicus thematic hubs

The aim of this Work Package is to create and curate, source and/or edit scientific, societal and policy related content based on environmental and climate data for the Copernicus Thematic Hubs (Health and Energy).

For the content creation, all produced materials shall be both scientifically accurate and accessible and easy to understand for our targeted audience(s). Quality assurance shall be an essential part of the content creation.

The content curation consists of finding material relevant to our audience from a variety of sources and sharing it strategically through our user engagement and outreach channels.

More specific technical requirements are:

- a) **Scientific accuracy:** Content must be based on reputable scientific sources provided by ECMWF and partners and should accurately convey information related to Earth observation, environmental monitoring, climate change and respectively Health and Energy.
- b) **Multimedia elements:** content could include multimedia elements such as videos and charts, as provided by ECMWF or sourced externally
- c) **Accessible language:** Content should be written in a clear, accessible, high-quality and native English equivalent in a scientific content writing language that is suitable for the targeted user audiences, including those with limited scientific background (see user persona in Annex 4).
- d) **Originality:** We encourage creativity and originality in content creation
- e) **References:** All claims and data should be properly cited and referenced to reputable sources. References to applicable EU and UN policy background documents shall be highlighted as well as clear credits to the entities contributing to the Copernicus Space and Services and stakeholders and users consulted.
- f) **Visual:** the visuals shall ensure correct use of ECMWF, Copernicus (incl. CHH and CEH) brand identity guidelines and logos, as well as visual consistency.

Different types of task will be requested, including but not limited to:

- Development of a taxonomy/lexicography adapted to the health and energy sectors that will be used for all content creations.
- **Webpages curated content** for target user audiences, including blogs, articles and stories . The developed content could be used further for wider communication purposes, e.g. ECMWF Copernicus Communication team for press releases and (social) media (cf. ITT CJS2.100).
- Text to introduce the **wider context of the products** reported in the respective catalogues and to frame user support documentation relevant for the products.
- Creation and updates of content for **FAQs pages**
- Text to introduce **user specific training materials** relevant to the Copernicus hubs (as provided by ECMWF and contract CJS2_156b, ref. after)
- **User outreach and promotional material:** content creation and/or revision of material provided by ECMWF to engage with targeted users and to promote Thematic Hubs to wider user communities, including support to contractors working on value proposition strategies and linked user outreach material under CJS2_154a Lot 1 and Lot 2
- If needed, support content creation to stimulate an active use of an eventual **user forum**.

ECMWF Copernicus hubs' primary target audiences consist of decision-makers and practitioners in the health and energy domains, including intermediate users in:

- Policy-making and administrative bodies (B2G, discerning users)
- Research institutes and academia (B2B, researchers)
- Business and industry stakeholders focused on serving national and international authorities, including consultancy firms (B2B, specialist contractors)
- Media – as both audience in their own right and as an amplifier/messenger (B2C, grab and go)

For more details see Annex 4.

For each type of user, a dedicated content creation strategy shall be developed during the initial phase of the contract.

New classifications to present products and/or use cases can be proposed for discussion and explored to enhance ways to address the needs of the different communities.

Proposers shall propose the content creation process as a recurrent cycle, starting with ECMWF request (with a variable duration depending on the topics to be addressed) and propose a plan for editing, quality assurance (read proof, visual proof) and approval prior to the delivery of the requested activities.

The process shall include key milestones to allow a constructive discussion with ECMWF and a continuous flow of information between the contractor and ECMWF.

The content creation process shall include at least the following steps:

1. Content conception. The content ideas can have different sources including the contractor and ECMWF and advice coming from the Hubs' Advisory Boards members (ECMWF has appointed some experts on Health and Energy to provide guidance and advice to ECMWF) . The content ideas shall be analysed, considering at least the following elements:
 - The source
 - the target user audiences
 - the need (Why this material shall be developed – e.g. to inform/ to inspire users/ to collect additional input/ to report achievement/ others)
 - existing gaps (e.g. small benchmarking analysis with similar available materials/web sites)
 - how it fits with ECMWF communication and user outreach strategy
 The ideas shall be presented, discussed and agreed with ECMWF before proceeding with the next step.

2. Content planning. The second step is the content planning: which form shall be given to the specific content (webpage, user story, FAQ, blog, etc) .
The proposed solutions shall be presented, discussed and agreed with ECMWF before proceeding with the next step.
3. Content creation and quality assurance. Create appealing and engaging content that captures the attention of the specific user communities and that inspires further uptake of Copernicus products and information. The successful proposer is responsible for the quality assurance of the material released to ECMWF.
ECMWF shall provide feedback and suggestions for improvement during the process. This phase ends when the material is formally approved by ECMWF. The Contractor will be then expected to publish it (on the website or on other channels).
4. Post-release phase with promotion. After the publication of the content (on the webpages and other user outreach and training platforms), ECMWF Copernicus communication team may take further actions on wider publicity, distribution and promotion. The Contractor shall facilitate this process and propose a strategy of the communication linked to the content produced that will be subject of approval by ECMWF, for example, promotion of the material via its own network and interacting with the communication section (email exchanges).

The Contractor shall work proactively and closely with the ECMWF User Support Team and Copernicus Communication Team and may provide support for targeted content creation tasks relevant to the Thematic Hubs.

Particular attention shall be dedicated to coordinate with on-going and future contracts through meetings with the technical officers at ECMWF and to support content creation and editing materials coming from and useful to on-going and future projects, e.g.:

- CJS2_154a lot 1 on “Support on user value proposition strategy and content development”. This contract will collect success stories and testimonials in scope of the user outreach and promotion activities. Focus on value proposition strategy on different areas, including the Copernicus Health and Energy Hubs
- CJS2_154c producing user stories, infographic, quotes and videos relevant to the Copernicus Health and Energy Hubs
- CJS2_156b on Training and knowledge transfer: Training events and resources
- CAMS weather room: focus on identifying significant atmospheric composition events (for example, wildfires, dust storms, air pollution episodes) and evaluate their representation in CAMS Near Real Time products
- C3S User Intelligence team: focus on monthly bulletins and annual reports (WMO and ECMWF European State of the Climate)
- CJS2_161a (to start in Q3 2024) on the provision of user outreach and domain expertise services in support of the Copernicus Energy Hub.

The successful proposer is expected to work in close collaboration with the Copernicus Thematic Hubs coordinator and have regular working meeting (once a month) via video conferences and in Bonn premises every 6 months (5 in person meetings)

List of minimum deliverables and milestones required as part of WP1:

| Deliverable # | Title | Indicative Due dates |
|----------------------|--|-----------------------------|
| D160.1.1.1 | Report on content creation protocole (covering the 4 required steps, as specified above) | M1 – draft M3 – final |
| D160.1.2.1 | Report on content creation strategy for the 4 types of users identified | M2 |
| D160.1.2.2 | Report on strategy on communication post-content creation | M2 |

| | | |
|------------|---|-----------------------------|
| D160.1.3.X | Development of appropriate for lexicography/taxonomy | M3 |
| D160.1.4.X | Content for 40 webpages :20 for Health + 20 for Energy), incl. taxonomies of definitions, blogs, articles with editorial imagery and scientific graphs/charts, online awareness raising initiatives. etc) | 10 by M12 10 by M24 |
| D160.1.5.X | Update short text to introduce and frame datasets from the catalogues, in an understandable lexicology/taxonomy (minimum 45 for Health and 45 for Energy) | 25 by M12 Then 20 by M24 |
| D160.1.6.1 | Creation for FAQs page (1 webpage with 10 FAQs per domains = 5 health + 5 Energy). | M6 |
| D160.1.7.X | Update of FAQs page (at least with 5 additional FAQs per domain = 5 Health + 5 Energy). | M12 and M22 |
| D160.1.8.X | Report of content for the Forum | Every 6 month |
| D160.1.9.X | Quality insurance (read-proof, visual proof) report | Every 6 month |

3 Price and payment specifications

The price for this activity shall include the personnel costs, travel expenses and other costs for all work, tasks and deliverables proposed in your response, including any optional items. The maximum allocated budget is **180.000€**. Payment milestones shall be aligned with the implementation milestones as proposed in the implementation plan. The Contractor will be paid on a Cost Reimbursement Basis. The Contractor will be assigned relevant work under this contract by ECMWF..

ANNEX 2 PRICING TABLES AND TEMPLATE FOR PROPOSER

See the following separate documents attached to this RFP:

- “Annex 2 – RFP Questionnaire.xlsx”
- “Annex 2 – Forms to complete.zip”
- “Annex 2 – Template for Proposer.docx”;
- “Annex 2 – Template Pricing Tables and Deliverables.xlsx”.

The Proposer is requested to complete these documents and submit them as part of their response.

ANNEX 3 TERMS AND CONDITIONS OF THE AGREEMENT

See separate document attached to this RFP: “Annex 3 - Agreement for Copernicus Services.pdf”.

The Proposer must review and accept the terms and conditions of the Agreement and, if there are any reservations, these must be identified as part of their response.

ANNEX 4 DESCRIPTION OF THE USER PERSONA

ECMWF has identified 6 different user persona: Specialist contractors, Discerning users, 'Grab and go', Researchers, Data specialist and Citizens. The first three are our main priorities.

Specialist contractors: They should create some added value for a set of clients (end-users). The downstream users able to translate our data and services into solutions for end users.

- Typical jobs: SMEs, large companies, research institutes with a commercial business model, ...
- *Gain creators*: CDS/ADS = 'one-stop' shop, open and free data, operational service, etc.
- *Pain relievers*: APIs, fast amount of data, tools and workflows, training, community creation, etc.

They are essential actors in the data value chain, need for specific marketing plan, assessment of user requirements and collaborations with market uptake initiatives (e.g. EUSPA) to foster uptake. They are served directly and one of our priority users, they will need the webpage to get inspiration and an overview of what is existing, their first need will be in the use cases.

Discerning users: It is the community of users who fully appreciate the added value of Copernicus and the Thematic Hubs compared to other programmes.

- Typical jobs: programme managers and high-level officials at NWHs, UNFCCC, WMO/WHO, EEA, national environmental agencies, ...
- *Gain creators*: access to an operational service, high quality/trusted data, generic indicators, monitoring and information reports, etc.
- *Pain relievers*: funding, EQC, documentation, etc.

They are 'Brother in arms'... no need for specific marketing plan but close collaborations, advisory boards, personal interactions, etc. They are served directly and priority user, they will need indicator and maps that are ready to use, they will need documentation and reports.

'Grab and go': They need policy relevant indicators and applications for the Media, Policy Users and Civil Society. They are the users who need easy access to facts and information.

- Typical jobs: Environment and climate policy specialists and consultants, media agencies and journalists, non-governmental organisations and influencers and citizen driven platforms seeking for climate and environmental data to inform society and fund specific actions to protect non-commercial interests in the domain of environmental protection and climate.
- *Gain creators*: trusted source of information and reports, digested data, user stories and visualisations, media content
- *Pain relievers*: jargon-free content, easy access

They are served directly or indirectly, and they are our priority user for the thematic hubs. They will need maps and indicator to have easy access, they will need use cases to refer to the application, they will need report and documentation.

Researchers: They are mainly interested on the subject (Health or Energy) and its link with environment and climate change to create new knowledge. They are priority users, they will need the webpage for a first taste but as soon as they will have access to the full catalogue, they will not come back again.

Data specialist: They don't have any knowledge on environmental science but very 'data savvy': e.g. GIS, ML/AI specialists. They can be served directly but not a priority user as they don't need a thematic hub but a direct access to catalogue.

Citizens: They will need ready-made, easy to understand information such as the ESOTC reports, climate bulletins, AQ index maps (via Windy, EuroNews) etc. They are priority users but we serve them indirectly, no special need in the Thematic Hub.