



REQUEST FOR PROPOSAL

ECMWF/RFP/2025/385

**PROVISION OF SERVICES FOR UPDATING, MAINTAINING, AND
DEVELOPING ELEARNING MODULES**

Clarifications issued on 28 July 2025

ISSUED BY:
ECMWF
Administration Department
Procurement Section

We are pleased to provide the following clarification responses to questions received:

1 Ref: C1_RFP_385

Question:

Your current modules are all developed using Articulate Storyline, and we understand that updates (Work Package 1) would therefore need to be made using that tool. For Work Package 2, are you happy for us to suggest development with alternative authoring tools?

Answer:

Yes, Proposers are free to suggest alternative tools for Work Package 2.

2 Ref: C2_RFP_385

Question:

Can you provide us with brand guidelines to assist us in creating visual designs for proposed future developments?

Answer:

The **ECMWF Style Guide** is a curated collection of internal resources that define the use of ECMWF's visual identity, including its colours, logos, and overall design language. These guidelines are intended to ensure consistent and recognisable representation of ECMWF's quality across all products and communications.

While full access to the Style Guide will be granted to the successful Proposer at the start of the contract, **Annex 1** of this clarifications document provides the core branding elements – such as official logos, colour palettes, and fonts – to support Proposers in developing visual designs. Please note that Annex 1 also contains links to additional ECMWF resources, some of which may not be publicly accessible.

3 Ref: C3_RFP_385

Question:

Can we provide a single fixed cost for the estimated 24 days of simple update work across the duration of the contract, or would you prefer it to be split across the three years separately as per the template provided?

Answer:

Proposers are free to suggest formats for cost estimates (e.g. daily, monthly, per change, etc.), provided there is clarity on the basis of calculation (unit, rate, etc.). The estimate of effort provided for minor updates is an indication of total effort, but it will be spread throughout the duration of the contract, potentially in an uneven way. Proposers shall allow for potential increases in effort at the same rates, should this be required.

4 Ref: C4_RFP_385

Question:

Can you confirm that the price we must submit in the template for Work Package 2 is for one hour of e-learning development?

Answer:

Yes, the price in the template for Work Package 2 refers to one hour of eLearning development, as outlined in section 2.3.2.1.

5 Ref: C5_RFP_385

Question:

Would you like us to provide costs for different estimated levels of effort (e.g. price for a simple, linear module vs price for a complex module with rich media)?

Answer:

Yes, Proposers are free to suggest extra optional features with corresponding costs in addition to a more basic development.

6 Ref: C6_RFP_385

Question:

Can we provide indicative costs for different durations and complexity of rich media (animation, video, audio) separately? As our solutions are bespoke we include rich media where we think it adds value, and complexity and duration (and therefore costs) vary from project to project.

Answer:

Proposers are encouraged to provide clarity on cost of all developments, including rich media, broken down into their constituent elements.

7 Ref: C7_RFP_385

Question:

Are we able to suggest variance to the Annex 2 terms and conditions with our proposal?

Answer:

In accordance with section 1.14.7 of the main body of the RFP document, Proposers are requested to confirm agreement to the terms and conditions of contract included at Annex 2 of the RFP document. If Proposers are not able to provide such a confirmation, they should list the clauses which may pose difficulties for them and explain why those clauses would impact their ability to deliver the services in this contract. ECMWF will consider any issues that are raised and may agree to changes in the standard terms and conditions.

8 Ref: C8_RFP_385

Question:

Is funding available to non-European countries, e.g. the United States?

Answer:

There are no restrictions with regards to the country of registration of legal entities that wish to participate in this procurement procedure.

Proposers should note that this is a procurement procedure conducted under the conditions outlined in the RFP document. As a result of this procedure, ECMWF intends to enter into a contract with the successful Proposer, governed by the terms and conditions included at Annex 2 of the RFP document. For the avoidance of doubt, ECMWF will not enter into any other funding arrangements (e.g. grants, consortium agreements etc.) with the (successful) Proposer(s) participating in this procurement procedure.

9 Ref: C9_RFP_385

Question:

ECMWF has mentioned interest in gamification and innovative assessment. Could you clarify the kinds and

levels of expected interactivity in the new lessons, such as the use of branching simulations, social learning features, drilling tools, etc.?

Answer:

Options for interactivity depend on costs, any potential trade-offs, and the specific needs for individual modules and courses. Proposers are welcome to suggest options for various levels of interactivity. The eLearning modules may be used in either synchronous or asynchronous learning, in some cases as standalone modules, or as part of a learning path. ELearning modules shall be compatible with ECMWF's learning platform, <https://learning.ecmwf.int/>, and the process by which these are created shall be described under Work Package 2.

10 Ref: C10_RFP_385

Question:

To confirm: all materials generated for the e-learning lessons would be property of ECMWF, hosted only on ECMWF e-learning sites, and aligned with ECMWF branding standards? Could you share documentation of the branding standards?

Answer:

Anything developed under this contract would be the property of ECMWF, in accordance with Clause 10 (Intellectual Property Rights) of the terms and conditions of contract included at Annex 2 of the RFP document. In addition to ECMWF eLearning sites, such material may be hosted on any ECMWF platform, and may also be shared with third parties through Learning Tools Interoperability (LTI) of learning platforms.

For ECMWF branding standards, please refer to Clarification ref. C2_RFP_385 above.

11 Ref: C11_RFP_385

Question:

What is your understanding of, and expectations around, use of gamification in eLearning? How would you envision gamification being applied to your learning content?

Answer:

Proposers are invited to suggest techniques, which may include, but are not limited to, gamification, with the aim to increase learner engagement, motivation and knowledge retention.

12 Ref: C12_RFP_385

Question:

What data do you seek to capture from your LMS?

Answer:

Data ECMWF would ideally seek to capture from its LMS includes time spent on modules, module completion, and scores on assessments. These are already possible with the current SCORM format of existing eLearning modules. However, any additional analytics possible with other formats, such as xAPI, may be of interest to ECMWF, but would depend on any potential trade-offs or ramifications in terms of cost or performance, etc. that may come with adopting different eLearning formats.

13 Ref: C13_RFP_385

Question:

As part of the maintenance of existing content, would ECMWF look to enhance the learner experience

through some of the methods mentioned in WP2 (adding in new innovation, different formats, interactivity lifts, increased learner engagement)?

Answer:

Depending on the extent and cost of enhancements (including level of interaction with authors that this may require), an assessment would be made on whether to update the existing module, or replace it with a new one, as described in section 2.3.1.1.

14 Ref: C14_RFP_385

Question:

If new innovations lead towards a different authoring tool other than storyline, is that something ECMWF would consider?

Answer:

Proposers are welcome to suggest authoring tools other than storyline. Proposers shall consider transferability of maintenance costs at the end of the contract, including software licenses, training, etc. See last paragraph of introduction to section 2.3.1.

15 Ref: C15_RFP_385

Question:

Current format of Storyline is in SCORM, is there a reason this is not in xApi as that would reveal more learner data?

Answer:

Proposers are welcome to suggest formats for the eLearning modules, provided it is clear what the potential trade-offs are, in addition to the benefits, in transferring to different formats.

16 Ref: C16_RFP_385

Question:

Is certification something ECMWF would like to explore as an output of assessments?

Answer:

Certification is something ECMWF would be interested to explore, depending on cost and feasibility.

17 Ref: C17_RFP_385

Question:

As part of increasing learner engagement, would you like to explore the look and feel of the modules?

Answer:

The look and feel of the modules is an important element to take into account.

18 Ref: C18_RFP_385

Question:

Work Package 1: For the yearly training on how your staff can make edits to courses, what's the existing skill level in Storyline of the people who would attend the training?

Answer:

Please assume no prior knowledge in any eLearning authoring tool for the training.

19 Ref: C19_RFP_385

Question:

Work Package 1: When modules are updated, would you also like them to be upgraded to be WCAG compliant.

Answer:

Accessibility is important, and eLearning modules should strive as far as possible to be WCAG compliant, without compromising significantly on other aspects.

20 Ref: C20_RFP_385

Question:

Work Package 1: How old are the oldest courses that might need to be updated?

Answer:

The oldest modules were developed from 2017.

21 Ref: C21_RFP_385

Question:

Work Package 2: Section 2.3.2.1 states: “This includes an outline of how the effectiveness of developments against desired outcomes would be prioritised, built, tested and measured.” Would we be responsible for the evaluation/measurement plan alone or also its execution?

Answer:

The successful Proposer would also be responsible for the implementation of plans to build, test and measure the effectiveness of developments, in collaboration with ECMWF staff and contractors responsible for ECMWF’s Learning Management System.

22 Ref: C22_RFP_385

Question:

Work Package 2: Section 2.3.2.3 states: “The successful Proposer shall work with ECMWF colleagues to refine the module blueprints and storyboards and develop the content from input provided by ECMWF.” Because of the word “refine,” does this mean ECMWF will provide storyboards?

Answer:

ECMWF will provide the scientific content of eLearning resources and input to the storyboards. The storyboards would then be further codesigned in an iterative process by ECMWF (for the scientific domain expertise) and the successful Proposer (for instructional design aspects).

23 Ref: C23_RFP_385

Question:

Work Package 2: Would you like the new content to be WCAG compliant?

Answer:

Ideally yes, where practical and feasible, and without compromising significantly on other aspects.

24 Ref: C24_RFP_385

Question:

Both Work Packages: You place a heavy emphasis on testing and quality assurance. What device/browser combinations would we need to test on?

Answer:

The eLearning modules would ideally be tested across a broad range of commonly used device and browser combinations to ensure compatibility and a smooth learner experience. Ideally, checks for accessibility compliance and responsiveness across screen sizes would also be made. However, achieving full compatibility across all devices and browsers may require trade-offs, and in some cases, a balanced compromise may be necessary to prioritise other key aspects such as performance, interactivity, or design fidelity.

RFP_385 Clarifications

Annex 1

Official ECMWF logos

Style Guide

Exported on 07/24/2025

ECMWF is an international brand. Our visual identity is an important tool for communicating our brand values and positioning.

It also conveys ownership and responsibility for the branded 'thing'.

Therefore, it is very important that these guidelines are used consistently throughout all applications, as even small variations will undermine the impact of the ECMWF brand identity. Please contact communications for any advice and guidance about using logos so we can ensure brand consistency and the propriety of the use of the name and brand identity.

1 Background

The ECMWF logo has evolved over the years to its current form:



The latest iteration of the ECMWF logo is clean, clear and modern. It is made up of a stylised Symbol and the letters ECMWF. The letters are based on the font Helvetica. The logo should always include the letters (ECMWF) together with the Symbol. The Symbol may, however, sometimes be seen on its own as a decorative element in a document or project (e.g. in some internal office documents and templates).


NB: any material with the old logo (forms, websites, documents, templates, etc) should be updated immediately - the Design Team can help you with this.



2 Main logo

The latest version of the ECMWF logo is shown below:
(You can copy and paste the logos in this table into a Word document)

	Main logo - blue
	Main logo - black
	Main logo - white

 If you copy and paste from this page into Word, you MUST use 'paste special' and select file or image.

2.1 Alternative logo

The main ECMWF logo (above) should be used for most situations, but in some circumstances a version of the logo with a strapline included may be used. **NB:** this alternative version of the logo will not work in small-sized documents (e.g. anything A3 size or under) and should be used with discretion:



3 Usage

Please see our website [terms of use](https://www.ecmwf.int/en/terms-use)¹ on 'Use of the ECMWF logo'.

OR

Include the following text here and reference it from the terms of use page:

"Owners of external web sites who would like to link to the ECMWF web sites may use the ECMWF logo for the link but for no other purposes."

In all usage allow a minimum of space around the logo, roughly equivalent to the size of the letter 'M' (at the size the logo is used).



¹ <https://www.ecmwf.int/en/terms-use>

Official colours

Style Guide

Exported on 07/24/2025

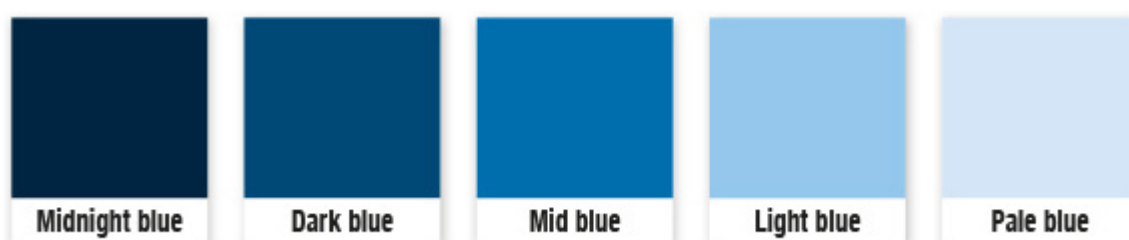
These are the official brand colours and codes for ECMWF core activities, Copernicus (eventually), and Destination Earth.

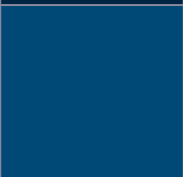

1 Core

ECMWF uses a clearly defined colour palette, which helps to support an immediately identifiable brand. The colours have been chosen to present ECMWF as modern, professional and welcoming (see also: [our values](https://www.ecmwf.int/en/about/jobs/our-ethics-and-values)¹ for how to present ECMWF).


1.1 Corporate blues / Core blues:

We have a simple colour palette containing ECMWF core blues, accent colours and neutrals. See below:



	Midnight blue:	C:100, M:40, Y:0, K:80	R:0, G:37, B:66	HEX #002542
	Dark blue:	C:100, M:40, Y:0, K:50	R:0, G:72, B:118	HEX #004876
	Mid blue:	C:90, M:40, Y:0, K:15	R:0, G:110, B:173	HEX #006EAD
	Light blue:	C:45, M:10, Y:0, K:0	R:149, G:199, B:237	HEX #95C7ED






¹ <https://www.ecmwf.int/en/about/jobs/our-ethics-and-values>

	Pale blue:	C:20, M:5, Y:0, K:0	R:212, G:229, B:247	HEX #D4E5F7
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1.2 Common supplementary (accent) colours

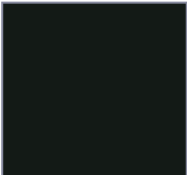
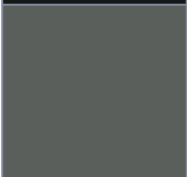
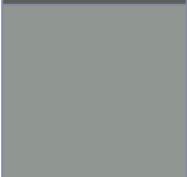
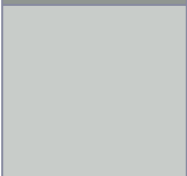
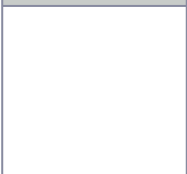
1.2.1 Accent colours



	Teal:	C:80, M:10, Y:20, K:0	R:0, G:164, B:196	HEX #00A4C4
	Green:	C:40, M:20, Y:90, K:0	R:173, G:176, B:57	HEX #ADB039
	Yellow:	C:10, M:20, Y:90, K:0	R:236, G:198, B:38	HEX #ECC626
	Orange:	C:10, M:50, Y:100, K:0	R:226, G:142, B:4	HEX #E28E04
	Purple:	C:30, M:70, Y:0, K:0	R:186, G:102, B:166	HEX #BA66A6

1.2.2 Neutrals



	Rich black:	C:20, M:0, Y:20, K:100	R:19, G:26, B:22	HEX #131A16
	Dark grey:	C:10, M:0, Y:10, K:75	R:91, G:95, B:92	HEX #5B5F5C
	Mid grey:	C:10, M:0, Y:10, K:50	R:144, G:150, B:145	HEX #909691
	Light grey:	C:5, M:0, Y:5, K:25	R:200, G:204, B:201	HEX #C8CCC9
	White:	C:0, M:0, Y:0, K:0	R:255, G:255, B:255	HEX #FFFFFF

1.3 Website colours



1.3.1 Colours for use on screen

We have chosen colours that provide a good visual contrast and that are easy for users differentiate between on screen. They also help present a calm-looking page. These colours are: solid blue, text blue, light grey, light blue and black.

- Solid blue is used for areas of solid colour
- Black and text blue are used for text
- Light grey and light blue can be used for backgrounds

We use two different blues to compensate for the perceived visual differences when blue is used in solid blocks and as text. The text blue is officially ‘legible’ – that is, it is WCAG 2.0 AAA compliant – when used on a white background.

On this page

See also

- [Copernicus colours](#)²

Support

NB: The colours shown on this page are not exhaustive and you will see ECMWF branded material that uses colours other than the above. [@Simon Witter](#) in the Graphics team will be happy to assist you with choosing colours that work for your particular project.

Related material

Of interest

<http://www.climate-lab-book.ac.uk/2014/end-of-the-rainbow/>

² <https://climate.copernicus.eu/branding-guidelines#4cbff999-b1ed-48c8-a86f-2a47aa26a7c1>

Official fonts and typography

Style Guide

Exported on 07/24/2025

1 Approach

The aim of good typography is to make the structure of a page clear, unambiguous and easy to scan, and make text and figures legible and readable in print or on screen, on any device.

From Style Guide homepage:

1.1 Typeface

Our preferred typeface is Helvetica Neue. If you don't have Helvetica Neue, Helvetica or Arial (available on all desktop PCs) are the nearest equivalent typefaces and are almost identical (see below):

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

On this page

See also

- [Copernicus typeface](#)¹

¹ <https://climate.copernicus.eu/branding-guidelines#9fcc7c27-ebaf-4cc5-af31-45097bfe2df2>

Related guidance

[WEB2013 - Type and typography](#)²

Shared links

Nice collection of fonts <http://fontsinuse.com/>

Font for all languages <http://www.google.com/get/noto/#/>

² <https://confluence.ecmwf.int/display/NWEB/Type+and+typography>

2 Core typefaces and fonts

2.1 On-screen use

We use the typeface Open Sans – a single sans-serif typeface family – on all devices for both text and headlines. Where Open Sans is not available, use Arial as a substitute. Open Sans is clear and legible at small sizes and on screen, and is neat and modern at larger sizes. It has a range of weights and a condensed variant within the family to give a good range of choices for articulating text. The guidelines below help to ensure legible and consistent use of typography in all on-screen applications.

2.1.1 Text typography

Different types of text on a page (for example, headings, body text and lists) should be clearly differentiated by their size, weight and spacing; this will make the page easier to read and navigate.

- Most text should be in the Normal ('Roman') style
- Use **Bold** (sparingly) for emphasis
- Only use *Italic* for publication titles
- Only use Underlines for links

DO NOT USE CAPITAL LETTERS FOR EMPHASIS IN TEXT OR HEADINGS: IT SLOWS DOWN THE READER DRAMATICALLY (AND LOOKS VERY OLD-FASHIONED IN MOST CIRCUMSTANCES).

2.1.1.1 Text sizes

The main **body text** size is 16px. Most text on a page should be this size.

The minimum text size you should use is 13px. This is too small for reading continuous text on screen easily, but you can use it for things like footer text, labels, etc.

Choose sizes for **headings** that indicate the importance of each heading. H1 should be large, as it's the most important heading on a page, H2 should be medium, and H3 should be nearly the size of body text.

For example:

- H1: 32px
- H2: 20px
- H3: 18px

2.1.1.2 Paragraphs

ECMWF uses spacing between paragraphs rather than indenting the first line to indicate a new paragraph.

Always range paragraphs to the left.

Don't use justified text, as this can make the spacing between words very irregular, sometimes causing the 'rivers of white' effect. This makes it harder to read the text.

2.1.1.3 Lists

Use a circle bullet for unordered lists.

2.1.1.4 Spacing

Line spacing should be 1.55625 (25px) for body text, but you can reduce it on headings to maintain visual parity.

Make the space between paragraphs 0.75 (12px) for body text.

Space lists in the same way as paragraphs, but reduce the space between the elements to 6px.

2.1.1.5 Links

Style links consistently; this will give the user confidence when navigating a site or device.

- Links should be blue
- Links in text are underlined on hover/click state
- Links in the navigation have an underline on hover/click state

The positioning and layout of the navigation menu tells the user that everything in it is a link; links in text need to be differentiated so users can see which text is a link.

2.1.1.6 Headings

Headings are graded in both size and the amount of white space around them. This helps to create visual groups of content, reflecting the way that all parts of the text are in a hierarchy of meaning and importance. This supports the editor's efforts to create logical, well-ordered texts to help the reader find the parts that they are interested in.

Make sure your heading structures follow a logical order (H1 > H2 > H3). Each page should only have a single H1, which should be the title of the page. Technologies such as screen readers rely on a logical structure to parse a document. Search engines will also use heading structure when indexing a page.

2.1.1.7 Tables

Make tables as clear, simple and easy to read as possible. Remove as many visual features as possible, leaving only rules and variations in typography that directly help the user find their way around.

Use a consistent alignment of text.

- Align all 'body' text to the top left of the cell
- Align column heading text to the bottom left of the cell
- Align cells which only contain numbers to the top right, and ensure each cell uses the same number of decimal places. This makes lists of numbers easy to read.

Avoid using background tints and different types of rules. This makes the page look simpler and easier to read.

- For most tables, use only horizontal rules. Vertical rules only add visual clutter in simple tables.

- For complicated tables that use column and row spanning cells, you can also use vertical rules.
- Don't use rules on the left or right edges of the table – this helps stop the table looking too box-like.

Rules in tables should be 1 pixel thick, grey, and use a solid style.

2.1.1.7.1 Getting Open Sans

Open Sans is widely available and free (Apache licence)<http://www.google.com/fonts/specimen/Open+Sans>

2.1.1.7.2 Font weights

Light: 300*

Normal: 400

Semibold: 600

Bold: 700

*Use Light 300 for main headings only