

ECMWF Copernicus Procurement



Request for information (RFI)

Copernicus Joint Services

*RFI_CJS2_130b - COMMUNICATION
CAMPAIGNS AND MEDIA PARTNERSHIPS
COPERNICUS CLIMATE CHANGE SERVICE AND
COPERNICUS ATMOSPHERE MONITORING
SERVICE*

Instructions and specifications

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1. Definitions

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

“C3S”	means Copernicus Climate Change Service
“CAMS”	means Copernicus Atmosphere Monitoring Service
“Copernicus”	(previously known as Global Monitoring for Environment and Security), means the European Commission project for which Services under this ITT will be procured
“Deliverable”	means all those things to be created, manufactured or engineered for ECMWF as part of the Services, including any intended outcome of this ITT, whatever its form or nature (including tangible and intangible assets, in particular data and information products or software products). A Deliverable may include individuals or multiples of the following, without limitation, numerical datasets, reports, graphics, web content, software, algorithms, models, prototypes, any information from the Copernicus services (including following processing or modelling), research and development results, and documentation of implemented processes and algorithms.
“ECMWF or Centre”	means European Centre for Medium-Range Weather Forecasts
“RFI”	means this Request For Information process
“ITT”	means an invitation to tender
“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
“Services”	means any of the services that are being procured by the ECMWF in this RFI

2. Introduction

2.1. Role of ECMWF and Copernicus

The [European Centre for Medium-Range Weather Forecasts \(ECMWF\)](#) is an independent intergovernmental organisation supported by 35 states.

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 450 staff from more than 30 countries.

The Copernicus component of the [European Union's Space Programme](#) 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 summer 2021. **For the period 2021-2027, a total budget of 5.3 B€ has been allocated to operate Copernicus and support both its space component (in particular the dedicated "Sentinel" satellite missions) and the services.**

Copernicus also relies on a strong in situ and ground-based remote-sensing observation component, contributed to directly by European Member States as well as by international research networks. Copernicus benefits from satellite, in situ and ground-based remote-sensing observations provided by the wider international community, and it contributes to and benefits from the building up of the Global Earth Observation System of Systems (GEOSS) and the 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 continuous evolution of the Services currently relies on funding from the European Research & Innovation Programme Horizon Europe and has previously relied on funding from the European Framework Programmes 6, 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 Horizon Europe.

2.2. Purpose

The purpose of this Request for Information (RFI) is to **provide information relevant to the procurement of information and communication campaigns and media partnerships** for the [Copernicus Climate Change Service](#) and [Atmosphere Monitoring Service](#), which are operated by the [European Centre for Medium-Range Weather Forecasts \(ECMWF\)](#), so that feedback from potential participants can be considered prior to issuing an Invitation to Tender (ITT).

This RFI has been written with the expectation that responses will primarily come from providers who would be able to respond to a future ITT for the provision of the complete or subset(s) of the service. However, the purpose, primarily, is to gather information. **Responses are therefore welcome from providers with key knowledge and experience to operate information and communication campaigns, including media partnerships.**

ECMWF is aiming to expand communication efforts for strengthening positioning and leadership of the Copernicus services CAMS and C3S and hence issue a request for information and communication campaigns and media partnerships. In this regard, ECMWF, through these Copernicus services, aims to be seen as a leader of the climate conversation across platforms, sectors and borders, strengthening its public value and political resilience in the years to come.

Specifically, ECMWF seeks to do the following:

- **Explore market landscape:** to have a better understanding of the market opportunities and potential tenders, with current trends and state-of-the-art communication practices including means of media partnerships. Nowadays, campaigns have evolved to complex, multi-layered, and data-driven narratives designed to foster engagement in a fast-paced, fragmented media and social media landscape.
- **Identify technical specifications:** Key components in communication campaigns such as AI-driven personalization, multilevel modelling, visual storytelling, gamification, influencer and content credibility, or even experiential integration, should be considered and explored in the proposals. Besides, media partnerships can be seen as strategic and relational infrastructures to build influence, collaborative content creation, data-driven advocacy, or cross-industry collaboration.
- **Establish the level of interest and capabilities of providers** in working with ECMWF to achieve its goals and identify any barriers to providers responding to a future ITT.

ECMWF's **primary target audiences for C3S and CAMS consist mainly of decision-makers, direct users, and intermediaries:**

- Policymaking & Parliamentary bodies
- International organisations, NGOs & international financial institutions
- Science & Academia
- Business & Industry
- Social Media and traditional Media – as both in their own right act as an amplifier of corporate messages

These audience groups segment down further and split across priority sectors such as agriculture, energy, forestry, health, insurance, tourism, water etc. B2B, B2C and B2G marketing strategies must be created to adapt the message and to use the most appropriate channels for an effective and timely communication according to the needs and wants of the target audience:

- B2G markets to the person as **governmental entity**
- B2C markets to the person as **consumer/direct user**
- B2B markets to the person as a **business decision maker** or influencer

2.3. Conditions for submission of a response

2.3.1. Disclaimers

This is an RFI issued solely for information and planning purposes and does not constitute a solicitation for a system. ECMWF does not commit to issue a related Invitation to Tender (ITT). ECMWF reserves the right to change the details of this RFI or withdraw this RFI at any time. Respondents are solely responsible for all expenses associated with responding to this RFI.

Nothing contained in this RFI, 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. Receipt by a respondent of this RFI does not imply the existence of a contract or commitment by or with ECMWF for any purpose.

While ECMWF has taken all reasonable steps to ensure, as at the date of this document, that the facts which are contained in this RFI 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 RFI, 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 RFI, or any omissions from or deficiencies in this document. ECMWF reserves the right to change any aspect of, or cease, the RFI at any time.

ECMWF may use the information included in a response for any reasonable purpose connected with this RFI or any future ITT.

2.4. Eligibility

2.4.1. General eligibility for potential prime and subcontractors

According to the Contribution Agreement between the European Union and ECMWF, participation in RFI 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 RFI documents) as well as express prior approval by an EU Procurement Board.

This applies to both prime and sub-contractors. Accordingly, ECMWF is required to reserve the right to exclude ineligible persons or entities from the upcoming ITT at any point in time. All Respondents as well as their sub-contractors must meet all eligibility criteria throughout the whole duration of the procurement exercise as well as their prospective contracts.

For this RFI, subcontractors established in non-eligible countries may be authorised; however, they shall remain under the full responsibility and liability of the Respondent. The Respondent shall ensure that such subcontractors comply with all applicable RFI conditions.

2.4.2. 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).

2.4.3. Language for responses

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

2.4.4. Timetable

This RFI will close at 14:00 CEST on 15 April 2026

Thursday, 5th March 2026	Issue of this RFI
Tuesday, 30th March 2026 23:59 CEST	Last date for submission of clarification questions
Wednesday, 8th April 2026	Last date for publishing clarifications
Wednesday, 15th April 2026 14:00 CEST	Close of RFI

Following the RFI, an analysis of the information received will be carried out and further consultations may be conducted. Upon completion of this phase, the ITT will be prepared. The provisional publication date of the ITT is currently planned for June 2026, with a contract start date foreseen for January 2027 with a duration of 24 months. These timelines are provided for indicative purposes only, and ECMWF reserves the right to modify them at any time.

2.4.5. Confidentiality

The contents of this RFI together with all other information, materials, specifications or other documents provided by ECMWF, or prepared by respondents specifically for ECMWF, shall always be treated as confidential by the respondents unless it is already in the public domain. Respondents 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 RFI nor shall respondents publicise ECMWF's name or the project without the prior written consent of ECMWF. Respondents 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.

ECMWF reserves the right to retain all documents submitted by respondents in response to the RFI. Any information in such documents that is proprietary and confidential to the respondent 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 responses available for evaluation purposes to authorised people including its governing body, committees, and professional advisers in addition to ECMWF's own personnel under the same conditions of confidentiality.

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

2.4.6. Enquiries and contact procedure.

In order to be kept up to date with the RFI, the invitee is requested to confirm to the email address procurement@ecmwf.int whether or not it will be submitting a response and must provide a contact point and contact details. Please give the contact point's name, title, address and location, telephone number and email address.

Any questions concerning this RFI (“Clarification Questions”) shall be submitted via email to procurement@ecmwf.int (by completing the Excel form “RFI_CJS2_130b Request for clarification form.xlsx”) and must be received by ECMWF more than 15 days before the closing date. ECMWF will endeavour to respond to requests for clarification within 5 working days of receiving them.

The clarification will be published on ECMWF supplier webpage:

<https://www.ecmwf.int/en/about/suppliers/copernicus-procurement>

2.4.7. How to submit a response

Annex 1 document is to be used to provide the response to this RFI. Please do not provide general advertising material with the response.

The respondent must submit their response to RFI_CJS2_130b@ecmwf.int as an email with attachments containing its complete response to this RFI. 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 email should confirm that a duly authorised director or senior officer of the respondent has submitted the response.

The subject of the email must be: Response to RFI_CJS2_130b for ECMWF.

3. Terms and Conditions - Arbitration and VAT

At the end of the upcoming ITT process, the terms and conditions of contract will be negotiated with the preferred bidder (s).

Suppliers should note that because of ECMWF's immunity from jurisdiction, any contract resulting from this future ITT must contain the following arbitration clause which is offered by ECMWF to all contracting parties.

“6.8 Governing Law and Arbitration

6.8.1 Unless otherwise agreed in writing, the laws of Germany with the exception of the German conflict of law rules and the provisions of the United Nations Convention on Contracts for the International Sale of Goods of April 11, 1980 (CISG), shall govern the validity, construction and performance of this Agreement and each Service Contract.

6.8.2 In the event of a dispute arising in connection with this Agreement and/or a Service Contract, the Parties shall comply with Clause 2.6 (Process for Resolving Disputes) if any dispute cannot be so settled, it shall be finally settled under the Rules of Arbitration of the International Chamber of Commerce with the exception of Article 28 para 2 of the ICC Arbitration Rules (2021) by three (3) arbitrators appointed in accordance with the said rules, sitting in London, England. The proceedings shall be in the English language and this arbitration agreement shall be governed by the laws of England whereas this Agreement as such is governed by German law in accordance with Clause 6.8.1. In accordance with the Arbitration Act 1996, the right of appeal by either Party to the courts of England and Wales on a question of law arising in the course of any arbitral proceedings including but not limited to sections 18, 44 and 45 of the Arbitration Act 1996 or out of an award made in any arbitral proceedings is hereby agreed to be excluded.

6.8.3 Nothing in this Agreement or in each Service Contract shall be considered a waiver of any of the privileges and immunities vested in ECMWF by virtue of its Convention and Protocol including but not limited to immunity from jurisdiction.”

Respondents are required to confirm their agreement to this Clause in their response to the Annex 1 - Submission form.

Please also note that ECMWF is exempt from VAT.

Further information may be found at <http://www.ecmwf.int/en/about/suppliers> in document "ECMWF's status: Arbitration and VAT".

4. Background

Copernicus is the Earth observation component of the European Union's Space programme. Copernicus has a user-driven approach and provides [six free-of-charge operational services](#) to respond to societal needs: Atmosphere, Marine, Land, Climate Change, Security and Emergency.

The [European Centre for Medium-Range Weather Forecasts \(ECMWF\)](#) implements two of the six Copernicus services on behalf of the European Commission: the [Copernicus Atmosphere Monitoring Service \(CAMS\)](#) and the [Copernicus Climate Change Service \(C3S\)](#), -and contributes to the operation of the **Copernicus Emergency Management Service (CEMS)**.

Since launch, both C3S and CAMS have successfully contributed to Copernicus' mission to deliver freely accessible operational data and services providing users with reliable and up-to-date information related to our planet and its environment. Users range from actors in the national and European policy domain, businesses and industry players, as well as European citizens.

Communication activities for both the Copernicus Climate Change Service and Copernicus Atmosphere Service are managed by a dedicated team within ECMWF's Communication section. This Copernicus communication team sets the strategic communication approach according to the European Commission's guidelines across owned, paid, and earned channels to target audiences as mandated by the European Commission (EC) at programme level -including policymakers, scientific community, media outlets and general public.

Communication, by taking a proactive and reactive approach across media relations, content, marketing and events, including via partnerships with trusted brands, puts the services in front of large audience numbers. This is done with the support of expert external communication agencies or contractors.

Hence, ECMWF as the EC's entrusted Entity for operating these two Copernicus operational services, invites tenders to work with the ECMWF Copernicus Services' Communications team to implement the ECMWF Copernicus Services (CAMS and C3S) Communication Strategy, concretely to **create and produce information and communication campaigns that boost their visibility, positioning and thought leadership.**

The Communication Strategy (only available for actual contractors) serves as a guide for the Communication team and the external service providers to achieve ECMWF Copernicus Services' communication goals. The aims and supporting objectives for communication are mainly to **increase awareness, understanding and ultimately usage** of Copernicus as a whole and of C3S and CAMS specifically, and building authority and credibility of the programme.

ECMWF is in charge of updating the Copernicus Communication Strategy in coordination and agreement with the European Commission, to ensure consistency with overall Copernicus programme communication, in particular regarding key messages, intended target audiences, as well as communication channels and means.

5. Scope

ECMWF's requirements within the scope of this RFI consist of:

1. **Proposal for information and communication campaigns:** Brief description of potential respondents and presentation of potential forms of information and communication campaigns.

2. **Proposal for media partnerships:** ECMWF requests a specific brief description on how to envision this communication activity bearing in mind this could be part of a concrete campaign or sits aside as a longer relationship.
3. **Management and monitoring:** Brief description of how the respondents would envision the operationalisation of the contract with ECMWF, including the management of potential subcontractors and media and communication partners, and the management of campaigns and media partnerships if executed in conjunction with third parties.

5.1. Proposals for information and communication campaigns

The proposals for the information and communication campaigns should include:

- I. **Company overview and qualifications**, including organisational background, team expertise and case studies with strong ability and experience in:
 - **Unpicking complex messaging** and delivering to different target audiences
 - **Bringing together experts in media (media buying and partnerships), marketing, communication, influence, and creativity**
 - Executing **360 -degree campaigns**
 - **Building collaboration and partners** -including media partners-leading to **real networking opportunities and activations**
 - **Audience targeting and audience intelligence** for outreach performance metrics, considering the shifts in current audience behaviour.
 - Producing **SWOT and PESTLE analyses**
- II. **Approach and methodology**, including the use of media buying, to achieve the communication goal to raise thought leadership and strengthen position in climate and environment public conversation. The proposed solution would include different options and justification. This could include but not be limited to:
 - **Content creation to drive brand positioning** and leadership, reinforcing the brand as reliable source for environmental information.
 - **Storytelling and visual communication as universal language** and indispensable to show data-driven information.
 - **Media activation to ensure brand presence** in the most influential channels for CAMS and C3S: description of channels including digital media and traditional offline, or even experiential ones.
- III. **Innovative solutions** for operating campaigns and for tracking and monitoring purposes:
 - Short-Form video & live streaming
 - AI driven personalisation
 - Immersive activations or augmented reality experiences
 - User generated content
 - Interactive quizzes and assessments

- Show don't tell storytelling

IV. **Implementation and support**, including the selection of potential collaboration or work with partners and contractors.

5.2. **Proposal for media partnerships**

There should be information about potential forms of media partnerships and potential target media outlets to engage ECMWFs target audience and to boost credibility and leadership position of the brand Copernicus, and intrinsically ECMWF, in the domains of climate change and atmosphere monitoring.

ECMWF understands media partnership could be either as part of a concrete communication campaign or sitting aside as a longer and more established relationship with a media outlet.

In the proposal for each type of media partnership, the following items should be considered:

- I. **Partnership objectives**
- II. **What we could offer and what we would need**
- III. **Monitoring of the media partnership:** how to enforce the partners to track and achieve results

5.3. **Management and monitoring**

The proposals should include how the agency/contractor will manage and monitor potential subcontractors or partners, as well as the campaigns and media partnerships executed jointly with third parties, in order to ensure a results driven effort with clear understanding of effectiveness and goals achievement through ROI, engagement or KPIs. This implies analysing pre- and post- metrics.

ECMWF expects the future contractor to execute a PESTLE and SWOT of the brands C3S and CAMS, or the brand Copernicus in the areas of climate change and atmosphere monitoring, prior to the design of information and communication campaigns.

6. **Technical Questions**

Please see Annex 1

7. **Financial and Non-Technical Questions**

Please see Annex 1