

CLARIFICATIONS

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| Procurement Process: | ECMWF Copernicus Procurement - Request for Information |
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RFI_CJS2_130b REQUEST FOR CLARIFICATION FORM

Amended - Answer #46

| # | Category | Page/Part/Article/Section | Question | Answer by ECMWF | Date - answer is published by ECMWF |
|---|---------------------|---------------------------|---|---|-------------------------------------|
| 1 | Budget | PP DATA | ABOVE 1M IS INDICATED ON THE ANNEX FOR 24 MONTHS COULD YOU GIVE MORE DETAILS ABOUT THE FINAL BUDGET INCLUDED FEES. | At this stage, the current indicative estimated value of the contract is €1.5M (24 months). Please note that this amount is preliminary and non-binding (same for the duration), and the final confirmed value will be communicated as part of the ITT documentation. Please also note that this is a Request for Information (RFI), and no contract award will result from this process, as outlined in Section 2.3.1 of the document. | 08/04/2026 |
| 2 | Evaluation criteria | NA | WHAT WILL BE CRITERIA OF EVALUATIONS ? | As stated in the previous response, this is an RFI and the responses are intended solely for information purposes rather than for comparative evaluation or ranking. Accordingly, no formal evaluation criteria are defined for this RFI. | 08/04/2026 |
| 3 | RFI_CJS2_130b | SCOPE | WHAT IS THE REGIONAL SCOPE FOR THIS ITT ? EUROPEAN ? WORLDWILDE? PLEASE GIVE US DETAILS ABOUT COUNTRIES YOU WOULD LIKE TO REACH | The future ITT will include communication activities/media partnerships to reach out to European audiences and global audiences. | 08/04/2026 |
| | RFI_CJS2_130b | SCOPE | WILL THE FUTURE ITT WILL INCLUDE CREATION OF ASSETS ? IF YES SOCIAL MEDIA ASSETS ? VIDEO ASSETS ? | The services under the future ITT could potentially include the creation of assets, it is not determined at this moment, please include your recommendations and technical resources for the proposal in response to the RFI. | 08/04/2026 |
| 4 | RFI_CJS2_130b | T4 | WHAT DOES MEDIA PARTNERSHIPS MEANS FOR YOU ? DOES IT INCLUDED INFLUENCE MARKETING STRATEGY? PROGRAM SPONSORSHIPS ? PR ? PLEASE GIVE US SOME DETAILS | The reason to raise an RFI is to gather information and proposals for definition of the future ITT. Media partnerhips could include any type of collaboration with media able to comply with ECMWF's communication goals for C3S and CAMS and reach priority targeted audiences. | 08/04/2026 |
| 5 | RFI_CJS2_130b | OBJECTIVES | DO YOU HAVE DETAILED OBJECTIVES WHILE TALKING ABOUT MAXIMISING VISIBILITY ? | ECMWF will be in a position to share key performance indicators and insights with the future contractor following the completion of the future ITT. The communication intelligence will serve as a basis for the future contractor to understand the current level of visibility and thought leadership of C3S and CAMS brands. | 08/04/2026 |

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| 6 | Annex 1 | EXECUTIVE SUMMARY | WHAT DO YOU EXPECT? COMPANY PRESENTATION ? OUR GLOBAL STRATEGY ? OUR METHODOLOGY ? | ECMWF expects a proposal on how those companies expressing interest envision to comply with the communication objectives of C3S and CAMS and how they are fitted for that purpose in response to the RFI document. The proposal at this moment is to provide a vision on how to achieve the objectives and does not need the granularity of a proposal in response to a tender. | 08/04/2026 |
| 7 | Annex 1 | TECHNICAL INFORMATION T2 /T4 | AT THAT STAGE DO YOU EXPECT ONLY OR METHODOLOGY OR A DETAILED RECOMMANDATIONS OF MEDIA PARTNERS, INFLUENCERS ETC ? | ECMWF expects the proposal at this moment to provide a vision on how to achieve the communication objectives and does not need the granularity of a proposal in response to a tender. This can certainly include a recommendation to "collaborate with influencers as for example...", where ECMWF would expect a reason or selection criteria for this type of collaboration in the context of a specific strategic rational. | 08/04/2026 |
| 8 | RFI_CJS2_130b | SCOPE | WHAT IS YOUR TARGET AUDIENCE ? | This information is contained in the RFI document. Please refer to it for further information on priority audiences. | 08/04/2026 |
| 9 | RFI_CJS2_130b | T3 | Show don't tell storytelling - What do mean exactly by this ? | This is a narrative technique which could be applied in certain circumstances to better connect to certain audiences, a narrative beyond facts and including a more human and subject approach. ECMWF includes it as part of a potential skill for communicaiton purposes. | 08/04/2026 |
| 10 | Annex 1 | Section 2.2/5.1 | Does ECMWF have an established annual calendar of priority moments (e.g. ESOTC, COP, EU Green Week, major publications) that campaigns should align to, or is campaign planning and moment mapping expected to be led by the contractor? | ECMWF does have an annual calendar plan with priority moments or big tickets but there might be possiilities to have campaigns in other moments depending on target audience. ECMWF will always lead the communication activities with the support and collaboration of contractors who can act on a reactive or proactive basis upon ECMWFs Communication Team's approval. | 08/04/2026 |
| 11 | Annex 1 | Section 2.2 | Given the broad audience scope (B2G, B2B, B2C), does ECMWF have a prioritised audience hierarchy, or should audience prioritisation and sequencing be defined by the contractor? | This information is contained in the RFI document. Please refer to it for further information on priority audiences. | 08/04/2026 |

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| 12 | Annex 1 | Section 2.2 | Is there any further specificity regarding geographic targeting priorities, or should respondents propose priority markets? | The future ITT will include communication activities/media partnerships to reach out to European audiences and global audiences. | 08/04/2026 |
| 13 | Annex 1 | Section 5.1 (II) | In relation to campaign proposals requested, the RFI asks to “list proposals for information and communication campaigns,” should respondents provide fully developed campaign concepts, or high-level illustrative approaches? | ECMWF expects at this moment high-level illustrative approaches to respond to the RFI. | 08/04/2026 |
| 14 | Budget | Section 2.2 / 5 | Is there an indicative budget allocation or split between communication campaigns and media partnerships, or should this be proposed by respondents? | At present, we are not in a position to disclose any breakdown of this indicative amount between communication campaigns and media partnerships | 08/04/2026 |
| 15 | Budget | Section 2.2 / 2.3 (Disclaimers) / Annex 1 – Section 10 (Financial) | Is there an overall indicative contract value or annual budget or is this intentionally undisclosed at RFI stage? | Please consult the answer #1 | 08/04/2026 |
| 16 | Annex 1 | Section 2.2 / Section 5.1 (III) | The RFI references innovative approaches (e.g. AI-driven personalisation, immersive activations, AR). Are these expected as core deliverables, or illustrative of the type of thinking ECMWF is seeking? | ECMWF is not listing specific deliverables at this stage. The purpose of this RFI is to gather information to refine the upcoming tender and define the scope of services. The focus is on the skills and resources bidders can provide for communication products, rather than on pre-defined deliverables themselves | 08/04/2026 |
| 17 | Annex 1 | Section 5.1 | To what extent will asset creation (e.g. display, video, social content) sit within the contractor’s remit versus being provided by ECMWF or existing partners? | The services under the future ITT could potentially include the creation of assets, it is not determined at this moment, please include your recommendations and technical resources for the proposal in response to the RFI. | 08/04/2026 |

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| 18 | Annex 1 | Section 5.2 | For media partnerships, does ECMWF expect these to be campaign-led activations, long-term relationships, or a combination of both? | ECMWF could consider media partnerships for either campaign-led activations and specific networking or public relation opportunities, or as longer term relationships. | 08/04/2026 |
| 19 | Instructions | Annex 1 – Section 7 (Executive Summary) | What level of detail is expected within the Executive Summary section of the submission? | ECMWF expects at this moment high-level illustrative approaches to respond to the RFI. | 08/04/2026 |
| 20 | Annex 1 | Section 5.1 (II) | Are there expectations regarding the balance between digital and traditional media channels within campaign delivery? | ECMWF expects the respondents to recommend the best mix of media in order to achieve the communication goals and to reach the priority audiences. ECMWF is willing to work with different type of media, both digital and traditional channels. | 08/04/2026 |
| 21 | Annex 1 | Section 4 (Background) / Section 5.1 (II) | Have paid media or digital advertising campaigns previously been executed for C3S or CAMS? If so, are there key learnings, preferred platforms, or channels respondents should consider? | Yes, there has been previous experiences at ECMWF with paid media and digital advertising, but there is not preferred platforms or channels at this moment. ECMWF will share further insights with the successful bidder of the future tender process. Furthermore, ECMWF expects the respondents to recommend options for campaigning, either shape or type. | 08/04/2026 |
| 22 | Annex 1 | Section 4 (Background) / Section 5.2 | Have there been prior media partnerships, and can ECMWF share any learnings (successes or challenges)? | Yes, there has been previous experiences at ECMWF with media partnerships. ECMWF will share further insights with the successful bidder of the future tender process. | 08/04/2026 |

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| 23 | Annex 1 | Section 4 (Background) | How does ECMWF envisage external contractors complementing the internal communications team (e.g. strategy, execution, innovation, specialist expertise)? | ECMWF works with contractors as trusted collaborators and partners for implementing C3S and CAMS communication strategy under the direction of the Communication Team, and values both a reactive and proactive approach with advice and consultant approach. | 08/04/2026 |
| 24 | Annex 1 | Section 5.3 (Management and Monitoring) | Does ECMWF have an existing measurement and analytics infrastructure that contractors should integrate with, or should the contractor establish frameworks (e.g. tracking, attribution, reporting)? | ECMWF has to comply with reporting obligations including KPIs mandated by the European Commission to monitor and evaluate the communication results. This will be shared with the successful bidder of the future tender following the RFI. Nevertheless, ECMWF expects the successful bidder to suggest and provide additional KPIs for tracking the communication campaigns and the media partnerships under the future tender. | 08/04/2026 |
| 25 | Annex 1 | Section 5.3 | Are there predefined KPIs, OKRs or success criteria beyond standard media metrics (e.g. engagement depth, downloads, audience penetration, policy impact)? | ECMWF has to comply with reporting obligations including KPIs mandated by the European Commission to monitor and evaluate the communication results. This will be shared with the successful bidder of the future tender following the RFI. Nevertheless, ECMWF expects the successful bidder to suggest and provide additional KPIs for tracking the communication campaigns and the media partnerships under the future tender. | 08/04/2026 |
| 26 | Annex 1 | Section 2.2 / Section 5.1 (II) | How is “thought leadership” currently measured internally (e.g. citations, media share of voice, policy influence)? | ECMWF currently uses media conversation and social media monitoring on top of specific ad hoc share of voice and attribution studies. We do not have a formal mechanism for measuring policy influence though. Insights will be shared with the successful bidder under the new future tender for communication campaigns and media partnerships. | 08/04/2026 |
| 27 | Annex 1 | Section 5.1 (II) / Section 5.3 | What would be the priority objectives for paid media campaigns (e.g. awareness, engagement, traffic, conversions, lead generation)? | Broadly, ECMWF is aiming to expand communication efforts for strengthening positioning and leadership of the Copernicus services CAMS and C3S, as indicated in the RFI. ECMWF 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. The communication campaigns and media partnerships will contribute to these goals, and more specific objectives will be defined with the successful bidder of the future tender. | 08/04/2026 |

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| 28 | Annex 1 | Section 5.1 | To what extent should messaging differentiate between CAMS and C3S, versus being unified under a broader Copernicus narrative? | The messaging could be broad in some instances, and other it would need to be adapted in terms of scope and area of expertise. Depending on the specific communication activity and its objective, we might seek a positioning on availability of free data for decision making, for example, or positioning on a specific topic such as climate change or atmosphere monitoring related -this is just an illustrative example for further clarification. | 08/04/2026 |
| 29 | Annex 1 | Section 2.2 | Given the defined audience groups (policy, science, industry, public), is there a priority weighting across these segments? | In collaboration with the successful bidder, ECMWF will determine the best approach to achieve the project's communication objectives. It might be general public, or more targeted audience such as EC domain or key organisations. | 08/04/2026 |

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| 30 | Strategic Objective and Expectations | | <p>Could ECMWF further clarify the primary objective behind this RFI and the future procurement?</p> | <p>The primary objective is described in the section 2.2 Purpose: 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).</p> <p>Specifically, ECMWF seeks to do the following:</p> <ol style="list-style-type: none"> 1. 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. 2. 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. 3. 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. <p>Respecting the future ITT, it will be for the actual provision of the communication services to deliver communication campaigns and exploit media partnerships opportunities.</p> | 08/04/2026 |
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| 31 | Strategic Objective and Expectations | | Specifically, what key outcomes or improvements is ECMWF aiming to achieve through communication campaigns and media partnerships, and with which priority audiences? | <p>Broadly, ECMWF is aiming to expand communication efforts for strengthening positioning and leadership of the Copernicus services CAMS and C3S, as indicated in the RFI. ECMWF 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. The communication campaigns and media partnerships will contribute to these goals, and more specific objectives will be defined with the successful bidder of the future tender.</p> <p>In collaboration with the successful bidder, ECMWF will determine the best approach to achieve the project's communication objectives. It might be general public, or more targeted audience such as EC domain or key organisations.</p> | 08/04/2026 |
| 32 | Geographical Scope | | Could ECMWF clarify the expected geographical scope of the proposed campaigns? | The future ITT will include communication activities/media partnerships to reach out to European audiences and global audiences. | 08/04/2026 |
| 33 | Geographical Scope | | Should respondents focus primarily on pan-European or global campaign concepts, or also include country-level localisation and implementation considerations? | The future ITT will include communication activities/media partnerships to reach out to European audiences and global audiences; there might be priority markets but this will be further defined later with the successful bidder of the subsequent ITT. | 08/04/2026 |
| 34 | Collaboration Model | | How does ECMWF envision the collaboration between the selected contractor(s) and the internal Copernicus communication team? | ECMWF's Communication Team operates on a collaborative basis with contractors, ensuring seamless integration through scheduled briefings and ongoing digital communication. | 08/04/2026 |
| 35 | Collaboration Model | | To what extent will strategy, content development, and campaign execution be led internally versus externally? | ECMWF will define the strategic framework for all communication activities and media partnerships, maintaining consistent engagement at both the strategic and tactical levels. All campaign execution is to be delivered externally. | 08/04/2026 |

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| 36 | Target Audiences | | Among the listed target audiences (e.g. policymakers, academia, industry, media, general public), are there priority segments for initial campaigns, or should respondents propose differentiated approaches across all groups? | ECMWF will define the strategic framework for all communication activities and media partnerships, maintaining continuous dialogue with external partners at both strategic and tactical levels. All campaign execution is to be delivered externally. | 08/04/2026 |
| 37 | Campaign Measurement and KPIs | | Could ECMWF provide guidance on preferred KPIs or success criteria for communication campaigns and media partnerships (e.g. awareness, engagement, policy impact, media reach)? | ECMWF has to comply with reporting obligations including KPIs mandated by the European Commission to monitor and evaluate the communication results. This will be shared with the successful bidder of the future tender following the RFI. Nevertheless, ECMWF expects the successful bidder to suggest and provide additional KPIs for tracking the communication campaigns and the media partnerships under the future tender. | 08/04/2026 |
| 38 | Media Partnerships | | How does ECMWF define the desired depth and nature of media partnerships? | ECMWF expects respondents to provide suggestions or option for different media partnerships opportunities, based on the current information contained in the RFI. At this moment, ECMWF expects high-level illustrative approaches to respond to the RFI. | 08/04/2026 |
| 39 | Media Partnerships | | Is the focus primarily on media buying and sponsored content, or on longer-term editorial collaborations, co-created content, and strategic partnerships? | The purpose of this RFI is to compile insights for a subsequent ITT. ECMWF has not yet defined a preferred approach and invites respondents to propose solutions based on the provided information. Future decisions will be evaluated based on strategic fit and cost-effectiveness. | 08/04/2026 |
| 40 | Level of Detail Expected in RFI Responses | | What level of detail is expected in campaign proposals at the RFI stage? | At this moment, ECMWF expects high-level illustrative approaches to respond to the RFI. | 08/04/2026 |
| 41 | Level of Detail Expected in RFI Responses | | Should respondents provide high-level strategic concepts, or more detailed campaign plans including channels, formats, and timelines? | At this moment, ECMWF expects high-level illustrative approaches to respond to the RFI. Nevertheless, in some instances, examples could help understand the proposal. | 08/04/2026 |

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| 42 | Budget Indication | | While detailed pricing is not required at this stage, could ECMWF provide any indicative information regarding the expected budget range or scale of future contracts, to help frame proportionate responses? | Please consult the answer #1 and #14 | 08/04/2026 |
| 43 | Consortia and Partnerships | | Does ECMWF expect future responses to be submitted primarily by single entities or by consortia? | ECMWF does not accept bids from consortia. We require a prime contractor who may engage subcontractors for the delivery of products and services. | 08/04/2026 |
| 44 | Consortia and Partnerships | | At this stage, is it preferable to indicate potential partnerships, or to focus on individual organisational capabilities? | ECMWF expects respondents to provide information on partners or subcontractors, based on the current information contained in the RFI. At this moment, ECMWF expects high-level illustrative approaches to respond to the RFI. | 08/04/2026 |
| 45 | Communication Strategy Context | | Will elements of the existing Copernicus communication strategy be made available to contractors at a later stage? | The successful bidder will receive strategic guidance from ECMWF. Additionally, the ITT technical documents will outline further strategic elements to inform the proposal. | 08/04/2026 |
| 46 | Communication Strategy Context | | Should respondents at this stage base their proposals solely on publicly available information? | At this stage of the Request for Information (RFI), respondents are required to base their submissions exclusively on publicly available information and on the materials provided within the RFI documentation. | 13/04/2026 |
| 47 | Specifications | Page 3 / Staff Resources | Clarify 5b) - what informations/ deals need to be filled into the box - concrete | Respondents are expected to showcase their capacity and expertise in delivering the services required for communication activities and media partnerships in the future ITT. | 08/04/2026 |