

ANNEX 1 SPECIFICATION OF REQUIREMENTS (SOR)

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1. PROJECT SUMMARY

ECMWF was established in 1975 as a major initiative in European scientific and technical co-operation in meteorology, based on the concepts of a high-performance computing facility, a scientific and technical workforce of more than 320 staff, the production of medium-range weather forecasts, and related research and development.

ECMWF aims to communicate and educate through communications and media channels, and customised training and engagement activities, to ensure that Member and Co-operating States gain the maximum benefit from the Centre's forecast outputs. Activities highlight and recognise synergies between core, externally funded and Copernicus activities. This framework serves to create a roster of preferred partners that can support this work.

1.1 Aims and objectives

ECMWF scientists are constantly pushing the boundaries of existing research to improve numerical weather prediction. Applying cutting-edge science to our forecasting system helps to make sure that ECMWF's predictions meet the evolving needs of our users.

Forecast quality depends on the suitability of the numerical methods used. Effective ways to visualise data are essential in numerical weather prediction (NWP). The amount of data processed and produced by modern NWP models is so vast that it can be difficult to make sense of them without casting them into some visual form, like maps for example. While we improve the ways in which the complexity of weather science is presented to the scientific community, we also need to address other audiences. Explaining the science in a language that is accessible to and addresses our various audience groups' requirements is also a challenging aspect of our work.

This ITT therefore aims to create a roster of agencies, with skills and proven track records in the service areas described in sections 1.2 and 1.3 below, who can develop a number of elements/products to communicate ECMWF weather science in a visually compelling way, supporting strong and inspiring narratives.

Our target audiences are:

- Scientific community
- Funding bodies
- Policy-makers
- General public
- Specialized and generalist media
- Staff and new talent across Europe

The framework will be used primarily for ECMWF's core activities run by the Communications Section. The framework may also be utilized for various other activities ECMWF undertakes, including the projects funded by the European Union (EU), such as [Copernicus](#) and [Destination Earth](#). The works assigned for EU-funded projects may be subject to different terms and conditions than given in this ITT. There is a total indicative budget of £850,000 to £1,000,000 during the lifetime of the framework, which will be reviewed at regular intervals. There is no specific budget allocation to individual service areas.

The framework may be re-opened to include more agencies or service areas in accordance with ECMWF requirements.

1.2 Service areas

The service areas that ECMWF envisages undertaking via its agencies are broadly as follows:

- (a) Press releases creation and dissemination
- (b) Graphic design services
- (c) Content development (visual and editorial)
- (d) Video production
- (e) Events organisation and management for physical or hybrid (physical and virtual) events
- (f) Live streaming and audio-visual production of events
- (g) Animations and motion graphics
- (h) Web design and development
- (i) Strategic communications consultancy
- (j) Social media management

Agencies must specify in the templates provided in Annex 2 those service area(s) that they consider themselves able to deliver.

Agencies will need to provide evidence of suitability as described in Section 3, the templates in Annex 2, the evaluation criteria in Section 6.1 of the ITT document and through examples of previous, relevant work as well as client references.

1.3 Description of service areas

The service areas in the framework are described below. The descriptions are not exhaustive, and suppliers do not need to be able to deliver all of the service areas listed to be considered. Suppliers should indicate in their response in the tables in Annex 2, the service areas that they do have experience of delivering.

(a) Press releases creation and dissemination:

Agencies should have the capacity to create and distribute globally and define specific target regions of the world for press notices and briefings using relevant established and emerging media contacts. Agencies should also be able to create, track and monitor and provide reports on activity. In recent years, ECMWF has published approximately six press releases but there is no fixed number a year. Translation services of press releases is a requirement.

(b) Graphic design services:

Design, develop, recommend and deliver, in compliance with ECMWF and associated brand guidelines, services related, but not limited to: branding and brand guidance, campaigns, digital, print, reporting, etc. both for online and offline content. Agencies should be able to produce: pamphlets, banner stands, posters, publications, infographics, merchandise and advertisements, among other collateral, and deliver to international locations within agreed timeframes.

(c) Content development (visual and editorial):

Developing content both for digital and print formats, either starting from scratch or from existing documents. Agencies should have experience in working with complex scientific information and presenting it for scientific and non-scientific audiences.

(d) Video production:

Agencies should be able to produce videos of different lengths and nature and take care of the process from start to completion: assisting with scripting, storyboarding, filming, editing, and production for different media formats (social media etc) etc. Experience producing motion graphics and/or animations would be an advantage.

(e) **Events organisation and management for physical or hybrid (physical and virtual) events:**

Agencies should be able to organise and manage a range of different-sized events, providing planning, co-ordination of services, and hosting support that may be associated with international events. Events may be physical or a hybrid of physical and virtual, and varied in nature and duration from across Europe (specifically ECMWF's offices including Reading, UK, Bologna, Italy, Bonn, Germany, and from other Member State countries) for dignitaries and media.

(f) **Live streaming events and audio-visual production:**

Agencies should be able to deliver online video conferencing and live stream events through platforms such as BlueJeans, Primetime, MS Teams, Vimeo, Zoom, or similar ones. They should be also able to provide audio visual support during physical and virtual events of varied nature and duration from across Europe (specifically ECMWF's offices including Reading, UK, Bologna, Italy, Bonn, Germany, and from other Member State countries), and provide recommendations for best practice for audio visual accessibility and delivery of events. Ownership of professional audio visual equipment would be an advantage.

(g) **Animations and motion graphics:**

Agencies should be able to produce digital footage and animations from start to finish. Expertise in communicating complex scientific concepts by using these techniques would be an advantage, including the visualisation of big data.

(h) **Web design and development:**

Agencies should be experts in usability, design, information architecture, SEO, system integration and the latest technologies in web front-end design and development, as well as ongoing maintenance and support of both large and small websites. Specific knowledge on Drupal and Atlassian related technologies would be an advantage, as would knowledge of python.

(i) **Strategic communications consultancy:**

Agencies should be able to provide timely and critical expert strategic communications consultancy (for example audits, insight, strategy, planning, recommendations, and deliverables) across a range of channels and subject matters relating to ECMWF.

(j) **Social media management:**

Agencies should be able to provide operational and strategic management of social media campaigns (organic and paid). This could include planning campaigns, scheduling, development of content, posting, monitoring, and reporting on the effectiveness of content and campaigns on all social media channels, but primarily Twitter, Facebook and LinkedIn.

2. PROJECT ASSIGNMENT UNDER THE FRAMEWORK

ECMWF will maintain a list of agencies on the framework as described in Section 6.1 of the main ITT document.

Orders to be issued by ECMWF under the framework will vary in size, delivery time and complexity required.

For orders with an estimated total value exceeding £50,000, ECMWF will carry out a mini competition among selected agencies on the framework. The agencies under the relevant service area will be invited to bid for these mini competitions. Evaluation criteria for these mini competitions will be advertised as part of the mini competition.

For orders with an estimated value up to £50,000, ECMWF envisages to place direct orders among the selected agencies on the framework in accordance with the requirements of the work and an agency's suitability for the work assignment. In these cases, ECMWF will identify priority requirements for the work (delivery time, budget, complexity, etc) and will judge an agency's suitability for the work based on some or all of the following:

- Specialist expertise
- Geographic location and networks
- Price and value for money
- Agency capacity
- Agency experience based on project examples
- Quality of service
- Approach to project management
- Time scales for delivery

ECMWF may choose to run mini competitions as well for orders with an estimated value up to £50,000.

ECMWF will inform each agency for which service area(s) they have been accepted to the framework.

Inclusion in the framework does not automatically guarantee an award of work.

3. SPECIFICATION

3.1 Agency profile

To successfully apply for a place on this roster, an agency must provide paid-for communication services to client organisations as its primary function and provide evidence of its competence and experience to this effect.

The tendering agency is expected to demonstrate through the information it submits that it meets the required agency profile and preferably in the last 3 years has delivered work relevant to the service area(s) for which it is applying, ideally to ECMWF target audiences and sectors. The information provided should include an overview of the agency including its size (employee numbers), principal function (eg PR, Marketing, full service) and specialisms (eg online, sector specific), founding date and management board credentials. There is no minimum company turnover for being considered for this tender although, if a supplier is accepted onto the framework, we may limit the type/size of mini tenders that they will be invited to respond on.

3.2 Proven experience

Agencies need to provide examples of two previous projects for each service area (listed in section 1.2 and section 1.3) for which they wish to be considered. The client of at least one of the projects should be a well-known and established institution. A project example can be used for more than one service area if it adequately demonstrates the required expertise and experience. The information required about each project example is specified in the table in

Annex 2 Templates for tenderers to be completed.

3.3 Quality of resources to be deployed

The tendering agency will need to provide CVs (see Annex 2 Templates for Tenderers to complete) that demonstrate experience in delivering the services for which they are applying.

For the assignment of specific projects under the framework, agencies will be asked to identify a member who will lead the project team and be responsible for delivery of the project and liaison with ECMWF.

3.4 Management and implementation

The tendering agency should describe briefly the management processes that are in place to ensure delivery of a quality product to ECMWF.

The tendering agency should provide a risk register as described in Annex 2 Templates for Tenderers to complete.