ANNEX 1 SPECIFICATION OF REQUIREMENTS (SOR)

REF: ECMWF/ITT/2017/261

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1. PROJECT SUMMARY

ECMWF is both a research institute and a 24/7 operational service producing and disseminating numerical weather predictions and other data to our Member and Co-operating States.

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.

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

The indicative budget ceiling over the three year life of the framework is £350,000, although this will be reviewed at regular intervals.

1.2 Service areas

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

(a) Press releases dissemination

(b) Graphic design services

(c) Content development (visual and editorial)

(d) Video production

(e) Live streaming events

(f) Animations and motion graphics

(g)   Web design and development

(h)   Information architecture and content

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 dissemination:

Companies should have the capacity to distribute globally and defining specific regions of the world for distribution. Translation services of press releases would be an advantage.

(b)   Graphic design services:

Design, development and delivery of services related, but not limited to: branding, campaigns, digital, print, reporting, etc. both for online and offline content. Agencies should be able to produce: pamphlets, banner stands, posters, publications, infographics, and advertisements, among others.

(c)   Content development (visual and editorial):

Developing content both for web and print, either starting from scratch or from existing documents. Agencies should have experience in working with complex scientific information.

(d)   Video production:

Companies should be able to produce videos of different lengths and nature and take care of the process from start to end: assistance with scripting, storyboarding, filming, editing, etc. Experience producing motion graphics and/or animations would be an advantage.

(e)   Live streaming events:

Companies should be able to deliver live streaming events through platforms such as Adobe Connect, BlueJeans, Primetime, or similar ones. They should be also able to provide audio visual support. Ownership of professional audio visual equipment would be an advantage.

(f)   Animations and motion graphics:

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

(g)   Web design and development:

Agencies should be experts in usability and the latest technologies in web front-end design and development of both large and small websites. Specific knowledge on Drupal and Atlassian related technologies would be an advantage, as would knowledge of python.

(h)   Information architecture and content:

Suppliers should be familiar with information architecture of large and small websites. They should also have experience producing SEO.

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 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), principle function (eg PR, Marketing, full service) and specialisms (eg online, sector specific), founding date and management board credentials.

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.