

ECMWF Copernicus Procurement

Invitation to Tender



Copernicus Joint Services

Copernicus Communication Services

Lot 1: Content production and distribution (*Reference: CJS2_123*)

Lot 2: Event management and brand experience (*Reference: CJS2_140*)

Volume II

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1. Introduction

Copernicus is the Earth observation component of the European Union's space programme. Copernicus is also a user-driven programme that provides [six free-of-charge operational services](#): Atmosphere, Marine, Land, Climate Change, Security and Emergency.

The Copernicus programme collects environmental information from [in situ systems](#) such as ground stations, which deliver data acquired by a multitude of sensors on the ground, at sea or in the air, and is also served by a set of [dedicated satellites](#) (the Sentinels) and contributing missions (existing commercial and public satellites).

The Copernicus services transform this wealth of satellite and in situ data into value-added information by processing and analysing the data. Datasets stretching back for years and decades are made comparable and searchable, thus ensuring the monitoring of changes; patterns are examined and used to create better forecasts, for example, of the climate and the atmosphere.

The [European Centre for Medium Range Weather Forecasts \(ECMWF\)](#) operates two of those six Copernicus services on behalf of the European Commission (EC): 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 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, to businesses and industry players, as well as European citizens.

Communication activities for both the Copernicus Climate Change Service and Copernicus Atmosphere Monitoring Service are managed by a dedicated Copernicus Communication 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 identified by the EC at programme level.



Figure 1: Communication activities at ECMWF are structured according to this marketing mix of own, earned and paid media.

Communication, by taking a proactive and reactive approach across media relations, content production, 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 who deliver the different communication activities. At this moment, there are communication agencies or contractors for the following activities: content production and distribution, events management, media relations, media partnerships and web services.

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 execute the ECMWF Copernicus Services' (CAMS and C3S) Communication Strategy. Communication services are currently delivered under various contracts, and in this specific procurement process ITT CJS2_100, Tenderers are invited to bid for one or both of two Lots: Lot 1 Content production and distribution (reference CJS2_123) and Lot 2 Events management and brand experience (reference CJS2_140).

In this ITT, the successful Tenderer(s) shall provide communication services to contribute to effective implementation of C3S 'and CAMS' Communication Strategy through a mix of owned (e.g. service websites, newsletters and social media), and paid-for channels (e.g. advertisements, events). These communication activities will need to target audiences -including policymakers, the scientific community, media outlets and the general public - at times and locations where they are most receptive to receiving information and in a way that suits each audience best.

The Communication Strategy will serve as a guide for the Communication Team and the external service providers to achieve those Copernicus services' communication goals. The aims and supporting objectives for communication are to *inform, educate, and increase awareness and understanding*, and ultimately *usage*, of the Copernicus component as a whole and of C3S and CAMS specifically.

ECMWF will update the Communication Strategy annually in coordination and agreement with the European Commission, to ensure consistency with overall Copernicus Programme communication, in particular regarding key messages and intended target audiences, as well as communication channels and means.

CAMS' and C3S' primary target audiences consist of decision-makers, direct users, and intermediaries in:

- Policymaking, parliamentary bodies and European Union domain
- International Organisations and NGOs
- Science and Academia
- Media – as both an audience in their own right and as an amplifier/messenger

These audience groups segment 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:

- B2C markets to the person as **consumer/user**
- B2G markets to the person as **governmental entity (public institutions, IOs, European Commission and European Union domain)**
- B2B markets to the person as a **business decision maker** or influencer

Specific objectives and technical requirements are described in Section 2 of this document. General performance requirements are presented in Section 3. Information about the tender format and content is in Section 4.

Copernicus user outreach and engagement at ECMWF

The communication activities can occasionally overlap and interact with user outreach and engagement for further outreach and targeting purposes. In this context, it is important to note this ITT is launched in parallel of a [Request for Proposal \(RfP\)](#) to deliver content services: CJS2_160 for Content creation for communication and user outreach activities in support of the Copernicus Health and Energy Hubs.

The main goal of the RfP CJS2_160 is to have at least two content writers that have knowledge on the topics of health and energy in order to produce material for the Copernicus Thematic Hubs hosted by ECMWF on energy and health. The material produced will populate the two websites:

- <https://health.hub.copernicus.eu>

- <https://energy.hub.copernicus.eu>

Bidders tendering for the current Tender process might also be interested in considering applying for the aforementioned RfP CJS2_160.

2. Technical requirements

General description of and requirements for the communication services

The successful Tenderer(s) will contribute to the overall implementation of the Communication Strategy under the Copernicus Communication Team's leadership, guidance and supervision. The communication services will cover earned, owned and paid-for communication activities for the defined audiences including the following activities:

1. Contribution to design and execution of the digital communication plan according to the strategic guidelines provided by ECMWF and along with the Copernicus Communication Team
2. Production and sharing of content and communication material according to the corporate Editorial Guidelines, to support user engagement and outreach purposes, B2B communication and institutional relationships
3. Web content management of both CAMS' and C3S' websites understanding and optimising user journey and user experience, considering SEO strategy, and advising on developing trends and future-proofing
4. Graphic design, multimedia material as well as data visualisation according to the corporate Branding Guidelines
5. Planning and management of hybrid, virtual and in-person events to showcase the Copernicus Services operated by ECMWF, including full engagement or immersive formats, production of unique content to share or personalised event experiences (apps)

C3S' and CAMS' communication activities must reflect ECMWF's status as 'a science organisation led by innovation and cutting-edge technology such as artificial intelligence or high-performance computing (HPC)'. ECMWF is the world-leading centre for medium-range weather forecasting (forecasts of weather three to ten days ahead), and C3S and CAMS transform a wealth of satellite and in situ data into timely and actionable information by processing and analysing it with high-performance computing.

The *Communication Services* sought under this Invitation to Tender (ITT) have been split into two Lots (see *full description of services in "Specific requirements"*):

- **Lot 1- Content production and distribution:** Build and maintain a corporate content-based communication framework to plan, reach out to and connect with our different audiences through appropriate and impactful messages, content, formats, visuals and owned, earned and paid channels.
- **Lot 2- Events management and brand experience:** Create and strengthen B2B and B2G relationships through the organisation of events to support the communication objectives and potential lead generation for the User Engagement team - through networking, brand awareness building, and taking advantage of or following up with opportunities to meet potential users in person.

Both Lots will support a common communication aim which is to:

'Raise awareness and understanding of the ECMWF Copernicus Services and their value to decision-making - and in doing so contribute to the uptake of the services' information, products and data - within our target audience segments.'

More broadly, the communication team at ECMWF and successful tenderer (s) will be devoted to **science communication** - which implies informing, raising awareness of science-related topics by meeting audiences on their own ground and getting involved with audiences that include people from outside the science community.

IMPORTANT: Tenderers may bid for **one or both** Lots. Where Tenderers bid for both Lots, they should highlight in their response the synergies across the services they bid for and how this improves value for money to ECMWF, as well as the delivery of a seamless and professional service for each of the Lots. Moreover, Tenderers should demonstrate that they have sufficient capacity to perform activities under both Lots with no service degradation.

Specific requirements for the communication services

Each Lot contains the following Work Packages (WP):

1. WP0: Contract management and coordination
2. WP1: Planning and delivery of communication services
3. WP2: Monitoring and evaluation

Lot 1: Content production and distribution

Under ECMWF Copernicus Communication Team's management and guidance, the successful Tenderer shall co-develop, co-ordinate and implement C3S' and CAMS' corporate external Communication Strategy. This will imply to deliver engaging and scientifically sound but easy-to-understand (design, writing and multimedia) content for CAMS and C3S across different channels and formats. The successful Tenderer

will ensure consistency in design and correct application of corporate Branding Guidelines across all communication materials.

The successful Tenderer will propose a content strategy combining *logic and imagination*, positioning ECMWF and its Copernicus Services as a European and global leader in the production, management and provision of environmental data and in the use of cutting-edge technologies such as HPC and AI technologies. High-quality graphic design (creativity, UI and UX, typography, branding, print/digital) and data visualisation skills will be required on demand, together with the ability to deliver innovative, distinct and memorable multimedia content such as videos and animations to support outreach activities, including digital and social media campaigns.

To advise ECMWF, the successful Tenderer will need to be aware of, and remain up to date, regarding cutting-edge digital solutions for online communication, including social media marketing, production of content and data visualisation.

In addition, the successful Tenderer for this Lot will *lead content coordination across both lots and other relevant communication contracts as indicated in section 1]*, helping editorial lines to be clear and available to all communications teams (both ECMWF and contracted teams). Propose systems and tools to enable flow and sharing of information between everyone working on communications projects.

As part of their bid, using case studies (see 4.6), Tenderers must specifically highlight their expertise in the areas mentioned above, showing the successful planning and delivery of campaigns that demonstrate both creativity (including examples and demonstrating how they affected the result) and quality. Tenderers shall also provide ECMWF with pricing details for WPO and for the Scenarios (see 4.7.1) together with a list of subcontractors involved (where appropriate) using the templates as provided in Volume IIIA (Pricing and Deliverables) of this ITT.

WPO: Contract management and coordination

WPO covers the management and monitoring of contract delivery for Lot 1 as agreed with ECMWF and dictated by the European Commission. The successful Tenderer of Lot 1 shall also work cooperatively and in close collaboration with the successful Tenderer of Lot 2 or other current contractors, and under the leadership of the Copernicus Communication Team.

Regular (weekly and/or as required) teleconferences/meetings with the Copernicus Communications Team will be arranged as part of the Lot 1 management plan.

As part of the general contract management description, the Tenderers shall include the following elements in line with the reporting and planning requirements for tracking contract delivery as laid down in the Terms and Conditions of the Framework Agreement (this is not an exhaustive list):

- Quarterly, annual and final reports shall be provided in accordance with the Framework Agreement Article 2.3.
- Lot 1 implementation and management plan for the year N+1 shall be provided for ECMWF’s approval no later than 60 days from signing of the contract.
- A list of subcontractors and details of their contribution, key personnel, legal names and addresses shall be provided. The Tenderer shall describe how the Framework Agreement, in particular Clause 2.9, has been communicated down to all their sub-contractors, and is expected to clearly demonstrate how it intends to manage subcontractors' activities and how it will deal with conflicts and underperformance. The Tenderer may allocate new sub-contractors to specific tasks throughout the contract and should put in place an auditable selection process. Any changes in the list of subcontractors throughout the full duration of the contract shall be communicated to ECMWF for prior acceptance. A paper on the selection process should be proposed to ECMWF for approval as a deliverable by T0+1month.
- Management of personal data and how this meets the requirements of Clause 2.8 on Personal Data Protection and Annex 6 of the Framework Agreement.

Tenderers shall complete the relevant table in Volume IIIA as part of their bid, which shall include the deliverables and milestones for this work package already indicated in the tables below. All milestones and deliverables shall be numbered as indicated. All document deliverables shall be periodically updated and versioned as described in the tables.

Key activities under this work package include:

- Define metrics and tools to report against CAMS’ and C3S’ KPIs, dictated by the European Commission. Other KPIs could be proposed as part of the Tenderer’s bid and subsequently agreed with ECMWF.
- Participate in weekly meetings (and additional ad hoc meetings as required) with Copernicus Communication Team, and other Lots as required, for planning communication activities and follow up with specific projects.
- Develop and circulate meeting agendas with discussion points and meeting minutes to enable monitoring of action points.
- Design the implementation plan for delivery of communication services.

Deliverables for this work package shall include the following reports:

WPO Management and Coordination				
<i>#</i>	<i>Responsible</i>	<i>Nature</i>	<i>Title</i>	<i>Due</i>

D123.0.1-2025Q1 D123.0.1-2025Q2 [...]	Tenderer	Report	Quarterly Implementation Report QQ YYYY <i>QQ YYYY being the previous quarter</i>	Quarterly on 15/04, 15/07 and 15/10
D123.0.2-2024 D123.0.2-2025 [...]	Tenderer	Report	Annual Implementation Report Part I (AIR I / QIR Q4 Financial Report (Preliminary Financial Information) <i>YYYY being the Year n-1</i>	Annually on 15/01
D123.0.3-2024 D123.0.3-2025 [...]	Tenderer	Report	Annual Implementation Report Part II (AIR II)	Annually on 28/02
D123.0.4	Tenderer	Report	Final report	60 days after end of contract
D123.0.5-2025 D123.0.5-2026 [...]	Tenderer	Report	Implementation plan YYYY <i>YYYY being the Year n+1</i>	Annually on 30/09
D123.0.6-2025 D123.0.6-2026 [...]	Tenderer	Other	Copy of prime contractor's general financial statements <i>YYYY being the Year n-1</i>	Annually
M123.0.1	Tenderer	Other	Kick-Off meeting – Minutes of meeting	Start of contract
M123.0.1-1 M123.0.1-2 [...]	Tenderer	Other	Progress Review Meeting / Payment Milestone 1 [...] - Minutes of meeting	Frequency of payment review or quarterly
M123.0.2	Tenderer	Other	Methodology of sub-contractors and the selection process	31/10/2024

WP1: Planning and delivery of communication services

In line with direction from ECMWF, the successful Tenderer shall plan and deliver C3S' and CAMS' communications and publishing activities based on the production of engaging content that communicates complex and scientific products, environmental events and issues in ways understandable to target audiences, across different on-line/off-line channels as agreed with ECMWF.

Key activities under this work package as a whole include:

Collaboration across other Lot/contracts to ensure the communication activities are joined-up, providing the means and organising regular status and planning meetings to facilitate the flow of information, dates for deliverables and access to supporting content.

Share and store communication resources: The successful Tenderer will ensure availability of all communication resources (briefings, documents, digital and physical communication products) to all communications contractors and to the Copernicus Communication Team, to enable flow of information and to coordinate execution of communication plans for joint action.

The scope of the products and services for this work package shall include but are not limited to the following:

WP1.1: Digital communication

Description: Following ECMWF's communication strategy for positioning C3S and CAMS, the successful Tenderer must outline and follow communication plans to communicate and promote the services, both brand and products. This plan should be carefully designed with concrete goals, measurement and monitoring, in order to track the results and take corrective actions if needed.

- Develop planning for digital exploitation including Search Engine Optimisation (SEO), Social Media Marketing (SMM) or Search Engine Marketing (SEM); platform adaptation, risk assessment, content strategy and forward planning.
- Editorial creation - storytelling and cross-WP reference for creating assets for key topics and events.
- The production of editorial content should comply with CAMS' and C3S' Editorial Guidelines.
- Proactively coordinate the implementation of the content strategy and storytelling across other Lots/contracts.
- Timely distribute electronic newsletters and emailing.
- Create and maintain mailing lists for email marketing purposes such as the C3S and CAMS newsletters.
- Create and maintain a corporate catalogue of physical and digital giveaways/freebies/merchandise for event marketing according to ECMWF'S values and principles, such as concern for the environment and commitment to sustainability, in coordination with Lot 2.
- Develop and implement Search Engine Optimisation (SEO) strategy to optimise website content for the best possible search engine ranking.
- Advise on and deliver when needed a social media plan and its implementation across all Copernicus Services' social media channels, adapting content, message and tone according to the audience and channel, as well as moderation of social media conversation. This plan should

comply with the Social Media Guidelines developed by ECMWF and adapt to changes in the viability and popularity of individual platforms.

- Recommend, design and implement an innovative digital content and channel plan.
- Provide analysis, insight and recommendations based on digital intelligence, regarding emerging channels or changes to our communication approach.

WP1.2: Scientific content production

Description: Provide writing and editing skills in English making our science accessible, by writers experienced in dealing with scientists and technical information, and the implied approval processes. Skills in persuasive English are particularly welcome. Some of the activities under this WP would include:

- Research, writing and edit stories for CAMS and C3S websites <https://climate.copernicus.eu/> and <https://atmosphere.copernicus.eu/>, and other content such as for the [Copernicus Observer Newsletter](#).
- Collaborating on writing, editing and production of the European State of the Climate Report annually.
- Production of the creative concepts, copywriting for content (including web content, social media content, newsletter, video, animation and infographics), corporate communication material and for advertising and marketing purposes, ensuring visual consistency across platforms according to ECMWF's and the European Commission's guidelines.
- Production of multichannel and user-centred (B2C, B2B, B2G) content: corporate digital/print publications, presentations, marketing collateral, scientific articles for website and newsletters, papers, briefings, reports, CAMS' and C3S' newsletter (production and distribution to mailing list) as well as banners, roll ups and promotional material, ensuring visual consistency and style across platforms according to ECMWF's and European Commission's guidelines.
- Production of high-quality and native English equivalent writing, spanning institutional, popular and scientific content styles, including support for strategic documents and collateral for European Union.
- Support ECMWF's engagement on information integrity by enabling access to reliable and accurate information sources, educating audience about use of credible and authoritative information and promoting evidence-based communication materials.
- Editing and distribution of electronic newsletters.
- Content production should be based on a good understanding of the topic and the services, as well as excellent writing and copyediting to English-native standard, as well as attention to detail, with the goal of reducing iteration to a minimum.

WP1.3: Web management

Description: This work package is related to the management of CAMS and C3S websites to keep them updated with current information that engages the audience to increase web traffic and minimise web

bouncing. The delivery of this package implies understanding of the user journey and providing cross links to relevant content to keep the audience engaged and to optimise their experience on the websites. Some of the activities under this WP would include:

- Publication of web stories as required; from 0900-1700 Monday-Friday excluding public holidays observed by ECMWF, publishing should be available with minimal delay and texts should need minimal iteration.
- Ensure web design (look and feel) complies with guidelines and design consistency across channels.
- The successful Tenderer will contribute to optimising user journey (CJO) and improving user experience (UX) *in liaison with ECMWF's technical website development agency* according to the content plan and respecting -but not limited- to structure of content on page, cross linking and content SEO.
- Create and regularly update content for CAMS and C3S websites and occasionally for external sites aligned with events or sponsorship through software or Content Management Systems, including specifically Drupal CMS applications (current Drupal version is 10).
- ECMWF expects the contractor to carefully design and manage every page published and to consider the timely publication of information with the available CMS features to comply with the communication objectives.
- Special attention should be paid to the publication of the monthly climate bulletins, the European State of the Climate, the Global Climate Highlights and quarterly CAMS bulletins.
- C3S and CAMS are published using Drupal; current Drupal version is 10.

WP1.4: Graphic design and multimedia

Description: This WP is aimed at the production of publications (such as the European State of the Climate Report), infographics, videos, animations, PowerPoint presentations, on-screen graphics for online presentations, conference branding, and printing, as well as banners and digital promotion material. This WP includes activities such as:

- Provide the graphic design across all owned-channels and products such as publications (off/on-line): managing the process from proposal to typesetting through to design, print and production; brief and advise with regard to design style, format, print production and timescales; develop concepts, graphics and layouts for product illustrations, company logos and websites; determine size and arrangement of copy and illustrative material; procure and licence stock images where needed; review final layouts and suggest improvements if required and; liaise with and manage external printers to ensure deadlines are met and material is printed to the highest quality.
- Design and print corporate material as required to present C3S and CAMS to target audiences or specific communities for user engagement and partnership purposes.

- Proactively coordinate graphic design work across other Lots/contracts to ensure correct use of brand identity guidelines and logos, as well as visual consistency according to ECMWF’s Branding Guidelines. This means working collaboratively and closely with contractors delivering the media relations, media partnerships and event management activities.
- Multimedia production - videos, animations, motion graphics, infographics. Interpreting scientific data, illustrating applications and creating appealing and accessible visuals for use on C3S’s and CAMS’ channels and to be shared with third parties.
- Develop audio-visual content for use on CAMS and C3S digital platforms by creating stock footage, illustrations, animations, motion graphics, infographics, animated explainer videos for complex scientific concepts, interactive and animated infographic for data visualisation etc. as well as providing audio-visual content for other ECMWF’s communications activities such as events, press activities, meetings and other public engagement and outreach purposes.
- Produce videos of different lengths and nature (for television spots, web spots, documentaries, video news release material etc.) including scripting, storyboarding, filming, editing, dubbing, subtitling, production of graphical and animated content, etc. for use on CAMS and C3S digital platforms, events, press activities, meetings and other public engagement and outreach purposes.
- Provide support to help Copernicus create custom story maps and enhance digital storytelling - ECMWF will make use of story maps to support User Engagement, and to communicate and explain the application of CAMS and C3S data by end-users.
- Lead content coordination with the external communication service providers ensuring a consistent message and narrative across the channels and in the different communication materials that have the same purpose.

As an example of the activities and according to the description of products and services in WP1, some deliverables for this work package in one year of the contract delivery could be expected to include *-but not be limited to-* the following table. This list is based on CAMS’ and C3S’ current business-as-usual activities -although is not limited to such-, and is aimed at providing additional explanation of the workload implied under this WP:

WP1 Planning and delivery of communication services				
<i>#</i>	<i>Responsible</i>	<i>Nature</i>	<i>Title</i>	<i>Due</i>
D123.1.1-2024Q4 D123.1.1-2025Q1 [...]	Tenderer	Other	34 articles and posts in C3S website https://climate.copernicus.eu/news	Quarterly on 31/03, 30/06, 30/09 and 31/12

D123.1.2-2024Q4 D123.1.2-2025Q1 [...]	Tenderer	Other	30 articles and posts in CAMS website https://atmosphere.copernicus.eu/news	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.3-2024Q4 D123.1.3-2025Q1 [...]	Tenderer	Other	50 content pages in C3S website: production and upkeep of existing pages	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.4-2024Q4 D123.1.4-2025Q1 [...]	Tenderer	Other	25 content pages in CAMS website: production and upkeep of existing pages	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.5-2024Q4 D123.1.5-2025Q1 [...]	Tenderer	Other	1200 posts in Twitter/ or equivalent microblogging services @CopernicusECMWF	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.6-2024Q4 D123.1.6-2025Q1 [...]	Tenderer	Other	120 posts in Instagram @copernicusecmwf	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.7-2024Q4 D123.1.7-2025Q1 [...]	Tenderer	Other	240 posts in Facebook @ECMWFcopernicus	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.8-2024Q4 D123.1.8-2025Q1 [...]	Tenderer	Other	240 posts in LinkedIn Copernicus ECMWF	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.9-2024Q4 D123.1.9-2025Q1 [...]	Tenderer	Other	Branding Guidelines: Update of corporate guidelines including data visualisation style guidelines	30/09/2021
D123.1.10-2024Q4 D123.1.10-2025Q1 [...]	Tenderer	Other	Annual content plan: plan updated on an annual basis based on current priorities	Annually on 31/01
D123.1.11-2024Q4 D123.1.11-2025Q1	Tenderer	Other	Social media plan: Defining content, style and tone according to the	Annually on 31/01

[...]			audience and the different channels, updates according to the circumstances.	
D123.1.12-2024Q4 D123.1.12-2025Q1 [...]	Tenderer	Other	Print and digital corporate promotional material, marketing collateral	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.13-2024Q4 D123.1.13-2025Q1 [...]	Tenderer	Other	Physical and digital giveaways/freebies/merchandise catalogue: On an annual basis, the catalogue will be updated with physical and digital giveaways/freebies/merchandise to be distributed in external and hosted events in Europe or worldwide, or to winners in social media contests	Annually on 30/11/YYYY (Year es n-1)
D123.1.14-2024Q4 D123.1.14-2025Q1 [...]	Tenderer	Other	Drafting, production and send-outs of 4 newsletters for C3S	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.15-2024Q4 D123.1.15-2025Q1 [...]	Tenderer	Other	Drafting, production and send-outs of 4 newsletter for CAMS	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.16-2024Q4 D123.1.16-2025Q1 [...]	Tenderer	Other	Maintaining mailing lists	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.17-2024Q4 D123.1.17-2025Q1 [...]	Tenderer	Other	Drafting of 6 articles for external newsletters	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.18-2024Q4 D123.1.18-2025Q1 [...]	Tenderer	Other	Concept, design and production of 6 videos, including animated explainers	Quarterly on 31/03, 30/06,

				30/09 and 31/12
D123.1.19-2024Q4 D123.1.19-2025Q1 [...]	Tenderer	Other	Infographics, illustrations and animations for social media channels and event promotion	Quarterly on 31/03, 30/06, 30/09 and 31/12
D123.1.20-2024Q4 D123.1.20-2025Q1 [...]	Tenderer	Other	Global Climate Highlights	Annually on 1/01/YYYY (Year es n-1)
D123.1.21-2024Q4 D123.1.21-2025Q1 [...]	Tenderer	Other	European State of the Climate	Annually on 1/04/YYYY (Year es n-1)
D123.1.22-2024Q4 D123.1.22-2025Q1 [...]	Tenderer	Other	Monthly climate bulletins	Monthly on 05/MM/YYYY (Year es n-1)
D123.1.23-2024Q4 D123.1.23-2025Q1 [...]	Tenderer	Other	CAMS on Air	Quarterly on 10/MM/YYYY (Year es n-1)

WP2: Monitoring and evaluation

The successful Tenderer shall undertake regular result-based monitoring and evaluation of public outreach activities for analysis and insight, based on tools and methodologies agreed with the Copernicus Services operated by ECMWF. Monitoring and evaluation will provide indications of progress towards the communication goals through the assessment of results achieved and lessons learned and enable the successful Tenderer to make recommendations for changes to Copernicus Communication Team’s approach. The monitoring and evaluation work package will be key to the successful implementation and evolution of CAMS’ and C3S’ Communication Strategy.

Activities for this work package shall include, but are not limited to the following:

- Define metrics and tools to monitor and facilitate reporting of C3S’ and CAMS’ KPIs in addition to those dictated by the European Commission. These KPIs could be proposed as part of the Tenderers bid and subsequently agreed with ECMWF.

- Provide digital intelligence for result-based reporting, monitoring and evaluation and decision-making: e.g. user journey analytics, web and social media analytics, earned media analytics, share of voice.
- Examine possibilities for new metrics such as opportunities to see and prominence of message.
- Produce monthly monitoring reports with web and social media metrics including user engagement, and monitoring of mentions and relevant conversations.
- Annual analysis to evaluate progress towards goals, provide lessons learned, identify opportunities and suggest recommendations for next year’s implementation of communication plan. This point would input “Annual Implementation Report” under WPO.
- Produce post-campaign / specific outreach activity reports on request to evaluate the achievement of expected results.

As an example of the activities and according to the description of products and services in WP2, some deliverables for this work package in one year of the contract delivery could be expected to include *-but not be limited to-* the following table. This list is based on CAMS’ and C3S’ current business-as-usual activities -although is not limited to such-, and is aimed at providing additional explanation of the workload implied under this WP:

WP2 Monitoring and Evaluation				
<i>#</i>	<i>Responsible</i>	<i>Nature</i>	<i>Title</i>	<i>Due</i>
D123.2.1-M1 D123.2.1-M2 [...]	Tenderer	Report	Monthly report: SEO, social media and web monitoring	15th each month following month of reporting
D123.2.2.2024Q4 D123.2.2.2025Q1 [...]	Tenderer	Presentation to ECMWF Copernicus Communication Team	Annual presentation: result-based quality and quantity analysis	Annually on 15/02

Lot 2: Event management and brand experience

The successful Tenderer will design and implement ECMWF’s Copernicus Services’ event strategy incorporating creative and brand-building ideas, including brand experience techniques and tactics for lead generation, scouting new event opportunities and providing advice, and updating an event calendar according to C3S’ and CAMS’ needs and goals. In the context of ECMWF, lead generation refers to the efforts done to follow the connection with potential partners/users through and after events.

The successful Tenderer will manage and organise hosted (convened by Copernicus Services at ECMWF) and external (third-party) events on behalf of ECMWF and will assume event concept creation, marketing, all logistics, merchandise, storage and shipping responsibilities. Please note that representatives of the Copernicus Services operated by ECMWF participate in external meetings adopting different roles such as exhibitor, sponsor, speaker and/or panellist, amongst others.

As part of their bid, Tenderers must provide evidence of their expertise (see 4.6) in total event solutions, which include pre-production, curated content, event management, guest engagement and post-event management. Tenderers are expected to provide details of previous experience organising and managing events by detailing the 'start to finish' process they follow in combining live/in-person production with virtual event live streaming and with guests attending from anywhere in the world; producing live-streamed events, and managing in-person and hybrid events with maximum quality from concept to completion. ECMWF puts particular emphasis on creating visually attractive, fresh and functional event exhibition stands/venues; offering a seamless virtual experience to the audience and; giving away sustainable and useful promotional products for brand experience. The Tenderer shall also provide ECMWF with pricing details for an example scenario (see 4.7.1) together with a list of proposed subcontractors involved (where appropriate) using the templates as provided in Volume IIIA (Pricing tables) of this ITT.

WPO: Management and coordination

WPO covers the management and monitoring of the contract's delivery for Lot 2 as agreed with ECMWF and dictated by the European Commission. Under this work package, the successful Tenderer of Lot 2 shall work cooperatively and in close collaboration with the successful Tenderer of Lot 1 or other current contractors, and under the leadership of the Copernicus Communication Team.

The bid shall include outlines of roles and responsibilities of key personnel involved in the contract.

As part of the general contract management description, the Tenderer shall include the following elements in line with the reporting and planning requirements as laid down in the Terms and Conditions of the Framework Agreement (this is not an exhaustive list):

- Quarterly, annual and final reports shall be provided in accordance with the Framework Agreement Article 2.3.
- Lot 2 implementation and management plan for the year N+1 shall be provided for ECMWF approval no later than 60 days from signing of the contract.
- A list of subcontractors and details of their contribution, key personnel, legal names and addresses shall be provided. The Tenderer shall describe how the Framework Agreement, in particular Clause 2.9, has been communicated down to all their sub-contractors, and is expected to clearly demonstrate how it intends to manage subcontractors' activities and how it will deal with conflicts and underperformance. The Tenderer may allocate new sub-contractors to specific tasks throughout the

contract and should put in place an auditable selection process. Any changes in the list of subcontractors throughout the full duration of the contract shall be communicated to ECMWF for prior acceptance. *A paper on the selection process should be proposed to ECMWF for approval as a deliverable by T0+1month.*

- Management of personal data and how this meets the requirements of Clause 2.8 on Personal Data Protection and Annex 6 of the Framework Agreement.
- The Tenderer is required to report contract expenses, including fees and travel expenses for event attendees such as keynote speakers, external experts and specialists, travel grantees or similar. A methodology to assess, accept and pay for travel costs shall be developed and proposed to ECMWF for approval as a deliverable by T0+1 month, an outline of which should be included in the Tenderer's proposal. The following principles may be taken into account (this is not an exhaustive list):
 - Only economy rates are accepted for all train and air travel related to C3S' or CAMS' hosted or attended events.
 - Per-diem rates for all event support staff should be fixed for the full duration of the Framework Agreement.
 - Travel costs for grantees, such as early career scientists attending ECMWF Copernicus Services organised event, could be reimbursed to the amount agreed with ECMWF's Event Organising Committee.
 - Travel costs for external experts or keynote speakers could be reimbursed to the amount agreed with ECMWF's Event Organising Committee and if overnight stay needed, per-diem rates shall be applied as agreed in advance with ECMWF in the payment methodology report.
 - Selected and accepted travel mode should be those with the smallest carbon footprint and ambient air quality impacts. Nevertheless, train travel reimbursement for agency staff attending a mission should not exceed the cost of an economy plane ticket for the same destination.

The Contractor's costs for effort of actually making payments to eligible event attendees will be an activity under WP1.

The methodology may be revised on an annual basis upon acceptance by ECMWF.

In their ITT response, Tenderers shall propose an outline of a quality assurance process, covering both content as well as service delivery. Furthermore, the Tenderer shall also propose to ECMWF a set of Key Performance Indicators (KPIs) suitable for monitoring various aspects of the service performance, together with a risk register including mitigation measures. Both KPIs as well as the risk and mitigation register shall be reviewed, and updated if appropriate, during the course of the contract on a quarterly basis.

Regular (weekly and as needed) teleconferences with ECMWF’s Copernicus Communications Team will be arranged as part of the Lot 2 management plan.

Tenderers shall complete the relevant table in Volume IIIA as part of their bid, which shall include the deliverables and milestones for this work package already indicated in the tables below. All milestones and deliverables shall be numbered as indicated. All document deliverables shall be periodically updated and versioned as described in the tables.

Key activities include:

- Define metrics and tools to report against CAMS’ and C3S’ KPIs, dictated by the European Commission. Other KPIs could be proposed as part of the Tenderers bid and subsequently agreed with ECMWF.
- Contribute to effective coordination of projects executed with other related contracts.
- Participate in weekly meetings (and additional ad hoc meetings as required) with ECMWF Copernicus Communication team, and other contracts as required, for planning communication activities and follow up with specific projects.
- Develop and circulate meeting agendas with discussion points and meeting minutes to enable monitoring of action points.
- Design the implementation plan for delivery of communication services.

Deliverables for this work package shall include the following reports:

WPO Management and Coordination				
<i>#</i>	<i>Responsible</i>	<i>Nature</i>	<i>Title</i>	<i>Due</i>
D140.0.1-2025Q1 D140.0.1-2025Q2 [...]	Tenderer	Report	Quarterly Implementation Report QQ YYYY <i>QQ YYYY being the previous quarter</i>	Quarterly on 15/01, 15/04, 15/07 and 15/10
D140.0.2-2024 D140.0.2-2025 [...]	Tenderer	Report	Annual Implementation Report Part I (AIR I / QIR Q4 Financial Report (Preliminary Financial Information) <i>YYYY being the Year n-1</i>	Annually on 15/01

D140.0.3-2024 D140.0.3-2025 [...]			Annual Implementation Report Part II (AIR II)	Annually on 28/02
D140.0.4-202x	Tenderer	Report	Final report	60 days after end of contract
D140.0.5-2025 D140.0.5-2026 [...]	Tenderer	Report	Implementation plan YYYY <i>YYYY being the Year n+1</i>	Annually on 30/09
D140.0.6-2025 D140.0.6-2026 [...]	Tenderer	Other	Copy of prime contractor's general financial statements and audit report YYYY <i>YYYY being the Year n-1</i>	Annually
M140.0.1	Tenderer	Other	Kick-Off meeting – Minutes of meeting	Start of contract
M140.0.1-1 M140.0.1-2 [...]	Tenderer	Other	Progress Review Meeting / Payment Milestone 1 [...] - Minutes of meeting	Frequency of payment review or quarterly
M140.0.2	Tenderer	Other	Methodology of sub-contractors and the selection process	31/10/2024
M140.0.3	Tenderer	Other	Methodology to assess, accept and pay for travel costs	31/10/2024

WP1a: Event management and brand experience for external events

The successful Tenderer shall (contribute to) design and operate the external events plan for the Copernicus Services operated by ECMWF. The plan should be updated annually, be resource-aware and include results-driven events that respond to key goals of the services in broadening reach and reinforcing brand authority. The plan should also provide the most effective way of networking and generating leads,

attracting new audiences and boosting brand authority, as well as reporting and evaluating against expected goals.

As part of ECMWF's principles and values, the delivery of the external events will need to be environmentally friendly and sustainable in terms of travel, mobility, procurement of products, catering, waste and water management or gifts for guests.

The scope of products and services for this work package shall include, but are not limited to the following:

- Outline and execute C3S' and CAMS' event plan with specific objectives, guidelines on how best to reach out to preferred audiences, recommendations for brand experience and opportunities for lead generation and ultimately to contribute to the overall communications strategy and support the organisation's purpose and strategy.
- Provide advisory and consulting services on event management according to the Copernicus Services' Communication Strategy.
- Define event plan, promote, manage and close down external events as exhibitors, including but not limited to event planning and management, dealing with organisers on behalf of ECMWF, consulting services, concept creation, marketing and experience plan, booth and event banner design (design in coordination with Lot 1) and production/building/transport, logistics and administrative arrangements for attendants, merchandise/giveaways, selection/storage/production/shipping and wrap up (re-shipment of unused material).
- The successful Tenderer will sign and manage contracts with third parties to undertake services and supplies under this service Lot (such as sponsored events) on behalf of ECMWF; will act as the primary contact for ECMWF liaising with the third party in a day-to-day basis and as the contact for issue management and resolution; will ensure that deliverables and deadlines are set and met; and will convene and attend meetings with ECMWF and the third party in all phases of work.
- Create and maintain a corporate catalogue of giveaways/freebies/merchandise (*physical and virtual/digital*) for brand experience according to ECMWF' values and principles (such as concern for the environment and commitment to sustainability), in coordination with Lot 1 contractor (as guardian of the Branding Guidelines). The successful Tenderer will propose quality giveaways/freebies/merchandise, will source and liaise with suppliers, and will be responsible for production in quality, budget and time. The catalogue will be reviewed annually.
- Respond quickly and with flexibility to adapt giveaways/freebies/merchandise offer to special needs for campaign purposes, product announcements or strategic events.
- The successful Tenderer will advise on how to translate live events into effective and engaging hybrid or online experiences and will plan and manage CAMS' and C3S' participation in virtual and hybrid events, accordingly, dealing with organisers, providing guidance for using virtual platforms and creating content for marketing purposes (in coordination with Lot 1).

- Public relations (PR) is a key element to making events more engaging and successful. PR implies the management of ECMWF's reputation and establishment of communication with the partners. The successful Tenderer will also assume public relations responsibilities by developing or maintaining relationships with different audiences, generating excitement for the event, driving attendance, ensuring coordination and, ultimately, representing the organisation in dealing with potential users and partners on behalf of the ECMWF.
- As part of the PR function, the successful Tenderer will need to understand and consider the different type of partners ECMWF deals with and adapt communication and protocol accordingly.
- The successful Tenderer for this Lot will not develop media relations but will coordinate with other ECMWF contractors if need be, as part of the public relations activities conducted by ECMWF.
- Provide advisory services to leverage events for effective conference networking and lead generation to create user uptake opportunities. This means the successful Tenderer will work on a proposal to follow up the connection with potential partners/users and optimise networking efforts after events, providing ECMWF with the resources to foster user engagement initiatives.
- As part of the onsite support team in events, the successful Tenderer will provide qualified booth staff with digital literacy knowledge to be able to manage various digital platforms, apps, websites, social media or interactive technologies, amongst others.
- Provide logistics service including storage and shipping for giveaways/freebies, merchandise and other material related to organisation of internal events or participation in external ones, as well as sponsorship or partnerships.
- Prepare, submit for approval, execute and report on event budget.
- Identify sub-contractors for outsourced activities in agreement with Copernicus Communication Team and contract management team.
- Coordinate with Lot 1 the execution of the communication plan for promoting ECMWF's participation in external events.
- Ensure correct application of corporate Branding Guidelines throughout all marketing and communication material in external events, including organiser's promotional activities and other third-party communication efforts in line with ECMWF's, Copernicus' and European Commission's guidelines.
- Paying eligible event attendees in accordance with agreed methodology.

WP1b: Event management and brand experience for hosted events

The successful Tenderer will develop and execute strategic planning for CAMS' and C3S' hosted events such as conferences, workshops, press events or assemblies, including event plan and management, venue scouting, promotion and experience marketing to increase attendee engagement, with the objective of fostering user engagement, building user loyalty and increasing public awareness.

Please note that hosted events could take place in any country of the European Union and beyond, and

the successful Tenderer should consider the local context to deliver event services such as translation into the local language. The successful Tenderer may therefore need to consider collaboration with local subcontractors to deal with logistics, accommodation, transport and other arrangements and services.

As part of ECMWF's principles and values, the delivery of the events will need to be environmentally friendly and sustainable in terms of mobility, event venue, energy and climate, procurement of products, catering, waste and water management or gifts for guests.

Products and services for this work package shall include, but are not limited to the following (includes some commonalities with external events):

- Create a hosted event plan, including an event calendar, a tool for managing hosted events and a proposal to create and update guest lists.
- Create a hosted event calendar based on internal requests and updated over the year to adapt to current circumstances.
- Develop strategic planning along with Lot2 Leader on the ECMWF communications team, management and wrap up event planning and management, scout venues, arrange accommodation and transport, event's concept creation, public relations plan, event graphic design (in coordination with Lot1) and production/building/transport of communication material, logistics and administrative arrangements for ECMWF Copernicus' staff and attendants, merchandise/giveaways selection/storage/production/shipping and wrap up (re-shipment of unused material).
- The successful Tenderer will create a strategy to organise compelling virtual and hybrid hosted events to optimise online experience and stay connected with CAMS and C3S on site and/or in person audience, to create and deliver great online content and engage an audience who will be working and dialling in from home.
- The successful Tenderer will scout venues that match ECMWF's main message and core values as well as the event objectives, and will propose buildings that foster discussion, interaction and forward thinking. The contractor will pay special attention to cost, capacity and size, location and transport, audio-visual equipment and internet connection/Wi-Fi, lighting, layout, ambiance and mood, accessibility, inclusions and exclusions of venue packages, sustainability and clean energy, and other criteria indicated by ECMWF in each occasion.
- Provide event advisory services for effective and engaging hosted events targeted at CAMS' and C3S' preferred audiences.
- Public relations (PR) is a key element to make events more engaging and successful. PR implies the management of ECMWF's reputation and establishment of communication with the partners. The successful Tenderer will also assume public relations responsibilities by developing or maintaining relationships with different audiences, generating excitement for the event, driving attendance,

ensuring coordination and, ultimately, representing the organisation in dealing with potential users and partner on behalf of the ECMWF.

- As part of the PR function, the successful Tenderer will need to understand and consider the different type of partners ECMWF deals with and adapt communication and protocol accordingly.
- The successful Tenderer for this Lot will not develop media relations but will coordinate with other ECMWF contractors if need be as part of the public relations activities conducted by ECMWF.
- The successful Tenderer will include brand experience techniques as part of event planning to deliver an impactful attendee experience and engage audience with the brand's products and services.
- Search for, design, brand and production of *physical and digital* giveaways/freebies/merchandise for hosted events according to ECMWF Copernicus Services' values and principles and local culture of the event's location and *in coordination with Lot 1*. The successful Tenderer will propose quality giveaways/freebies/merchandise, will find and deal with suppliers, and will be responsible for their production on quality, budget and time. The catalogue will be reviewed annually to adapt to current circumstances (one catalogue only for both external and hosted events).
- Ensure overall smooth running of event management including activities such as, but not limited to, remote and onsite technical support including set and stage, AV and internet connectivity, event catering, event online registration, payment processing and manage reimbursements for accommodation and transport, manage presentations/abstracts submissions process, event database management, arrange on-site photography, live-streaming, filming.
- Provide advisory services to leverage events for effective conference networking and lead generation to create user uptake opportunities. This means the successful Tenderer will work on a proposal to follow up the connection with potential partners/users and optimise networking efforts after events, providing ECMWF with the resources to foster user engagement initiatives.
- As part of the onsite support team in events, the successful Tender will provide qualified staff with digital literacy knowledge to be able to manage various digital platforms, apps, websites, social media or interactive technologies, amongst others.
- Provide logistics services including storage and shipping for giveaways/freebies, merchandise and other material related to organisation of internal events or participation in external ones, as well as sponsorships or partnerships.
- Coordinate with Lot1 the execution of the communication plan for promoting CAMS and C3S during hosted events and to follow up with attendees after the event.
- Ensure correct application of corporate Branding Guidelines throughout all marketing and communication material in hosted events, in line with ECMWF's, Copernicus' and European Commission's guidelines.
- Paying eligible event attendees in accordance with agreed methodology.

As an example of the activities and according to the description of products and services in WP1, some deliverables for this work package in one year of the contract delivery could be expected to include *-but*

not be limited to- the following table. This list is based on CAMS' and C3S' current business-as-usual activities -although is not limited to such-, and is aimed at providing additional explanation of the workload implied under this WP:

WP1 Planning and delivery of event management and brand experience				
#	Responsible	Nature	Title	Due
D140.1.1-2025Q1 D140.1.1-2026Q1 [...]	Tenderer	Other	Annual event plan: Following CAMS' and C3S' Communication Strategy, an external and hosted event plan with the full list of proposed events will be produced on an annual basis	Annually on 31/01
D140.1.2-2024Q4 D140.1.2-2025Q4 [...]	Tenderer	Other	One annual event calendar including external and hosted events as well as other minor events and training. One version to be delivered before the start of the contract. Document to be updated across the year to adapt to current circumstances	Annually on 30/11/YYYY (Year es n-1)
D140.1.3-2024Q4	Tenderer	Other	Physical events guidelines: Guidelines to organise in-person events to optimise processes and take advantage of synergies	30/11/2024
D140.1.4-2024Q4	Tenderer	Other	Virtual events guidelines: Guidelines to organise virtual events to optimise processes and take advantage of synergies	30/11/2024
D140.1.5-2024Q4 D140.1.5-2025Q1 [...]	Tenderer	Other	10 minor events: trainings, workshops and conferences	Quarterly on 31/03, 30/06, 30/09 and 31/12
D140.1.6-2024Q4 D140.1.6-2025Q1 [...]	Tenderer	Other	30 external events including exhibitions, conferences and workshops at global, European or national scale	Quarterly on 31/03, 30/06, 30/09 and 31/12

D140.1.7-2024Q4 D140.1.7-2025Q1 [...]	Tenderer	Other	10 hosted events including general assemblies, user days, press tour or product announcements in Europe	Quarterly on 31/03, 30/06, 30/09 and 31/12
D140.1.8-2024Q4 D140.1.8-2025Q1 [...]	Tenderer	Other	One plan per hosted/external event with specific goals and guidelines as well as both preliminary and final budget	Quarterly on 31/03, 30/06, 30/09 and 31/12
D140.1.9-2024Q4 D140.1.9-2025Q1 [...]	Tenderer	Other	Physical and digital giveaways/freebies/merchandise catalogue: the catalogue will be updated annually with physical and digital giveaways/freebies/merchandise to be distributed in external and hosted events in Europe or worldwide	Annually on 30/11/YYYY (Year es n-1)

WP2: Monitoring and evaluation

In addition to reporting for contract management purposes, the successful Tenderer shall undertake regular result-based monitoring and evaluation of event services for analysis and insight, will explain tools and methodology used and will present it to ECMWF Copernicus Services for approval. Monitoring and evaluation will provide progress towards goals, results achieved, lessons learned and recommendation for changes to Copernicus Communication Team’s approach. The monitoring and evaluation work package will be key for a successful implementation of CAMS’ and C3S’ Communication Strategy providing inputs and information for communication decision making.

Activities for this work package shall include, but are not limited to the following:

- Develop an event plan analysis, monitoring and evaluation plan including definition of metrics and tools to monitor progress towards objectives and evaluate against CAMS’ and C3S’ KPIs.
- Produce digital intelligence (analysis and insight) for result-based reporting, monitoring, evaluation and decision-making: collection of relevant data and application of evaluation methods and tools (audience feedback and response systems) for insightful result-oriented analysis.
- Produce quarterly monitoring analysis to track progress and identify corrective actions and opportunities for further efforts. This point would input “Quarterly Implementation Report” under WPO.

- Provide annual analysis to evaluate progress towards goals, share lessons learned, identify opportunities and suggest recommendations for next year’s event plan implementation. This point would also input “Annual Implementation Report” under WPO.
- Produce post-event reports under ECMWF’s request to evaluate the achievement of expected results in addition to logistics, administrative and financial information or attendee satisfaction.

As an example of the activities and according to the description of products and services in WP2, some deliverables for this work package in one year of the contract delivery could be expected to include *-but not be limited to-* the following table. This list is based on CAMS’ and C3S’ current business-as-usual activities -although is not limited to such-, and is aimed at providing additional explanation of the workload implied under this WP:

WP2 Monitoring and Evaluation				
<i>#</i>	<i>Responsible</i>	<i>Nature</i>	<i>Title</i>	<i>Due</i>
D140.2.1-2024 D141.2.1-2025 [...]	Tenderer	Presentation to ECMWF Copernicus Communication Team	Annual presentation: result-based quality and quantity analysis	Annually on 15/02

3. General requirements

3.1 Coordination between other Lot/ Contracts

The successful Tenderers will work in close collaboration, ensuring harmonisation of their work across ECMWF communication contracts and related work packages in order to provide coordinated and impactful communication activities that adhere to brand guidance and support implementation of CAMS’ and C3S’ Communication Strategy.

ECMWF is looking for effective delivery of Copernicus communication and the successful Tenderers will be expected to work in a way that maximises the impact of all Lot/ contract activities through synergy and coordination. A collaborative and holistic approach is expected to reduce silos, realise unified messaging and positioning of the services across all the channels and achieve the communication goals: to raise awareness and understanding of C3S and CAMS; the value that the services and their products, tools and data bring to decision-making and the economy; ECMWF’s role in implementing the services; and to support user uptake of C3S and CAMS data.

3.2 Implementation schedule and contract duration

ECMWF intends to award a single Framework Agreement for each Lot for a period of 39 months running between 01 October 2024 and 31 December 2027.

3.3 Meetings

As well as the regular weekly progress meetings mentioned above, the successful Tenderers for each Lot could be required to participate in other weekly, monthly or fortnightly meetings in order to accomplish specific projects. These appointments will be set up in collaboration with successful Tenderers and according to the communication plan.

3.4 Deliverables and IPR

Expected contract management deliverables under WPO are outlined in section 2. Some additional deliverables may be agreed with the successful tenderer during the negotiation stage. During negotiations, indicative deliverables for WP1 and WP2 will be agreed.

It is a condition of EU funding for Copernicus that ownership of any content developed with Copernicus funding passes from the suppliers to the European Union via ECMWF. Ownership will pass from the date of creation. Suppliers will be granted a non-exclusive licence to use the datasets/software which they have provided to Copernicus for any purpose.

All software and products used by the successful Tenderer to produce the deliverables will remain the property of the successful Tenderer, except for those components which are acquired or created specifically for Copernicus purposes, with Copernicus funding, and which are separable and useable in isolation from the rest of the successful Tenderers' production system. The identity and ownership of such exceptional components will be passed to the European Union annually. The successful Tenderer will be granted a non-exclusive licence to use them for any purpose.

3.5 Expected contract management deliverables under documents and reports

All project reports, material and other documents shall be produced in English. The quality of these shall be equivalent to the standard of peer-reviewed publications and practice. Unless otherwise agreed by ECMWF, documents and reports shall be made available to ECMWF in electronic format (PDF/Microsoft Word/Microsoft Excel or compatible) and follow official ECMWF's template.

3.6 Key Performance Indicators

Complementing European Commission's KPIs and as part of their bid, Tenderers shall specify a proposed set of KPIs appropriate for the service, e.g. relating to quality of organised events, increased CAMS' and C3S' share of voice and thought leadership, coverage/mention in major media outlets in Europe and/or globally, engagement of ECMWF Copernicus' audiences, number of unique website visitors or new followers on social media platforms, etc. These KPIs may be refined, in agreement with Copernicus Communication Team, during the lifetime of the contract. These are reviewed and accessed on a quarterly basis (QIR).

4 Tender format and content

General guidelines for the Tender are described in Volume IIIB. Specific requirements to prepare the proposal for this tender are described in the next subsections.

Whether applying for individual or both lots, the Tenderer shall provide an executive summary of the proposal, describing the objectives, team and service level according to the technical requirements listed in the section 2 of this document:

- *Lot 1 proposals* shall contain a description of the approaches for delivering content production and distribution services, implementing public outreach strategy, producing and coordinating content across Lots for consistency and coherence, producing quality graphic design across different channels and within different formats to target primary CAMS' and C3S' audiences: policymakers and those organisations that support them, priority economic sectors and institutions, and general public (as part of more general awareness raising). Proposals should also include Lot 1 relevant examples from the Tenderer's current portfolio, including evidence of examples for compelling multimedia outreach content, design for displays, promotional material, visuals etc, and presentation of complex scientific information in a creative digestible way. As part of the proposal, Tenderers should also clearly specify a methodology for how they will lead the content coordination of the Lots, assess the impact of their activity and the successful delivery against KPIs.
- *Lot 2 proposals* shall contain a description of the suggested approach for delivering event management, brand experience and public relations to target policy makers, international and non-profit organisations, different level institutions, academia and scientists. The proposal should also reflect tactics to include a brand experience component designed to engage audiences during virtual, hybrid and in-person events. In addition, Tenderers should provide relevant examples of virtual productions, hybrid and live-streamed events. As part of the proposal, Tenderers should also clearly specify a methodology for how they will assess the impact of their activity and successful delivery against KPIs.

4.1 Page limits

Tenderers should be mindful where possible to avoid excessive or wordy responses.

4.2 Specific additional instructions for the Tenderer's response

The following is a guide to the minimum content expected to be included in each section, additional to the content described in the general guidelines of Volume IIIB. This is not an exhaustive description and additional information may be necessary depending on the Tenderer's response.

4.3 Track Record

ECMWF encourages creativity and innovation in creating effective events, impactful social media campaigns, and engaging multi-platform content for its communications activities. When detailing experience, examples or case studies, as requested below, Tenderers are encouraged to provide *evidence* of delivery and impact and how this could be of benefit to the Copernicus Services operated by ECMWF. ECMWF may ask for evidence, reference or performance review related to the examples provided.

As a part of their track record, Tenderers shall provide in their proposal examples from their portfolio, especially those relevant to the Lot they are applying to by including links to websites, videos and/or other multimedia and visual material.

The *Lot 1 Tenderer* shall demonstrate for itself and for any proposed subcontractors that they have experience with relevant projects in the public and/or private sector at international level, including solid experience in drafting, strategic planning, organising and delivering multi-platform content and campaigns for complex organisations or companies with international reach. Proposals should also mention any previous examples in dealing with and presenting complex scientific information in a creative understandable way.

The *Lot 2 Tenderer* shall demonstrate for itself and for any proposed subcontractors that they have experience with relevant projects in the public and/or private sector at international level, including solid experience in organising, strategic planning and managing key physical, virtual and hybrid events to deliver satisfactory and engaging experiences with the brands on behalf of clients.

4.4 Quality of Resources to be deployed

The Tenderer shall propose a bespoke team with the skillset required to operate the services that meet the technical requirements set out in section 2 and with native English equivalent speaking and writing skills. The proposed team's commitment to the duration of the contract shall be specified.

The team shall include a Service or Account Manager with at least 5 years' experience in management of similar work to that of the ITT. The Tenderers shall describe the experience of the Service or Account Manager and the dedicated technical project team -including their curriculum vitae- in performing activities related to the various aspects of this tender.

The tenderers are expected to align the proposed team members/specific roles with the following hierarchical categorisations, (for the purpose of fee comparison) and specifying the broad skill profiles within each:

- L1_Manager: 6 years' experience minimum including four in an equivalent role
- L2_Senior expert: 4 years' experience minimum including three in an equivalent role
- L3_Expert: 3 years' experience minimum including two in an equivalent role
- L4_Support: 2 years' experience minimum, including one in an equivalent role

Actual titles, responsibilities and skill profile may differ between Lots, but the breakdown of the fees should be aligned with the categories above and followed throughout the Framework Agreement.

ECMWF's technical evaluation panel will carefully evaluate the Service/Account manager's and team member's profile and technical skills to respond to CAMS' and C3S' communication needs.

Individual titles, responsibilities and fees will be agreed during negotiations. Changes of personnel during the course of the contract are expected to be minimal and must be agreed with ECMWF.

The proposal of the Tenderers must include the employee turnover rate for itself and for any proposed subcontractors.

The successful Tenderers may be required to provide sound evidence of the skillset and experience required to deliver high quality services and products under the Lot 1 and Lot 2.

4.5 Consulting, Management and Implementation

As part of their response, it is imperative that Tenderers demonstrate strong advisory and management skills, ideally with emphasis on the following areas:

- Creativity and innovation, thinking conceptually and practically
- Problem-solving and strategic planning ability
- Analytical skills and clarity about goals
- Resources management: skillsets/availability of experts/geographic coverage
- Time management: efficient and rapid mobilisation of necessary resources
- Subcontract management / Conflict resolution

- Team management for effective account management
- Quality assurance: control/monitoring / thresholds
- Cost control and financial management: procurement and accounting policies/procedures/systems
- Risk management: assessment and mitigation.

With regards to cost control and financial management, and in line with ECMWF's principles of transparency, non-discrimination, equal treatment and effective competition when procuring, together with economy and sound financial management, it is a requirement that Tenderers are able to evidence their policies, procedures and controls necessary to achieve the following:

- Procurement procedures that ensure a proper framework and identification of conflicts of interest
- Selection based on a combination of efficiency, economy and effectiveness to achieve best value for money (i.e. not necessarily the cheapest)
- Not include any requirements that may unjustifiably prevent bids
- Ensure that potential Tenderers are given the same information to allow them to bid and, if applicable, to refine their bids during the evaluation phase
- Sound contractual relationships with suppliers
- Auditable payment process from purchase order (or equivalent) to payment following receipt of goods / service that has robust checks and /or controls hierarchy
- Adequate records to evidence payments made on behalf of ECMWF under this contract

At this stage, Tenderers should outline how they would achieve these principles using existing, or to be implemented, practices. The successful Tenderer(s) will subsequently need to evidence such during the contract negotiation stage and should be willing to make amendments where the controls are considered inadequate by ECMWF.

Additionally, for each Lot, the Tenderers shall also provide an overview of their methodology / approach to the proposed activities, typical timescales to complete the activities, and how the activity would be planned and managed.

Deliverables should be consistent with the technical requirements specified in section 2, additional deliverables may be added if required. The number of milestones is not restricted, but they should be designed as markers of demonstrable progress in service development and/or quality of service delivery.

Elements as described in the chapters on WPO for Lot 1 and Lot 2 shall be taken into account in the response to this section.

Tenderers are free to make proposals that they consider necessary for the effective management and implementation of the contract.

Tenderers shall also provide a list of subcontractors (if applicable) describing their contribution and key personnel, legal names and addresses, and complete an organigram as described in section 5.2 of Volume IIIB.

Reference is also be made to the further requirements detailed in Section 5 of Volume IIIB.

4.6 Case studies

As part of the bid, we ask Tenderers to explain and demonstrate how they would manage the respective case studies related to the Lot(s) for which they are applying, detailed below, to **provide solutions that would achieve the most impact and best value for money for the Copernicus services operated by ECMWF.**

Tenderers are expected to outline their proposed solutions as well as to include reference to, and examples of, creative solutions used in their previous projects that exemplify their suitability, experience and success in implementing such an approach.

Please note that the case study should not exceed a maximum of 3 pages per case, however, additional material such as illustrations and links to other multimedia, videos or websites may be included as an annex to illustrate proposed solutions.

Tenderers should show how they will manage the whole case study project on behalf of ECMWF from planning to delivery, with detail on methodology and tools used as well as any other suppliers involved at any stages.

The Tenderers will also need to demonstrate that they are able to deliver communication activity across Europe, ideally to the same or similar audiences and sectors outlined.

Measurement and evaluation of communication outcomes and KPIs are important and so Tenderers are required to present evidence of this as well as solutions for high level risk mitigation.

Case Study - Lot 1 – Content production and distribution

Publication of 2023 European State of the Climate report

Copernicus Services operated by ECMWF are launching a flagship European report, the contents of which depend on the Services' data. As part of the communication plan, there is a digital public outreach campaign, the objective of which is to drive traffic to the flagship report published on one of the Copernicus Services' websites. By producing the report itself and designing a targeted outreach campaign you will help ECMWF Copernicus raise awareness of the report and inform policy / decision

makers and the general public about the scope and findings of the report, what those findings mean, and the Copernicus programme.

Geographic coverage/target: EU Member States

Campaign duration: 1 month

Overall budget: Not to exceed 75,000 Eur

As part of the case study, the Tenderer should develop key messages and propose their plan to deliver a creative solution for the report and the digital campaign, detailing the production of content and the preferred approach for each chosen digital platform or channel, together with why these are targeted, stating the number and type of audience aiming to be reached.

Case study solution should include how the Tenderer would approach the following elements:

Communication and social media plan for awareness raising to maximise engagement and traffic to the websites

Concept creation and graphic design

Writing and editing of the report based on inputs from scientists

Content production and storytelling and design for communication of the report across communication materials and channels

Content and graphic coordination to ensure consistency and coherence across channels

Management of media buying plan and associated content

Content coordination lead across Lots/ contracts for consistency and coherence

*Content production could include any type of written or multimedia format suggested by the Tenderer
At least 3 examples from Tenderer's current or previous projects should be used to illustrate proposed multimedia content.*

Tenderers should outline their management and implementation plan for the proposed campaign including subcontractors that will be involved in any stage of the project. An evaluation methodology and tools for assessing project KPIs should be also incorporated in the proposal.

Case Study - Lot 2 – Event management and brand experience

Launch of 2023 European State of the Climate report

The European Commission has entrusted the two Copernicus services run by the ECMWF with organising and coordinating a Copernicus event to launch the Copernicus Services' flagship European report and mark Earth Day 2023 (22nd April). The release of the report would include two types of events:

1. On the publication day, hybrid press conference livestreamed to engage media outlets from Europe and beyond and ensure the same accessibility and transparency to journalists on site and remotely. The in-person press conference would take place in ECMWF's office in Bonn.
2. On a later date, an advocacy event in Brussels in a stand-out venue most suitable for the main theme of the event. It would consist of a panel with VIP and high-level EC staff such as MEPs or DG directors and deputies, a keynote and a moderator. The audience would include EC's policy officers, representatives of diplomatic missions and decision makers from different level institutions.

- *Overall budget: Not to exceed 100,000 Eur*
- *Expected attendance per event – 100 maximum*
- *Duration: 1 + 1 day*
- *Main theme: European Earth information for climate policy and monitoring*
- *Target audience for the events:*
 1. *Media outlets and broader audience*
 2. *EU domain: European Parliament, Council of the EU and EC; diplomatic bodies, IOs*

As part of the case study Tenderer should propose the most suitable venue and/or virtual platform and format for the event describing how it will manage the whole project on behalf of ECMWF from strategic planning to delivery, including space rental /platform licensing, logistics and virtual production for a hybrid event ensuring on site and remote participation. The Tenderer should specify the criteria and parameters taken into account to come up with a solution.

The case study should include an outline of the event concept and plan (the agenda/programme is crafted entirely by ECMWF, with many creative solutions related to the displays, visuals and takeaway material (which should be presented in both English and, if different from English, the local language). Details of the event publicity campaign, with tools and platforms used, should be also included.

The Tenderer should outline their management and implementation plan for the proposed event and meeting including resources and cost planning and the subcontractor selection and management process for each stage of the case study. An evaluation methodology and tools for assessing project KPIs should be also incorporated in the case study proposal.

The proposal should consider also a PR approach bearing in mind that media relations are delivered by a contractor under another contract. To this end, the proposal should cover dealing with, managing and preparing for VIP speakers.

Copernicus is a flagship programme run by the EC and hence it is expected that the venue, displays, visuals, virtual event, and the management of such proposed under this case study will reflect high quality standards, professionalism and finesse. The event should be engaging and run smoothly.

4.7 Pricing

The total indicative budget estimated for covering the activities under both lots is 3,700,000 Euros.

Tenderers are expected to determine their pricing using the MS Excel files as included in Volume IIIA, for WPO as a fixed and firm (Pre-Agreed Price Basis). Note that at this stage of the Tender process, the Bidders are required to provide their prices for *WPO only* under the tab name 'Cost and Prices'. The tab name 'Price Scenario' is only applicable to the scenarios under 4.7.1 and 4.7.2 of this document. Please complete the pricing scenario for the lot which you are tendering for.

For the successful Tenderer, WP1 and WP2 activity will be paid on a Cost Reimbursement Basis. An indicative budget and deliverables list will be agreed at negotiation stage with the preferred Tenderer. As part of the Tender response in Volume IIIB, an outline should be provided of how the Tenderer will ensure close and efficient cost control with and under the direction of ECMWF for Cost Reimbursement activities.

Daily Fee rates shall be calculated on salary costs, profit rates and indirect costs per different levels of experts involved as described in section 4.4. Note: no margin on procured goods or services is permitted under this contract, instead, charging direct labour effort to the activities of acquiring goods and services is, on a Cost Reimbursement Basis.

Resources and their rates as specified in Volume IIIA Pricing tables and agreed as a result of the negotiations will be fixed and valid for the duration of the Framework Agreement.

4.7.1 Pricing Table for Lot 1

For Lot 1, a price should be given and explained for the scenario as described below. **This price is used for evaluation purposes of the tender only.** Daily fee rates should also be proposed for the different roles of experts involved. Tenderers are required to complete the dedicated sheet in the MS Excel Pricing Tables as included in Volume IIIA (Price scenario).

Price determination scenario for Lot 1:

Public Outreach Scenario: *Publication of 2023 European State of the Climate report*

Please use the case study presented according to the requirements in 4.6 section to provide the Price scenario for Lot 1.

4.7.2 Pricing Table for Lot 2

For Lot 2, a price should be given and explained for the scenario as described below. **This price is used for evaluation purposes of the tender only.** Daily fee rates should also be proposed for the different roles of experts involved. Tenderers are required to complete the dedicated sheet in the MS Excel Pricing Tables as included in Volume IIIA (Price scenario).

Price determination scenario for Lot 2:

Event Scenario: *Launch of 2023 European State of the Climate Report*

Please use the case study presented according to the requirements in 4.6 section to provide the Price scenario for Lot 1.

4.7.3 Price evaluation

Price constitutes 25% of the high level evaluation criteria specified in the Contract Notice published in the Official Journal of the European Union, and which is a part of the ITT documents (Notice will be made available to suppliers via the eprocurement portal).

The figure that will be taken for price evaluation will be calculated based on the following elements:

- Total cost of Price Scenario figure (contributing with a ratio of: 30%)
- Average of fee rates (contributing with a ratio of 40%)
- Management and Implementation- WPO (contributing with a ratio of 30%)

4.7.4 Pricing for Service Contracts

For each new Service Contract launched within the Framework Agreements, price will be determined with the successful Tenderer for the specific activities covered within that Service Contract.

The price will be based on the daily fee rates fixed at the signature of the Framework Agreement and eventual travel costs and other direct costs such as event logistics, promotional material, etc.