

# ECMWF Copernicus Procurement

## Request for Proposal



## Copernicus Joint Services

### Website user experience and user journey

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# Table of Contents

1	DEFINITIONS .....	3
2	INSTRUCTIONS FOR PROPOSER .....	3
2.1	Introduction to the ECMWF & European Copernicus Programme.....	3
2.2	Background to the project.....	4
2.3	Proposals are subject to these Conditions .....	4
2.4	Enquiries and contact procedure .....	8
2.5	Timetable for this procurement .....	8
2.6	Submission of proposals.....	9
2.7	Timeliness of response .....	9
2.8	Evaluation method and selection criteria .....	9
2.9	Warnings/disclaimers.....	10
3	SCOPE OF SERVICE REQUIREMENTS.....	10
4	REQUIRED INFORMATION .....	10
4.1	Forms to complete .....	10
4.2	Response to the Specification of Requirements .....	10
4.3	Commercial arrangements .....	11
4.4	Terms and Conditions.....	11
4.5	Additional matters.....	11
4.6	Diversity and inclusion .....	11
	ANNEX 1 SPECIFICATION OF REQUIREMENTS .....	12
5	Project specific background .....	12
5.1	Technical requirements.....	13
5.2	Equipment, duration, budget, deliverables.....	15
5.3	Proposal and project example.....	15
	ANNEX 2 PRICING TABLES AND TEMPLATE FOR PROPOSER .....	17
	ANNEX 3 TERMS AND CONDITIONS OF THE AGREEMENT .....	18

# 1 DEFINITIONS

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

“ECMWF”	means European Centre for Medium-Range Weather Forecasts
“C3S”	means Copernicus Climate Change Service
“Centre”	means ECMWF
“Copernicus”	means the European Commission project for which Services under this RFP will be procured
“Deliverable”	means something tangible or intangible which the Contractor agrees to produce and deliver or make accessible to ECMWF as part of the Services. A Deliverable could be a report, a document, a specific data set, a service upgrade or any other building block of an overall project. Deliverables can be defined as single instances or as being continuously updated (e.g., routine production of data sets, routine production of reports).
“KPI”	means Key Performance Indicator, a quantifiable measurement that reflects the critical success factors of an activity
“Milestone”	means a step used to mark specific points along the project timeline. These points may signal anchors such as a project start and end date, introduction of a new input data set, among others. A Milestone differs from a Deliverable in that a Milestone is a measurement of progress toward an output whereas the Deliverable is the result of the process.
“Performance Target”	the expected or predicted success level of an activity. The Performance Target can be assessed with Key Performance Indicators
“Proposal”	means a response to this RFP
“Proposer”	means a respondent to this RFP
“RFP”	means this request for proposal, comprising of a set associated documentation, which the Proposer must respond to in their submitted proposal
“Services”	means any of the services that are being procured by the ECMWF in this RFP
“Successful Proposer”	means a respondent to this RFP who is successfully chosen as a supplier and subsequently performs the Services

## 2 INSTRUCTIONS FOR PROPOSER

### 2.1 Introduction to the ECMWF & European Copernicus Programme

This Request for Proposal (RFP) has been prepared by the European Centre for Medium-Range Weather Forecasts, (governed by its Convention and associated Protocol on Privileges and Immunities which came into force on 1 November 1975 and was amended on 6 June 2010) ("ECMWF") for the purposes of obtaining proposals for **qualitative and quantitative research to establish the effectiveness of the Copernicus Climate Change Service and Copernicus Atmosphere Monitoring Service websites, making recommendations for design, user journey (including information architecture) and navigation to inform development of the sites.**

ECMWF is both a research institute and a 24/7 operational service, producing and disseminating numerical weather predictions to its Member States. This data is fully available to the national meteorological services in the Member States. The Centre also offers a catalogue of forecast data that can be purchased by businesses worldwide and other commercial customers. The supercomputer facility (and associated data archive) at ECMWF is one of the largest of its type in Europe and Member States can use 25% of its capacity for their own purposes.

The organisation was established in 1975 and now employs around 450 staff from more than 35 countries.

A description of ECMWF's activities and infrastructure can be found at:

<http://www.ecmwf.int/en/about/what-we-do>

ECMWF is based in three locations: Reading (United Kingdom), Bologna (Italy) and Bonn (Germany).

The European Copernicus Programme is an EU-wide flagship programme that aims to support policymakers, businesses and citizens with enhanced environmental information. The programme reached operational status in 2014 and entered its second phase in 2021. For the period 2021-2028, a total budget of 5.3 B€ will be available to operate Copernicus, funding two main aspects: the space component (in particular the dedicated "Sentinel" satellite missions) and the services.

Copernicus also relies on strong satellite and ground-based observations, contributed to directly by European Member States as well as by international research networks. Copernicus contributes to and benefits from the building up of the Global Earth Observation System of Systems (GEOSS) and the World Meteorological Organization's Global Framework for Climate Services (GFCS). Copernicus contributes to the European Green Deal, which is the overarching guiding document for the EU's "climate action plan" – a new growth strategy that aims to transform the EU's economy to ensure a sustainable future. Through the European Green Deal, the European Union will become a resource-efficient and competitive economy where there are no net emissions of greenhouse gases by 2050, economic growth that is decoupled from resource use and where no person and no place is left behind.

Copernicus services provide information drawn from observational data sources and modelling capacities. They address six areas: three are thematic and refer to different components of the Earth-System (land, marine and atmosphere); the three others being "horizontal" or "cross-cutting" in scope (emergency management, security and climate change). The development of the services has relied on funding from the European R&D Framework Programmes 6 and 7, and Horizon 2020, as well as initially from the European Space Agency. Most services and their components are operational. However, there are new service elements, such as for instance the anthropogenic CO<sub>2</sub> emissions Monitoring and Verification Support capacity, which are currently still in the build-up phase supported by European R&D funding while ramping up as part of CAMS.

## 2.2 Background to the project

The background to this RFP is described in Annex 1.

## 2.3 Proposals are subject to these Conditions

The Proposer must read all RFP documents and comply with ECMWF's instructions with regard to the submission of their Proposal. The RFP documents comprise the following:

- This document, which includes Annex 1 (Specification of Requirements);
- Annex 2, which includes the Pricing Tables, Template for Proposer and Forms to complete, attached as separate documents;

- Annex 3, which includes the Terms and Conditions of the Agreement, attached as a separate document.

### 2.3.1 Eligibility

#### 2.3.1.1 General eligibility

According to the Contribution Agreement between the European Union and ECMWF, participation in calls for tenders shall preferably be open to entities established in Member States of the European Union and to entities established in Copernicus participating states in accordance with the conditions laid down in the EU's Space Programme Regulation. The Regulation can be found at [https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.L\\_.2021.170.01.0069.01.ENG&toc=OJ%3AL%3A2021%3A170%3AFULL](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.L_.2021.170.01.0069.01.ENG&toc=OJ%3AL%3A2021%3A170%3AFULL)

It is currently ECMWF's expectation that, in practice, entities established in other States may exceptionally be eligible and subject to specific scientific or other requirements (as specified in the tender documents) as well as express prior approval by an EU Procurement Board. This applies to both prime and subcontractors. Accordingly, ECMWF is required to reserve the right to exclude ineligible persons or entities from tenders at any point in time. The Proposer as well as their subcontractors must meet all eligibility criteria throughout the whole duration of the procurement exercise as well as their prospective contract.

#### 2.3.1.2 Eligibility of United Kingdom and Swiss entities

Switzerland (CH) was eligible for the first phase of the Copernicus Programme between 2014 and 2020. This has changed. For the avoidance of doubt, please note that, at present, CH is neither an EU Member State nor is it participating in the EU Space Programme. Thus, CH is currently considered a non-contributing country for the second phase of the Copernicus Programme (2021-2027).

During 2021-2023 the United Kingdom (UK) was also considered a non-contributing country for the second phase of the Copernicus Programme. However, on 4 December 2023 the UK and the European Commission signed an agreement finalising the UK's association to the Copernicus Programme (as well as to Horizon Europe). For the avoidance of doubt, from 1 January 2024 the UK is therefore eligible to benefit from Copernicus services and products in the same way as other participating countries. UK entities will have the same rights as entities from EU or other associated countries to bid for Copernicus contracts, both as prime and sub-contractors.

The UK is committing to participate in Copernicus for the remainder of the current multi-annual financial framework (2021-2027).

### 2.3.2 Early Detection and Exclusion System (EDES) Database

The purpose of the EDES is the protection of the European Union's financial interests. In particular, the EDES ensures:

- the early detection of persons or entities, which pose a risk to the Union's financial interests;
- the exclusion of persons or entities from receiving Union's funds (Article 135(1) of the Financial Regulation);
- the imposition of a financial penalty on a recipient (Article 138 of the Financial Regulation);
- the publication, in the most severe cases, on the Commission's internet site of information related to the exclusion and where applicable the financial penalty, in order to reinforce their deterrent effect (Articles 140 of the Financial Regulation).

The ECMWF makes use of the EDES to verify whether individuals or organisations are suitable entities to receive funding from the EU.

The grounds for exclusion are listed under article 136(1) of the EU Financial Regulation. They include:

- bankruptcy and insolvency situations;

- non-payment of taxes or social security contributions;
- grave professional misconduct;
- fraud, corruption, participation in a criminal organisation etc.;
- serious breach of contract.

The Proposer must confirm in its response that they and persons having powers of representation, decision-making or control in their organisation are NOT listed on the EDES database and must accept that the ECMWF will reject any Proposer who is so listed.

### 2.3.3 EU Restrictive Measures

Restrictive measures (sanctions) are the tool in the EU's common foreign and security policy (CFSP), through which the EU can intervene where necessary to prevent conflict or respond to emerging or current crises.

The obligation to ensure compliance with the EU restrictive measures applies:

- to the EU institutions and bodies and to all EU contracting partners;
- not only at the initial distribution of funds but also down to the level of final beneficiary.

ECMWF, as the entrusted entity for the implementation of Copernicus Atmosphere Monitoring and Climate Change Services, must ensure that there is no detection of a recommended Proposer (and any partners thereof) or grant applicant, co-applicants, affiliated entities in the list of EU restrictive measures, before signing a contract. Likewise, grant beneficiaries and contractors must ensure that there is no detection of subcontractors, natural persons (including recipients of financial support to third parties), in the lists of EU restrictive measures. This requirement is specifically detailed in clause 2.1.5, and clauses 2.8.2.2 (ii) and 2.8.5 of the Agreement for Copernicus Services.

As a minimum, using the [www.sanctionsmap.eu](http://www.sanctionsmap.eu) website, the Proposer must undertake the following checks of their subcontractors, or any other third parties involved in delivering products goods or services to Copernicus:

- Country check (country of registration of bidding organisation / holding company);
- Organisation / Holding company check (using search function);
- Individual check (using search function).

The Proposer must complete the Restrictive Measures form as per the provided template for a minimum of four persons who have powers of representation, decision-making or control in their organisation, as well as confirming that they have undertaken checks on their subcontractors as detailed above.

The Proposer should note that, as this forms part of ECMWF's obligations to the EC, failure to complete and return this form may lead to exclusion from the tender process.

### 2.3.4 EU Conditionality Measures

Conditionality measures are additional protections for the EU budget when breaches of the rule of law principles affect or risk affecting EU financial interests introduced in 2021.

Conditionality measures may be put in place in the context of the general regime of conditionality for the protection of the EU budget established by [Regulation \(EU, Euratom\) 2020/2092 of the European Parliament and of the Council of 16 December 2020 on a general regime of conditionality for the protection of the Union budget](#).

This conditionality regime allows the EU to take measures – for example suspension of payments, suspension of implementation, termination or prohibitions on entering into new legal commitments with concerned entities – to protect the EU budget.

ECMWF, as the entrusted entity for the implementation of Copernicus Atmosphere Monitoring and Climate Change Services, is required to ensure conditionality measures are duly applied vis-à-vis concerned entities.

Further requirements with respect to conditionality measures are detailed in Annex 3 of the RFP documents, the Agreement for Copernicus Services.

The Proposer must confirm in its response and ensure during the lifetime of an Agreement that neither them nor any of the proposed subcontractors or entities that would receive payment in connection with the Services, are affected by the conditionality measures described above, and must accept that the ECMWF may reject any Proposer, subcontractor or other entity that are so affected.

#### 2.3.5 Specific conditions

The procurement for the contract will be conducted in accordance with ECMWF's procedures as set out in ECMWF's RFP documents and no other procedures will apply.

ECMWF will only enter into a contract with a single legal person/entity. Due to the need to include performance and compliance obligations in the contract, ECMWF will contract only with a single legal person or entity which is competent to undertake and commit to these obligations.

ECMWF recognises that some responses will involve a number of organisations which may wish to work together to deliver the contract requirements. In such cases, these organisations must identify a lead contractor who will sign the contract with ECMWF and who will be responsible for putting in place legal arrangements to ensure that it can guarantee that all other organisations will also meet the contract obligations. ECMWF will not enter into multiple contracts with individual members of consortia or groups of service providers.

#### 2.3.6 Validity

The Proposal shall remain valid for a minimum of six months after the closing date for this RFP.

#### 2.3.7 Expenses

ECMWF will not reimburse expenses incurred in connection with the preparation and submission of the Proposal. ECMWF accepts no liability whatsoever, whether in contract, tort or otherwise in relation to the RFP or in respect of any costs, damages or expenses incurred by the Proposer or any third party.

#### 2.3.8 Language for Proposals

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

#### 2.3.9 Status of submission

The submission of a Proposal in response to this RFP shall constitute an offer that may be accepted by ECMWF so as to become a binding contract. However, ECMWF is not bound to accept any Proposals. If ECMWF elects to accept a Proposal, subject to contract, the parties shall seek to execute a formal contract incorporating the Terms and Conditions contained in the RFP and any other agreed terms.

#### 2.3.10 Right to negotiate

ECMWF reserves the right to negotiate with the Proposer before taking a decision on the placing of a contract.

#### 2.3.11 Right to reject

ECMWF reserves the right to reject a Proposal that does not substantially comply with the conditions that are part of the RFP.

### 2.3.12 Confidentiality

ECMWF reserves the right to retain all documents submitted by the Proposer in response to the RFP. Any information in such documents that is proprietary and confidential to the Proposer will be handled confidentially by ECMWF provided it is clearly and specifically identified as such. Such obligation shall not apply if such information is or was obtained from other sources that do not bind ECMWF as to confidentiality or if the information is in the public domain. ECMWF may make the Proposer's proposal available for evaluation purposes to authorised people including its governing body, committees, and professional external evaluators in addition to ECMWF's own personnel under the same conditions of confidentiality.

The contents of this RFP together with all other information, materials, specifications or other documents provided by ECMWF, or prepared by respondents specifically for ECMWF, shall be treated at all times as confidential by the Proposer. The Proposer shall not disclose any such information, materials, specifications or other documents to any third parties or to any other part of the respondents' group or use them for any purpose other than for the preparation and submission of a response to this RFP nor shall the Proposer publicise ECMWF's name or the project without the prior consent of ECMWF. ECMWF in turn confirms that it shall treat all information provided to it by the Proposer as confidential and further confirms that such information will not be disclosed by ECMWF to any third parties, other than its advisers and consultants.

The Proposer shall ensure that all third parties to whom disclosure is made shall keep any such information, materials, specifications or other documents confidential and not disclose them to any other third party except as set out above.

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

## 2.4 Enquiries and contact procedure

Any enquiries or requests for clarification of any matters arising from this RFP should be sought from the Procurement Section at ECMWF and must be made in writing **by completing the Excel "Questions/Answers" form (RFP\_CJS2\_122 Request for clarification Form.xlsx)** and submitting by e-mail as follows:

E-mail: [procurement@ecmwf.int](mailto:procurement@ecmwf.int)

The subject of the e-mail must be: **Clarification to RFP/2024/CJS2\_122**

Where ECMWF supplies further information regarding the RFP or issues clarifications as a result of the questions received it will make them available through its web page in accordance with the timetable in Section 2.5, unless the question is specific to a supplier's proprietary solution. The identity of the questioner will not be revealed. The bidders are advised to follow ECMWF website for any updates or clarifications that may be announced.

## 2.5 Timetable for this procurement

ECMWF envisages the following timetable for this procurement:

Issuance of RFP	19 August 2024
Last date for submission of clarification questions	<b>13 September 2024, 23:59:59 (CEST)</b>
Last date for publishing clarifications	<b>20 September 2024</b>



<b>Closing date/time</b>	<b>30 September 2024, 16:00:00 (CEST)</b>
Evaluation	October 2024
Negotiation of service details with the successful bidder	November 2024
Sign contract by	December 2024

## 2.6 Submission of proposals

The Proposer is requested to confirm to the email address shown in 2.4 above whether or not it will be submitting a response and shall provide a contact point and contact details to which all further information will be sent.

The response to this RFP must arrive at ECMWF no later than the closing time and date in section 2.5. The Proposer must submit its response to [CJS2\\_122@ecmwf.int](mailto:CJS2_122@ecmwf.int) as an email with attachments containing its complete response to this RFP including templates provided in Annex 2. The attachments must contain a printable version of the response in Microsoft Word format, Rich Text Format (RTF) or Adobe Portable Document Format (PDF) and in Microsoft Excel format for any spreadsheets. The e-mail should confirm that the response has been submitted by a duly authorised director or senior officer of the Proposer.

The subject of the e-mail must be: **Response to RFP/2024/CJS2\_122**

**You will receive an automated receipt confirmation upon submission of your response. If you do not receive one, you should contact [procurement@ecmwf.int](mailto:procurement@ecmwf.int) immediately.** You must NOT send or copy your response to the contact email address in 2.4 above.

Please note that ECMWF reserves the right to contact Proposers during the evaluation process in order to clarify points in their response, therefore the contact point should be monitored during this period.

## 2.7 Timeliness of response

ECMWF will not consider any late or partial responses to this RFP nor will it consider requests for extension of the time or date fixed for the submission of proposals. It may, however, at its own absolute discretion, extend the time or date fixed for submission and in such an event ECMWF will notify all Proposers who have provided ECMWF with an e-mail address for communication of additional information.

Technical failure, including of a computer, browser, e-mail system or internet connection, is not a valid reason for late or failed submission of a response, unless as a result of a failure of the ECMWF's IT systems, and in the case that there was no reasonable course of action the Proposer could have taken to submit the response on time. It is important that you do not leave the submission of your response to the last minute.

## 2.8 Evaluation method and selection criteria

ECMWF will evaluate the Proposal based on the Proposer's response to ECMWF's requirements (Annex 1 of this RFP) and the Proposer's compliance with ECMWF's instructions in this document. The Proposal will be evaluated against the following evaluation criteria.

<b>Evaluation criteria</b>	<b>Default Weighting</b>
Proposer's Financial & Legal organisation	5%
Price	15%
Track record	20%
Quality of Resources Deployed	15%
Technical Solution Proposed	25%
Management & Implementation	20%

## 2.9 Warnings/disclaimers

Nothing contained in this RFP or any other communication made between the respondent and ECMWF or its representatives shall constitute an agreement, contract or representation between ECMWF and any other party (except for a formal award of contract made in writing by ECMWF). Receipt by a respondent of this RFP does not imply the existence of a contract or commitment by or with ECMWF for any purpose.

ECMWF reserves the right to change any aspect of, or cease, the RFP at any time.

While ECMWF has taken all reasonable steps to ensure, as at the date of this document, that the facts which are contained in this RFP are true and accurate in all material respects, ECMWF does not make any representation or warranty as to the accuracy or completeness or otherwise of this RFP, or the reasonableness of any assumptions on which this document may be based. ECMWF accepts no liability to respondents whatsoever and however arising and whether resulting from the use of this RFP, or any omissions from or deficiencies in this document.

ECMWF may use the information included in a proposal for any reasonable purpose connected with this RFP.

## 3 SCOPE OF SERVICE REQUIREMENTS

See Annex 1 of this RFP.

## 4 REQUIRED INFORMATION

General guidelines for the Proposal are described in the Template for Proposer, attached as a separate file as part of Annex 2. General requirements to prepare the response for this particular RFP are described in the next sub-sections.

### 4.1 Forms to complete

The Proposer should provide, together with their response, the Legal Entity Form, Financial Identification Form, EU Restrictive Measures Form and the Declaration Form for Economic and Financial Capacity, as per provided templates, and complete and return the RFP Questionnaire.

### 4.2 Response to the Specification of Requirements

The Specification of Requirements can be found at Annex 1. The work should be divided into separate Work Packages (WPs).

The response shall provide a description of how the Proposer proposes to address and implement each of the Work Packages, tasks and requirements of the Specification of Requirements in Annex 1. The response should include as a minimum the following information:

- A description of your understanding of the requirements
- A description of the technical solution, the work required and the approach to be taken, including for reaching target audiences
- A description of the process for validating the research and/or proposals for implementation
- A description of required resources
- List of deliverables, description of the deliverables and due dates for each WP
- An outline project plan containing estimated start and due dates for each task and subtask, inputs required and outputs

- Details of the resources required to carry out the activities, workload assessment and associated manpower, including staff profiles
- Track record and in-depth example of a similar project (detail in Annex1)

### 4.3 Commercial arrangements

The Proposer should provide prices in the format of the Pricing Tables attached to this RFP as part of Annex 2. Prices shall be firm and fixed (FFP) and quoted in Euros (€) net of taxes and VAT.

The response shall include a proposed payment plan in the dedicated Tab of Annex 2 Pricing Tables and Deliverables template. Payments shall be linked to the completion of Work Package milestones and to the acceptance of the associated deliverables by ECMWF. In cases where a payment is proposed but no contractual deliverable is foreseen within the project schedule, the Proposer shall indicate by what means the milestone achievement will be assessed by ECMWF (i.e., interim datasets delivery, progress review, validation reports, etc.).

Moreover, the response shall address how the proposed activities ensure best value for money for the delivery of the Service.

The contract price must not exceed 200,000.00 EUR.

### 4.4 Terms and Conditions

The underlying Terms and Conditions applicable to any contract resulting from this RFP are at Annex 3. The Proposer should confirm that it accepts these terms and conditions or provide a list of reservations in its response. ECMWF reserves the right to negotiate the terms and conditions for any contract. The proposal submitted by the Proposer, clarified if necessary, will be part of the contract.

### 4.5 Additional matters

The Proposer should set out any additional information or other relevant matters which it thinks have not been adequately addressed in the RFP and/or merit further consideration in its response.

### 4.6 Diversity and inclusion

In the event that multiple bidders present equally qualified proposals (discrepancy lower than 1%), ECMWF will take into consideration the diversity and gender balance of each bidder's organisation as a tiebreaker when making the final decision. We recognise that diversity and collaborative environment are essential for advancing scientific discovery and innovation, and we are dedicated to creating a culture that encourages and supports the contributions of individuals from all backgrounds. As part of this commitment, we encourage bids from companies who share our values and demonstrate a commitment to diversity and inclusion in their own organisations. We believe that working with suppliers who support our efforts to create a more inclusive and diverse community is key to achieving our goals and driving progress forward in all our areas of activities. Therefore, the Centre encourages all potential bidders to take these values into consideration when submitting proposals.

## ANNEX 1 SPECIFICATION OF REQUIREMENTS

### 5 Project specific background

ECMWF is responsible for the development of the Copernicus Climate Change Service and the Copernicus Atmosphere Monitoring Service websites ([climate.copernicus.eu](http://climate.copernicus.eu) and [atmosphere.copernicus.eu](http://atmosphere.copernicus.eu)). These websites provide news, press information, and access to Service products, tools, and data. These sites must offer clear pathways to all resources, including tendering opportunities, training, and events.

Since the last user experience review in 2016, the websites have expanded significantly with increased visitor traffic, subdomains and sections. This growth has led to structural and navigational challenges. The diverse objectives of our users – ranging from data access to more casual browsing – necessitates streamlined and clear user journeys from the home and key landing pages as well as navigation.

Our goals for the websites are:

- Support the European Commission in raising the profile of the Copernicus brand and the Copernicus programme
- Raise awareness and understanding of the work of the Copernicus Climate Change Service and the Copernicus Atmosphere Monitoring Service, their offer and access methods.
- Promote the use of the Services' data products and tools, increasing traffic to the Services' data store, (the specific website for accessing data products).
- Increase interaction with the Services, by expanding the range of users through a number of means, whether it be via participation in events, training or other communication and user engagement activity.

#### Audiences

As briefly mentioned above, the Copernicus Services serve multiple audiences, each with specific needs that we need to know are being met or met sufficiently:

- Scientists, academics and researchers – Require access to data, news, relevant documents, training, and event information.
- Policy makers and local planning authorities – Need key reports, case studies, supporting documents, and tools that can support decision-making.
- Media – Require access to press releases, supporting data, and other resources.
- Upstream industries and Downstream industries – Require access to data and/or use cases of how the data can be used in ways relevant to them and opportunities for engagement such as tenders, training, user days.
- General public/taxpayer – should be able to find clear information about the Services and understand how and why their money is being spent

#### The web ecosystem

This is a table of notable sites related to the Copernicus programme, ECMWF or the ECMWF-managed Copernicus websites, specifically. **It is not exhaustive** but is designed to give the tenderer an indication of the type of content and destination that users may be seeking.

The Copernicus Climate Change Service	The Copernicus Atmosphere Monitoring Service	The Copernicus Programme	ECMWF
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climate.copernicus.eu	atmosphere.copernicus.eu	https://www.copernicus.eu/en	https://www.ecmwf.int/en/forecasts/datasets
cds.climate.copernicus.eu	ads.atmosphere.copernicus.eu	https://www.copernicus.eu/en/copernicus-services	https://confluence.ecmwf.int/category/cd
atlas.climate.copernicus.eu	policy.atmosphere.copernicus.eu	energy.hub.copernicus.eu	https://confluence.ecmwf.int/site/support
pulse.climate.copernicus.eu	aerosol-alerts.atmosphere.copernicus.eu	health.hub.copernicus.eu	
	solar.atmosphere.copernicus.eu	https://www.coastal.hub.copernicus.eu	
		https://www.arctic.hub.copernicus.eu	

## 5.1 Technical requirements

ECMWF seeks an agency specializing in website user experience with a proven track record to conduct comprehensive research on the two Copernicus sites. This research should evaluate how well the two main sites meet user needs and identify areas for improvement. Consideration should be given to the sites' roles within the broader Copernicus Services and EU Space ecosystem and their flexibility for future development, including accommodating new audience-specific subsites and hubs.

The research should cover the range of users and a range of geographical locations among our funding countries. User journey mapping should account for related websites within the Services' ecosystem, such as the data stores or the thematic hubs (See Table above)

Additionally, the research should assess site optimisation for various means of access, including PC, mobile phone or tablet.

### 5.1.1 Work Package 1 (WP1): Technical delivery

The purpose of this work package is to deliver the research, testing, analysis and recommendations pertaining to user journey and design on which ECMWF can implement improvements to its two Copernicus websites <https://climate.copernicus.eu> and <https://atmosphere.copernicus.eu>, taking in to account the sub-sites, datastores and the broader Copernicus.eu web ecosystem. ECMWF will require approval of the approach to implementation and any testing or interview scripts at each stage of the project, according to the details of the proposal.

The tenderer's proposal shall account for:

#### **User Journey Maps:**

- Detailed mapping of the user journey for different user types
- Identification of user needs, pain points, and goals at each stage of their journey.
- Visual representations (e.g., flowcharts, diagrams) of the user journey.

**Navigation and Information Architecture Proposals:**

- Analysis of the current navigation structure and information architecture.
- Recommendations for modifications to improve navigation based on user needs.
- New or revised site maps and navigation structures.
- Annotated wireframes or prototypes illustrating the proposed changes.

**Usability Improvement Proposals:**

- Detailed analysis of the current usability issues on the home and primary landing pages.
- Recommendations for design and structural improvements within the constraints of the Copernicus web template.
- Mock-ups or prototypes of the improved home and landing pages.
- Justifications for each proposed change, linked to user needs and best practices in usability.

**Validation Report(s):**

- Description of the testing methodology used to validate recommendations (e.g., usability testing, A/B testing, user research and interviews).
- Results of the validation testing, including user feedback, performance metrics, and any observed improvements.
- Adjustments made based on testing feedback, if any.
- Final validated recommendations with supporting evidence from the testing phase.

Deliverables of this work package will therefore include the following documentation, which should comprise of visual aids, detailed descriptions, and justifications for all recommendations and modifications where appropriate.

WP1 Deliverables		
Deliverable	Title	Due
D122.1.1.1	User research findings	M3
D122.1.1.2	User journey maps for different user types	M3
D122.1.1.3	Navigation and information architecture proposals	M4
D122.1.1.4	Usability improvements for layout and structure of key pages	M5
D122.1.1.5	Validation methodology and results	M6

ECMWF may add further deliverables according to the accepted proposal. ECMWF is open to additional or alternative deliverables and timings that the tenderer considers advisable to meet the needs of the RFP.

### 5.1.2 Work Package 0 (WP0): Management and Coordination

The purpose of this work package is to ensure successful oversight, collaboration and delivery of the work outlined in the RFP and includes internal controls and coordination, risk management and tracking of the contract. Updates shall be provided by the successful Tenderer via weekly status meeting and the deliverables as indicated below. The Tenderer shall provide a short description of the key elements to be taken into consideration and provide a risk and mitigation plan.

The tenderer’s proposal shall include

- Kick-off meeting

- Weekly project status meetings
- Communication and project management processes and tools
- Key Performance Indicators (KPIs) suitable for monitoring contract performance.
- Checks, controls, and risk management tools for both the prime contractor and potential subcontractors.
- Resources planning and tracking using the appropriate tools.
- A list key personnel and substitutes in the event of unavailability for all key positions in the contract.
- Subcontractor management approach (if applicable), including conflict resolution
- Management of personal data
- Quarterly and annual reports
- Final report

Deliverables of this work package will include the following

WP 0 Deliverables		
Deliverable	Title	Due
D122.0.0.1	Kick off meeting minutes	M1
D122.0.0.2-1 D122.0.0.2-2 [...]	Weekly status meeting minutes	Weekly
D122.0.0.3_Q1 2025	Quarterly Implementation report	15/04/2025
D122.0.0.4	Annual Implementation report Part 1	15/01/2025
D122.0.0.5	Annual Implementation report Part 2	28/02/2025
D122.0.0.6	Final report	M6
D122.0.0.7	Copy of prime contractors general financial statements and audit report	As soon as available

## 5.2 Equipment, duration, budget, deliverables

Expected top level deliverables are outlined above. Some additional deliverables may be agreed with the successful tenderer during the negotiation stage according to their proposal.

The contract should be completed ideally within **six months**. A new contract (CJS2\_120\_bis) for the development and maintenance of ECMWF’s Copernicus websites is expected to begin in May 2025, and the successful bidder for this new contract will need to implement the recommendations resulted from this contract CJS2\_122. Early insight into the recommendations will, ideally, inform the website ITT (CJS2\_120\_bis) and this should be considered throughout the duration of this contract.

The winning tenderer will need to provide all specialist software and hardware necessary to produce the deliverables of the contract and any meeting spaces, should they be required outside of ECMWF’s offices. ECMWF operates out of three sites – Reading, UK; Bologna, Italy; Bonn, Germany – and staff are dispersed across the three; the Copernicus communication team are predominantly based in Bonn. Users of the sites are international and not from one country of origin.

The expectation is that most meetings will be done remotely via Teams, Zoom or similar.

## 5.3 Proposal and project example

Taking in to account the requirements above, the response should contain

- A description of your understanding of the requirements

- A description of the technical solution, the work required and the approach to be taken, including for reaching target audiences
- A description of the process for validating the research and/or proposals for implementation
- A description of required resources
- List of deliverables, description of the deliverables and due dates for each WP
- An outline project plan containing estimated start and due dates for each task and subtask, inputs required and outputs
- Details of the resources required to carry out the activities, workload assessment and associated manpower, including staff profiles
- Track record

Summaries of similar projects are required and at least one similar project should be an in-depth example with links and files explaining

- Client
- Project objectives
- Specific role of agency
- Target audiences including geographic breakdown
- Approach and schedule of project
- Evaluation of project
- Final staff requirements including profiles and days used
- Total cost

Referee



## ANNEX 2 PRICING TABLES AND TEMPLATE FOR PROPOSER

See the following separate documents attached to this RFP:

- “Annex 2 – RFP Questionnaire.xlsx”
- “Annex 2 – Forms to complete.zip”
- “Annex 2 – Template for Proposer.docx”;
- “Annex 2 – Template Pricing Tables and Deliverables.xlsx”.

The Proposer is requested to complete these documents and submit them as part of their response.

## ANNEX 3 TERMS AND CONDITIONS OF THE AGREEMENT

See separate document attached to this RFP: "Annex 3 - Agreement for Copernicus Services.pdf".

The Proposer must review and accept the terms and conditions of the Agreement and, if there are any reservations, these must be identified as part of their response.