

CLARIFICATIONS

Procurement Process:	ECMWF Copernicus Procurement - Request for Proposal
Reference of Procurement:	CJS2_160_bis (Copernicus Joint Services)
Title of Procurement:	Content creation for communication and user outreach activities in support of the Copernicus Health and Energy Hubs.
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Issued by ECMWF Administration Department, Procurement Section

#	Category	Question	Answer by ECMWF	Date - answer is published by ECMWF
1	Volume II - Specification and Requirements	<p>Confirmation target ; personnas VS Audiences</p> <p>Page 17 states that there are 4 primary target audiences: ECMWF Copernicus hubs' primary target audiences consist of decision-makers and practitioners in the health and energy domains, including intermediate users in: – Policy-making and administrative bodies (B2G, discerning users) – Research institutes and academia (B2B, researchers) – Business and industry stakeholders focused on serving national and international authorities, including consultancy firms (B2B, specialist contractors) – Media – as both audience in their own right and as an amplifier/messenger (B2C, grab and go)</p> <p>Page 22 states that there are 6 types of personnas to target ECMWF has identified 6 different user persona: Specialist contractors, Discerning users, 'Grab and go', Researchers, Data specialist and Citizens. The first three are our main priorities.</p> <p>Could you confirm that the content target will be targeting user personnas mentioned in the RFP document in its Annex 4 (p22), which will prevail over the 4 target audiences groups (p17)?</p>	The user persona specified in Annex 4 is the comprehensive list and are the main priority	05/06/2024
2	Volume II - Specification and Requirements	<p>Clarification re:Taxonomy/Lexicography D160.1.3.X states: Development of appropriate for lexicography/taxonomy Could you specify the estimated number of words in the taxonomy/lexicography?</p>	The budget maximum is 180k€. Suppliers should assess and propose the resources, effort and costs for the deliverables in line with the requirements and specifications provided in the RFP.	05/06/2024
3	Volume II - Specification and Requirements	Could you give a template for an individual item in the taxonomy/lexicography?	We do not have any template.	05/06/2024
4	Volume II - Specification and Requirements	Could you clarify the purpose of the taxonomy/lexicography?	Purpose is to have a better explanation of the wording used since experts at ECMWF are from environmental/climatology topic whilst the audience are from different background.	05/06/2024
5	Volume II - Specification and Requirements	<p>Clarify the nature of the content work D160.1.4.X D160.1.4.X states: Content for 40 webpages :20 for Health + 20 for Energy), incl. - blogs, - articles with editorial imagery - scientific graphs/charts, - online awareness raising initiatives. etc)</p> <p>By contrast, the description on page 17 says: "Webpages curated content for target user audiences, including blogs, articles and stories. The developed content could be used further for wider communication purposes, e.g. ECMWF Copernicus Communication team for press releases and (social) media (cf. ITT CJS2.100).</p> <p>1. Could you clarify whether the work under D160.1.4.X involves: a. Duration of existing content, b. Creation of derivative works from existing content including that delivered under CJS2_154c (producing user stories, infographic, quotes and videos relevant to the Copernicus Health and Energy Hubs) as well as existing ECMWF materials c. Creation from scratch 2. Does the the graphs/charts need to be: a. Created from scratch b. Adapted from existing material c. Produced verbatim from existing material 3. By online awareness raising initiative, do you mean any of the following a. Creating social media cards from scratch based on existing material b. Creating video excerpts from existing material</p>	<p>1. It includes all, but at the beginning mostly a and b. 2. b and c 3. a</p>	05/06/2024
6	Volume II - Specification and Requirements	<p>Clarification nature of the work related to updating short text D160.1.5.X: Update short text to introduce and frame datasets from the catalogues, in an understandable lexicology/taxonomy (minimum 45 for Health and 45 for Energy) By contract the description on page 17, states: "Text to introduce the wider context of the products reported in the respective catalogues and to frame user support documentation relevant for the products." And "Text to introduce user specific training materials relevant to the Copernicus hubs (as provided by ECMWF and contract CJS2_156b, ref. after"</p> <p>And "User outreach and promotional material: content creation and/or revision of material provided by ECMWF to engage with targeted users and to promote Thematic Hubs to wider user communities, including support to contractors working on value proposition strategies and linked user outreach material under CJS2_154a Lot 1 and Lot 2"</p> <p>1. Could you confirm the required length in terms of word count for the "update short text" in the D160.15.X? 2. Could you confirm this task involves creating short text that covers any or all of the following (please specify which ones): a. Text to introduce the wider context of the products reported in the respective catalogues and to frame user support documentation relevant for the products. b. Text to introduce user specific training materials relevant to the Copernicus hubs (as provided by ECMWF and contract CJS2_156b, ref. after c. User outreach and promotional material: content creation and/or revision of material provided by ECMWF to engage with targeted users and to promote Thematic Hubs to wider user communities, including support to contractors working on value proposition strategies and linked user outreach material under CJS2_154a Lot 1 and Lot 2 d. Content creation to stimulate an active use of an eventual user forum.</p>	<p>1. The budget maximum is 180k€. Suppliers should assess and propose the resources, effort and costs for the deliverables in line with the requirements and specifications provided in the RFP. 2. Answer is 'a' for D160.1.5.X. Example of text to review can be seen in https://hds.hub.copernicus.eu</p>	05/06/2024
7	Volume II - Specification and Requirements	<p>Clarification FAQ creation and update D160.1.6.1 Creation for FAQs page (1 webpage with 10 FAQs per domains = 5 health + 5 Energy). Page 17 description states: "Creation and updates of content for FAQs pages" 1. Could you provide a target word count for each FAQ to be created under D160.1.6.1? 2. Could you clarify what is the source of information to be the basis of the FAQ?</p>	<p>1. The budget maximum is 180k€. Suppliers should assess and propose the resources, effort and costs for the deliverables in line with the requirements and specifications provided in the RFP. 2. Source of information will be ECMWF or other contracts such as CJS2_154a</p>	05/06/2024