



Specification for a contract for the provision of communication support in the framework of the WEkEO at the expense of MERCATOR OCEAN

Contract n° 75-MC-COM-SUPPORT-WEKEO

Deadline for the receipt of bids:

11th of December 2020 at 16:00 (Paris time)

1 INTRODUCTION

1.1 OBJECT

This document describes the technical, management, contractual and financial requirements for the provision of communication support in the WEkEO DIAS platform framework.

1.2 CONTRACT FORM

This contract is a simple contract entered into according to the adapted procedure set out in articles L. 2123-1, R. 2123-1, R. 2123-4 et R. 2123-5 of the Public Order Code.

MERCATOR OCEAN reserves the right not to respond, in part or in full, to the consultation.

This contract is not allotted, it is a single contract because the object does not allow the identification of distinct services.

This is a simple contract.

The CCAG-PI is applicable to this consultation.

1.3 MERCATOR OCEAN COMPANY

MERCATOR OCEAN is a non-trading company whose main activity is operational oceanography. Since November 2014, MERCATOR OCEAN has been the delegatee of the European Commission to ensure the Marine Service of Copernicus (marine.copernicus.eu), the Copernicus Marine Environment Monitoring Service or CMEMS.

MERCATOR OCEAN was also selected along with a consortium to implement the WEKEO DIAS (wekeo.eu) cloud computing platform with ECMWF, EUMETSAT, and the EEA. WEkEO includes all the Copernicus catalogue and Sentinel data along with cloud computing resources and tools. The data is free however the cloud computing resources are a paid service based on different usage tiers.

1.4 MAIN OBJECTIVE OF CONTRACT AND TARGET AUDIENCE

The main objective is to increase the user uptake of the WEkEO service (wekeo.eu) (more registered and active users). This can be achieved via a larger exposure of the WEKEO information and editorial content through:

- the WEKEO web portal
- Its social media
- Its event promotion
- Its press relations

We want to increase awareness of WEkEO data and information among (i) the Earth Observation science and business communities; (ii) European policymakers in Brussels and national capitals, but also at a local level, and (iii) the general public. Among business stakeholders, we want to engage with all the sectors that benefit from Earth Observation Data.

We would want support defining audience and strategy to meet them. We have a wide net to cast:

- Policy makers: European Commission, member states, local authorities
- Developers: in Academia and business world - ultimately it is developers that have the technical skills to use WEkEO
- A little high-level awareness information about the state of the planet as found through earth observation (Copernicus Services, Sentinels)
- Goals: to relay to our WEkEO users key information happening with the Copernicus Services and Sentinel data providers (like Eumetsat and ESA) - on new products, findings etc. We can act as a channel to relay expertise and communications from the services

2 DETAILS OF THE TASK REQUIRED:

2.1 EDITORIAL CONTENT

- Objective: support us with the writing of articles, to be published on the WEKEO website
- Work to be done: high quality article writing, i.e. scientific writing that can be understood and usable by policy makers. Articles can be about for example i) scientific thematic, ii) phenomena affecting the earth (ie fires, storms) iii) catalogue or releases among all the partners, iv) events and training among all the partners, v) use cases, vi) bulletin.
- At least 9 articles (500 words or more each) with visuals, Infographic, scientific graph/figure or photo, depending on the content
- Since WEkEO is newly functional, we do not have a robust use case portfolio. The holder would help us build this through article writing.

2.2 SOCIAL MEDIA CONTENT

- Objective: support us with the social media communication, to be published on the WEKEO social media channels
- Work to be done:

- Create social media post that can be understood and usable by all public. Such post can link to the articles developed in section 2.1.
- Twitter text proposition for each article developed in section 2.1 with an adapted visual.
- test and start a paid social media strategy
- Support on engaging on social media
- Cross-channel campaigns
- 2 tweets per week and accompanying visual when needed

2.3 PRESS RELEASES AND PRESS RELATIONS

- Objective: increase WEKEO press coverage and develop a network of interested journalists.
- Work to be done:
 - Create at least 5 Press Releases
 - diffuse them in the press network for uptake

2.4 EVENT PROMOTION:

- Objective: Promote for the online / virtual events
- Work to be done:
 - Create Press Release (see section 2.3)
 - diffuse it in the press network for uptake
 - Create social media post to promote this specific event (at least 5 posts)
 - Trigger press coverage and interviews (from MERCATOR OCEAN CEO Pierre Bahurel, and EU representatives).

2.5 DELIVERABLES

The deliverables are as follows:

Deliverable	Content	Deadlines	Payment
0	Kick-off	T0	20%
1	- 1 article (500 words or more each) with visuals depending on the content - 2 tweets per week and accompanying visual when needed	T0+1 month	
2	- 2 articles (500 words or more each) with visuals depending on the content - 2 tweets per week and accompanying visual when needed - at least 1 press release to be diffused in the press network	T0+2 months	30%
3	- 1 article (500 words or more each) with visuals depending on the content - 2 tweets per week and accompanying visual when	T0+3 months	

	needed - at least 1 press release to be diffused in the press network		
4	- 2 articles (500 words or more each) with visuals depending on the content - 2 tweets per week and accompanying visual when needed - at least 1 press release to be diffused in the press network	T0+4 months	20%
5	- 1 article (500 words or more each) with visuals depending on the content - 2 tweets per week and accompanying visual when needed - at least 1 press release to be diffused in the press network	T0+5 months	
6	- 2 articles (500 words or more each) with visuals depending on the content - 2 tweets per week and accompanying visual when needed - at least 1 press release to be diffused in the press network	T0+6 months	30%

2.6 IMPLEMENTATION REQUIREMENTS

KPI	Description	Example of evaluation
Single visit on web portal	Number of visit by a single user	Continuous increase of the visits
Pageviews on web portal	Number of pages viewed by a single user	More than one page by user
New registered users on WEKEO user database	The amount of new registered users	Every two consecutive months, the rate must be stable to incremental, and not decreasing
Followers on social media (Twitter account)	The amount of new followers on twitter account	Continuous increase of the followers

3 CONDITIONS OF ACHIEVEMENT

3.1 CONTROL AND CONTACTS

The responsible person at MERCATOR OCEAN is Laurence Crosnier.

The candidates will designate a contact person to monitor the planned work.

3.2 PLACE OF PERFORMANCE OF THE CONTRACT

The work will be carried out on the premises of the selected company. However, coordination meetings with the teams of the WEkEO consortium are to be planned in the form of physical meetings or teleconferences.

3.3 DURATION

The maximum duration for the contract is 6 months.

The contract will begin no later than December 31st, 2020.

The contract will take effect as from its notification.

The end of the performance of the contract must not exceed June 30, 2021.

3.4 ANSWER

In the form of a quote including:

- Administrative proposal :
 - Description of the company (place, financial information, ...)
 - Declaration on honor attesting not to be in a case of prohibition to tender to the public contracts (articles L. 2141-1 to L. 2141-10 of the Code of the public order)
- Financial proposal : The proposal will describe:
 - a fixed price for the work described in point 2.
 - The price of the services will be a lump sum payment.
 - The maximum budget for this contract **will not exceed 30 000€ HT.**
- Technical proposal :

The technical proposal will detail the work to be performed in the framework of the contract and the person or team that will perform this work. It is recommended to:

 - Demonstrate a sound knowledge of the WEKEO project
 - Detail the work to be performed
 - Propose the CV(s) of key people for the contract

3.5 CONTRACT FORM

MERCATOR OCEAN will sign a contract listing all the requirements and obligations linked to the goals and execution of the contract.

4 PENALTY

In the event of a delay in the execution of the deadlines for the services indicated in points 2.5 and 3.3, the holder may be subject to a penalty equal to € 100 excluding tax per delay observed.

5 CRITERIA OF EVALUATION

The relevance of your proposal is evaluated through the tasks you commit to achieve but also through criteria

- The price of your proposal (20 %).
- Technical criteria (80%):

- The proven knowledge of the WEKEO service 20%
- The description of the technical work proposed 40%
- Adequacy of organization and proposed key profiles 20%

6 NEGOCIATION

MERCATOR OCEAN will be able to negotiate technically and financially with the 3 best ranked candidates. However, MERCATOR OCEAN reserves the right to award the contract on the basis of the initial offers without negotiation.

7 SUBMISSION PROCEDURE

Conditions for the submission of application files:

Proposals must be sent to the following email address: lcrosnier@mercator-ocean.fr

Proposals must be submitted before: 11th of December 2020 at 16:00 (Paris time)

Proposals received after will not be studied.
