Implemented by

STATEMENT OF WORK

USER UPTAKE ACTIVITIES COPERNICUS MARINE ENVIRONMENT MONITORING SERVICE (CMEMS)

CALL FOR TENDER NO. 33-UU-DO-CMEMS-DEM3

DEVELOPMENT AND PROMOTION OF DEMONSTRATIONS OF CMEMS DOWNSTREAM SERVICES CONTRIBUTING TO THE IMPLEMENTATION OF THE MSFD OF THE EUROPEAN UNION

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Motivation and strategy

The Copernicus Marine Environment Monitoring Service (CMEMS – marine.copernicus.eu) has been operational since May 2015.

The excellent CMEMS user response (+7000 subscribers today) is a real incentive to pursue and boost a strategy built on an open and free service and support to the development of downstream services. The CMEMS users and more specifically "intermediate users", service providers themselves, are key to the success of the service. They bring an expert added-value to specialised contracts to leverage the existing economic activity.

With the User Uptake, Mercator Océan aims to reinforce its relationship with its intermediate users, to explain and enhance the CMEMS service and the services of these key players. This is based on their direct involvement to ease the CMEMS use and promote inspiring exemplary cases which will contribute to the development of the whole chain.

In practice, Mercator Océan wishes to identity the successful elements of the service relationship between CMEMS and its users, to display and bring visibility to the services of its users and on CMEMS. The illustration with concrete examples will raise interest of new users and allow communities to exchange on a specific topic and propose relevant evolutions to the current European service.

This User Uptake component will accompany CMEMS during all its operations and evolutions and will take the shape of several successive contracts. For this first wave, a thematic priority is been set on the coastal area. Other themes will be addressed during the following stages to continue answering user needs.

1 CONTEXT

A Delegation Agreement has been signed between the European Commission and Mercator Océan for the Copernicus Marine Environment Monitoring Service (CMEMS) implementation. The Copernicus Marine Service provides regular and systematic reference information on the physical state and dynamics of the ocean and marine ecosystems for the global ocean and the European regional seas. This capacity encompasses the description of the current situation (analysis), the prediction of the situation a few days ahead (forecast), and the provision of consistent retrospective data records for recent years (re-analysis).

CMEMS provides a sustainable response to European user needs in four areas of benefits that are:

- coastal and marine environment,
- maritime safety,
- marine resources,
- climate, seasonal and weather forecasting.

The areas of benefits and their sub-categories are listed in the CMEMS registration form, paragraph 2.2 (http://marine.copernicus.eu/web/56-user-registration-form.php)

The delegation agreement between the European Commission and Mercator Océan requires the development and the implementation of a User Uptake strategy to firstly secure the loyalty of its users and secondly to attract new user communities. This component is complementary to the long term “service evolution” which allows for R&D evolutions according to users’ needs and applications. These two components feed the CMEMS service by proposing evolution and innovation both on the upstream and downstream aspects that can then be an integral part of the service.

The first User Uptake contracts focus on demonstrations of coastal and operational downstream CMEMS services, including those linked to the EU Marine Strategy Framework Directive (www.msfd.eu) and an inventory of mobile application that use CMEMS products.

Forthcoming User Uptake contracts will require other demonstrations of coastal and open sea downstream services targeting geographical domains and areas of benefits not provided for in previous contracts, as well as tool development, always taking into account users’ needs.

CMEMS will mention the names of the organisations at the origin of the demonstrations or the tools, purchased by Mercator Océan, which will be displayed on its own website in different pages, including the one that will be created to increase the visibility of the chosen services, tools and applications, object of the User Uptake tenders.

2 DEFINITIONS

Service: This involves making ocean products or information available to meet one or more user needs.

CMEMS downstream service (or Downstream service): This is a service that provides value-added ocean products or information or derived products developed from information provided by CMEMS.

Value-added product: A product that has been created by modifying a CMEMS product to a higher processing level while retaining the original source image data and pixel structure of a CMEMS product.

Derived product: Any product and/or information that has been derived, developed and irreversibly modified from CMEMS product(s) or value added product(s) and does not retain the original pixel structure of a CMEMS product.

Coastal service: A service whose geographical area partially or totally includes the maritime and coastal areas of one or more countries.

Outermost regions of the European Union (ORs): These include European Union territory which is not on the European continent. There are currently 9 remote regions, the Canary Islands (Spain), Guadeloupe, French Guiana, Martinique, Mayotte, Reunion Island, Saint-Martin (France), the Azores and Madeira (Portugal).

Operational service: This is a service which is still being provided or which can be reactivated. This service may be provided continuously or intermittently, according to user expectations.

Demonstration: This involves the presentation and detailed description of a service developed by the candidate that demonstrates the integration and usefulness of CMEMS, thus arousing the interest of future CMEMS users.

MSFD: Marine Strategy Framework Directive
www.msfd.eu/knowseas/library/commissiondescriptordecision.pdf.

3 PURPOSE OF CONTRACT

The subject of the contract involves **promoting demonstrations of operational, coastal CMEMS downstream services contributing to the implementation of indicators, descriptors or criteria of the MSFD.**

The aim of the contract is to enhance the usefulness and use of CMEMS, to reinforce user loyalty and to attract new users.

The coastal aspect of the demonstrations requested shall not limit the downstream services to the single CMEMS area of benefit "Marine coastal environment", but may also cover other CMEMS areas of benefit.

The successful candidates shall provide demonstrations of services contributing to the implementation of the **European Union's Marine Strategy Framework Directive**, maintain them at least one year following the end of the contract, if possible until the end of December 2020, and promote them among Member States currently using the service.

The demonstrations shall:

- present a coastal service,
- be linked to a CMEMS geographical region,

- showcase the integration of CMEMS products resulting from observations, models or a combination of the two,
- describe in detail the integration of CMEMS information and its usefulness in the operational, coastal downstream service presented.

The demonstrations shall:

- reinforce the visibility of CMEMS users' coastal downstream services, contributing to the MSFD,
- facilitate understanding of the use of CMEMS,
- stimulate the interest of future users in CMEMS and in the services demonstrated, via the methodologies proposed as well as the areas of benefit, the solutions offered, the quality of the services offered, their simplicity.

4 LOTS 1 TO 4: DEVELOPMENT AND PROMOTION OF DEMONSTRATIONS OF CMEMS DOWNSTREAM SERVICES CONTRIBUTING TO THE IMPLEMENTATION OF THE MSFD OF THE EUROPEAN UNION

Lot 1 – Development and promotion of demonstrations of CMEMS downstream services, contributing to the implementation of the MSFD of the European Union

The aim of this lot is to **develop and promote demonstrations of operational, coastal CMEMS downstream services contributing to the implementation of indicators, descriptors or criteria of the Marine Strategy Framework Directive** (cf. www.msfd.eu and www.msfd.eu/knowseas/ges.html)**.**

The service that is the subject of the candidate's demonstration shall:

REQ-1: contribute to the implementation of indicators, descriptors or criteria of the Marine Strategy Framework Directive for the Marine Environment.

REQ-2: be an operational service.

REQ-3: use CMEMS products.

REQ-4: be maintained and regularly kept up to date so that it continues to function for at least one year after the contract ends and if possible up to the end of December 2020; the updating of the service shall take into account changes in the CMEMS product catalogue to ensure that the service functions as it should.

The successful candidate shall submit no later than **18 months** after the contract begins:

- a full descriptive report highlighting the service presented, the usefulness and the use of the CMEMS products, the items developed in the framework of this contract, the methodology used and a justification of the contribution to the implementation of the MSFD, and mentioning at least the targeted descriptors and geographical areas of Europe where these services could be deployed.
- a hyperlink, pointing to a dedicated web page, hosted on the candidate's premises, which describes the demonstration of the service chosen.
- statistics on users of the service presented.
- proof that Member States currently benefiting the service have received information about the demonstration.
- information concerning the service chosen, thus enabling a "use case" to be presented on the CMEMS portal.

In its bid the candidate shall:

- Deliver a description of the work he intends to perform for presenting and promoting its demonstration.
- Explain how the service contributes to the implementation of the MSFD.
- Deliver examples of the future attractiveness of the demonstration.
- Deliver evidence of its ability to activate or reactivate an operational service, and to maintain and update it.

The deliverables and services required for this lot are:

1. (Deliverable) The candidate shall establish an action plan for future planned developments for the service demonstrated, over an 18-month period, which shall:

   REQ-5: specify the technical milestones and their planned completion dates.

2. (Deliverable) The candidate shall write a report describing the demonstration which shall:

   REQ-6: present the service contributing to the implementation of the MSFD, the methodology, the items developed for its implementation, and at least the origin of the need, the descriptors targeted, the context, time already in use and frequency of the service, its users, and the European geographical areas where the service could be deployed.

   REQ-7: present the usefulness of CMEMS products for the service contributing to the implementation of the Marine Strategy Framework Directive.

   REQ-8: show how the CMEMS products are integrated.

   REQ-9: make recommendations to improve CMEMS in the light of the needs of the service presented.

3. (Delivery) The candidate shall provide a hyperlink pointing to a dedicated web page for the demonstration, which latter shall:

   REQ-10: be hosted by the candidate.

   REQ-11: contain information presenting the service, using tutorials, visuals, film, computer graphics or other resources to make the demonstration understandable by any user.

   REQ-12: be freely accessible for at least 1 year following the end of the contract and if possible up to the end of December 2020,

   REQ-13: enable all visitors to contact the candidate easily.

   REQ-14: be functional concerning the content of the service itself.

   REQ-15: be functional concerning its technical and computing aspects.

   REQ-16: be maintained and updated for at least 1 year after the end of the contract, if possible until the end of December 2020, especially as regards updates to the CMEMS catalogue.

4. (Deliverable) The candidate shall prepare a report containing the annual statistics concerning the service, which shall:

   REQ-17: contain information in spreadsheet format and graphical format.

   REQ-18: contain at least the following information: the number of unique visitors to the dedicated web page, the number of final users of the service presented and changes to the contents of the service.

   REQ-19: be updated one year after the end of the contract, if possible every year until the end of December 2020.

5. (Service) The candidate shall provide a communication about the demonstration, for the Member States currently benefiting the service, in the form of:

   REQ-20: a letter sent to the official representatives of the Copernicus programme designated by the Member States.

6. (Deliverable) The candidate shall supply a copy of the letter concerning the above service, which shall:

   REQ-21: prove that the Member States concerned have been informed of the demonstration.

7. (Deliverable) The candidate shall supply a "CMEMS use case" form, which shall:

   REQ-22: be completed, with in particular a description of the demonstration (short text) that any user, including the general public, will be able to understand.

The candidate shall make the service not only as visible but also as attractive as possible, ensure that the demonstration is easy to understand and use the most suitable materials, such as tutorials and videos.

The clearest and most complete demonstrations will be posted online on the CMEMS website, and CMEMS will be responsible for visibility and referencing. The CMEMS portal will provide a new point of access to future users for each of the demonstrations selected.

Lot 2 – Development and promotion of demonstrations of CMEMS downstream services, contributing to the implementation of the MSFD of the European Union

The aim of this lot is to **develop and promote demonstrations of operational, coastal CMEMS downstream services contributing to the implementation of indicators, descriptors or criteria of the Marine Strategy Framework Directive** (cf. www.msfd.eu and www.msfd.eu/knowseas/ges.html)**.**

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- Explain how the service contributes to the implementation of the MSFD.
- Deliver examples of the future attractiveness of the demonstration.
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5 ANNEXES

5.1 Provisional timetable

T = time scale expressed in months, T0 being the date of notification of the contract.
R = meeting
L = delivery

Budget: Lots 1 to 4, the cost of the consultation is €600K
T0+18 = end of the contract
T0+30 = maintenance and updating for 12 months following the end of the contract.

T0+1	T0+6	T0+18	T0+30	If possible, until the end of December 2020
L1	R1/L2	R2/L3	L4	L5/L6/L7 (annual)
Schedule for the planned developments	Report on the state of progress of the planned demonstration. Mockup of the web page dedicated to the service.	Report describing the demonstration. Web link. Web page dedicated to the service. Copy of the letter sent to the Member States to promote the service. "Use case" form	Updates. Maintenance. User statistics. (L3) for one year after the end of the contract.	Updates. Maintenance. User statistics.

5.2 "Use case" form (Excel format supplied)

European Commission

Copernicus Europe's eyes on Earth

Implemented by MERCATOR OCEAN OCEAN FORECASTERS

		CMEMS USE CASE FORM	Date : DD/MM/YY

The demonstration will be promoted on the CMEMS website

ORGANISATION NAME	CONTACT FOR THE USE CASE (Surname, Firstname)	E-MAIL ADDRESS
COUNTRY NAME	**POSITION IN THE ORGANISATION**	**PHONE**
COASTAL DEMONSTRATION NAME:		

AREA OF BENEFIT CONCERNED	(yes / no)	CMEMS GEOGRAPHICAL AREAS	(yes / no)	TYPE of SERVICE DELIVERED	(yes / no)
MARINE & COASTAL ENVIRONMENT		All areas		numerical data	
water quality		Global ocean		map	
pollution		Arctic ocean		animation	
tourism activities		Baltic sea		report	
offshore activities		European-North-West-Shelf seas		tool	
marine energies		Iberia-Biscay-Ireland seas		*... to be completed, if needed*	
other MCE area: *complete below*		Mediterranean sea			
		Black sea			
MARINE SAFETY					
MARINE RESOURCES					
CLIMATE SEASONAL WEATHER FORECASTING					
For any details above these 3 areas of benefit, complete in the opposite box					

THE SERVICE ANSWERS TO	(yes / no)	MAIN CHARACTERISTICS OF THE SERVICE	NUMBER OF USERS / or EXPECTED USERS
Public institutions		(payant or no fees, real time or differed time service, oceanic fields delivered,...)	(order of magnitude)
Private companies			
General public			
Universities			
			AGE of the service (in year):

SHORT DESCRIPTION OF THE SERVICE, COMPREHENSIBLE TO ALL USERS INCLUDING THE GENERAL PUBLIC

You are informed and you agree to be contacted by the Communication team of the Copernicus Marine Environment Monitoring Service, over the contract duration (up to end March 2021) to promote your service, online/offline.

You agree to be interviewed and filmed for communication purposes, to participate to a CMEMS workshop to promote your service, to communicate your organisation's logo and any media illustrating the USE CASE.

date:	
signature:	