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STATEMENT OF WORK

USER UPTAKE ACTIVITIES

COPERNICUS MARINE ENVIRONMENT

MONITORING SERVICE (CMEMS)

CALL FOR TENDER NO. 34-UU-DO-CMEMS-INV1

INVENTORY OF MOBILE APPLICATIONS

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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 identify 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

Mobile application for smartphones and tablets: software developed to run on a mobile terminal (smartphones and tablets). The application must be downloaded by the user in a free or paying way to become executable from the phone's operating system, on one of the three platforms of download: *Play Store* for *Android*, *App Store* for *iOS*, *Windows Store* for *Windows Mobile*.

Smartphone: advanced mobile phone that can run various software/applications with an operating system designed for mobile. It is possible to customize smartphone by installing additional applications via a different online applications store for each operating system.

Tablets or touchpad: ultraflat laptop computer that comes in the form of a touch-sensitive screen without keyboard and offers almost the same features as a personal computer. It is possible to install applications from an application store online.

3 PURPOSE OF CONTRACT

The subject of the contract involves inventorying all the mobile applications for smartphones and tablets using CMEMS products.

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

The inventory of mobile applications for smartphones and tablets will be accessible to visitors and users of the portal CMEMS.

The successful candidates shall provide the inventory of applications for smartphones and tablets and update.

The inventory requested shall:

- identify all mobile applications using CMEMS products,
- 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 each identified application.

The inventory shall:

- reinforce the visibility of mobile applications using CMEMS products,
- stimulate the interest of future users in CMEMS and in applications presented.

Each inventoried application shall:

- REQ-1: be accessible and functional upon delivery of deliverables.
- REQ-2: be linked with at least one CMEMS area of benefit..
- REQ-3: use CMEMS products.
- REQ-4: meet the need(s) of one or more users.

The successful candidate shall submit no later than **6 months** after the contract begins:

- a full descriptive report justifying the used method and the contents of the realized inventory.
- an inventory highlighting all the mobile applications inventoried for smartphones and tablets using one or several CMEMS products.

In its bid the candidate shall:

- Deliver a description of the work it intends to perform for identifying and presenting the inventory of mobile applications for smartphones and tablets.
- Deliver examples of the future attractiveness of the inventory.

The deliverables required for this Lot are:

1. (Deliverable) The candidate shall write a report describing the inventory which shall:

REQ-5: detail and justify the method used to realize the inventory.

REQ-6: list for each application the CMEMS products used and their utility, and at least the origin of the need, the domain of covered interest, the categories of users, the covered geographical zones, the age of the service.

REQ-7: be updated 6 months after the end of the contract, with the evolutions of the contents of the inventory.

2. (Deliverable) The candidate shall provide an inventory which shall:

REQ-8: present the listed mobile applications, for smartphones and tablets, organised according to relevant criteria for CMEMS and chosen by the candidate.

REQ-9: describe each application with a short text, understandable for every user including the general public.

REQ-10: summarize for each application the CMEMS products used and their utility.

REQ-11: provide for each application the valid link towards one or several existing download sites.

REQ-12: be updated 6 months after the end of the contract.

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

The inventory 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 applications identified.

4 ANNEXES

4.1 Provisional timetable

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

R = meeting

L = delivery

Budget: the cost of the consultation is €30K

T0	T0 + 1	T0 + 6	T0 + 12
R1	L1	L2	L3
Kick off	Mockup of the inventory.	Report describing the inventory. Inventory. Web links of each mobile application.	Updates of the report, the inventory and web links for each mobile application.