

Technical specifications

Development of Earth Observation Value Chain Case Studies for EU4OceanObs project

Contract No 22084L00-MO-EU4OO-CASE STUDIES

Deadline for the receipt of bids:

23/01/2023 at 12h00 (Paris time)

1 PRESENTATION OF THE CONSULTATION

1.1 OBJECT

This document describes the technical, management, contractual and financial requirements for the development of *Earth Observation (EO) Value Chain Case Studies* for EU4OceanObs.

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.

The contract is allotted as follows:

- Lot n ° 1: EO Value Chain Case Study on sustainable Fisheries Management
- Lot n ° 2: EO Value Chain Case Study on Marine Litter
- Lot n ° 3: EO Value Chain Case Study on Eutrophication
- Lot n ° 4: EO Value Chain Case Study on Arctic Sea Ice

The candidates may apply to one or several lots.

The CCAG-IS is applicable to this consultation.

MERCATOR OCEAN reserves the right not to follow up, in part or in whole, the consultation.

1.3 MERCATOR OCEAN COMPANY

MERCATOR OCEAN is a non-trading organisation whose main activity is the service in operational oceanography.

MERCATOR OCEAN designs, develops, and operates numerical ocean modelling-based prediction systems powered by ocean observations to describe the physical and biogeochemical states of the ocean at any time, from surface to bottom, on a global scale and regional. MERCATOR OCEAN provides an operational and scientifically qualified oceanographic service to thousands of users around the world.

Its ten partners / shareholders are leading international scientific actors: CMCC (Centro Euro-Mediterraneo sui Cambiamenti Climatici), CNR (Consiglio Nazionale delle Ricerche), CNRS (National Center for Scientific Research), IFREMER (French Research Institute for Exploitation de la Mer), IRD (Research Institute for Development), Météo-France, NERSC (Nansen Environmental and Remote Sensing Center), Puertos Del Estado, SHOM (Hydrographic and Oceanographic Service of the Navy) and the UK Met Office.

The project [EU4OceanObs](#) by Mercator Ocean International, aims to promote the EU's extensive global capacity for ocean observation, data-handling and sharing, modelling, and forecasting and development of marine applications and services. EU4OceanObs, through its actions in [G7 Future of Seas and Oceans Initiative \(FSOI\)](#) and [GEO Blue Planet](#), work to foster international commitment and collaborative partnerships to:

- increase data coverage,
- improve sharing of and access to ocean data,
- coordinate regional international efforts, and
- use data and knowledge for a comprehensive global ocean observing system.

The Overall Objectives of EU4OCEANOBS are to develop synergies between G7 FSOI and GEO Blue Planet and **to make the EU more visible and exemplary as a global and leading actor in the collection and use of ocean observations to the benefit of a Sustainable Blue Economy, of Sustainable Development Goals and of an International Ocean Governance.**

1.4 CONTEXT AND MAIN OBJECTIVE

In the framework of the EU4OceanObs contract, Mercator Ocean International seeks to develop “EO Value Chain Case Studies” to provide an overview of ocean and coastal observation, monitoring and forecasting services, and access to data and information on specific themes, highlighting the European Union's contribution. These themes are aligned with priority areas of EU4OceanObs, fed by the activities of the GEO Blue Planet (e.g., Sargassum, marine litter, fisheries, eutrophication) and G7 Future of the Seas and Oceans Initiative (FSOI) (e.g., ocean carbon, sea ice) European coordination.

2 DETAILS OF THE TASK REQUIRED

The task is to develop EU4OceanObs EO Value Chain Case Studies according to the objectives and requirements below.

2.1 Objective

The case studies hereafter serve to highlight the European Union contribution along the ocean observing value chain, from satellite and in situ observation, to monitoring and forecasting services, to data access and cloud services, to marine and coastal applications. With concrete examples of pan-European projects, services, and initiatives, the case studies should explore good practices to raise awareness for the essential role of the ocean and coastal observations in responding to societal challenges. The case studies should identify gaps in observation, monitoring and forecasting, and data access, and put forward recommendations to address these gaps.

2.2 Target audience

These case studies will target the EU stakeholders, decision-makers and local authorities confronted with the issues and themes, blue economy industries, and researchers looking to collaborate and explore existing services and programmes. They should be easy to read and understandable by a non-scientific audience.

2.3 Format specifications

The specifications are valid for all lots.

The case studies shall not exceed 8 pages (Illustration and graphics included) with a minimum font size of 12 and at least 3 illustrations/graphics. Professional layout and spacing of the text will ease reading and comprehension. The case studies will be written in UK English keeping the target audience described in session 2.2 in mind, with technical words or expressions kept to a minimum and definitions will be provided as appropriate.

The case studies shall provide well-researched information on the theme/topic and have a compelling narrative to keep the reader's attention. The approach starts with the specific actions and how information is used to support decision making and affect outcomes. The case studies shall be structured in 5 main blocks:

- Description or background of the topic or issues,
- Earth Observation (in situ and satellite), monitoring and forecasting, data access, etc. to address societal and environmental challenges,
- Gaps
- Recommendations
- References.

Please review the other case studies for inspiration ([Use case Sargassum Dec2022.pdf \(eu4oceanobs.eu\)](#)).

For each lot, the expert of the case studies shall:

- Research, review, and talk with subject matter experts to generate the content for the case studies.
 - MOI project lead can assist the selected expert by providing some key resources/experts/documents/project to guide the research.
 - Regular exchanges will be planned between MOI project lead and the candidate throughout the project.
- Propose a schema that illustrates the thematic EO-based value chain. This must include and link the entire ocean observing value chain, from collection and transformation of ocean data, to modelling and ocean forecasting and data access and cloud services, to users and marine applications. The graphical schema must clearly feature:
 - **Earth Observation platform:** The types of observation systems that would provide this useful information (satellite? in situ?)
 - **Data:** The specific types of data that would be useful (Measurements/ environmental parameters)
 - **Analysis:** The analytical tools such as models, simulators, etc.
 - **Information:** Identification of the variable resulting from the analysis and the final information product (threshold, probability, etc.)
 - **Final products/services:** How the information could be used in an actual decision process (alert system? Emergency /security management system?)
 - **Users /societal needs:** Overview and definition of the decision points and their societal impacts. The potential outcomes and values associated with having or not the data.

***NB:** This schema will be adapted and designed by our graphical designer to ensure the harmonization between the different cases studies and with our graphic chart.*
- Format the case studies for easy reading
- Proofread and revise in plain UK English

Minor changes such as spelling, or grammar corrections may be made by the editors at the request of the responsible person at MERCATOR OCEAN without formal requests.

Timeframe: work should be completed within a period of two months from **February to March 2023**;

For each lot, the deliverables are as follows:

Deliverable number	Deliverable content	Deadlines	Payment
1	Kick-off Meeting to discuss the proposal on the support contract and a roadmap with actions and deliverables	T0	0%
2	Delivery of the first draft	T0+15 days	0%
3	Delivery of the second draft	T0+1 month	30%
4	Final version document: <ul style="list-style-type: none"> - Case studies document - MS Word Format – Using heading styles and include images. limited to 10 pages including illustrations and graphics. - Images/ illustration – all images used in the case studies will be provided in high resolution format. If images have been purchased (e.g., from a stock photo company), authorization to use the images should be provided (proof of license). 	T0+2 months	70%

3 CONDITIONS OF ACHIEVEMENT

3.1 CONTROL AND CONTACTS

The responsible person at MERCATOR OCEAN is:

- **ADODO Fifi Ibrahime**, Market development and Outreach officer / Use case expert for EU4OceanObs

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 MERCATOR OCEAN teams are to be planned in the form of physical meetings or teleconferences.

3.3 DURATION

The contract will start from the notification of the contract for a maximum duration of 2 months. The contract may be modified by an amendment.

3.4 PRICES AND FINANCIAL CONDITIONS

The payment schedule is described in article 2.

3.5 INTELLECTUAL PROPERTY

The intellectual property of the developments will belong to Mercator Ocean International. The bidder assigns, on an exclusive basis, all rights or titles of any kind relating to the Deliverables and Results allowing MERCATOR OCEAN to exploit them freely, including for commercial purposes.

These rights exclusively reserved to MERCATOR OCEAN include in particular the right of use, reproduction, adaptation and the right of representation.

The bidder retains exclusive ownership of its pre-existing intellectual property rights.

4 APPLICATION AND SELECTION

4.1 CONTENT OF THE APPLICATION

A separate answer should be prepared for each lot and should include the following elements:

Number	Requested items	Details
1	Administrative proposal	<ul style="list-style-type: none"> ➤ Declaration on honour 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) ➤ Description of the company (place, financial information, ...)
2	Detailed financial proposal	<ul style="list-style-type: none"> ➤ Indicate the lump sum
3	Technical proposal	<p>The technical proposal will detail:</p> <ul style="list-style-type: none"> ➤ the work to be performed in the framework of the contract ➤ A sound knowledge of the on respective topics and ocean observing systems ➤ CV(s) of key people for the contract ➤ Similar references

4.2 CRITERIA OF EVALUATION

The criteria are valid for all lots.

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

Number	Criteria	Percentage
1	Price	30%
2	Technical criteria	70%
2.1	<i>Description, quality, and relevance of the proposed methodology:</i> <ul style="list-style-type: none"> ➤ <i>Understanding of the needs, identification of risks and proposed solutions</i> ➤ <i>Delivery delay and timeline</i> 	50%
2.2	<i>Organization and adequacy of human resources assigned to the market and proposed key profiles</i>	10%
2.3	<i>Similar references</i>	10%

5 NEGOTIATION

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.

6 CONTRACTING

MERCATOR OCEAN will sign a contract with the successful candidate listing all the requirements and obligations related to the objectives and performance of the contract.

7 SUBMISSION PROCEDURE

Conditions for the submission of application files:

The application dossier must be submitted electronically on the dedicated tool Marchés Online (www.marchésonline.com) or on the MERCATOR OCEAN website at the following URL: <https://www.mercator-ocean.fr/tender68>

Candidates shall supply a complete file comprising all the documents listed.

WARNING: APPLYING ELECTRONICALLY REQUIRES REGISTRATION ON A PLATFORM.

THE REGISTRATION FORM REQUIRES SOME ADMINISTRATIVE INFORMATION. PLEASE TAKE INTO ACCOUNT THE TIME NEEDED FOR THIS STEP AS YOU MANAGE YOUR SUBMISSION.

Proposals must be submitted before: January 23rd, 2023 at 12:00 (Paris time)

Proposals received after this deadline will not be studied.