**Terms of Reference – People-Centred Transition**

**Background**

A net zero, nature positive transition is the economic opportunity of the 21st century – grasping it helps avoid the future costs of inaction and capture the benefits of the transition, including energy security and economic resilience. Action can help shield the UK from inflation and price shocks resulting from climate and nature degradation and volatile fossil fuel prices, as well as delivering economic growth and good jobs.

The introduction of the Investment Rule at the Autumn 2024 Budget is a welcome sign that Government recognises the need to invest. But at least three key areas need to be addressed to unlock this generational opportunity.

1. Ensuring that some of the fiscal space created under the Investment Rule is used to prioritise green public investment, and that this leverages high volumes of private investment.
2. Ensuring that concerns around the electoral consequences of the cost-of-living don’t lead to reduced green investment, either due to an undue focus on fiscal restraint due to concerns about inflation or to a concern that green investments don’t deliver electorally due to voters not seeing the economic benefits in their everyday lives.
3. Maintaining public support for the transition, especially at a time where there is the potential for the cross-party consensus on the need for climate action to fracture.

This project seeks to directly address these interlinked areas by examining how to design policies to ensure that households see the economic benefits of the transition in the short-term, such as through reduced bills or reduced exposure to the price spikes caused by inflation in the price of key commodities. The aim is to demonstrate that it is possible to implement net zero policies in a way that maintains public support for the transition and addresses cost-of-living concerns.

**Output**

A report that will select 2-3 policy areas that are crucial to the transition and likely to have an impact on household finances.

These areas are:

* Domestic heat and buildings
* Food and agriculture
* Power (TBC)

For each area, the research will shortlist the optimal policy design approaches likely to achieve the required transition objectives while delivering maximum benefits to households. This could be through standalone policies that address the cost-of-living and deliver the transition simultaneously or policy packages where different components target different goals. Not all the policies will necessarily involve spending but, where they do, they should meet the parameters of the Investment Rule.

The approaches identified should ideally be applicable to other sectors or policy areas, so that the specific policies included can be used to illustrate a wider argument about how to design policy that maximises benefits for households.

**Deliverables**

* Full report, setting out the above, in Word and PDF formats, around 20 pages. The information should be laid out clearly and accessibly, making use of infographics where necessary.
* Summary report, drawing out the key policy design ideas in a visually appealing and accessible way, of no more than 4 pages.
* PowerPoint slides summarising the contents of the report.

**Required completion date**

May 2025.

**Proposal deadline and submission details**

Please send your proposal to Rick Parfett via [rparfett@wwf.org.uk](mailto:rparfett@wwf.org.uk) by midday on 25 February 2025.

**Required expertise**

* Extensive expertise in modelling potential public policy interventions and assessing their economic and wider impacts at a household level, as well as at an economy-wide level.
* Deep understanding of the heat and buildings, power, and, in particular, food and agriculture sectors and different policy options within those sectors.
* Direct experience of working within or influencing government.
* Ability to set out the work in a clear, concise, accessible manner, so that it can be actioned quickly and effectively.
* Evidence of having previously undertaken similar work that demonstrates the required skills and experience, as well as brief professional biographies of the team involved.

**Response Instructions**

* Please include a project plan detailing proposed scope, methodology, timelines and evidence of expertise.
* Please ensure that the fee proposal is fully broken down and itemised, with rate and quantity information included. If VAT registered, please ensure application of VAT is clear. Please include any NGO discounts you may wish to offer. If relevant, please list any anticipated travel expenses separately.
* Proposals should be no longer than six pages (names and CVs of staff working on the project are excluded from this).

**Assessment of Proposals**

WWF-UK will consider proposals and appoint the successful third party through a mix of qualitative and quantitative assessment, to include:

* Quality of the submission and adherence to the brief.
* Relevant organisational experience, expertise and skills of staff.
* Cost and overall resource inputs.
* Quality and effectiveness of the proposed methodology and ability to deliver the brief.

**Contract Particulars**

*It is our requirement that an appointed external partner adopts our standards terms and conditions for engaging with us. These are included within the tender documents. Please confirm you are willing to accept these terms. Should you have any amends you need to make, these will need to be put in a Word document and submitted for approval by the WWF-UK legal team.*

*WWF-UK asks all suppliers to comply with the Supplier Code of Conduct and WWF-UK Third Party Expenses Policy. Both documents are enclosed within the tender pack. Please confirm your acceptance of both.*

*All contracted suppliers are required to register on WWF-UK’s PO and invoice system. Should you be successful in your bid, please confirm you will be willing to register on the system.*