

Norfolk Wholescape Assessment of Social Capital (WASC) and Monitoring/Evaluation Request for Proposals

Background: WWF Wholescape

WWF recognises the urgent need to rethink the approach to the twin crises of climate change and nature loss, whilst meeting societal needs. WWF-UK's Wholescape approach is a new way of thinking about our environment and society that recognises the interconnectedness of our land, rivers, estuaries, coasts, and seas, within the overarching socio-economic systems that shape society. Wholescape will measure change at pilot locations providing case studies that spotlight national issues and generating evidence to further policy and advocacy, drive a just transition, inform business transformation, exemplifying ways of working and supporting wider scaling with new and existing partners.

The concept of Wholescape is not dissimilar to initiatives developed and delivered by others, however what makes the Wholescape approach unique to WWF-UK is its framing and purpose i.e., built specifically to support the exploration and interrogation of WWF's Triple Challenge¹. The UK Wholescape Framework seeks to operationalise Triple Challenge thinking on the ground through a principles-based approach drawn from the international conservation community, translating organisational strategy into deliverable programmes of work.

A paradigm shift is urgently needed, and challenging business-as-usual models is paramount, but this means that we must also challenge the siloes created by the nature of the scientific, business and practitioner communities. The Wholescape approach accepts the complexities associated with breaking down these siloes and challenging the norm and therefore takes an iterative and active approach to the Adaptive Management cycle not only to ensure impact, but also to embed adaptability and a precautionary approach to the programme.

WWF is a science-based organisation and as such Wholescape aims to underpin actions and initiatives with science and evidence, where evidence gaps exist research strategies will be developed in partnership with others aiming to generate new science and evidence both for WWF-UK's Wholescape and for the wider UK conservation movement. Accessibility is key too and connects with commitments to better ways of working and in particular Wholescape governance, ensuring that communities have better access to scientific findings and data to inform decision making locally.

The Wholescape approach reframes UK programmatic work to build initiatives that address the Triple Challenge, demonstrate the need for systems change and build pathways to a better future. The Wholescape Programme will establish common outcomes and objectives for UK delivery; however the process is just as critical as the final results as we start to understand the Triple Challenge in the real world context.

¹ The Triple Challenge is "Humankind faces a Triple Challenge: averting dangerous climate change, reversing biodiversity loss, and supporting the wellbeing of a growing population. Action to address each of these issues is inherently dependent on action to address the others" (Baldwin-Cantello et al, 2019).

Wholescape Assessment of Social Capital (WASC)

The Wholescape Assessment of Social Capital will directly contribute to **Wholescape Principle 4: Sustainable Communities & Livelihoods**. Supporting the sustainability of communities and livelihoods linked to practice, place and identity is key to enabling an equitable and just transition within Wholescape, ensuring equal weighting regarding societal needs within Triple Challenge interrogation and exploration.

Within Principle 4, the Wholescape Assessment of Social Capital will enable the following to be assessed: **Criterion 4.1: Wholescape Programmes support an increase in local social capital, which in turn increases a more equitable flow of benefits through Nature's Contribution to People (NCP).**

With support from researchers from the University of Warwick, we have developed a Wholescape Assessment of Social Capital (WASC) tool, alongside a monitoring and evaluation framework, that can nest within natural capital approaches (where relevant and/or available) to inform the design and delivery of the Wholescape programme and interrogate its impact and effectiveness.

The key objectives for WASC are:

- To document the main characteristics of local social capital where the Wholescape programme is implemented.
- To explore how local social capital interacts with local policy and initiatives for nature, people, and climate.
- To identify how this interaction may influence policy and initiative outcomes, including those of WWF's Wholescape programme.
- To monitor and evaluate both the intended and unintended impact generated by the implementation of the Wholescape programme in relation to local social capital.

In applying a social capital assessment tool and monitoring/evaluation framework, WWF-UK hopes to:

- Pilot a more holistic and replicable assessment tool and evaluation framework to monitor the social impacts of programmes more consistently.
- Better understand which elements of social capital are most relevant to each specific programme, to inform programme design and more effectively target resource.
- Evidence the need for direct funding of workstreams targeted at increasing programme-specific elements of social capital.
- Align social and natural capital approaches in Wholescape regions where natural capital assessments and monitoring is underway.

The WASC methodology, tool and framework can be shared upon request.

Requirements

WWF is seeking research partner(s) to oversee the delivery of WASC in Norfolk, one of three Wholescape pilot locations across the UK:

- The researcher(s) will use the WASC tool to conduct research in Norfolk initially over approximately an 18-month period.

- At the start of the project, time will need to be spent understanding expected requirements and to set physical boundaries for the research area(s) within/across Norfolk to ensure the baseline assessment and setup of monitoring is both:
 - ambitious enough to provide the required data for analysis
 - achievable over the timeframe and within the budget.
 A short inception report after this initial phase will be required to outline the agreed way forwards.
- Following setting of research parameters and the inception report, researchers will be required to undertake the social capital baseline assessment using the WASC tool and produce an assessment report, analysing the findings and using these to guide any changes in the proposed the monitoring phase plan.
- Regular monitoring will then be required across the agreed area(s) of Norfolk as per the agreed plan following assessment phase.
- A final report, analysing the data gathered to that point, will then be required in the form of a report, relevant maps generated, and key findings/initial evaluation that will guide continued monitoring and evaluation through adaptive management.

The researcher(s) are expected to have:

- A background in environmental social science or similar discipline, with proven analytical skills for qualitative research.
- Knowledge or experience of social capital assessments and monitoring/evaluation, or similar methodology.
- A working knowledge of the context of UK conservation and related sectors.
- Experience of undertaking research projects that engage a wide range of different stakeholders (including communities, NGOs and corporate partners) and tailoring engagement and research with these different groups in an appropriate way.
- Knowledge of the Norfolk region would be advantageous.

Expected deliverables

- Inception meeting and short summary report detailing agreed assessment/M&E plan
- Social capital assessment report
- Final report, including summary version and recommendations for continued M&E
- Maps produced where relevant/applicable

Timeframe

- Start in April 2024
- Delivery of inception report by June 2024
- Delivery of assessment report by September 2024
- Delivery of final reports and recommendations for continuation by September 2025

Tendering process

Please provide a written quote for the work described above **by 9am Mon 25th March 2024**, outlining how you would utilise the methodology, the relevant experience of the proposed consultant(s), and a breakdown of costs and associated timelines.

The contractor's budget should include all expected expenses. The consultant will be expected to provide all their own office and communication facilities.

In your response, please share your:

- Understanding of the brief and methodology.
- Approach to deliver the requirements
- Experience as outlined in the requirements (or CV).
- Your proposed budget and timeline.
- Your approach to ethical research practices, consent, confidentiality and data protection.

Please note that all submissions longer than 8 pages will be automatically discounted; therefore link or signpost to any additional information, for example policies, statements etc.

As part of the tendering process, please confirm the following additional requests:

- You have read and are willing to work to the WWF-UK standard T&C's.
- You have read and accept the WWF-UK 3rd party expenses policy.
- You have read and accept to work to the WWF-UK supplier code of conduct.
- You are willing to register on Panda Purchasing, the WWF PO & invoice system.

Please also complete the attached WWF Supplier Sustainable Procurement Questionnaire.

Evaluation

The process of evaluation of responses/tenders will be carried out by a suitably competent panel and a contract award made on the basis of:

Evaluation Criteria	Weight	Sub-Criteria	Weight
Quantitative	35%	Value for money	25%
		Sustainable procurement questionnaire	10%
Qualitative	65%	Proposed approach	25%
		Knowledge of location(s) (of lead researchers and/or potential sub-contractors)	20%
		Relevant experience	20%

A decision will be made as soon as possible after the deadline, with a view to the project starting and an inception meeting in April.

To discuss any of the above information, or if you require accessibility accommodations in order to submit the application within the given deadline, please email: Charlie Cutt, **WWF-UK**, ccutt@wwf.org.uk.

To submit an application, please email: Charlie Cutt, **WWF-UK**, ccutt@wwf.org.uk with the email title 'Proposal submission for WASC' and request confirmation of receipt (NB: please follow up if you do not receive confirmation, to ensure submissions have not gone into 'junk' inboxes).