



Acting on climate change to build a better tomorrow.



Call for Proposals

Using evidence from Aviva funded programme: quantifying community resilience

Locations / themes	Ingleborough – Yorkshire – upland nature restoration Firth of Forth – Scotland – community centred seagrass and oyster restoration. Trent – Leicestershire – increasing climate resilience via Nature Based Solutions Norfolk, East Anglia - increasing climate resilience via Nature Based Solutions
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WWF and AVIVA PARTNERSHIP OVERVIEW

Since 2021, WWF and Aviva have been working together to restore UK landscapes and seascapes, build healthier more resilient communities and help transform one of the biggest indirect drivers of climate change: the UK finance sector.

As part of the partnership, we are working on the ground in the UK to protect and restore nature, and in turn create climate-resilient communities. Together we are supporting habitat restoration by funding conservation in 4 locations across the UK – harnessing nature to reduce flooding in communities, liaising with farmers and landowners to support a shift to more regenerative farming practices, funding pioneering research into climate data collection, and helping to inspire and mobilise local communities to get involved in nature restoration.

A key purpose of these on the ground projects is to deliver improved climate and flood resilience to communities. To demonstrate if this has been achieved via the projects, evidence is required to measure changes in both *physical* and *community* resilience. Community resilience is the focus of this project.

PURPOSE AND OBJECTIVES OF THIS PIECE OF WORK

The current phase of the Aviva partnership will come to an end in June 2024. The 4 projects (mentioned above) are expected to contribute to community resilience to climate change. The framework we are using to understand community resilience benefits is the Knowledge Attitude Practice framework below.

Community outreach and engagement (anticipate and prepare): Increase community and stakeholder knowledge and understanding of the risks and impacts of climate change, develop support for nature based solutions (NbS) to mitigate [flood] risks associated with climate change, and encourage support for community based actions and individual behavioural change.

The impact of outreach and engagement on knowledge, attitudes and understanding will be demonstrated thus (with project specific/appropriate assessment content):

Community outreach and engagement (anticipate and prepare):
KNOWLEDGE Pre and post assessments (1:1 interviews) to evidence a change in understanding of the climate related risks being addressed by the different projects.
ATTITUDE Pre and post assessment to evidence change in “feeling” towards the physical intervention(s) or willingness to engage in volunteering or other form of support and attitudes to climate change risks. Post assessment about attitude relevant to the intervention / about NBS as helping to combat climate change.



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PRACTICE People who took part in the practical activities. People who engaged in advocacy actions. People who are adopting new lifestyle behaviours to reduce their environmental footprint.

In 2023 we conducted 1:1 interviews with key delivery stakeholders to understand the expected community resilience benefits of our projects. From this we have developed a set of survey questions tailored to each project. We also established the project dissemination platforms that could be used to run a survey.

For this consultancy we would like to understand the total number of beneficiaries of these 4 projects and the benefits experienced, to ensure we can evidence and demonstrate an increase in both physical and community resilience qualitative data.

The overarching objectives of the evaluation are:

1. Edit and disseminate a e-survey to establish knowledge, attitude and practice changes from knowledge exchange, exposure and experiences connected to the resilience projects.
2. Understand what evidence there is of a change in understanding of climate-related risks (being addressed by the different projects).
3. Identify and capture challenges and barriers to supporting NbS and mitigating climate change in the UK.

The findings will be used to inform current assumptions and understanding in how NbS and community-based actions can impact and increase resilience.

The project will be overseen by Jane Crabb, UK Landscapes Project Manager in consultation with the core delivery colleagues and key partnership contacts.

SCOPE OF THE PROJECT:

We want the deliverables from this piece of work to answer the following questions:

Knowledge:

- Evidence change in “feeling” towards the physical intervention(s) or willingness to engage in volunteering or other form of support and attitudes to climate change risks.

Attitude:

- Demonstrate an understanding in support for nature-based solutions to mitigate risks associated with climate change; support for community-based actions and individuals behavioural change resulting from involvement or raised awareness of the climate crisis linked to the projects.

Practice:

- People who took part in the practical activities, engaged in advocacy actions and are adopting new lifestyle behaviours to reduce their environmental footprint.

As mentioned, under a previous piece of work a survey has been drafted which included identifying the distribution platforms we could use for each project. We would ask that you take this survey and update it with any useful questions you feel could be added. This consultancy is to adapt the design of this survey and roll it out. We require the consultant to consider power and minimum sample size of the survey, send out the survey and analyse all responses.

The survey will be disseminated across stakeholder platforms linked to the 4 delivery projects which are as follows:

- Wild Ingleborough. A partnership with the Yorkshire Wildlife Trust, Natural England, the University of Leeds, the United Bank of Carbon, Woodland Trust and local communities to restore over 1,500 hectares around Ingleborough mountain in the Yorkshire Dales. [Wild Ingleborough: a vision for a wilder future](#)



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[| WWF](#)

- Restoration Forth: Supporting local communities to restore seagrass meadows and native oysters in the Firth of Forth [Restoration Forth | WWF](#)
- Trent Natural Flood Management. A partnership with the Trent Rivers Trust to reduce flooding risk in the Soar catchment and the resilience of local communities via catchment scale Natural Flood Management Interventions [Natural Flood Management in the Soar - Trent Rivers Trust](#)
- Norfolk Natural Flood Management. A partnership with the Norfolk Rivers Trust to catalyze catchment scale Natural Flood Management to reduce flood risk [Norfolk Rivers Trust | Riverscape East Anglia](#)

Further information on each will be provided to the successful contractor ahead of work commencing.

METHODOLOGY CONSIDERATIONS

It is anticipated that the evaluation will take a mixed-method approach to optimise information generation and corroboration. This should include:

- Desktop review – review of key partnership documents (e.g. resilience KAP framework, stakeholder engagement plans and reports, monitoring plans, technical reports) to inform survey design,
- Key stakeholder interviews to engage with relevant WWF staff (beneficiaries and stakeholders if appropriate),
- Distribution of survey to target beneficiaries,
- Power and minimum sample size of the survey,
- Collation of data and findings, insights and creation of the final report.

EVALUATION ARRANGEMENTS AND PROFESIONAL REQUIREMENTS

An independent evaluator will conduct this partnership evaluation between the start of May 2024 and the end of June 2024.

The assignment is unlikely to require travel to the program areas. If travelling is required, WWF-UK staff will help in organising accommodation, arranging meetings and transportation.

Selection of the Independent Evaluator will be undertaken by a *steering group* and will be based on the strength of the information provided by candidates through their Proposal for the assignment. The successful candidate will be expected to take complete responsibility for all the activities identified in the TOR. The Proposal should contain:

1. A cover letter demonstrating your interest in the project, availability during the timeframe indicated, relevant experience and ability, in response to the evaluator essential skills set out below [total, no more than 2 pages];
2. Summary CV(s) (1-2 pages of relevant work extracts)
3. A technical expression of interest: summary of proposed methods and project plan (including timeframe per action) including any visits to projects proposed [no more than 3 pages];
4. A fee proposal, to include total days, day rate, for each staff member and any non-staff/ancillary costs inclusive of VAT

Essential skills for candidates include:

- Significant experience in assessing diverse portfolios of work, across regions and themes;
- A strong understanding and experience of using/applying quantitative and qualitative evaluation methodologies for portfolios (e.g., quantitative survey methods);
- Prior knowledge and experience of UK environmental issues, policy, legislation, investment and corporate engagement.
- Knowledge of WWF or similar NGOs; an affinity with WWF's conservation mission; and ideally knowledge of corporate-charity partnership delivery.
- Experience of helping organisations to build capacity to learn;



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- Excellent writing and communication skills;
- Adaptable: ready to work with a range of approaches as best fits each of the projects and delivery partners within the portfolio;
- Engaging: able to relate well to a range of cultural backgrounds and able to build trusting relationships quickly.

EVALUATION DELIVERABLES, BUDGET AND PAYMENT TERMS

The key deliverables are:

	Deliverables and schedule of payments	Due Date	Payment %
1.	<i>Inception report including refined proposal of approach –should document overall design, methodology, key questions for evaluation; timetable, field logistics (if applicable), preparations and report structure.</i> This should be mutually agreed with WWF-UK and Aviva at an inception meeting before work commences;	Week 1	15%
2.	Submission of draft report no longer than 30 pages.	Week 7	25%
3.	Presentation of findings to WWF	Week 7	25%
4.	Submission of final survey report – This should be no longer than 30 pages, minus annexes	Week 8	35%
	Total Payment		100%

Budget The budget for the full project is £20 - 25,000 inc VAT. A regular check in with WWF will be required, proposed bi-weekly frequency but to be agreed at the inception meeting.

Submission of Bids:

Bids should be sent to jcrabb@wwf.org.uk and lking@wwf.org.uk before **5pm on 28th March** and clearly marked **AVIVA WWF BID**. Any queries can also be directed to Jane Crabb at the same email address.

ASSESSMENT OF PROPOSALS

WWF and Aviva 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 candidates.
- Cost and overall resource inputs.
- Quality and effectiveness of the proposed methodology and ability to deliver the brief.

Virtual interviews will be arranged with the short-listed candidates in order to finalise the selection. The contracting documentation will be developed based on a revised ToR and agreements made with the successful candidate(s).

CONTRACTING WITH WWF-UK

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



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WWF-UK legal team. The T&C's are included within the tender pack.

WWF-UK asks all suppliers to comply with the Supplier Code of Conduct and WWF-UK 3rd 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 Panda Purchasing (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.

ANNEX