People’s Plan for Nature & Save our Wild Isles Campaign

Impact Evaluation: Invitation to Tender

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## What is the People’s Plan for Nature?

The [People’s Plan for Nature](http://www.peoplesplanfornature.org) is a world-first. It’s a plan created by the people, for the people of the UK – a vision for the future of nature, and the actions we must all take to protect and renew it.

It has been created by thousands people from across the UK through a cutting–edge participatory process. Split into two phases, it started with a National Conversation: an open call for ideas and stories which received nearly 30,000 response from the public. This fed into the second phase, a large-scale citizens' assembly of 103 citizens known as the People's Assembly for Nature. This means that the People's Plan is based on more than a survey or opinion poll. The Plan is the result of ordinary citizens from all walks of life coming together to review evidence and discuss the best solutions for everyone. Supported by world-leading experts, the result is a Plan created by the people of the UK with a vision for the future of nature and the actions that everyone – governments, businesses, communities and individuals – needs to take to protect and renew it.

The People’s Plan for Nature calls for a fundamental change in how we value nature in the UK, including making sure nature is included in all levels of decision-making. The Plan calls for no more harm to nature, supported by stronger enforcement of existing nature protection legislation across land and sea. It calls for clear targets to be set to increase biodiversity. It also calls for the creation of a permanent assembly on nature and has a specific call about ensuring our transition to a future where nature is protected and renewed is a fair one.

The Plan was published on 23rd March 2023. The launch coincided with the broadcast window of the *Wild Isles* BBC nature documentary series which was co-produced by the BBC, RSPB, WWF-UK and Silverback Films. The Plan for Nature has been promoted by the Save Our Wild Isles campaign, which is a joint initiative between the RSPB, National Trust and WWF-UK. While the People’s Plan for Nature is independent of the Save Our Wild Isles (SOWI) campaign, there is an important relationship between the two initiatives: The Save Our Wild Isles campaign provides a mass public platform for promoting the People’s Plan for Nature, while the People’s Plan provides public legitimacy to the asks of the Save Our Wild Isles campaign.

Since launch, the Plan has achieved a media reach of 138.3 million and more than 20,000 people have emailed their MP to support the Plan. The Plan has gained support from politicians; business leaders and communities and continues to build momentum.

## The RAPID Democracy model

The People’s Plan for Nature was designed in consultation with the New Citizenship Project, who pioneered the adaptation of the RAPID democracy model in participatory practices. The People’s Plan for Nature is the first time this model has been applied at scale to citizen-led project.

To assess the success of this model, and draw learnings from its application, an independent evaluator is required.

## Save our Wild Isles Campaign

The Save our Wild Isles Campaign was launched in Spring 2023. It is the first time that WWF, RSPB and National Trust join together in this way to address the UK nature crisis through a collaborative engagement and advocacy campaign. As described above, the People’s Plan for Nature has provided a public mandate for the objectives of the campaign. The campaign is focused on raising awareness, inspiring action and galvanising support across the public, business and political spectrum, in order to drive the systemic and sustainable changes we need to see in order to protect and restore nature. The Save our Wild Isles Campaign operates as a programme of work, made up of multiple workstreams and projects focused on engaging different target audiences through various methods. It has been delivered both on and offline.

In addition to achieving our goals for nature, the campaign has also been an opportunity for us as three large nature NGO’s to increase our organisational capacities to work in partnership to achieve share nature-goals, and to increase brand perception of us as charities that act for nature.

## Evaluation Details

### Scope

This evaluation is wide-reaching and has multiple elements. It must broadly address the following areas:

|  |  |
| --- | --- |
| People’s Plan for Nature / Citizen’s Assembly | It is crucial that we evaluate and report the impact of this innovative project, and the application of the RAPID democracy model in this context. Learnings will be disseminated within the NGO sector and beyond about the use of the participatory mode and building agency among members of the public to take nature positive action.  The evaluation report should help to assess the impact of the assembly’s recommendations – for example, what if any impact the calls to action have had on the system actors that they call upon; which communities are most engaged with the assembly, and how the People’s Plan for Nature may have contributed to any changes in policy context.  The evaluation must ensure consideration is given to this being a three-charity initiative, and what impact and learnings there are in relation to the running of a Citizen’s Assembly model in a charitable partnership.  This evaluation framework will need to ensure it also satisfies evaluation criterion set out by specific donors. This should draw on and be informed by the draft impact evaluation framework prepared for the Knowledge Network on Climate Assemblies (KNOCA) <https://knoca.eu/impact-evaluation-framework/> |
| Save our Wild Isles Campaign Delivery | We require an evaluator to assess the impact of the campaign on raising awareness, increasing engagement, and galvanising action for nature amongst our public, business and political audiences. Using our logical framework which outlines our campaign targets for change in more detail, the evaluator will gather and collate both information available internally within our three organisations, and conduct their own external evidence collection, to make this assessment. As part of this, the evaluator will need to evaluate the ways in which we have worked in partnership with external partners in order to achieve our goals (See next bullets). |
| Working with external partners | We have worked with the external partners at various points throughout the campaign  The evaluation will need to assess:   * the efficacy of working with these partners in order to achieve our campaign goals * the experience for the partners in working with us to achieve their own organisational or project objectives * organisational learnings we can take in relation to external partnership working |
| Wild Isles Series / BBC Partnership | The evaluation will need to assess the impact of the BBC ‘Wild Isles’ series in relation to our broader Save our Wild Isles campaign, and the efficacy of working with the BBC in this way. It will also need to assess the impact for the BBC in working with us as partners |
| Organisational Learnings | The evaluation will seek to understand, but should not be limited to, the following areas of organisation learning:   * Effectiveness of campaign design and delivery, with specific attention to working across four-nations of the UK. * The key challenges and benefits of working in partnerships, especially in relation to delivering an engagement and advocacy campaign. * Collective and individual charity learnings/benefit realisation. * Top recommendations for future partnership working/collaboration. |

### Evaluation Requirements

The evaluation should follow the OECD DAC Quality Standards for Development Evaluation and should address some or all seven fundamental criteria (to be decided by implementing partners):

* Relevance and Quality of Design
* Coherence (assessment of alignment, synergy and compatibility of interventions)
* Efficiency (of delivery of outputs)
* Effectiveness (of delivery of intermediate results and outcomes)
* Impact (against the targets of the Plan)
* Sustainability (of progress, benefits, and impact realised)
* Adaptive Capacity (monitoring, evaluation, adaptation, and learning)

The evaluator must also:

* Create an evaluation framework and, more specifically, the evaluation matrices to score key project outcomes. Consideration must be given to our existing logical frameworks.
* Agree data collection and reporting methodologies.
* Ensure the collation of both qualitative and quantitative data from a wide range of stakeholders and sources, including Social Listening.
* Conduct case studies and focus groups with relevant people/organisations involved.
* Ensure key stakeholders from all three charities teams across all four nations of the UK are involved in the creation of the evaluation framework and have the opportunity to provide feedback

### Methodology

Methods could include a mixture of the following:

* Review of relevant literature on the objectives of the project and project documentation
* Review of related external announcements and developments
* Interviews and workshops targeting project partners, internal stakeholders and primary target audience

### Evaluation Deliverables

The following are the minimum required.

|  |  |  |
| --- | --- | --- |
| Initial plan | Outlining the agreed evaluation framework and plans for next steps. An overview of this will be provided to European Climate Foundation-KNOCA, who are funding the PPfN evaluation. | Due for review end Mid-January 2024 |
| Workshops | Accompanying workshops delivered with teams responsible for each area of campaign delivery, to gather and collate learnings. | December 2023 – June 2024 |
| Evaluation Report 1 | Evaluation of PPfN and Save our Wild Isles campaign work which was delivered up until end of 2023 | End March 2024 |
| Evaluation Report 2 | Update report featuring any evaluation of any additional campaign work delivered in 2024, and any additional learnings in relation to the RAPID democracy model which were not available previously. | June 2024 |
| Resource development for sector sharing | Preparation of workshops and resources in order that evaluation learnings can be shared with the wider environment and NGO sector. | End June 2024 |

### Reporting/Communication

* Initial planning meetings with Programme Managers and PPfN leads to understand the project and assignment.
* Presentation of evaluation plans and timeline by evaluator to Programme Managers and PPfN leads for feedback and review
* Regular meetings with Programme Managers as required (minimum fortnightly)
* Monthly progress reports submitted by evaluator to Programme Managers and PPfN leads

## Key documents

WWF Supplier Terms

WWF 3rd Party Expenses

WWF Supplier Code of Conduct

WWF Supplier Sustainable Procurement Questionnaire

Access will be given to the following once appointed:

* PPFN Impact framework
* Results of polling around Assembly
* Input phase evaluation
* Assembly evaluation in People’s Plan report
* Save Our Wild Isles Logical Framework
* Save Our Wild Isles Impact Evidence folders
* Save Our Wild Isles internal evaluations

## Response to Brief

**In their response, the Applicant must be able to demonstrate and evidence:**

1. Understanding of the brief and propose options for the approach. *Please outline possible time frames and requirements of us in a high-level project plan.*
2. Depth and breadth of expertise in this field in the charity /not for profit / NGO and commercial / private sectors. *Please include names of recent clients for who you have delivered similar work.*
3. A strong alignment with WWF’s vision and mission with values that respect diversity, equality and inclusivity and evidence of partnership working. *Please provide a short statement on this and how you evidence your values in your work.*
4. Value for money; competitive pricing for expertise. We need fees to be clear and structured in a flexible way. *Please state day / hourly rates and price per project element, ideally with capped fees.*
5. Confidentiality and Data protection. *Please provide your confidentiality statement and GDPR principles.*
6. References. *Please provide two referee clients.* (We would not approach without your permission).
7. Please complete the WWF-UK Sustainable Procurement Questionnaire

## Selection Process

A panel comprising of staff from WWF-UK, RSPB and the National Trust will consider the responses against the following criteria:

* 1. **30%: The Applicant’s proposed approach**
  2. **20%: Depth and breadth of expertise as evidenced by recent client work**
  3. **10%: Values, partnership, inclusivity – alignment with WWF**
  4. **10%: Sustainable Procurement Questionnaire**
  5. **30%: Price – value for money**

## Budget

The budget available for this evaluation is GBP 50,000 -70,000. Please include in your application a budget breakdown which clearly links budget to activity/output and meets the requirements listed in this Invitation to Tender.

## Contracting with WWF-UK:

PPfN and Save our Wild Isles have been delivered in partnership by WWF, RSPB and the National Trust. For the purposes of this evaluation, it will be contracted through WWF. It is requirement that an appointed external partner adopts WWF’s 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 wish to make, these will need to be discussed with the WWF-UK legal team.*

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.*

## Timeline Summary

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| --- | --- |
| Up until 24th November 2023 | Applicant’s opportunity to speak with relevant staff members (see contacts below) |
| 30th November 2023 | Deadline for applications |
| Week Commencing 6th December 2023 | Application Evaluations (Applicants may be required to attend a meeting this week to discuss their application) |
| 11th December 2023 | Appointment of evaluator |
| 11th- 18th December 2023 | Initial meetings between Evaluator and Programme Managers |
| Mid-January 2024 | Initial Plan submitted / Agreement of evaluation plan |
| March 2024 | Evaluation Report 1 due |
| June 2024 | Evaluation Report 2 due |
| June 2024 | Resource development for sector sharing |

## Key contacts

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| --- | --- |
| People’s Plan for Nature Leads | Kat Machin, WWF (kmachin@wwf.org.uk)  Alex Hunt, National Trust (alex.hunt@nationaltrust.org.uk)  Sarah-Jane Gray, RSPB (SarahJane.Gray@rspb.org.uk) |
| Programme Managers | April Matthew, WWF (amatthews@wwf.org.uk)  Vanessa Targett, National Trust (vanessa.targett@nationaltrust.org.uk)  Jodie Palmer, RSPB (jodie.palmer@rspb.org.uk) |