**Research specification:** To understand how behaviour change can influence climate change risks and opportunities

Tender Reference Number: DS/0718

**Specification of Requirements**

Invitation to Tender for research: To understand how behaviour change can influence climate change risks and opportunities

Tender Reference Number: DS/0718

Deadline for Tender Responses: 17th September 2018

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# Introduction and summary of requirements / Preamble

The Adaptation Sub-Committee (ASC) of the Committee on Climate Change (CCC) is the government’s statutory adviser on preparing for climate change. Under the Climate Change Act (2008) the ASC has two main roles.

* To provide independent, expert advice on the UK climate change risk assessment (CCRA).
* To report to Parliament on progress with implementation of the National Adaptation Programme (England only).

To do this the ASC conducts independent analysis into climate change science, economics and policy, and engages with a wide range of organisations and individuals to share evidence and analysis. The CCC and ASC’s past reports are available at <http://www.theccc.org.uk/publications/>.

To inform the ASC’s Evidence Report for the third UK CCRA, the ASC is commissioning a range of research projects that aim to improve the science and impact of the CCRA.

Through this research project, the ASC would like to understand how behaviour change can influence climate change risks and opportunities.

# Background

The second CCRA (CCRA2) was published in 2017 and was supported by a comprehensive Evidence Report from the Adaptation Sub-Committee (ASC). Defra and the devolved administrations are in the process of drafting updated national adaptation programmes in response to the risks and opportunities set out in the report.

The third CCRA will be published by the government in January 2022, and Defra have asked the ASC to produce an accompanying Evidence Report by summer 2021.To inform this Evidence Report the ASC are commissioning six research projects, funded by Defra, the devolved administrations and the research councils (NERC, ESRC and EPSRC). The ASC has been engaging with relevant stakeholders (e.g. researchers, funders, academies) with a view to addressing key evidence gaps from the CCRA2 report on a variety of timescales.

To address one of these evidence gaps, this research project will look to improve the understanding of behaviour change in response to the impacts of climate change. Behaviour change could affect the extent to which climate change risks and opportunities emerge, and/or the resulting residual risks or unrealised opportunities. Therefore understanding this is key to assessing the biggest risks and opportunities to the UK from climate change.

The potential for, and ways to enable behaviour change, are not well researched for climate change risks that directly affect the public, such as flooding, water scarcity and risks from hot weather. Therefore there is a need to identify the areas within the CCRA where behaviour change is most likely to impact climate change risks and opportunities. The ASC has already identified some key areas, set out below, for which this research should explore behavioural responses and seek to understand the factors that influence behaviour and decision-making.

# Aims and Objectives

The ASC would like to understand how behaviour change can influence climate change risks and opportunities. The ASC are interested in better understanding the implications of behaviour change for the following groups and climate change impacts:

|  |  |
| --- | --- |
| Groups | Climate change impacts |
| * Homeowners
* Businesses
* Communities
* Land managers and owners
 | * Flooding and coastal erosion
* Heat and cold
* Water Availability (including drought)
* Other types of extreme weather e.g. rain or wind storms
 |

In each case the project should explore the following research questions:

What are the observed behaviours different groups adopt in anticipation of a climate-related impact, or when they experience a climate-related impact?

What are the observed behaviours different groups adopt in anticipation of, or when they experience a climate change opportunity or benefit?

* What factors have been shown to / are likely to influence these behaviours?
	+ Do these behaviours vary depending on where people, businesses and communities are located, in terms of both geographical regions (including differences among and within the four UK nations) and for different land types (cities, coastal, rural etc.)?
	+ What are the differences in behaviour between those who have experience of a climate-related impact or opportunity and those who have none?
	+ How do perceptions of what is acceptable or tolerable affect behaviour?
	+ How do socioeconomic factors such as age, income, physical or mental health such as anxiety, stress or trauma affect behaviour?
* What impact do these behaviours have on the resulting net impact from the event? Do they have positive or negative effects? How much do they reduce or increase the resulting impact? How would the behaviours change the size of the impact in the future? Is the effect always likely to be constant, for example given the different size of potential future impacts under global temperature rises of 2oC and 4oC?
* Could those behaviours that are effective be further incentivised and by which interventions?
	+ How might data or digital innovations affect decision-making?
	+ What are the barriers which could prevent these interventions from being implemented or effective?

# Methodology

Bids should propose a methodology to address the above aims and research questions. The methodology should be based on a number of defined steps, with further detail setting out what specifically will be done at each step, including the number of case studies that will be undertaken and the number of stakeholders from each group that will be engaged with. The method should set out how the analysis will be undertaken (e.g. a literature review, focus groups, surveys, case studies). Bids should also set out how the results of this project will feed into the ASC’s assessment of urgency for addressing climate change risks and opportunities.

The method should include:

* An international literature review to explore relevant theories and empirical evidence of the effectiveness of behaviour change in the context of environmental and climate change and to identify the potential for, and ways to enable behaviour change. This should provide an overview of the importance of behaviour change for the different areas of the CCRA.
* A way of identifying observed examples in addition to the literature review, both in the UK and internationally, of behaviour change in relation to climate-related impacts, and for assessing the impact of these behaviours on future climate change risks and opportunities. The examples should cover the areas of interest the ASC has identified above. However, bids may also suggest other areas to explore in depth and should provide evidence to support this.
* Consideration of how both qualitative and quantitative analysis, including modelling, could be used in the assessment.
* A plan for extensive stakeholder engagement. This stakeholder engagement should cover each of the four UK nations and explore both different geographical regions and different land types (cities, coastal, rural etc.) Engagement should be with academics, climate change adaptation experts and practitioners (including working in relevant sectors such as agriculture or the water industry) and local authorities or other relevant community groups. It should also include those involved with recent examples of the above climate-related impacts in the UK (for example, the tidal storm which hit the east coast of Britain in 2013, winter flooding in 2015/16 and heatwaves in 2016 and 2018) and carry out case studies which explore how different groups responded to these events and how their behaviour affected the response. Bidders should consider the best combination of interviews, questionnaires surveys and workshops in their proposals.
* How to assess the influence of behaviour change on climate change risks and opportunities. This should include consideration of both observed behaviours and potential interventions that enable effective behaviours.

**Other issues for consideration**

The project will also need to take into account the updated CCRA method (to be published in Autumn 2018), making sure that results are presented in a fully consistent way with both the CCRA method and the ASC’s [urgency scoring framework](https://www.theccc.org.uk/tackling-climate-change/preparing-for-climate-change/uk-climate-change-risk-assessment-2017/ccra-chapters/approach-and-context/).

Last year the ASC commissioned research on the economics of land use and two ‘what works?’ projects on the natural environment and cities which covered some aspects of behaviour change. This research project should take account of the findings of these research projects and seek to fill gaps rather than replicate what they have already produced.

This project should be undertaken in close collaboration with the five other projects that will be commissioned simultaneously with this one, specifically:

* Climate driven *threshold effects* in the natural environment
* Updated projections of *flood risk*
* Updated projections of *water availability*
* *Interacting risks*
* A consistent set of *socioeconomic dimensions* for the CCRA3 Evidence Report research projects

The socioeconomic dimensions driving the project analysis must, in the first instance, be taken from another project commissioned by the ASC entitled “A consistent set of socioeconomic dimensions for the CCRA3 Evidence Report research projects”. If a wider range of socioeconomic dimensions are required then the successful bidder should liaise with the ASC and the socioeconomic dimensions project staff to develop those required dimensions.

# Outputs Required

The contractors must produce a final report including:

* An executive summary
* A method statement including the steps above, to be reviewed and agreed with the ASC and a project stakeholder group (to be set up by the ASC);
* The findings of the research, including all underlying data used to produce the results.
* An appraisal of the robustness of the data sources used, any weaknesses in the data and the implications of these for the interpretation of the findings.
* Editable graphical representations, such as infographics, maps or charts that describe the results, with visuals optimised for use on social media. The ASC want access to the editable versions and to the text included, for example to allow for translated versions to be prepared; and
* Any supporting data and annexes detailing the method or providing supplementary results.

The final report will be published on the ASC’s website in January/February 2020.

# Ownership and Publication

The results of the analysis and all outputs produced will be owned by and published at the discretion of the Adaptation Sub-Committee.

All research publications arising from the contract must include a statement on how the supporting data and any other relevant research materials can be accessed.

# Quality Assurance

All research tasks and modelling must be quality assured and documented. Contractors should:

* Include a quality assurance (QA) plan that they will apply to all of the research tasks.
* Specify who will take lead responsibility for ensuring quality assurance and ensure that this responsibility rests with an individual not directly involved in the research, analysis or model development.
* Provide a QA log to demonstrate the QA undertaken, including who undertook the QA and the scope, type and level of QA that has been undertaken (e.g. a log entry only stating ‘the data was checked’ will not be sufficient).

Sign-off for the quality assurance must be done by someone of sufficient seniority within the contractor organisation to be able take responsibility for the work done. Acceptance of the work by the CCC will take this into consideration. The CCC reserves the right to refuse to sign off outputs which do not meet the required standard specified in this invitation to tender.

The successful bidder will be responsible for any work supplied by sub-contractors and should therefore provide assurance that all work in the contract is undertaken in accordance with the quality assurance expectation agreed at the beginning of the project.

For primary research, contractors should be willing to facilitate CCC staff to attend interviews or listen in to telephone surveys as part of the quality assurance process.

The consultant must demonstrate their ability to produce deliverables of quality, in particular following best practice regarding analysis and presentation of findings.

# Timetable

An indicative timeline for deliverables is presented below. The contractors can propose modifications to the timeline to better suit their analysis if appropriate, though the final submission date must remain the same. Any proposed modifications should be set out in the bid and will require approval from the ASC secretariat.

| **Phase** | **Deliverable** | **Date** |
| --- | --- | --- |
| Bidding | Bids received | 17th September 2018 |
|  | Interviews conducted | w/c 1st October 2018 |
|  | Contract awarded | 5th October 2018 |
|  | Kick-off meeting with ASC  | w/c 8th October 2018 |
| Project development | Method development - Draft Method Document | w/c 29th October 2018 |
|  | Method development - Final Method Document | w/c 19th November 2018 |
|  | Analysis undertaken | November 2018 to October 2019 |
| Reporting | Initial draft report for comments by ASC | 4th October 2019 |
|  | Draft report with QA-ed data submitted for review by expert group and academic peer review | 18th October 2019 |
|  | Final draft report submitted for review by ASC secretariat following peer review | 7th December 2019 |
|  | Final report submitted – project completed | 18th January 2020  |

# In order to ensure smooth and rapid progress the project plan should allow for regular interactions and meetings where necessary between the contractors and the ASC project team. We would ask bidders to set out when would be appropriate to meet during the project (after the initial kick-off meeting), given the timetable above. We would expect this to include at least five face-to face meetings between the contractor and the ASC secretariat, and at least five face-to-face meetings with CCRA authors and other project teams.

In addition, the ASC will put together a stakeholder group of representatives of the funding organisations and wider customers of the CCRA (government departments, agencies and adaptation practitioners). Bids should price in attendance of the project team and taking minutes at three meetings of this group; one to discuss the method; one to show the interim results, and one other to be agreed. The ASC will lead on chairing the meetings and putting agendas together.

# Challenges

The specific challenges that the ASC envisage with this project include:

* Identifying suitable case studies and accessing related data.
* Establishing clear causal links between behaviour change and the size of impacts.
* Presenting the results of modelling in a balanced, objective and technically robust way.
* Compiling relevant evidence of behavioural interventions that have succeeded in the past and how these could relate to climate change risks.
* Basing conclusions on qualitative data.

Bids should also set out other risks and challenges to successfully undertaking this work.

# Ethics

All applicants will need to identify and propose arrangements for initial scrutiny and on-going monitoring of ethical issues. The appropriate handling of ethical issues is part of the tender assessment exercise and proposals will be evaluated on this as part of the ‘addressing challenges and risks’ criterion.

We expect contractors to adhere to the following GSR Principals:

1. Sound application and conduct of social research methods and appropriate dissemination and utilisation of findings
2. Participation based on valid consent
3. Enabling participation
4. Avoidance of personal harm
5. Non-disclosure of identity and personal information

# Working Arrangements

The successful contractor will be expected to identify one named point of contract through whom all enquiries can be filtered. An ASC project manager will be assigned to the project and will be the central point of contact.

# Skills and experience

The ASC would like you to demonstrate that you have the experience and capabilities to undertake the project. Teams should include individuals with expertise in behavioural science, economics and social research. Your tender response should include a summary of each proposed team member’s experience and capabilities.

Contractors should propose named members of the project team, and include the tasks and responsibilities of each team member. This should be clearly linked to the work programme, indicating the grade/ seniority of staff and number of days allocated to specific tasks.

Contractors should identify the individual(s) who will be responsible for managing the project.

# Consortium Bids

In the case of a consortium tender, only one submission covering all of the partners is required but consortia are advised to make clear the proposed role that each partner will play in performing the contract as per the requirements of the technical specification. We expect the bidder to indicate who in the consortium will be the lead contact for this project, and the organisation and governance associated with the consortia.

Contractors must provide details as to how they will manage any sub-contractors and what percentage of the tendered activity (in terms of monetary value) will be sub-contracted.

If a consortium is not proposing to form a corporate entity, full details of alternative proposed arrangements should be provided. However, please note CCC reserves the right to require a successful consortium to form a single legal entity in accordance with Regulation 28 of the Public Contracts Regulations 2006.

CCC recognises that arrangements in relation to consortia may (within limits) be subject to future change. Potential Providers should therefore respond in the light of the arrangements as currently envisaged. Potential Providers are reminded that any future proposed change in relation to consortia must be notified to CCC so that it can make a further assessment by applying the selection criteria to the new information provided.

# Budget

**The budget for this project is up to £160,000 excluding VAT (£200,000 including VAT); 40% of the payments for this project need to be made in the financial year 2018/2019 and 60% in the financial year 2019/2020.**

Contractors should provide a full and detailed breakdown of costs (including options where appropriate). This MUST include the funding allocated by each task (deliverable) as well as by person. Please include the number of days in the unpriced bid.

Cost will be a criterion against which bids which will be assessed.

Payments will be linked to delivery of key milestones. The indicative milestones and phasing of payments can be adjusted and agreed with the contractor and Project Manager. Please advise in your tender response how this breakdown reflects your usual payment processes.

In submitting full tenders, contractors confirm in writing that the price offered will be held for a minimum of 60 calendar days from the date of submission. Any payment conditions applicable to the prime contractor must also be replicated with sub-contractors.

The CCC aims to pay all correctly submitted invoices as soon as possible with a target of 10 days from the date of receipt and within 30 days at the latest in line with standard terms and conditions of contract.

# Evaluation of Tenders

Contractors are invited to submit full tenders of no more than 35 pages, excluding declarations. Tenders will be evaluated by at least three reviewers.

The ASC will select the bidder that scores highest against the criteria and weighting listed below, see the ITT for further information.

**EVALUATION CRITERIA AND SCORING METHODOLOGY**

|  |  |  |
| --- | --- | --- |
| **Criterion** | **Description** | **Weighting** |
| 1 | **RELEVANT EXPERIENCE / DEMONSTRATION OF CAPABILITY OF THE PROPOSED PROJECT TEAM** | 30% |
| 2 | **QUALITY ASSURING THE SERVICES YOU PROVIDE** | 5% |
| 3 | **MANAGEMENT STRUCTURE AND MANAGING RELATIONSHIP WITH THE CCC** | 10% |
| 4 | **METHOD** | 35% |
| 5 | **UNDERSTANDING OF REQUIREMENTS** | 10% |
| 6 | **RISK AND CHALLENGES** | 10% |
|  |  |  |
|  | 100% |

**Scoring Method**

Tenders will be scored against each of the criteria above, according to the extent to which they meet the requirements of the tender. The meaning of each score is outlined in the table below.

The total score will be calculated by applying the weighting set against each criterion, outlined above; the maximum number of marks possible will be 100. Should any contractor score 1 in any of the criteria, they will be excluded from the tender competition.

|  |  |
| --- | --- |
| **Score** | **Description** |
| 1 | Not Satisfactory: Proposal contains significant shortcomings and does not meet the required standard |
| 2 | Partially Satisfactory: Proposal partially meets the required standard, with one or more moderate weaknesses or gaps  |
| 3 | Satisfactory: Proposal mostly meets the required standard, with one or more minor weaknesses or gaps. |
| 4 | Good: Proposal meets the required standard, with moderate levels of assurance |
| 5 | Excellent: Proposal fully meets the required standard with high levels of assurance |

**Structure of Tenders**

Contractors are strongly advised to structure their tender submissions to cover each of the criteria above and supply a price schedule specifying the daily rates (ex-VAT) you will charge for each level of your staff.

**Evaluation for Interviews, if held**

CCC reserves the right to award the contract based on applicants’ written evaluation only if one candidate emerges from the evaluation stage as significantly stronger than the others.

Should interviews go ahead, they are provisionally expected to be held on the week commencing 1st October 2018. If this date changes, the ASC will notify applicants.

The areas to be covered in the interview will be sent to the shortlisted supplier prior to interview.

Further details of interviews will be sent to successful applicants on selection.

**Feedback**

Feedback will be given by email.