

Terms of Reference – Outlining a UK Vision for 2030 – 16 June 2021

Name of Programme Team: Climate Change Unit

Overarching Purpose: The overall aim of this project is to present a vision of the tangible benefits of progress towards net zero for ordinary UK citizens in 2030 versus a counterfactual of the costs of not achieving it. This will be used to counter the emerging narrative that delivering net zero will be too expensive and fail to benefit ordinary citizens. It will offer an important and inspiring vision as context to the WWF's summer campaign asking government to put their money where their mouth is on climate action, by illustrating how action right now can lead to a more equitable, sustainable and beneficial reality for ordinary people.

Background: WWF is one of the world's largest independent conservation organisations, active in nearly 100 countries. Our supporters – more than five million of them – are helping us to restore nature and to tackle the main causes of nature's decline, particularly the food system and climate change. We're fighting to ensure a world with thriving habitats and species, and to change hearts and minds so it becomes unacceptable to overuse our planet's resources.

Project scope and objectives:

Content: WWF will create a range of outputs that will demonstrate the impact of clear progress towards net zero by 2030 versus no/unambitious progress on the lives of different people across the UK. The project would present a vision for a lower carbon future that is exciting and inspirational, but also nuanced – acknowledging the trade-offs that reaching our 2030 climate goals will entail.

To do this, a literature review is needed to create an evidence base, including:

- Outlining a package of likely policies that need to be implemented in the 2021-30 timeframe to reach our 2030 climate targets, based on existing work carried out by the WWF (for example, the 2018 [‘Keeping it cool’](#) report, the 2020 [Keeping Us Competitive report](#), and the 2020 [‘Setting an ambitious and feasible NDC for the UK’](#) briefing) and the pathways set out by the Committee on Climate Change.
- Outlining qualitative and quantitative impacts on ordinary people's lives by 2030 across the UK, including:
 - Beneficial outcomes of implementing a policy package that meets our 2030 climate goal, covering each of the relevant areas highlighted below– *N.B. these policies will be identified at the WWF kick-off meeting – relevant policies are those that need to be implemented in the 2021-30 timeframe to reach UK's 2030 climate targets. In some cases, policies may be in place or successful by 2030, but the full impacts might not be felt until 2035/40. This can still be included.*
 - Negative impact on people's lives if the policy package to meet our 2030 climate target is not implemented, covering each the relevant areas highlighted below
 - Impacts that will be felt more/less in different geographical areas or by different socio-economic/racial groups/age groups, to show how different areas and groups can benefit from the transition
- Estimating the costs of implementing these policies in 2030, including:
 - Outlining ways to mitigate distributional issues, particularly the risk of the fuel poor being unable to afford the costs of the transition or being left behind by it
 - Highlighting costs to the public if they are fairly spread
 - Estimation of costs of not implementing these policies, e.g., less resilience to natural disasters, losing out on new markets for low carbon tech etc.

- (If possible – nice to have) How much of the costs will need to come from public funding v. how much from private capital (and, in the latter case, what's needed to stimulate this)?
- Setting out 1-2 case studies of successful roll-out of low carbon policies to date, such as rollout of renewables without rise in electricity bills in the UK

Relevant areas to highlight the benefits or impacts of meeting or missing our 2030 climate targets: The literature review should particularly focus on policies and impacts in the following areas:

- Greener Jobs; focussing on jobs that would come about from technological innovation as a result of us being world-leaders in initiating a low carbon transition, as well as showcasing work in a variety of tangible green sectors (e.g., EV manufacture; second-hand retail; net zero home construction etc.). The work should also outline the unemployment impact of not facilitating a swift transition to net zero or not sufficiently reskilling workers etc., and the benefits to education and skills through better vocational training for these greener sectors.
- Health, focussing on the improved health outcomes that will be achieved from cleaner transport, more efficient and warmer homes, and lower carbon diets. For example, improved air quality, better mental health., fewer deaths from cold or hot homes, lower burden on NHS etc
- Pensions, focusing on the lower returns on pensions associated with stranded assets and the risk of a financial crisis as a result of a disorderly transition to a low carbon economy
- Increased green space and regeneration of town centres; better use of land and nature restoration in new habitats: focussing on the economic, social and health impact of regenerating communities around the UK through increasing green space in urban centres and releasing and restoring land for nature throughout the UK.
- Vulnerability to natural disasters such as flooding, droughts, heat waves, fires etc. This should outline the impacts of these natural disasters depending on how much has invested in solutions that reduce those risks out to 2030, mainly focussing on natural capital solutions.

Audience: MPs and citizens, particularly those who are not opposed to the transition to net zero in principle but susceptible to arguments that it will cost too much/be too much hassle/fail to deliver real benefits to ordinary people. [*Climate Outreach audience segmentation: backbone Conservatives and Loyal Nationals*]

It should also appeal to journalists alongside the results from another WWF study which will evidence the pathways to meeting our 2030 climate targets that are most supported by the public.

Completion date: The literature review, providing the evidence base for the campaign, should be completed and delivered by 27 July 2021.

Submission of Proposal:

Proposals should include:

- relevant background of the supplier/consultant(s) involved, CVs of consultants who will participate in the project,
- Proposed methodology and key info you would seek to compile from the lit review
- cost estimate for the project to include the daily rate, the number of days/breakdown of cost by task/milestone. Please also include any applicable charity discounts you may offer.

- detailed timeline for delivery by 27 July 2021
- a brief overview of your organisations environmental and social activities (e.g. CSR policies, charity/community support, apprenticeship hosting, what is their DE&I situation, gender pay gap, ISO qualifications)
- A list of the key literature you think would be most relevant to delivering this brief.

The proposal should be no longer than 5 sides plus CVs of participating consultants/suppliers

Proposals will be assessed using a selection of criteria, likely including: fit to brief, previous experience of consultancy, how quickly the work can be completed, value for money, credible proposed methodology.

Timeline:

- Closing date to submit proposals: 10am 28th June 2021
- Decision made on chosen consultant: 29th June 2021
- Kick off meeting: 30th June 2021
- Delivery of final report: 27 July 2021

Guidance on budget available: Ideally less than £10,000

Commissioned by: WWF-UK, Living Planet Centre, Brewery Road, Woking, GU21 4LL

Contact person: Rick Parfett and Jo Furtado (RParfett@wwf.org.uk and JFurtado@wwf.org.uk)

Alternative contact: Procurement Team, procurement@wwf.org.uk