**Behavioural Science Call-Off Contract**

**Background**

Defra’s Strategic Behavioural Insights Team is establishing a Call-Off Contract for behavioural research to maximise the effectiveness of policy and delivery in Defra group. The contract will be used to apply social and behavioural science to optimise behaviour change relating to a wide range of issues within Defra’s brief, including the strategic aims of delivering the Environmental Improvement Plan 2023 and achieving Net Zero.

The Call-Off Contract will have a maximum of three suppliers, a maximum value of £4,999,999 and last for a duration of three years (with the opportunity for two one-year extensions). The contract is expected to start from April 2024.

The Call-Off Contract aims to enable rapid project assignment, minimise the time and resources required to commission individual projects and maximise the impact on policy development and delivery. The breadth of projects within the Call-Off Contract extends to all policy and delivery areas within Defra group which are directly related to behaviour change, from using resources sustainably and reducing our water consumption to animal health or protecting biodiversity. The specific objectives, target behaviours, research methods, size, scope and timelines of each project will therefore differ.

We expect the majority of projects to be direct awarded to a supplier on the Contract. However, projects with a budget above a specific (to be determined) value will be awarded through a mini competition where all suppliers on the Contract will have the opportunity to bid for the project.

Suppliers are expected to be experts in behavioural science. We welcome bids from consortia including academics and small and medium-sized enterprises.

Please note that the Authority (Defra); will be holding a supplier Event **Tuesday 28th November 2023 by 2:00pm**.

If you and or your organisation is interested in attending this event, please respond using the email address below:

[behavioural.insights@defra.gov.uk](mailto:behavioural.insights@defra.gov.uk) on or before **Friday 24th November 2023 by 12:00pm**

Please include the name and email address of who to invite. An invite will be forwarded accordingly via teams.