**WHOLESCAPE ACTION RESEARCH PROJECT (WARP) – REQUEST FOR PROPOSALS**

**SUMMARY**

* This request for proposals is for researcher(s) to manage and deliver WWF’s ‘Wholescape Action Research Project’ (WARP) as part of WWF’s ‘Wholescape’ programme.
* The WARP comprises multiple components over an 18-month period, including:
  + Regular fieldwork in Norfolk, Pembrokeshire and the Forth basin;
  + Interim analysis and reporting to enable adaptive management of WWF’s Wholescape programmes;
  + Analysis and reporting from each wholescape to deliver separate case studies for each wholescape region;
  + Overarching comparative analysis and reporting to capture findings across multiple wholescape regions.
* The research will utilise a methodology that has been developed specifically for WWF’s Wholescape programmes, using techniques including walking interviews and participatory mapping.
* Candidates will require experience of environmental social science. Prior experience of participatory mapping would be an advantage, as would journalistic or story-telling experience.
* The project will run from early 2024 until September 2025. We envisage approximately 1-2 days per month across that period, with more intensive work at the beginning, mid-point and end.
* Researchers will intermittently feed back findings to the project team to enable adaptive management, specifically through a midpoint interim report.
* The project will include:
  + Overall responsibility for conducting WARP research
  + Regular fieldwork in Norfolk from the outset, engaging with WWF staff, partner agencies and other stakeholders;
  + Fieldwork in Pembrokeshire with a particular focus on capturing learning about how WWF is building the delivery of a wholescape programme;
  + Fieldwork in Forth basin with a focus on capturing learning about how WWF is approaching the possibility of delivering a wholescape programme;
  + Responsibility for sub-contracting local research responsibilities in different locations, as required;
  + Analysis and reporting of WARP findings in each wholescape and at a meta-level.
* This research will be conducted within an ongoing and developing programme of work, and will therefore involve elements of flexibility and uncertainty. To reflect this, we invite candidates to state how costs will be structured against the delivery of the different components of the project.
* We welcome discussions before submissions should you have any questions.

**BACKGROUND**

WWF recognises the urgent need to rethink the approach to the ‘triple challenge’ - addressing the twin crises of climate change and nature loss, whilst meeting societal needs. WWF-UK’s Wholescape approach is a new way of thinking about our environment and society that recognises the interconnectedness of our land, rivers, estuaries, coasts, and seas, within the overarching socio-economic systems that shape society. Wholescape will measure change at three pilot locations providing case studies spotlighting national issues, whilst generating evidence to further policy and advocacy, driving business transformation, exemplifying ways of working and supporting wider scaling with new and existing partners.

The concept of Wholescape shares characteristics with initiatives developed and delivered by others. What makes the Wholescape approach unique to WWF-UK is its ‘Triple Challenge’ framing and purpose – i.e. it is built specifically to explore and interrogate how simultaneously to address the nature crisis, the climate crisis and meet the needs of people. The UK Wholescape Framework seeks to operationalise Triple Challenge thinking through a principles-based approach drawn from the international conservation community, translating organisational strategy into deliverable programmes of work.

In England, the wholescape programme is being delivered in Norfolk. WWF is working to create a model for effectively addressing the triple challenge in multiple socio-economic systems and ecosystems across land, rivers and seas.

We are already working with a range of partners in Norfolk, supporting projects and helping to link them together into coherent, strategic examples for simultaneously addressing the climate crisis, nature crisis, and human wellbeing. The intention is to take the theory of the triple challenge and show how to apply it in the real world.

In Wales, the wholescape programme is being delivered in Pembrokeshire. This wholescape is at a more developmental stage. We hope also to deliver a wholescape programme in Scotland, and we are establishing the feasibility of doing so in the Forth basin, though this is not yet confirmed.

**THE WHOLESCAPE ACTION RESEARCH PROJECT**

The Wholescape Action Research Project (WARP) is a key component of the overall wholescape approach.

A core objective of the wholescapes is to understand better the challenges of implementing nature recovery at this scale, and to influence policy and practice elsewhere in the country and at national level.

To do this, we want to document the stories of the wholescapes in a detailed and compelling way. We want to make sure that the progress of the projects, and lessons learned, are accurately recorded from a range of perspectives, and the contribution of a wide range of stakeholders is facilitated.

To achieve this, we are establishing the Wholescape Action Research Project (WARP). The WARP will document and analyse the wholescape programmes as they develop. It will culminate in detailed case study reports presenting how the first phases of the wholescape have been perceived by a range of different stakeholders, and documenting lessons learned.

We have developed a methodology that will be used across all three wholescape programmes. This methodology is designed to enable coherence and comparability of research across the wholescapes, while also allowing flexibility and adaptability to the different contexts.

The methodology is attached to this TOR. It utilises techniques including walking interviews and participatory mapping to capture the views of a range of key stakeholders. This will help to determine how different people and groups perceive the wholescape approach, what challenges are being encountered and whether they are being overcome.

**REQUIREMENTS**

WWF is seeking research partner(s) to oversee the delivery of the WARP research – taking responsibility both for delivery of research across the different wholescapes and the analysis and reporting of findings across the WARP as a whole.

The requirements are therefore broken down into four areas – deliverables for each of the three (potential) wholescapes, plus the overarching research findings, as follows:

1. Overall responsibility for the WARP research project, analysis and reporting

* The researcher(s) will take overall leadership of this research project, overseeing research in each of the wholescapes.
* This will include adapting research to each of the locations, while ensuring comparability between them.
* It can involve sub-contracting to research agents/partners on location as required, within the overall budget.
* In addition to producing findings from each of the wholescape locations, researchers will be required to draw together findings from across the three wholescapes into a meta-analysis.
* This should include comparative analysis between the three wholescapes – documenting and explaining common themes and differences between the wholescape programmes – based on their different locations and phasing.
* This is an opportunity to draw out significant conclusions and lessons learned from the wholescape approach as a whole.

2. Norfolk wholescape:

* The researcher(s) will use the WARP methodology to conduct research in Norfolk over approximately an 18-month period.
* The methodology has been designed to be flexible. The researcher(s) will therefore be required to use it as a framework while adapting it to be as appropriate as possible to the Norfolk context.
* The researcher(s) may wish to employ sub-contractors to support research on location as required.
* We envisage the project will involve an intensive phase at the outset. This will: establish an understanding of the project and relationships with key stakeholders, including those within WWF; set a baseline for the research; and produce an inception report establishing clear parameters and deliverables.
* We then envisage ongoing research across the period of approximately 2 days per month, to develop understanding of the project over time, return to existing stakeholders as appropriate, connect with further stakeholders as needed, and document a range of perceptions of how the wholescape project is progressing.
* The researcher(s) will be required to deliver an interim report at the mid-point of the project. This will document significant themes emerging from stakeholders and present any preliminary findings or stories. It will also serve to inform adaptive management of the wholescape programme, by making recommendations if needed.
* Finally, we expect an intensive phase at the end of the period, for final analysis and delivery of final outputs. This will be in the form of a case study report, maps generated through participatory methods, and a white paper outlining key learning. Outputs could potentially include audio/video and other communication material.
* The final report products should attempt to identify compelling findings and storylines that will help elevate the experiences in the wholescape programmes to have impact at a wider, national level.
* The researcher(s) will be required to work closely with WWF staff and other stakeholders, including by documenting the challenges faced by the project team in delivering a project of this kind.

3. Pembrokeshire wholescape:

* The researchers will use the WARP methodology to conduct research in Pembrokeshire across the approximate 18-month period.
* This will differ from Norfolk by concentrating on the building of the wholescape approach from an earlier stage, with a greater focus on documenting the work of WWF staff while capturing initial stakeholder thoughts.
* Deliverables will match those of Norfolk, but will necessarily document a different phase of the wholescape project as well as the differences specific to the location.
* It is expected that delivery of this research may include sub-contracting to researchers with knowledge of the location as appropriate, and this should be budgeted within the overall proposal.

4. Potential Forth wholescape:

* The researchers will use the WARP methodology to conduct research in the Forth basin across the approxmiate 18-month period.
* This will differ from Norfolk and Pembrokeshire because the decision to undertake a full wholescape has not yet been taken in the Forth basin.
* The research will therefore focus on documenting the work of WWF staff, with initial stakeholder thoughts, during the process of exploring the potential of a wholescape programme and, ideally, establishing one.
* Deliverables will match those of the other WARP locations, but will necessarily document a different phase, as well as the differences specific to the location.
* It is expected that delivery of this research may include sub-contracting to researchers with knowledge of the location as appropriate, and this should be budgeted within the overall proposal.

The researcher(s) are expected to have:

* A background in environmental social science or similar discipline, with proven analytical skills for qualitative research. A background in journalism or storytelling would be an advantage.
* Knowledge or experience of participatory action research, participatory mapping, or similar methodology.
* A working knowledge of the context of UK conservation and related sectors.
* Experience of undertaking research projects that engage a wide range of different stakeholders (including communities, NGOs and corporate partners) and tailoring engagement and research with these different groups in an appropriate way.

**EXPECTED DELIVERABLES**

1. Norfolk wholescape:

1. Inception report
2. Interim report
3. Final report, including summary report
4. Maps produced using participatory mapping method
5. White paper outlining answers to WARP’s primary research questions

2. Pembrokeshire wholescape:

1. Inception report
2. Interim report
3. Final report, including summary report
4. Maps produced using participatory mapping method
5. White paper outlining answers to WARP’s primary research questions

3. Forth (potential) wholescape:

1. Inception report
2. Interim report
3. Final report, including summary report
4. Maps produced using participatory mapping method
5. White paper outlining answers to WARP’s primary research questions

4. Meta-analysis:

1. Final overarching report outlining key findings across the wholescape programmes, including summary report
2. White paper outlining answers to WARP’s primary research questions at the meta level.

**TIMEFRAME**

Start in early 2024

Delivery of interim reports by December 2024

Delivery of final reports and any additional material by September 2025

**TENDERING PROCESS**

Please provide a written quote for the work described above **by 9th February 2024**, outlining how you would utilise the methodology, the relevant experience of the proposed consultant(s), and a breakdown of costs.

The contractor’s budget should include all expected expenses. The consultant will be expected to provide all their own office and communication facilities.

**N.B. the WARP project is taking place within the wholescape programme, which is a live body of work involving elements of flexibility and uncertainty. For example, it is not yet decided whether the Forth basin will become a wholescape programme.**

**We therefore ask potential contractors to break down costs against the different project components. This will enable maximum clarity for how payments should be structured against specific deliverables.**

In your response, please share your:

* Understanding of the brief and methodology.
* Approach to deliver the requirements
* Experience as outlined in the requirements (or CV).
* Your proposed budget and timeline.
* Your approach to ethical research practices, consent, confidentiality and data protection.
* Please complete the enclosed WWF Supplier Sustainable Procurement Questionnaire

**Please note that all submissions longer than 8 pages will be automatically discounted; therefore link or signpost to any additional information, for example policies, statements etc.**

Additional requests as part of the tendering process:

* Please confirm you have read and are willing to work to the WWF-UK standard T&C’s.
* Please confirm you have read and accept the WWF-UK 3rd party expenses policy.
* Please confirm you have read and accept to work to the WWF-UK supplier code of conduct.
* The successful party will be required to register on Panda Purchasing, the WWF PO & invoice system. Please confirm you will be willing to do so.

**EVALUATION**

The process of evaluation of responses/tenders will be carried out by a suitably competent panel and a contract award made on the basis of:

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| --- | --- | --- | --- |
| **Evaluation Criteria** | **Weight** | **Sub-Criteria** | **Weight** |
| Quantitative | 25% | Value for money | 25% |
| Qualitative | 75% | Proposed approach | 25% |
| Knowledge of location(s) (of lead researchers and/or potential sub-contractors) | 25% |
| Relevant experience | 25% |

A decision will be made as soon as possible after the deadline, with a view to the project starting and an inception meeting week commencing 26th February.

To discuss any of the above information, or if you require accessibility accommodations in order to submit the application within the given deadline, please email: Benedict Dempsey**, WWF-UK**, [bdempsey@wwf.org.uk](mailto:bdempsey@wwf.org.uk)

To submit an application, please email: Benedict Dempsey**, WWF-UK**, [bdempsey@wwf.org.uk](mailto:bdempsey@wwf.org.uk) with the email title ‘Proposal submission for WARP’ and request confirmation of receipt (please follow up if you do not receive this to ensure submissions have not gone into ‘junk’ inboxes).