

Specifications – International best practice for investable sector transition plans

Requirements & Objectives

The net zero transition presents the economic opportunity of the 21st Century. Between 2023 and 2024, the value of the net zero economy grew by [10.1%](#), three times faster than the overall UK economy. The Climate Change Committee (CCC) estimate that the private sector will need to contribute [65 to 90 per cent](#) of the investment necessary for the UK to achieve its 2050 net zero target. However, this private investment can only be delivered at the speed and scale required if an enabling policy environment is provided.

In the UK, the Net Zero Council has been established as a partnership between government, business, and civil society to advise government on the development of its net zero strategy and drive action on decarbonisation across the economy. As a member of the Net Zero Council, WWF-UK is particularly interested in the Council workstream to develop [Sector Transition Plans](#) (STPs). We believe that co-creation with government is critical to ensure sufficient fiscal and policy incentives are in place to support the necessary capital reallocation, thereby ensuring the STPs developed are investable and impactful.

Many countries are in the process of developing their own national and sector-level transition plans and securing net zero investment is an internationally shared challenge. WWF-UK is seeking to commission a piece of research on best practice examples from other countries which are deploying innovative solutions to attract investment into their sector-level transitions, and which could be deployed to similar effect in a UK context.

We are particularly interested in Japan's GX climate transition bonds which are using public money to leverage private investment; Australia's efforts to crowd in capital via its Clean Energy Finance Corporation and National Reconstruction Fund, as well as its sector-level plans and regional policies such as New South Wales' Net Zero Industry and Innovation Investment Plan; and lastly Denmark's public-private partnership model being deployed across fourteen sector-specific partnerships to accelerate the transition.

We would welcome the proposal of alternative or additional country case studies if the researcher(s) makes a strong case for their inclusion in their tender response.

Exam question: 'What lessons can the UK Government and its Net Zero Council learn from international best practice examples (e.g., Japan, Australia, Denmark) on how to increase investment into the net zero transition, via sector transition plans or similar frameworks?'

The aim is to develop a policy briefing (max 30 pages) informed by desk-based research, semi-structured interviews with key stakeholders (investors, think tanks, government representatives), and quantification of investment impacts where possible. It should set out the policies and investment approaches being deployed in the three selected best practice case study countries (Japan, Australia, Denmark or otherwise), the strengths and weaknesses of these approaches for increasing investment and advancing the transition at a sector level, and recommendations for



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the UK government's own net zero transition to ensure its sector transition plans (STPs) are investable based on these findings.

We anticipate using this briefing to influence the UK government to take more ownership of the STP development and implementation process, including building an enabling policy environment able to leverage in greater private sector investment for the transition.

The researcher(s) are expected to have:

- A deep understanding of net zero investment and the policymaking process in the UK, and ideally in other country contexts as well
- Access to relevant contacts in the finance industry e.g., investors
- Ability to think creatively about net zero investment solutions and supportive government policy
- A proven track record of delivering this kind of project
- Can come from a variety of backgrounds (think tank, independent researcher, management consultancy)
- The capacity to engage in weekly update calls with WWF and share knowledge, thinking, progress and decisions in a regular, structured way with WWF



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The researcher(s) will be expected to:

1. Undertake detailed research to inform the briefing

Once WWF-UK and the researcher have agreed on the selected countries, a detailed research phase should be undertaken to inform the content of the briefing. This should seek to answer the following questions:

- What is the net zero policy architecture in the country?
- What is the approach to delivering the net zero transition at the sector-level and what sectors are being prioritised?
- How is the country's government ensuring the transition is investable, including to private finance? How are they tracking this?
- What are the strengths and weaknesses of this approach and has it been successful (using quantitative as well as qualitative analysis where possible)?
- How could this be applied to the UK context and what recommendations could be made to the UK Government in terms of its STP development based on these findings?

The research could be undertaken via a combination of desk-based research on the policies and models, semi-structured interviews with key stakeholders, and a quantification of initial impacts in terms of investment, particularly at the sector level.

We suggest that the country focus should be on Japan, Australia, and Denmark, but we are open to alternative or additional case studies. Please set out your case study selection and reasoning as part of your tender.

2. Develop the policy briefing

A short policy briefing should be developed as the primary output of this research project. It should set out the context, the three unique approaches being deployed by the selected countries, the strengths and weaknesses of these approaches for securing investment and accelerating the transition, and recommendations for policies or approaches the UK government could adopt to ensure its net zero transition is investable and therefore deliverable at the sector level. We expect a review stage to be built in, enabling one to two rounds of WWF-UK comments to be incorporated into a final version submitted in June.

Additionally, we would like the findings to be summarised in a PowerPoint presentation. More detail on the deliverables is set out below.

Deliverables and Outcome Material

WWF-UK's provider will deliver:

1. A policy briefing targeted at the UK Government setting out the research findings. This should be no more than 30 pages and should include actionable recommendations for the UK to increase investment into the net zero transition and ensure its STPs are investable,



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informed by the country case studies set out in the briefing.

2. A PowerPoint deck summarising the key findings of the policy briefing

All materials and reports will need to be:

- Written in English.
- Presented in Microsoft Word / PowerPoint.
- Fully referenced.

Budget, indicative timeline, and submission process

Budget available: Approximately £20,000 (inc. VAT).

Submission of deliverables by early to mid-June. An indicative timeline is below.

Date	Action
20 March	Supplier to confirm intention to tender and submit any questions
26 March	Supplier to submit proposal and relevant documents
30 March – 8 April	WWF-UK to assess applications and select consultant
9-17 April	WWF-UK to notify suppliers of outcome of tender and set up contract with consultant
w/c 20 April	Onboard consultant
20 April – 15 May	Part 1: Undertake detailed research to inform the briefing
18 May – 5 June	Part 2: Develop policy briefing
5 June	Final products delivered to WWF-UK
08 th Jun – 12 th Jun	Close out project



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Response Instructions

- Please include a project plan detailing proposed scope, methodology, timelines and evidence of expertise.
- Please ensure that the fee proposal is fully broken down and itemised, with rate and quantity information included. If VAT registered, please ensure application of VAT is clear. Please include any NGO discounts you may wish to offer. If relevant, please list any anticipated travel expenses separately.
- Proposals should be no longer than six pages (names and CVs of staff working on the project are excluded from this).

Assessment of Proposals

WWF-UK will consider proposals and appoint the successful third party through a mix of qualitative and quantitative assessment, to include:

- Quality of the submission, particularly the proposed methodology and approach to delivery, and adherence to the brief (40%).
- Relevant organisational experience, expertise and skills of staff (30%).
- Cost and overall resource inputs (30%).

Contract Particulars

It is our requirement that an appointed external partner adopts our standards terms and conditions for engaging with us. Should you have any amends you need to make, these will need to be put in a Word document and submitted for approval by the WWF-UK legal team.

WWF-UK asks all suppliers to comply with the Supplier Code of Conduct and WWF-UK Third Party Expenses Policy. All contracted suppliers are required to register on 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.