

## APPENDIX D - CALL OFF AGREEMENT FORM



CALL OFF AGREEMENT FORM		
<p>This Form is to be used by the Client when requesting that work be undertaken within the terms of the Call Off Contract. The Parties agree that each completed and approved Form will form part of and be interpreted in accordance with the terms and conditions of that Call Off Contract.</p>		
Project Title: Work Package 3 – Online Supermarket Trial	Reference:	FS430885
	Date:	04/01/2021
Buyer – Project Representative: [REDACTED]	Tel:	
	E-mail:	[REDACTED]
Supplier – Project Representative: [REDACTED]	Tel:	
	E-mail:	[REDACTED]
Project Start Date:	04/01/2022	
Project Completion Date:	31/03/2021	
<b>Specification/ Scope of Work:</b>		
<b>1. Background and hypotheses</b>		
Description	One of the priorities in the FSA <a href="#">Science, Evidence and Information Strategy 2015-2020</a> is: “understanding consumers, food businesses enforcement partners and others in the food system and how we can work with them to	

	<p>support behaviour change and build and spread good practice”.</p> <p>In order to:</p> <p>“provide the basis for supporting behaviour change though robust and up-to-date evidence on the diversity of UK consumers, their views, concerns and behaviours, including what approaches work best to support consumers to make informed decisions; support our work on effective policy and efficient regulation by providing evidence on the views and behaviours of consumers, businesses, and those working in regulation and enforcement, and what will work best to influence their behaviours and achieve benefits for consumers - reflecting the diversity that exists within these groups; and build future capability by advancing our understanding of behaviour change in relation to food and the wider food system”.</p> <p>To address this priority, the FSA social science team has built capacity and knowledge in behavioural science over recent years. We have worked closely with stakeholders to identify and develop possible interventions.</p> <p>The Chair of the FSA, Professor Susan Jebb, recently addressed the <a href="#">Global Conference for Food Safety and Sustainability</a> to discuss how the food system responds to the challenges of climate change. With the pressing challenges of climate change, the FSA wants to build our understanding of how consumers make purchasing decisions.</p> <p>There has been an increase online supermarket shopping<sup>1</sup> so one area of interest is the effectiveness of behavioural interventions on how consumers make sustainable food choices.</p>
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<sup>1</sup> the proportion of people using a home delivery from a supermarket increased from 10% in 2012 to 17% in 2018 ([Food and You, Wave 2-5](#))

	<p>As such The FSA wishes to appoint a supplier to design and run a behavioural trial within an online supermarket environment to help build evidence on how choice architecture effects consumer behaviour with regards to environmental outcomes of product choices. Given existing work in this area a key evidence gap is the relative effects of overt versus covert behavioural interventions.</p> <p>Specifically behavioural interventions to be considered are:</p> <ul style="list-style-type: none"> <li>- Ordering effects, overt and covert.</li> <li>- Availability effects, overt and covert.</li> <li>- Against a control group</li> </ul> <p>Each trial condition should be designed based on sound evidence of what is likely to work, and could consider multiple ordering or availability conditions. <b><i>We are open to alternative suggestions for intervention conditions.</i></b></p>
Existing evidence	<p><b>Behavioural Interventions on Purchasing Decisions in Supermarkets</b></p> <p>There is a reasonable body of evidence on behavioural interventions to shift purchasing behaviour but the majority focusses on health outcomes (see this <a href="#">systematic review</a> from 2018; Golding et al, 2021)). There is a small but growing evidence base on behavioural interventions focussed on sustainability outcomes (Demarque et al., 2015; Mont et al. 2014).</p> <p><b>Overt vs. Covert Conditions</b></p> <p>There is debate around the acceptability on overt or covert behavioural interventions.<sup>2</sup> There are several studies suggesting that disclosure does not affect effectiveness of a behavioural interventions, most of which concern defaults</p>

<sup>2</sup> <http://journal.sjdm.org/12/12823/jdm12823.pdf> ; <https://www.cambridge.org/core/journals/journal-of-social-policy/article/from-nudging-to-budging-using-behavioural-Economics-to-inform-public-sector-policy/D98361CED793BE761AA22BF49299BF43>

	<p>(Bruns et al., 2018; Loewenstein et al., 2015; Steffel, Williams, &amp; Pogacar, 2016).</p> <p>A smaller evidence base focusses on overt or covert conditions effect on food choice behaviours. One considers placement of food items in a snack shop (Kroese, Marchiori, &amp; de Ridder, 2015) and again added weight to the hypothesis that overt nudges do not weaken the effect size of a behavioural intervention.</p> <p>We are interested in adding evidence to the debate from both a sustainability perspective and a overt vs. covert behavioural intervention perspective.</p> <p><i>Bruns, H., Kantorowicz-Reznichenko, E., Klement, K., Jonsson, M. L., &amp; Rahali, B. (2018). Can nudges be transparent and yet effective?. Journal of Economic Psychology, 65, 41-59.</i></p> <p><i>Demarque, C., Charalambides, L., Hilton, D., Waroquier, L (2015) Nudging sustainable consumption: The use of descriptive norms to promote a minority behavior in a realistic online shopping environment, Journal of Environmental Psychology, Volume 43,</i></p> <p><i>Kroese, F. M., Marchiori, D. R., &amp; de Ridder, D. T. (2015). Nudging healthy food choices: a field experiment at the train station. Journal of Public Health, 38(2), e133-e137.</i></p> <p><i>Loewenstein, G., Bryce, C., Hagmann, D., &amp; Rajpal, S. (2015). Warning: You are about to be nudged. Behavioral Science &amp; Policy, 1(1), 35-42.</i></p> <p><i>Mont, Oksana &amp; Lehner, Matthias &amp; Heiskanen, Eva. (2014). Nudging. A tool for sustainable behaviour?.</i></p> <p><i>Sarah E. Golding, Paulina Bondaronek, Amanda K. Bunten, Lucy Porter, Vera Maynard, Debi Rennie, Caroline Durlak, Anna Sallis &amp; Tim Chadborn (2021) Interventions to change purchasing behaviour in supermarkets: a systematic review and intervention content</i></p>
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	<p><i>analysis, Health Psychology Review, DOI: <a href="https://doi.org/10.1080/17437199.2021.1911670">10.1080/17437199.2021.1911670</a></i></p> <p><i>Steffel, M., Williams, E. F., &amp; Pogacar, R. (2016). Ethically deployed defaults: Transparency and consumer protection through disclosure and preference articulation. Journal of Marketing Research, 53(5), 865-880.</i></p>
Hypotheses / Key research questions	<p>Hypothesis 1: Behavioural interventions can shift consumer purchasing choices in an online environment towards more sustainable options</p> <p>Hypothesis 2: Making behavioural interventions overt does not damage the effect size</p>
Objectives	<ul style="list-style-type: none"> <li>- To understand more about the role of behavioural interventions in shifting consumer diet choice</li> <li>- To build the evidence base on 'what works'</li> </ul>

## 2. Study Design (if any yet to be defined, please indicate)

Type of project	Online Supermarket and sustainable shop behavioural trial
Timescale	Dec 2021- April 2022
Population of interest	<p><i>Consumers who purchase groceries online. Interest group analysis:</i></p> <ul style="list-style-type: none"> <li>- <i>Socio-economic groups</i></li> <li>- <i>Age</i></li> </ul>
Intervention	<p>Behavioural interventions in an online supermarket</p> <ul style="list-style-type: none"> <li>- Ordering effects, overt and covert.</li> <li>- Availability effects, overt and covert.</li> <li>- Against a control group</li> </ul>
Study design	We will look to Kantar for advice on how best to design trial

Variables / Key outcome measures	Variables to measure: Selection of sustainable products Variables to manipulate: presentation of sustainable products online	
Blinding	Trial participants and analysis should be blinded where possible (with exceptions for overt conditions)	
Randomisation	Participants should be fully randomised between conditions	
Peer Review	FSA will arrange peer review	
Ethical considerations	Ethical risks are judged low. We would like the trial to be approved by an ethics panel, organised by Kantar.  The study should adhere to <a href="#">GSR ethical guidelines</a> .	

### 3. Outputs and timeline / milestones (NB. all outputs must be in line with FSA branding guidelines and meet FSA accessibility requirements)

Kick-off: Dec 2021

Trial Protocol: Jan 2021

Trial delivery: Jan – Feb 2021

Write up analysis: March 2021

Final Report: End March 2021

### 4. Implementation of findings plan

The final report will be published and disseminated internally and externally a range of channels. If suitable, the FSA will work with Kantar to produce an academic paper on the trial.

**Special Terms:**

**To include any terms or conditions not covered in the overarching contract or any terms amended for the purposes of this Call Off Agreement**

<b>Sub-Contractors</b>	N/A
<b>Deliverables:</b>	See Annex 1 – Suppliers Response
<b>Foreground IPR – Ownership</b>	See Clause 20 Intellectual Property Rights in the overarching Contract
<b>Personal Data (GDPR)</b>	See Annex 1 – Suppliers Response
<b>Price</b>	See Annex 2 – Suppliers Financial Template
<b>Payments &amp; Invoicing</b>	<p>Please submit invoices to [REDACTED] for work with FSA.</p> <p>Please include the referring FSA purchase order number in the email title and within the invoice to allow Invoice/Purchase Order matching. Note that invoices that do not include reference to FSA Purchase Order number will be returned unpaid with a request for valid purchase order through email.</p>

**We confirm receipt of this Form seeking approval for the above project to proceed. We agree to provide the goods and/or services requested according to the terms and conditions set out in the Call Off Contract between the FSA and Ipsos MORI**

**Signed on behalf of the FSA:**

Name: [REDACTED]

Signature: [REDACTED]

Position: Commercial Advisor

Date: 10/01/2022

**Signed on behalf of Kantar:**

Name: [REDACTED]

Signature:

[REDACTED]

Position: EXECUTIVE DIRECTOR

Date: 10/01/22



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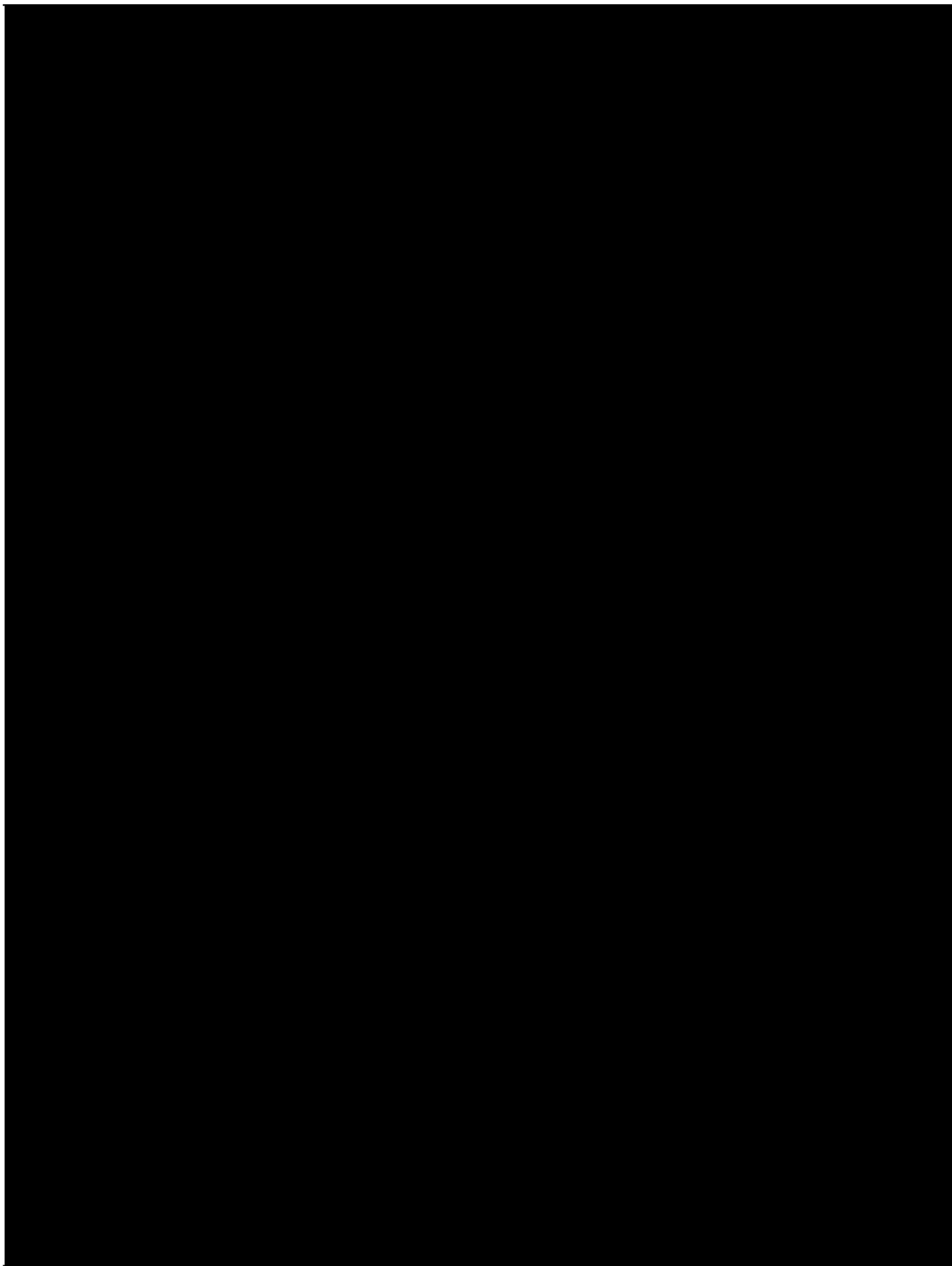
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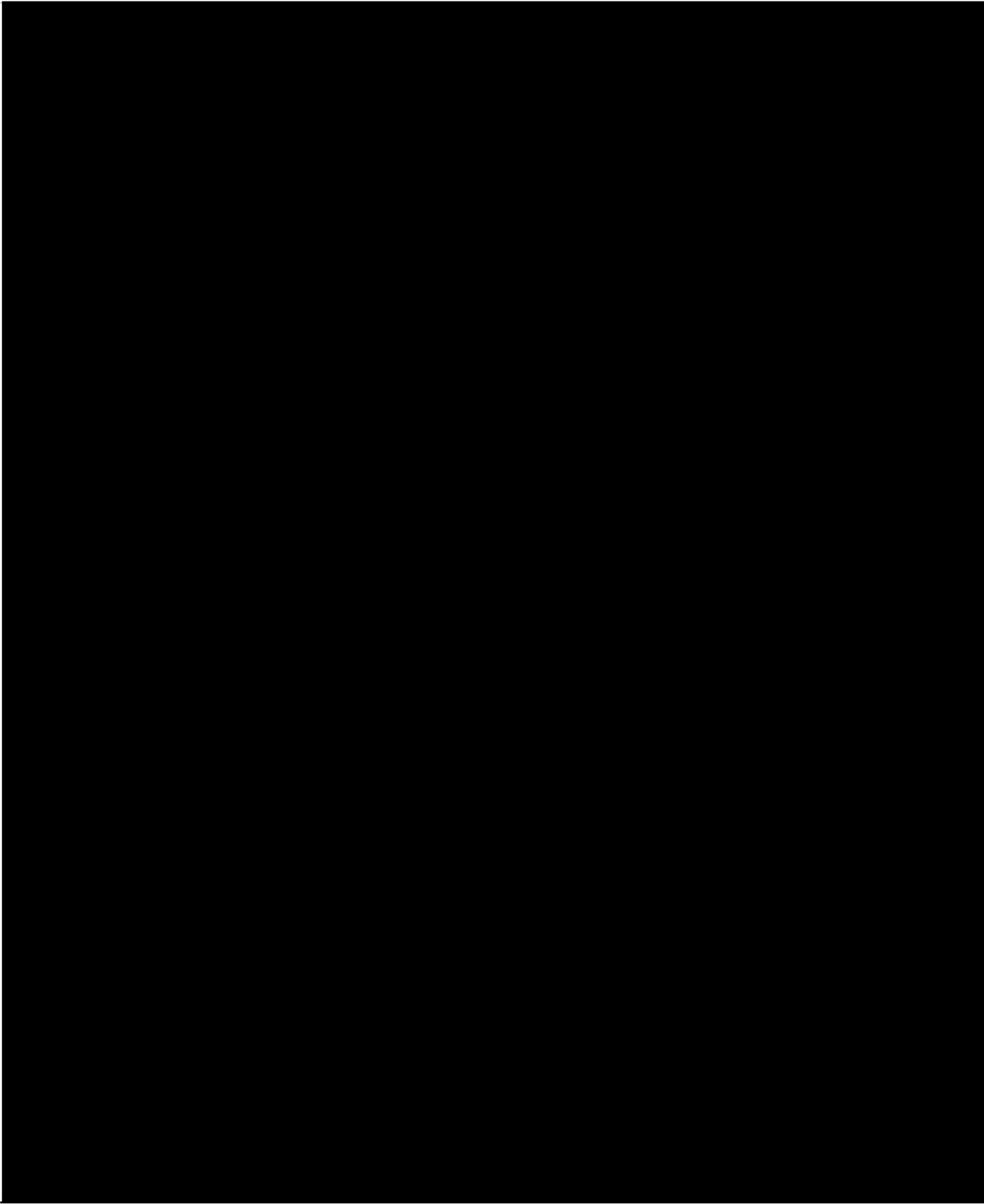
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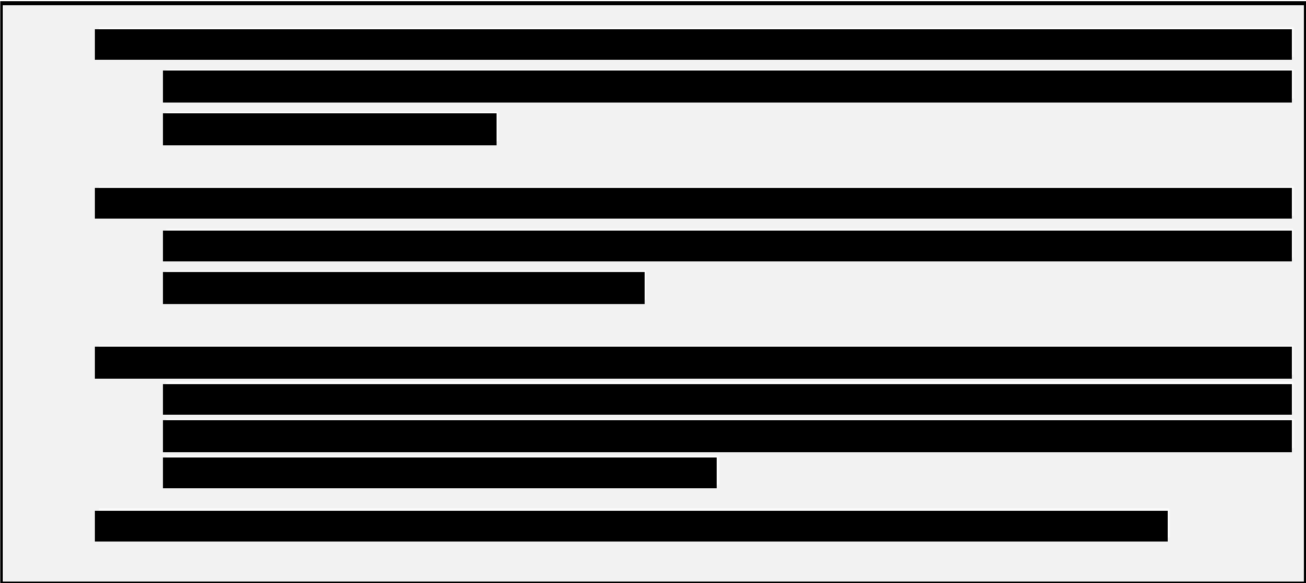
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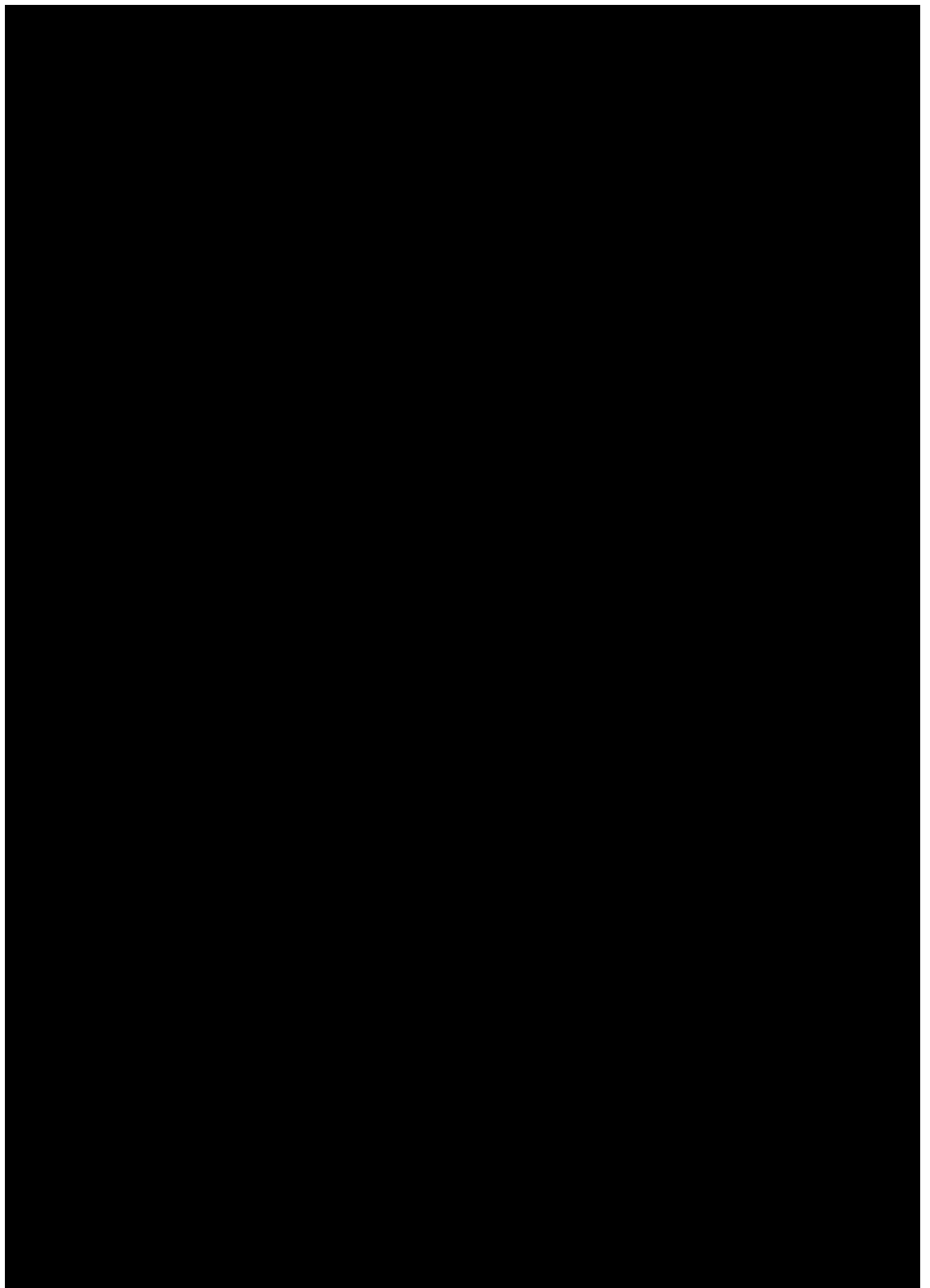


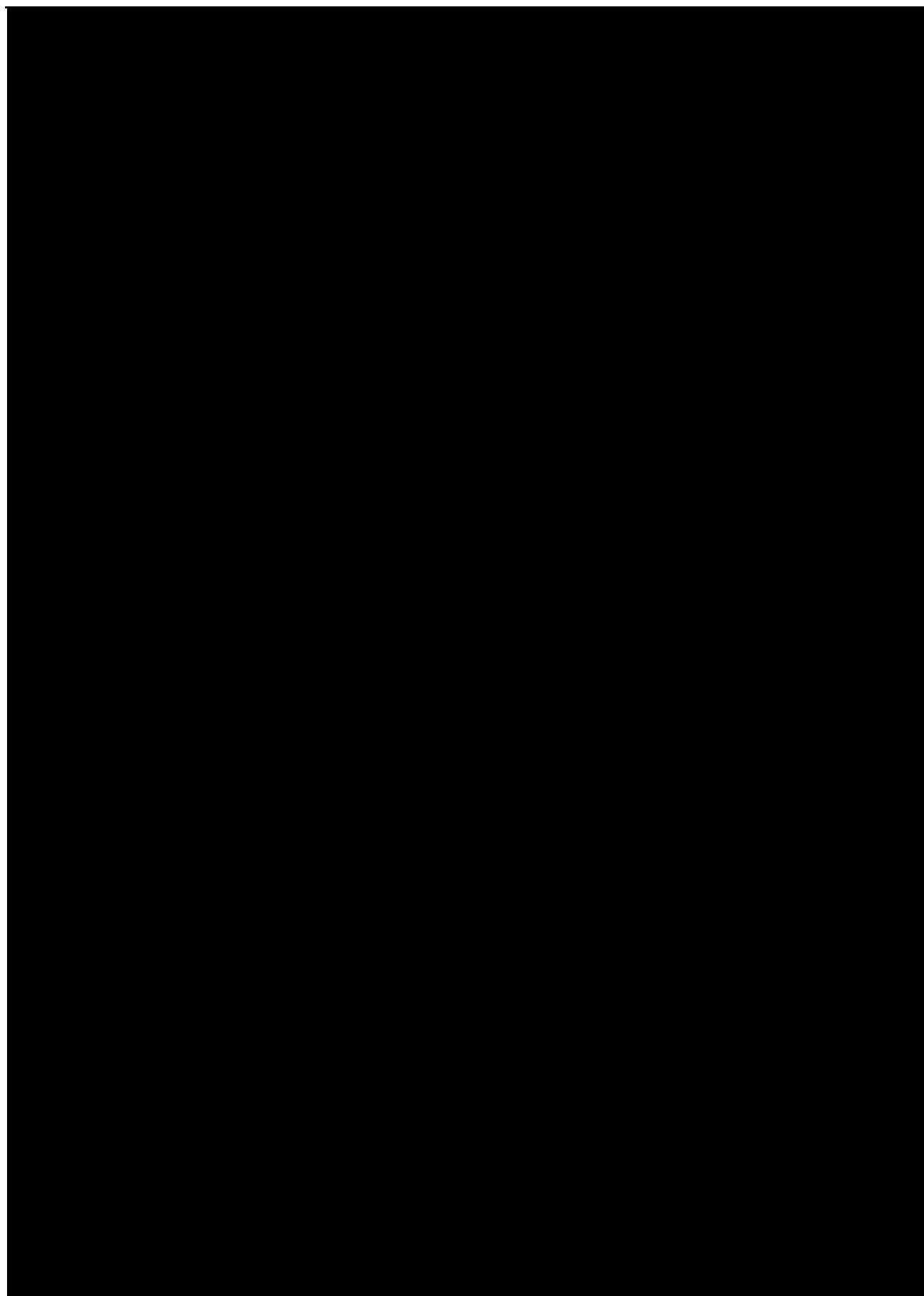












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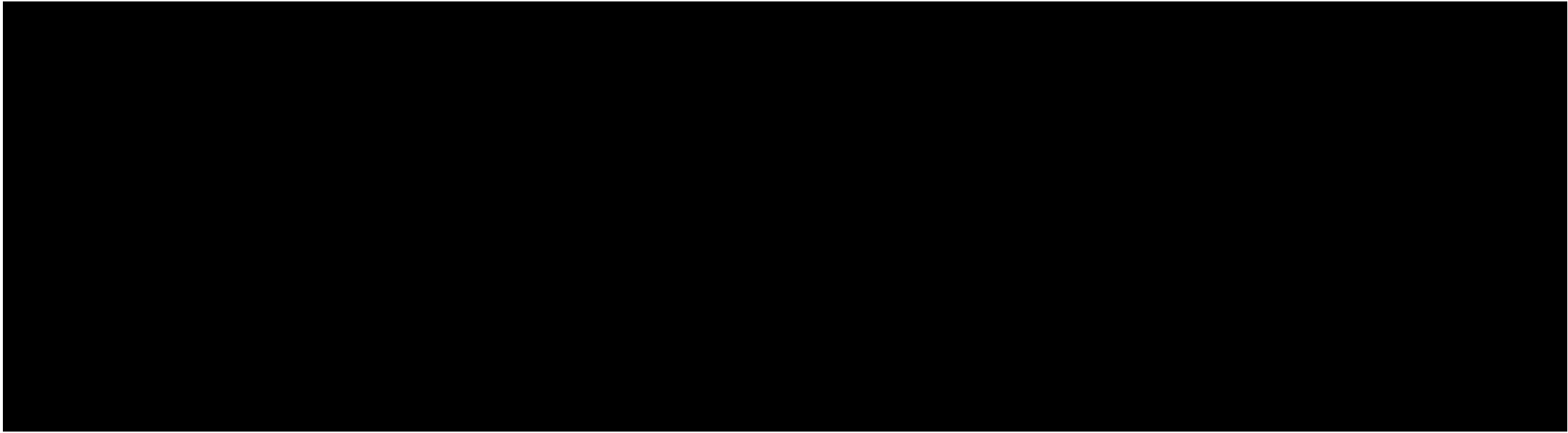
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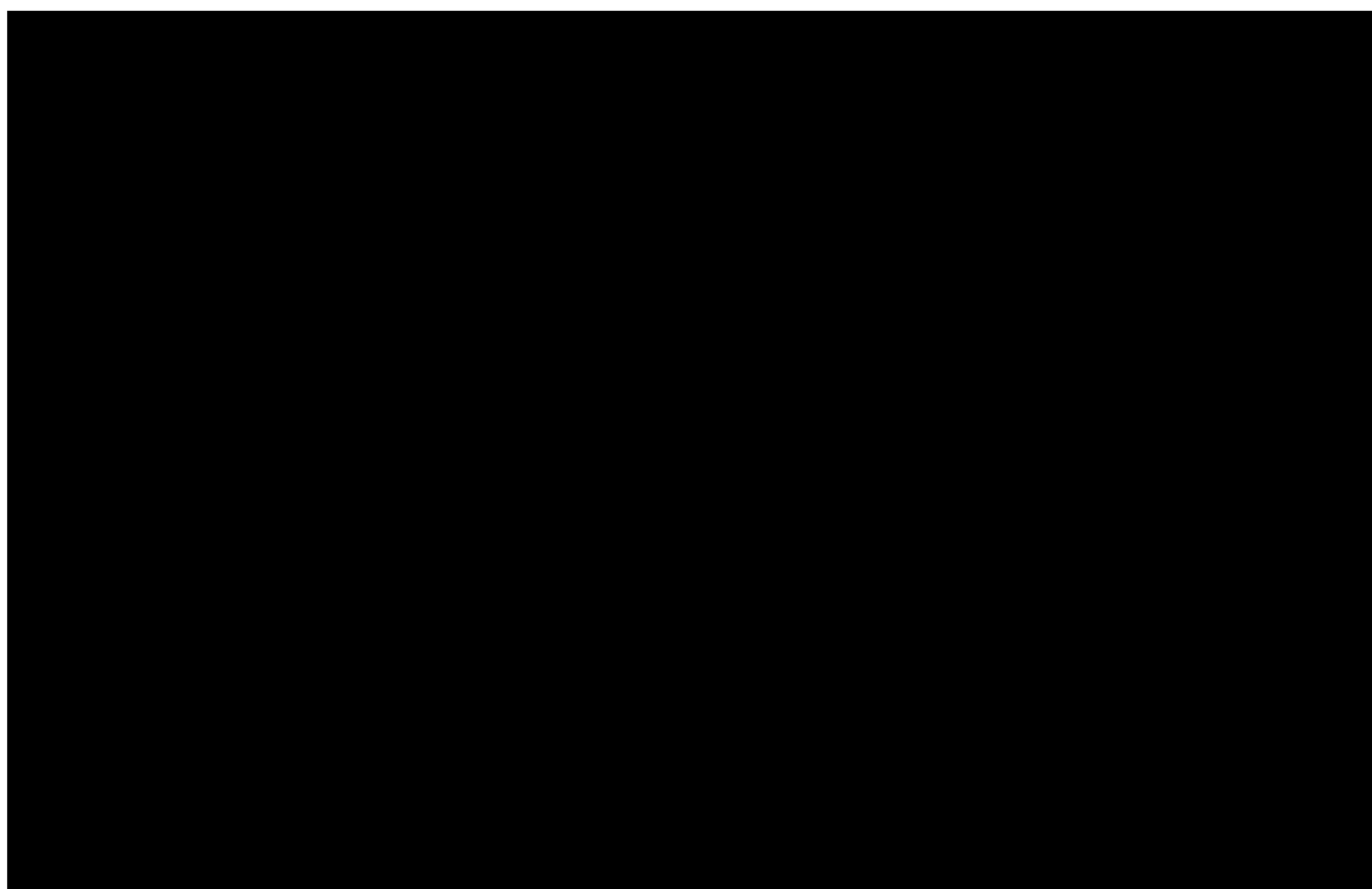
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## Annex 2 – Supplier Financial Template



Total Project Costs (excluding VAT) **	£ 52,550.00
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\* Please indicate zero, exempt or standard rate. VAT charges not identified above will not be paid by the FSA

\*\* The total cost figure should be the same as the total cost shown below and in the Schedule of payments tab.

