

Behavioural Insights Limited.
58 Victoria Embankment,
Temple,
London,
EC4Y 0DS

Attn: [REDACTED]

By email to: [REDACTED]

Wednesday, 8th January 2025

Our ref: PS24310

Dear [REDACTED]

Behavioural Science Call-off Framework - RAF067/2324

PS24030

Award of contract for the supply of PS24310 - RAF067/2324 - Sequencing Net Zero Behaviors

Thank you for submitting a response for PS24310 - RAF067/2324 - Sequencing Net Zero Behaviours through PS24030 – Behavioural Science Call-off Framework - RAF067/2324 we are pleased to award this contract to you.

This letter and its Schedule(s) set out the terms of the Contract between:

- (1) Department for Energy Security and Net Zero, a statutory corporation whose registered office is at 3-8 Whitehall Place, London, SW1A 2EG (“DESNZ”); and
- (2) **The Behavioural Insights Team** with company number 08567792 whose registered office is at 58 Victoria Embankment, London, England, EC4Y 0DS (the “**Supplier**”).

Unless the context otherwise requires, capitalised expressions used in this Award Letter have the same meanings as in the terms and conditions of contract PS24030 – Behavioural Science Call-off Framework - RAF067/2324 set out in Schedule 5 to this Award Letter.

For the purposes of the Contract, DESNZ and the Supplier agree as follows:

Term

- 1 Commencement Date: Wednesday, 8th January 2025
- 2 Expiry Date: Monday, 31st March 2025
- 3 DESNZ may extend this Contract by giving not less than 30 days’ notice in writing to the Supplier prior to the Expiry Date. The terms and conditions of this Contract shall apply throughout any such extended period.

Description of Goods and/or Services

- 4 The Specification of the Services to be delivered is as set out in Schedule 11.

5 The Charges for the Services shall be as set out in Schedule 22.

Charges & Payment

6 The Suppliers response is set out in Schedule 3.

7 All invoices should be sent, quoting a valid purchase order number, to: [REDACTED]

To avoid delay in payment it is important that the invoice is compliant and that it includes a valid PO Number, PO Number item number (if applicable). Non-compliant invoices will be sent back to you, which may lead to a delay in payment. If you have a query regarding an outstanding payment, please contact our Accounts Payable section by email to [REDACTED]

We thank you for your co-operation to date and look forward to forging a successful working relationship resulting in a smooth and successful supply of the Services. Please confirm your acceptance of the award of this contract by signing and returning the enclosed copy of this letter to [REDACTED] No other form of acknowledgement will be accepted. Please remember to quote the reference number above in any future communications relating to this contract.

Yours faithfully,

[REDACTED]

On behalf of Department for Energy Security and Net Zero

Schedule 1 - Specification

1 The Suppliers shall provide the Services in accordance with this Schedule

1. Background to the Requirement

Achieving net zero by 2050 will involve wide-reaching transformation of the UK economy and is expected to be a valuable opportunity for the UK. It will improve our health, our quality of life and our overall prosperity. There are numerous individual actions – some one-off and some frequent – that people can take to support our transition to net zero and the government has committed to removing barriers and making it easier and more affordable to make green choices.

These choices range from smaller behaviours (e.g., reducing food waste, using energy more efficiently) to more significant changes (e.g., adopting heat pumps and EVs), where too many barriers still exist and further action from government may be required (e.g., through reviewing planning requirements). Over the next few decades, we need more people to choose these new technologies – and in some cases they may be faced with decisions about which action to prioritise or questions about whether to adopt several concurrently.

It is not clear the order in which we should be encouraging take-up of these behaviours, and whether there are risks to encouraging one before another.

It is important to understand this to ensure that government interventions, such as policies or communications, are sequenced appropriately. In addition, there is a risk of disjointed interventions which confuse the public about the behaviours they should be engaging in as a priority. It could also mean people make changes which they later regret, if a better alternative becomes possible or they find out they could have made other changes at the same time to save time and money.

Existing evidence

There is evidence of ‘spillover effects’ in green choices, where performing one behaviour could make someone more likely (positive spillover) or less likely (negative spillover) to perform another. Overall, the evidence on green choices is mixed between positive and negative spillovers¹. It is also not clear whether encouraging a more straightforward behaviour first is more likely to lead to a subsequent difficult behaviour, and vice versa, with evidence of both^{2,3}. However, there are instances where positive spillovers are more likely to occur, such as when behaviours are similar, and individuals are driven by intrinsic motivation.

We expect that academic experts on spillovers in sustainable behaviours will have additional findings and perspectives to share with us, which may not be published yet or clearly outlined in the literature. This could include a critique of the literature; for example, if it assumes that people engage in one behaviour before another, which may not be the case. The literature is also missing a clear outline of the opportunities and risks of different types of spillovers, in terms of the impact on carbon emissions for example.

Intended purpose

This research will be used in the development of DESNZ public engagement activities. It will also feed into strategy development for meeting Net Zero by 2050, by informing the prioritisation of government interventions to remove the barriers to people making green choices.

2. Research aims and questions

Given the nature of this problem, we expect this piece of research to be iterative. It should include a short period where DESNZ work with the contractor to better define the problem and research questions we should be aiming to answer in this project and possible subsequent work.

The questions that we expect would be useful to consider are the following:

1. **What are the risks and opportunities of central government encouraging one behaviour before another? Is it possible to quantify these?**
 - a. Does this depend on the type of behaviour (e.g. habitual versus one-off, easy versus difficult)?
 - b. Does this depend on the behavioural domain (e.g. heat, electricity, transport, consumption) and whether all behaviours encouraged are in the same domain?
 - c. Does this depend on the mechanism behind the spillover effect (e.g. improved knowledge, green identity, moral licensing, social norms)?
 - d. [REDACTED]
 - e. [REDACTED]
2. **Are there behaviours or groups of behaviour which would be more effective for central government to encourage first, considering likely take-up, impacts on other behaviours and carbon emissions?**
 - a. If not, are there other approaches to sequencing or prioritising government interventions which could be considered?

3. Suggested approach

We expect the methodology to be iterative and driven by the contractor in on with DESNZ depending on how the project develops.

We expect the following activities to be useful and have costed the project based on these:

- **Reviewing the literature** at the project outset and throughout as new questions arise. We expect this to be rapid and pragmatic, rather than an extensive review process which takes up most of the budget. [REDACTED]
[REDACTED] We do not expect that reviewing the literature will be sufficient to address the problem, as it requires applying a policy lens to the literature and conducting further behavioural policy analysis. However, if there is scope to conduct a more in-depth literature review, we would welcome this too.
- **Involving experts**, either through in-depth interviews or participation in workshops. The perspective of experts would be useful to bring an up-to-date perspective on existing research, provide insights on how it can be applied by DESNZ and learn from other behavioural problems or strategies. We expect this to include experts from academia on relevant topics (e.g. behavioural spillovers, sustainable behaviours) and practitioners who have relevant expertise and experience (e.g. behavioural science practitioners, communications professionals, officials in other countries). We expect that there is scope to involve around 15 experts. We will discuss with the contractor whether compensating experts for their time is appropriate. We will suggest some experts that would be useful to involve, although we expect the contractor to contribute to identifying these.
- **Workshops** with experts and/or DESNZ officials to help with problem definition and subsequent analysis, such as identifying risks and opportunities of sequencing behaviours and identifying behaviours that should be encouraged first.

We understand that it may not always be possible to include the full range of green choices in the analysis (see Annex 1 of this [report](#)). As an alternative, we encourage the contractor to base their analysis on a set of behaviours that adequately represent the full range, to be identified collaboratively with DESNZ.

4. Rationale for commissioning route

This project will investigate complex, cross-cutting behavioural issues relating to net zero. It will require expert behavioural thinking and analysis and would benefit from an innovative approach. It is therefore well suited to Lot 1 of the Behavioural Framework.

Given the low value of the project, the direct award route is appropriate.

5. Desired outputs

DESNZ should receive the following outputs:

- **1hr workshop** at the end of the project with DESNZ officials to discuss the findings and generate recommendations. The content and slides for the workshop will be reviewed and signed-off by DESNZ before the workshop. This should include a presentation of the findings from the project as it will replace the final presentation. The discussion will likely feed into the final report.
- **15-20 page publishable report** outlining the findings from the research, where the analysis produces clear, publishable findings. We expect that at least three drafts will be needed to reach the finalised report, and these drafts should be delivered with sufficient time built in for review and comments. Each draft must be proof-read and delivered at a professional and publishable standard and incorporate accessibility requirements. We expect the content and structure of the report to be discussed with DESNZ ahead of the contractor sending the first version of the report.

6. Ethical and delivery risks

Ethical risks

This project will not involve primary research with members of the public and therefore does not incur ethical risks. However, the contractors should consider whether experts involved in the project should be compensated for their time.

Delivery risks

Timelines

This project has tight timelines. Given the innovative and iterative nature of the project, there is a risk that the research questions may not be fully addressed within the timeline. The contractor should flag this to DESNZ as early as possible and be clear about what is achievable within the timeline, with suggested next steps to fully address the research questions in future research.

Lack of evidence

It is possible that the behavioural science literature is not comprehensive enough (e.g. on spillover effects) to fully answer the research questions. As with timelines, the contractor should flag this to DESNZ as early as possible and suggest alternative approaches to answering the research questions, in this project and possible future projects.

7. Project management

- We anticipate a comprehensive inception meeting discussing the project.
- Weekly meetings between project teams at DESNZ and the supplier, with email updates in between for important updates.
- The supplier should create and share a project timeline and keep this updated if delays occur.

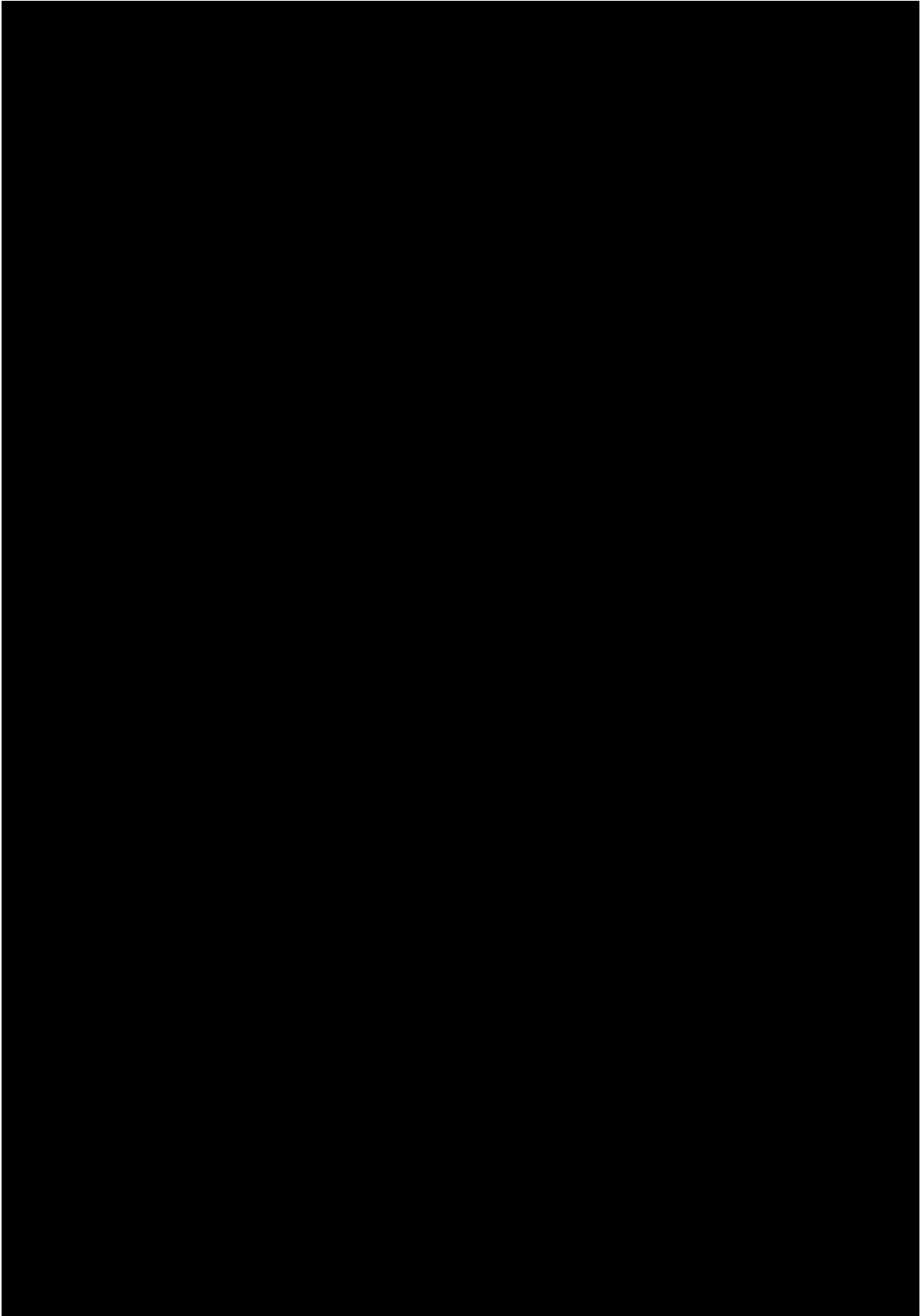
8. Timetable

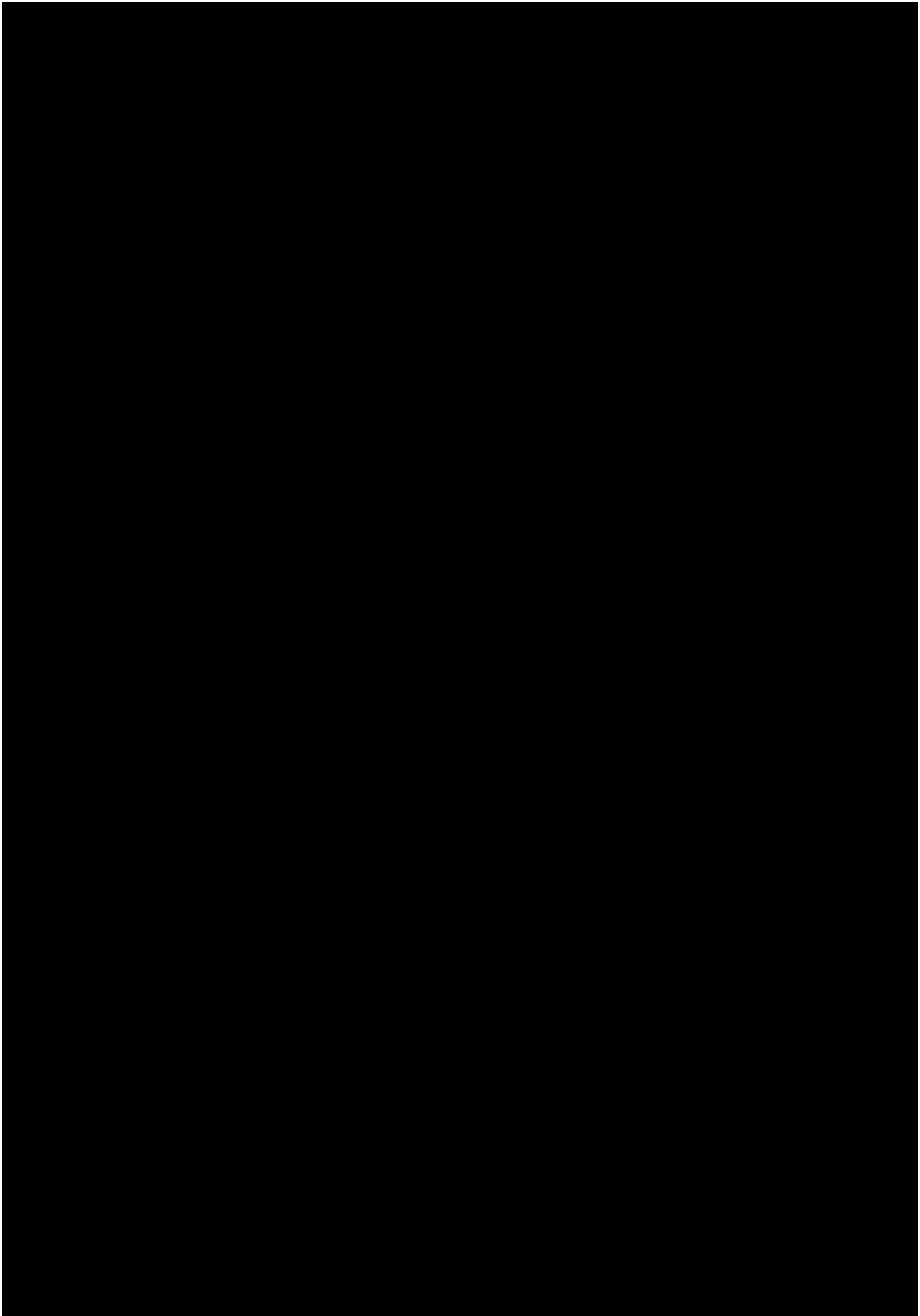
We expect the project, including reporting, to be complete by the end of March 2025. The contract will be in place until end of June 2025 to allow for publication of the research.

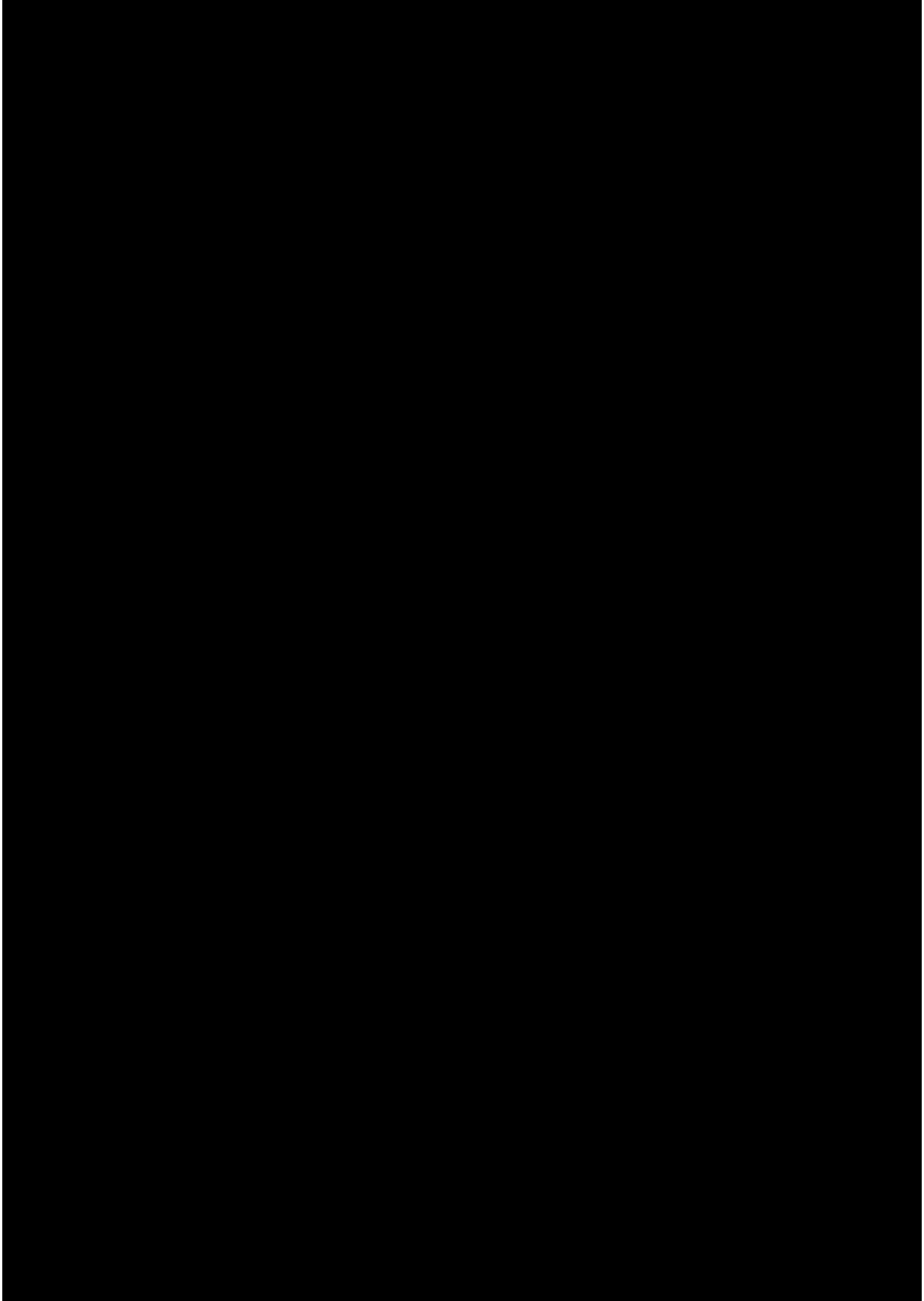
Schedule 2 - Charges

- 1 The Charges for the Services shall be as set out in this Schedule 22. The total contract is **£35,000.00** excluding VAT.

Schedule 3 - Suppliers Response







Schedule 4 - Processing Personal Data

Annex 1 - Processing Personal Data

1. This Annex shall be completed by the Controller, who may take account of the view of the Processor, however the final decision as to the content of this Annex shall be with the Buyer at its absolute discretion.
 - 1.1 The contact details of the Buyer's Data Protection Officer are:
 - 1.2 The contact details of the Supplier's Data Protection Officer are:
 - 1.3 The Processor shall comply with any further written instructions with respect to Processing by the Controller.
 - 1.4 Any such further instructions shall be incorporated into this Annex.

Description	Details
Subject matter of the Processing	<p>This project will process qualitative responses from households about their use of secondary heating and the reasons underlying this use.</p> <p>The processing of names and business contact details of staff of both Contracting Authority and Contractor will be necessary to deliver the services exchanged during the course of the Contract, and to undertake Contract and performance management.</p> <p>The Contract itself will include the names and business contact details of staff of both the Contracting Authority and the Contractor involved in managing the Contract.</p> <p>The Supplier will need to confirm that they are UK GDPR or GDPR (if operating in the EEA) compliant when submitting a bid.</p>
Duration of the Processing	The data will be collected and processed between January 2025 and March 2025 .
Nature and purposes of the Processing	<p>The nature of the processing: collection, storage, and analysis. Data will be collected via online/video calls with relevant households. The raw data will be stored and analysed by the Supplier.</p> <p>The supplier will produce a non-disclosive summary report based on this analysis.</p> <p>The purpose of the processing is: to generate evidence to inform policy delivery related to decarbonising home heating and managing (and reducing) electricity demand).</p> <p>The nature of processing will include the storage and use of names and business contact details of staff of both the Contracting Authority and the Supplier as necessary to deliver the services and to undertake the Contract and performance management. The Contract itself will include the names and business contact details of staff of both the Contracting Authority and the Supplier involved in managing the Contract.</p>

Type of Personal Data being Processed	<p>Sociodemographic characteristics: A range of characteristics including tenure type, geographical spread, use of different secondary heating sources.</p> <p>Attitudes, behaviours, choices: Responses to interview questions relating to the use of secondary heating by households in the UK.</p> <p>Names, business telephone numbers and email addresses, office location and position of staff of both the Contracting Authority and the Supplier as necessary to deliver the services and to undertake the Contract and performance management. The Contract itself will include the names and business contact details of staff of both the Contracting Authority and the Supplier involved in managing the Contract.</p>
Categories of Data Subject	<p>Households in the UK that use secondary heating in their homes. Participants will include:</p> <p>1) Primary criteria:</p> <ul style="list-style-type: none"> • Owner occupiers, social housing tenants and private rented sector tenants. • Covering the full range of primary heating source types (gas, oil, LPG, coal, direct electric). • A range of secondary heating appliances (gas/electric/wood fires, portable heaters, electric blanket). • Property types (detached, terraced, flat, bungalow etc.). <p>2) Secondary criteria:</p> <ul style="list-style-type: none"> • Range of occasional and regular secondary heating source users. • A range of socio-demographic characteristics, such as income, age, ethnicity, number of occupants.
Plan for return and destruction of the data once the Processing is complete UNLESS requirement under law to preserve that type of data	<p>The supplier should delete the Personal Data and erase the Personal Data from any computers, storage devices and storage media that are to be retained by the Supplier after the expiry of the Contract. The Supplier will certify to the Contracting Authority that it has completed such deletion.</p> <p>Where Personal Data is contained within the Contract documentation, this will be retained in line with the Department's privacy notice found within the Procurement Documents.</p>

Schedule 5 – Framework Terms and Conditions

‘In accordance with PS24030 Lot 2 Behavioural Science Call-Off Framework
RAF0672324’