**METHODOLOGY FOR WHOLESCAPE ACTION RESEARCH PROJECT (WARP) – TERMS OF REFERENCE**

**SUMMARY**

* This TOR is for the design of an Action Research Methodology, to be used as part of WWF UK’s ‘Wholescape’ projects.
* We are open to proposals from a range of backgrounds, including consultants, researchers, journalists and storytellers.
* Delivery of the methodology should be by 1st July 2023
* The budget is £20,000 inclusive of VAT
* We welcome discussions before submissions should you have any questions about the proposal, outputs or budget.

**BACKGROUND**

Humanity is facing a ‘triple challenge’ of averting dangerous climate change, addressing a global biodiversity crisis, and improving human wellbeing. For the UK, this means delivering net zero carbon by 2050 and reversing the loss of UK nature by 2030, while levelling-up disadvantaged communities and producing sufficient sustainable, affordable, high-quality food. In England, these ambitions are set out in strategies and legislation including the UK Government’s 25 Year Environment Plan[[1]](#footnote-2), Agriculture Act 2020, Environment Act 2021[[2]](#footnote-3) and the Nature Green Paper.[[3]](#footnote-4) The devolved governments of Wales and Scotland are also bringing forward legislation and frameworks that seek to incentivise the delivery of public goods, including nature recovery.

Tackling all three elements of this triple challenge is the key goal of WWF-UK’s strategy. Our vision for achieving this in the UK is outlined in our report [Land of Plenty](https://www.wwf.org.uk/sites/default/files/2022-02/WWF_land_of_plenty.pdf).

A central part of our UK Strategy is the delivery of ‘Wholescape’ projects in England, Wales and Scotland. The idea of ‘Wholescapes’ refers to WWF’s attempt to meet the Triple Challenge in a holistic way at a regional level, by linking projects across land, rivers and sea.

In England, the wholescape project is being delivered in Norfolk. WWF is working with the John Lewis Partnership (JLP) to create a model for effectively managed land, rivers and seas, utilising the two organisations’ combined commitment to nature to advocate for wider change. In Wales, the project is being delivered in Pembrokeshire. In Scotland, the location is yet to be determined.

Working with partners, the wholescapes will support projects across their respective regions. Each wholescape will link projects together into coherent, strategic examples for simultaneously addressing the climate crisis, nature crisis, and human wellbeing. They will take the theory of the Triple Challenge and show how to apply it in the real world.

**THE WHOLESCAPE ACTION RESEARCH PROJECT**

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

A core objective is to leverage experience from the wholescapes to influence policy and practice elsewhere in the country and at national level.

To do this, it is essential to be able to tell the stories of the wholescapes in a detailed and compelling way. We want to make sure that the progress of the projects is accurately documented, lessons learned are recorded in detail, 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 use a Participatory Action Research approach to document and analyse the Wholescape project as it develops. It will culminate in detailed case study reports presenting the outcomes and lessons learned from the first two years of the Wholescapes project.

**REQUIREMENTS**

WWF is seeking a research partner to produce a methodology for the WARP.

We invite proposals from researchers or consultants for the design of an Action Research methodology that would systematically engage with project stakeholders across an extended period, document an analyse key issues, and produce findings for one or more written reports.

Key requirements:

* The methodology should be applicable to different contexts, so that it can be used in Norfolk, Pembrokeshire and other wholescape projects in the future.
* The methodology should be capable of identifying compelling findings and storylines that will help elevate the experiences in the wholescape projects to have impact at a wider, national level.
* The methodology should enable the participation and engagement of a wide range of stakeholders and communities.
* The methodology should strike the right balance between flexibility and consistency. It should be flexible enough to be applicable in different geographical and social contexts across multiple wholescapes, whilst at the same time enabling research across different wholescapes to be consistent and comparable.
* The researcher(s) will be required to work closely with WWF staff and other stakeholders on the design of the methodology.

The researcher(s) are expected to have:

* A background in environmental social science or similar discipline. We would also be interested to hear from people with a journalistic or storytelling background.
* Knowledge or experience of participatory action research.
* A working knowledge of the context of UK conservation, especially in relation to farming.
* Experience of designing 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.

N.B. While this TOR is solely for the design of a methodology, the successful researcher(s) would also be welcome to apply to deliver the WARP research, using the methodology, in Norfolk, Pembrokeshire and/or other future wholescape projects. These projects will involve ongoing work across approximately two years, and will be tendered separately.

**EXPECTED DELIVERABLES**

Detailed research design and methodology for Wholescape Action Research Project.

**TIMEFRAME**

Delivery of the methodology by 1st July 2023

**INDICATIVE BUDGET AND PAYMENT SCHEDULE**

Total budget: £20,000 inclusive of VAT

Payment on completion is expected. If you require staged payments, please submit a payment plan for consideration.

The successful contractor will be issued with a contract and purchase order through WWF’s Panda Purchasing system. *Please confirm your acceptance to register on our system, should you be successful in your bid.*

It is our preference that an appointed external partner adopts our standards terms and conditions for engaging with us. These are enclosed. *Please confirm your acceptance of the terms. Should you wish to make amends to the WWF term or submit your own T&C’s please do so in writing, as a separate document. Please note that these will need to be checked by the WWF-UK legal team.*

**PROCESS**

Please provide a written quote for the work described above **by 7th April**, outlining the approach you would take to deliver the required activities, the relevant experience of the proposed consultant(s), and a breakdown of costs.

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

**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.**

Please email your responses to Benedict Dempsey at WWF-UK, [bdempsey@wwf.org.uk](mailto:rzanre@wwf.org.uk)

1. [At a glance: summary of targets in our 25 year environment plan - GOV.UK (www.gov.uk)](https://www.gov.uk/government/publications/25-year-environment-plan/25-year-environment-plan-our-targets-at-a-glance) [↑](#footnote-ref-2)
2. [Consultation on environmental targets - Defra - Citizen Space](https://consult.defra.gov.uk/natural-environment-policy/consultation-on-environmental-targets/) [↑](#footnote-ref-3)
3. [Nature Recovery Green Paper: Protected Sites and Species - Defra - Citizen Space](https://consult.defra.gov.uk/nature-recovery-green-paper/nature-recovery-green-paper/) [↑](#footnote-ref-4)