

## PROJECT SPECIFICATION

### CLIMATE CHANGE BEHAVIOURS – SEGMENTATION STUDY

#### Introduction

ClimateXChange wishes to commission research into public attitudes and behaviours related to climate change and the ways that these could be used to group or segment the public for policy and engagement purposes. The research will include a review of the latest evidence on the relationship between awareness of climate change, climate literacy, attitudes towards climate change and low-carbon or pro-environmental behaviours. In addition, the research should identify and evaluate different approaches to grouping or segmenting the public. This could include segmentation related to a) attitudes to climate change; and b) behaviours related to the following topics – i) energy consumption; ii) transport choices; iii) material consumption and waste; and iv) food and diet.

#### Background

According to Scottish Government research<sup>1</sup> from 2016, around three quarters of Scotland's greenhouse gas emissions are associated with consumption by individuals and households. To date, the Government has considered household consumption in four main areas. These are;

- Housing (mainly Home Energy)
- Travel
- Consumption and waste (goods and services including imports)
- Food and diet

The Scottish Government's current public engagement strategy for climate change, *Low Carbon Scotland: A Behaviours Framework*<sup>2</sup>, published in 2013, set out, within the four areas, 10 Key Behaviours. These are actions that individuals and households could take to help reduce emissions. A supporting publication<sup>3</sup> brought together data on those key behaviour areas for Scotland.

In conjunction with the *Low Carbon Scotland: A Behaviours Framework* publication, the Scottish Government developed the individual, social and material or "ISM" approach to understanding the drivers of behaviour change and influencing behaviours.<sup>4</sup>

In 2016, the Scottish Government funded a series of Climate Conversations with the public to take the temperature of public views on climate change and potential actions to tackle it.<sup>5</sup>

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<sup>1</sup> <https://www.gov.scot/Topics/Statistics/Browse/Environment/Publications/ghgconsumptiontheme12>

<sup>2</sup> <https://www.gov.scot/Resource/0041/00415744.pdf>

<sup>3</sup> <https://www.gov.scot/Resource/0043/00435368.pdf>

<sup>4</sup> <https://beta.gov.scot/publications/influencing-behaviours-moving-beyond-individual-user-guide-ism-tool/>

<sup>5</sup> <http://www.gov.scot/Topics/Environment/climatechange/lowcarbonbehaviours/publicengagement>

These activities fed into the development of the Scottish Government's 2018 Climate Change Plan where the Climate Change Plan Advisory Group considered behaviours, attitudes and communication around climate change.<sup>6</sup>

In 2018, the Scottish Government's Climate Change Plan was published. It sets out the Government's emissions reduction plans in each sector of the economy for the period 2018-2032 and includes several policies and proposals which either aim to deliver behaviour change or rely on consumers altering their behaviours.

The Scottish Government has recently reviewed the Low Carbon Behaviours Framework and has concluded that it will be revising the strategy to ensure that it is commensurate with their ambitions for a carbon-neutral Scotland. This research is being commissioned to support the development of a new strategy.

## Research objectives

The main aim of the research is to identify and evaluate different approaches to grouping or segmenting the public by attitudes and/or behaviours related to climate change. To meet this aim, the review should:

1. Provide an overview of the latest evidence around the relationships between awareness of climate change, climate literacy, attitudes towards climate change and the ways in which people behave. Where possible, the evidence should be assessed through the lens of the ISM model. We are especially interested in understanding any new evidence related to the social drivers of behaviour change in this field.
2. Identify and evaluate different approaches to grouping or segmenting the public by attitudes and/or behaviours related to climate change. Within this, we wish to understand any approaches which group people by behaviours and/or attitudes related to one or more of the following;
  - i) Home energy consumption/use
  - ii) Personal transport choices
  - iii) Material consumption and waste
  - iv) Food and diet

We are particularly interested in drawing upon recent research which has taken place within the last five years. Where possible, the research should focus on evidence relating to Scotland or the UK. However we are interested in evidence from other similar countries where their circumstances are comparable.

In relation to segmentation, the research should address the following questions:

- What different approaches exist for grouping people by behaviours and/or attitudes related to climate change

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<sup>6</sup> <https://www.gov.scot/Resource/0052/00524965.pdf>

- What different approaches exist for grouping people particularly in relation to energy use, transport choices, material consumption and waste, and food and diet?
- Which of these approaches are in use and which have been proposed (for example, in academic research or grey literature) in Scotland, the UK or in other comparable nations?
- What are the characteristics of each approach? For example, does it focus on socio-demographic aspects, attitudes or behavioural responses? Is the focus on one aspect of low carbon behaviours and attitudes such as transport choices or home energy use, or is it broader in scope?
- What are the purposes and applications of each approach to segmentation?
- Where known, what are the benefits and drawbacks of each approach?
- What research and methodology underpins each approach?
- In each case, is the segmentation and its application periodically reviewed and altered?
- Where applicable, what are the findings of any such reviews? Where known, what are the limitations of each approach?

The Scottish Government is also conducting research in parallel to this work to review approaches to segmentation in the specific field of energy consumers. Researchers on this project would be expected to liaise with the project leads for the energy consumers work.

## **Project governance**

The project will have a Steering Group with members from the Scottish Government and ClimateXChange.

The Steering Group will meet to discuss the remit of the project at the outset and to discuss the findings and final outputs.

The lead contact for ClimateXChange will be Project and Information Manager Sarah Beattie-Smith. Update calls in addition to the Steering Group meetings will be scheduled between the contractor's project lead and the CXC project manager to discuss progress.

## **Methodology**

Tenderers are invited to put forward proposals on how to best meet the research objectives within the budget available. A full explanation of your chosen approach, including any limitations, should be provided.

We expect that the research will take the form of a literature review and desk-based research only at this stage.

Proposals should include a list of the initial sources used to inform the work and we would expect researchers to carry out their own comprehensive research. However tenderers may find it helpful to refer to the examples below.

- DEFRA's *Framework for Pro-Environmental Behaviours* (2011) which uses seven audience segments (see chapter 5 and Annex F)

<https://www.gov.uk/government/publications/a-framework-for-pro-environmental-behaviours>

- [Van der Linden, S. \(2016\) The social-psychological determinants of climate change risk, perceptions, attitudes and behaviours: a national study, \*Environmental Education Research\*, 22 \(3\), pp. 434-435](#)
- [Lorenzoni, I. and Whitmarsh, L. \(2014\) Climate change and perceptions, behaviours and communication research after the IPCC 5<sup>th</sup> Assessment Report – a WIREs Editorial, \*Wiley Interdisciplinary Reviews: Climate Change\*, 5 \(6\), pp. 703-708](#)
- Howell, R.A. (2014) Investigating the Long-Term Impacts of Climate Change Communications on Individuals' Attitudes and Behaviour, *Environment and Behaviour*, 46 (1), pp. 70-101
- Citizen Advice Scotland's *Changing behaviour in a changing climate: consumers and Scottish climate change policy (2018)*  
[https://www.cas.org.uk/system/files/publications/changing\\_behaviour\\_in\\_a\\_changing\\_climate.pdf](https://www.cas.org.uk/system/files/publications/changing_behaviour_in_a_changing_climate.pdf)
- McDonald, S., Oates, C.J., Alevizou, P.J., Young, C.W., and Hwang, K (2012) Individual strategies for sustainable consumption, *Journal of Marketing Management*, 28 (3-4), pp. 445-458

## Outputs

This project is commissioned on behalf of the Scottish Government and the presentation of the results should be in a form that can be easily understood by readers without an academic background.

The findings should be framed to inform the revision of the Scottish Government's public engagement strategy. The format and language needs to be clear and with focus on findings and implications for policy makers rather than on methodology.

The outputs for this project will include:

- 1) A report of no more than 20 pages (excluding annexes). This should include the following:
  - [Executive Summary](#)  
A summary of no more than two pages outlining the policy context for the research and key findings.
  - [Key findings](#), focusing on the review of available evidence on the relationship between awareness of climate change, climate literacy, attitudes to climate change and behaviours; and on the different available approaches to segmentation in this field and their key features, benefits and limitations, as described in the research objectives above.
  - [Any implications for policy makers](#) and potential applications of the findings.
  - A technical annex detailing the methodologies used
  - References
  - A glossary if needed

- 2) A presentation of research findings to Scottish Government officials and a presentation to a wider audience of stakeholders advising the Scottish Government on their emerging strategy.

The outputs will be written in plain English and follow the CXC style guide, presenting findings against the criteria agreed.

The ownership of the research material including the final report and any data produced as a result of the research lies with ClimateXChange on behalf of Scottish Ministers. The research will be need to be of publishable quality.

### Project Timetable

Milestone	Completed by
Kick off meeting to agree <ul style="list-style-type: none"> <li>• Scoping approach</li> <li>• Resolution of any outstanding questions/ exceptions</li> <li>• Roles of steering group members in supporting the contractor, and project communication</li> </ul>	w/c 28 <sup>th</sup> January 2019
Progress reporting to CXC	Weekly
Presentation of interim findings to Steering Group	w/c 25 <sup>th</sup> February 2019
Submission of draft report	w/c 4 <sup>th</sup> March 2019
Steering Group provide comments on report	w/c 11 <sup>th</sup> March 2019
Submission of final report	w/c 25 <sup>th</sup> March 2019
Pre meeting with Scottish Government officials	Early April 2019
Presentation to Scottish Government	Early April 2019
Presentation to wider audience	April 2019

## Award Criteria

<b>Price</b>		<b>20%</b>
<b>Quality</b>		<b>80%</b>
	1. State the team members' names and their role in the team for this project.	Not scored
	2. Understanding of the research specification and the policy environment. <ul style="list-style-type: none"> <li>The proposal should include an introduction which demonstrates a clear understanding of the research requirements, including an understanding of the policy environment and the supporting role of this research; the need for this research; the research aim; and how the proposal will address this aim.</li> </ul>	25
	3. Proposed Methodology <ul style="list-style-type: none"> <li>Outline the approach the proposed team will take to undertaking this research, including any limitations.</li> </ul>	30
	4. Reporting <ul style="list-style-type: none"> <li>Demonstrate the proposed team's capability in communicating research effectively in a fast-moving policy environment</li> <li>Demonstrate experience of writing reports for a non-specialist audience.</li> </ul>	15
	5. Risk <ul style="list-style-type: none"> <li>Present a risk assessment matrix detailing any risks identified in relation to the delivery of this project, and proposed mitigation measures to minimise their probability and impact, focused particularly on risk to completion on time and quality control.</li> </ul>	10

## **Submitting a proposal**

Please send a **brief** proposal (no more than six pages of substantive text) responding to each of the award criteria above, including work plan with deadlines, applicable day rates for the proposed team, relevant research experience, examples of previous work and the number of person days' work proposed. CVs for the proposed delivery team may be attached as an annex.

Proposals need to be submitted to [lee.callaghan@ed.ac.uk](mailto:lee.callaghan@ed.ac.uk) and cc'd to [dan.barlow@ed.ac.uk](mailto:dan.barlow@ed.ac.uk) for evaluation **by noon on 14<sup>th</sup> January**.

We aim to notify the successful bidder during the week commencing 21<sup>st</sup> January in order for work to commence by 28<sup>th</sup> January.

Proposals are expected to be in the range of £20-25,000 (including VAT).

However, ClimateXChange would welcome proposals for less than this amount.

Depending on the quality of proposals received, CXC may chose not to appoint any contractor.

You should highlight any potential conflicts of interest in your proposal. For queries about what may constitute a potential conflict of interest or any other questions regarding this ITQ, please contact [lee.callaghan@ed.ac.uk](mailto:lee.callaghan@ed.ac.uk)

CXC Secretariat

December 2018