Project Specification:
Applying interlinked practices to enhance the effectiveness of net zero policy-making in Scotland

1. The need for this research

ClimateXChange wishes to commission research on the practical application of 'interlinked practices' to the design of policy interventions seeking to facilitate the societal transition required to achieve net zero emissions in Scotland.

This research builds on the findings of previous research for the Scottish Government[1], which indicates that interlinked (or 'interrelated') practices are the most appropriate lens for guiding interventions aimed at ensuring the people of Scotland change to living low-carbon lifestyles.

This new research will seek to answer the following main research question:

- How can the Scottish Government apply the concept of interlinked practices to improve net zero policy development and enact societal change?

The research will inform the Scottish Government's approach to developing the next Climate Change Plan (CCP) so that it most effectively enables the required transformative, socio-cultural change to achieve a just transition to net zero emissions.

2. Background

The Scottish Government publishes a strategic delivery plan for meeting Scotland's statutory emissions reduction targets at least every five years. In 2020, the Scottish Government published an update to the 2018-2032 Climate Change Plan[2] to account for the more ambitious targets set by the Climate Change (Emissions Reduction Targets) (Scotland) Act 2019. Work is now underway to develop the next Climate Change Plan, with a draft Plan expected to be published by the end of 2023.

To date, the majority of Scotland's emissions reductions have been achieved through supply-side policies. 75% of the total fall in emissions in Scotland from 2009 to 2019 came from decarbonisation of the power sector. Therefore, government policy has enabled emissions reductions to proceed in a way that has not required mass engagement and has been largely invisible to the public.[3]

Achieving the emissions reduction targets for the period of the next Climate Change Plan will require much greater emphasis on delivering effective *demand-side* policy. This will necessitate more involvement from people in engaging with the emissions reductions required, and reducing or adapting demand for energy-intensive service.

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[1] https://www.climatexchange.org.uk/research/projects/climate-change-behaviours-segmentation-study/
[2] https://www.gov.scot/publications/securing-green-recovery-path-net-zero-update-climate-change-plan-20182032/
[3] https://www.theccc.org.uk/publication/progress-reducing-emissions-in-scotland-2021-report-to-parliament/

The most recent report from IPCC Working Group III[4] highlights that, across the world, current demand-side policies are fragmented, piecemeal, and too weak to drive demand-side transitions commensurate with climate goals. Where personal actions have been taken, these typically have small mitigation potential (e.g. recycling, eco-driving), and people refrain from options with high impact (e.g. less flying, living car free).

This global trend is reflected in Scotland. To date, a key element of the Scottish Government's approach to public engagement on climate change has been to encourage individuals to adopt particular behaviours and make small changes that could contribute to emissions reductions.[5] Despite a large increase in public concern about climate change over recent years, we have not seen evidence of the lifestyle shifts required to achieve our emissions reduction targets.

A 2019 report for the Scottish Government[6] highlighted the limits of policy seeking to 'nudge' people towards simple behaviour changes. The research found that "using an *interrelated practice lens* rather than the existing behaviour-based approach will have significant benefits in guiding the interventions required by our climate change obligations… due to the increased understanding it provides regarding the interrelated nature of actions, materials and cultural influences through which we organise our lifestyles."

These findings informed the development of a new public engagement strategy for climate change – Net Zero Nation – published in 2021[7]. This set out the Scottish Government's commitment to a more holistic, systemic approach to public engagement, which recognises that achieving net zero emissions requires a fundamental shift in the way we live our lives.

In line with this revised approach, the Scottish Government is keen to apply an 'interlinked practices' approach to the development of the next Climate Change Plan, to design and deliver effective policies and interventions to facilitate the lifestyle transitions required.

3. Project scope and aim

The overarching aim of this research is to determine how the concept of 'interlinked practices' can be applied to the development of the Scottish Government's next Climate Change Plan to deliver the most effective approach to facilitating the shift to low carbon lifestyles. The project will aim to:

1) Using policies and proposals contained in both the update to the 2018 Climate Change Plan and recommendations made by Scotland's Climate Assembly, identify the interlinked practices of most relevance for the Scottish Government's next Climate Change Plan; including any policy interdependencies with the greatest positive influence on the societal shift to net zero.

2) Assess the feasibility of translating the concept of 'interlinked practices' into a practical approach able to inform the development of the CCP in a way which will positively influence interlinked practices, and link policy development and implementation to enhance uptake, spill overs and increase emissions reductions.

3) Evaluate the benefits and limitations of applying the interlinked practices lens to the next Climate Change Plan.

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[4] Working Group III contribution to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change, 'Climate Change 2022: Mitigation of Climate Change' www.ipcc.ch/report/ar6/wg3
[5] https://www.gov.scot/publications/low-carbon-scotland-behaviours-framework/
[6] Black and Eiseman (2019) Climate Change Behaviours - Segmentation Study https://www.climatexchange.org.uk/media/3664/climate-change-behaviours-segmentation-study.pdf
[7] https://www.gov.scot/publications/net-zero-nation-public-engagement-strategy-climate-change/

The project will deliver recommendations to the team responsible for coordinating behaviour change interventions, and to officials developing the next Climate Change Plan. The recommendations should also be developed to be of relevance to policy-makers responsible for sectors areas which will be required to contribute to various elements of the Climate Change Plan.

4.   Methodology

We expect the research to comprise:

- A literature review examining (i) the latest research on a practice-based approach to behaviour change policy-making, focusing on the practical application of this approach; (ii) the Scottish Government's climate change policies (including previous Climate Change Plans and updates), Scotland's Climate Assembly recommendations and relevant legislation in order to identify they key areas / sectors the Scottish Government is seeking to influence (and has power to influence).

- A mapping exercise, which draws on the literature review plus additional engagement with relevant Scottish Government officials, to identify the interlinked practices of most relevance to the next Climate Change Plan, and the opportunities/barriers for the Scottish Government to influence interlinked practices through policies and proposals in the next Climate Change Plan. This should identify how practices interlink/act on a theoretical as well as a practical level.

- A review of the outputs generated and engagement with Scottish Government officials (and other relevant stakeholders) to develop recommendations on how an approach based on 'interlinked practices' can add value to the development of interventions aimed at facilitating a transition to low-carbon living in Scotland, beyond the current 'behaviour-based' approach.

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

5.   Outputs

This research is expected to produce the following outputs:

- A final report that includes:
    - A map/framework of 'interlinked net zero practices' relevant to the Climate Change Plan, including the barriers inhibiting individual and societal engagement with them;
    - A set of system-level interventions highlighted by the application of an 'interlinked practices' approach to the development of the CCP and which offers the prospect of greatest emission reductions
    - An evaluation of the benefits and limitations of applying the interlinked practices lens to the next Climate Change Plan and set of recommendations for the Scottish Government for how to maximise the value of this approach.
- A presentation of findings including a comprehensive slide pack that can be used by the Scottish Government to communicate the findings to colleagues and stakeholders.

We expect the report to be no more than 35 page pages substantial text and include an exec summary, a glossary if needed, annexes as appropriate, and references. We invite tenderers to

set out their proposals for the best way to present the materials required. The report must be written in plain English and follow the CXC house style.

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 may be published on the ClimateXChange website, the date and format of which will be determined by the Scottish Government and ClimateXChange. One or more drafts are likely to be required before a final version is agreed.

6. Audience

The work is commissioned on behalf of the Scottish Government, and of particular interest to officials responsible for coordinating and developing the next Climate Change Plan and those working on the specific policies which will feed into the Plan and involve a significant behaviour change element to them (transport, heat in buildings), as well as to colleagues working at the intersections of multiple sectors and/or responsible for key levers of change e.g. financial/economic levers (incl. tax).

We also know that transformative, socio-cultural change, necessary to support behaviour change, requires coordinated action from all categories of actors – from individuals and communities, to corporate, institutional, and infrastructure actors.

Therefore, the results, conclusions and outputs of this research will also be relevant and of interest to a range of actors in the public and private sectors.

The results must be presented in a format and language that can be easily understood by readers without an academic background.

7. Project governance

A small steering group will be established to support delivery of the project. The steering group's role is to agree the research methodology and project plan, comment on draft findings and drafts of the report, and sign-off outputs for publication. It will include representatives from Scottish Government, including the Climate Change Behaviours Team, ClimateXChange and the project team. External members will be considered depending on the methodology/approach.

The lead contact for ClimateXChange will be the CXC Project Manager – Climate resilience and social change, Anne Marte Bergseng, who will liaise with the contractor. Regular update calls will be scheduled fortnightly between the principal investigator and the CXC Project Manager to discuss progress and address any issues, escalating to steering group for consideration where necessary.

8. Project timetable

Milestone	Completed by
Project kick-off meeting, to agree scope, boundaries, methodology and project plan.	End August 2022
Report on progress (Principal investigator and CXC Project Manager)	TBC, usually fortnightly
Steering group meeting to review emerging findings	Mid-October 2022
Submission of draft report	Mid-November 2022

Steering group meeting to discuss comments on draft	Early December 2022
Submission of final report	Mid-January 2023
Presentation to stakeholders	TBC

9. Award criteria

Price   20%

Quality   80%

Quality Criteria	Descriptor	Weight
Understanding the research specification and the policy environment	The proposal should include an introduction which demonstrates a clear understanding of the research requirements, including: • The policy environment and the supporting role of research • The need for this research • The theoretical background to the research • The research aim, and how the proposal will address this need • The cross-sectoral nature of the project	25%
Research methodology	The proposal should demonstrate a high quality and workable research methodology that will deliver the outputs in the required timescale, including: • How the evidence will be identified, reviewed and assessed • How the research objectives will be addressed • The suitability, robustness and limitations of the methodology	25%

Project management and staff resource	The proposal should:
	• Include a clear project plan, that captures:
	  o The key steps required to deliver the desired output within scope and to time
	  o Reference – where relevant – to mechanisms for compliance with regulations (e.g. GDPR)
	• Provide details of individual staff members who will work on this project and demonstrate how they will meet the project requirements, specifically their experience and expertise:
	  o In research generally
	  o In tasks specific to this research
	  o In inter-disciplinary team-working
	• Provide a commitment that named staff members will be available to work on the contract if the bid is successful
	• Set out the management arrangements for the project
	• Include a timetable for delivery of tasks and project milestones covering the duration of the contract
	• Clearly show allocation of staff and staff time against each task
		10%

Communication and report writing	The proposal should describe the approach to writing the report, which will be published on the ClimateXChange website. This should include how different contributions from the team will be brought together. The proposal should outline any planned visualisations and/or added value presentations of the material. It should detail who will take lead responsibility for report-writing and overall report quality. It should provide accessible links to outputs	10%

	and/or publications they have been involved in, detailing their role in the work.	
Quality assurance and risk mitigation	The proposal should provide details of quality assurance procedures to demonstrate how the contract will be continuously delivered to a high standard. It should specifically address issues of quality control at different stages of the project, including evidence gathering, analysis and report writing. The proposal should provide a risk assessment matrix detailing any risks identified in relation to the delivery of this contract, and proposed mitigation measures to minimise their probability and impact.	10%

10. Submitting a proposal

Please send a brief work plan (no more than six pages excluding CVs) responding to the award criteria above and including deadlines, applicable day rates, relevant research experience, examples of previous work and the number of person days' work proposed. CVs for the proposed delivery team can be outwith the 6 page limit. *Your submission should be a single document in PDF format with the file name in the following format name of submitting organisation – Name of project – IQ??-2021. File size should not exceed 5MB.*

You should highlight any potential conflicts of interest in your proposal.

Proposals need to be submitted to lee.callaghan@ed.ac.uk and cc'd to annemarte.bergseng@ed.ac.uk for evaluation **by noon on Thursday 18th August**. Any documents or amendments submitted after the deadline will not be accepted. Any clarifications questions regarding the specification should be submitted by email at least 5 working days before the bid submission deadline above. We expect to contact the successful bidder by Thursday 25th August.

Proposals should not exceed £50,000 (*including* VAT). However, ClimateXChange would welcome proposals for less than this amount. We welcome consortium bids.
Depending on the quality of proposals received, CXC may chose not to appoint any contractor.

CXC Secretariat

July 2022

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climate change research and policy

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