

## **Invitation to Quote**

### **Delivering a process to design the new NI Environmental Engagement Index**

**KEEP  
NORTHERN  
IRELAND  
BEAUTIFUL**

**September 2019**

**This is an invitation to provide a proposal for the provision of the design phase of a new index to measure the value the general public place on the environment and their level of engagement in pro-environmental behaviours.**

**The submission deadline for proposals is 12noon on 23 September 2019.**

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## **1. Introduction**

On behalf of the Department for Agriculture, Environment and Rural Affairs (DAERA), Keep Northern Ireland Beautiful wishes to appoint a suitable body work with a small team of people to create a new measure that will be used to monitor the level of engagement in pro-environmental behaviours by the general public across Northern Ireland.

This document includes information about Keep Northern Ireland Beautiful, requirements for the index creation, how to submit a proposal and the scoring criteria.

### **Contact details**

All enquiries and questions should be addressed to:

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## **2. Instructions and information**

Prices shown in the proposal must be exclusive of VAT and be in Pounds Sterling.

All proposals must be in English.

Organisations interested in providing a proposal should provide either:

- a) Preferably, one electronic copy in Word or PDF format submitted via email to Ian Humphreys
- b) Failing that, three hard copies bound appropriately and posted or delivered to Keep Northern Ireland Beautiful (between 9am-5pm).

Contact details can be found on page 2.

If you have a question regarding the contents of this document please email or call Ian Humphreys.  
Questions and requests for clarification must be received by **12noon on 20 September 2019**.

Responses to questions and requests will be posted to the Keep Northern Ireland Beautiful website at [www.keepnorthernirelandbeautiful.org/current-tender-opportunities.aspx](http://www.keepnorthernirelandbeautiful.org/current-tender-opportunities.aspx) unless responses are deemed to be commercially sensitive. It is the responsibility of the organisation making the proposal to review the website regularly.

**The deadline for responses is 12noon on 27 September 2019.**

### **3. Background information**

#### **3.1 About Keep Northern Ireland Beautiful**

Keep Northern Ireland Beautiful is an environmental charity working towards the vision of a beautiful Northern Ireland by inspiring people to take responsibility for creating cleaner, greener and more sustainable communities.

Keep Northern Ireland Beautiful runs a number of volunteering and public engagement campaigns and programmes including the BIG Spring Clean, Adopt A Spot and the partnership Live Here Love Here initiative. The charity also coordinates the surveying and cleaning of 11km of Northern Ireland's coastline through the marine litter programme and runs the international Blue Flag (for beaches and marinas), Green Key (for the hospitality sector) and Eco-Schools programmes all of which set environmental quality standards. New activities include a focus on tackling plastic across all our programmes. Many aspects of our work are supported by DAERA.

More information about Keep Northern Ireland Beautiful can be found at:

Website: [www.keepnorthernirelandbeautiful.org](http://www.keepnorthernirelandbeautiful.org)

Facebook: [www.facebook.com/keepnorthernirelandbeautiful](http://www.facebook.com/keepnorthernirelandbeautiful)

Twitter: @keepnibeautiful

#### **3.2 About the EEI Team**

The EEI Team will consist of approximately six people from DAERA, Agriculture and Food Biosciences Institute, Queen's University of Belfast and Keep Northern Ireland Beautiful and will include scientists, statisticians and educational, environmental and public engagement specialists.

#### **3.3 Project Aims and Objectives**

##### **Aim:**

To deliver a design sprint with a small team of people to create a new measure that will be used to monitor the level of engagement in pro-environmental behaviours by the general public across Northern Ireland. This index will be able to track changes over time allowing the success of interventions to be judged and will inform campaigns developed to speed the changes and maximise pro-environmental behaviours, with the aim of making these behaviours the new normal.

##### **Objectives:**

To provide a new measure of the value people place on the environment. Whilst entirely dependent upon the outcomes of the design sprint, it could do this, potentially, through measuring direct levels of physical practical engagement in, knowledge of and/or willingness to act for the environment or attitudes towards the environment.

This new measure will use the working title of Environmental Engagement Index (EEI) and will subsequently be used to publish a measure of public engagement in the environment; one that is easy to understand by producing an engagement score (similar to the happiness index) that can gain momentum in the public consciousness and that has the potential to drive further positive engagement.

Behind this single number will exist a robust dataset that can allow us to track changes over time, assess the impact of policy interventions and design more targeted communications campaigns in relation to goals on the environment shared across DAERA and the environmental NGO sector.

The EEI Team (see above) has met to clarify the aims and objectives, and discuss possible pillars that could make up an index.

Design should be carried out using a design sprint approach. This methodology works best when not pre-empted so there have been limited discussions on the pillars that will make up the index. During this phase there will also be some I.T. infrastructure upgrades for data collection and calculation.

#### **4. Requirements**

Below is an outline of what is required but suggestions and recommendations are welcomed:

##### **Outputs:**

- Prepare and deliver an appropriate co-design sprint process with the EEI team (current members detailed above)
- Create a front facing interface and use this to test and validate the drafted EEI
- Following testing, prepare and present conclusions and recommended content of the EEI to the EEI team
- Present the information in a way that enables easy interpretation for building the web functionality to support the EEI
- Demonstrate how the EEI will remain inclusive, accessible and universal allowing it to withstand the test of time.

## **5. Scoring criteria**

The proposals will be scored as follows:

Area	Weighting
Value for money/pricing	25%
Ability to construct the EEI by engaging the EEI team in a proven co-design sprint process to meet the requirements of this briefing document, within the stated timescale and budget.	50%
Technical capability and quality of past experience/case studies	20%
Quality of proposal	5%
Total	100%

Each proposal will be judged using the above the criteria by a panel made up of three people. Keep Northern Ireland Beautiful reserves the right to ask a body to make a presentation to the panel following the panel meeting.

## **6. Budget and timeframe**

### **Budget**

The overall budget for constructing the EEI will not exceed £15,000 (exclusive of VAT).

### **Timeframe**

Milestone	Date(s)
Invitation to quote document issued	w/c 2 September 2019
Deadline for questions	12noon on 16 September 2019
Deadline for proposals	12noon on 23 September 2019
Estimated award date	w/c 30 September 2019 (subject to change)
Design sprint initiates Design sprint process implementation Final report and presentation to the EEI team	October October – December 2019 w/c 16 December 2019

## **7. Submitting a tender**

**The proposal should include:**

- Your plan including the methodology you intend to use and recommendations for how you will meet the requirements as set in section 4.
- How you will liaise with the EEI team and IT provider to ensure effective communications are maintained throughout the process
- Past experience/case studies of conducting design sprints using appropriate examples where possible eg to create measures of perceptions and behaviour or examples of developing an index (at least 2 examples/case studies)
- Pricing structure and clear breakdown of costs
- Confirmation of your ability to work to the timeframe as outlined
- An overview of your organisation
- A brief outline of the people who will deliver the design sprint.