#LoveNotLandfill insights tender

Q&A on the brief

1. **This reads like you're looking more for qualitative research, rather than quantitative. Is that the case?**
   Yes. We are looking for new areas of insight and a more investigative approach at this stage in the campaign; and may explore some of the insights unearthed during this piece of research at a later date, to put some numbers against them through a quantitative process.

2. **What would the 15-page report look like? Are you envisaging a fully designed white paper including graphics and other design elements, or a "blog post" style written report?**
   The report is mainly for internal use, but elements of it need to lend themselves to presentation. The slide deck will be the primary tool for wider communication, so this will need to be visually impactful.

3. **When you reference reading existing studies and research, are you referring to the other attached documents, or a broader piece of desk research that we would need to undertake?**
   We are referring to the list of related research listed in section 6. You are of course free to reference other studies more widely.

4. **What would be the objective of the additional video elements?**
   We would use these to illustrate points of interest when presenting to potential partners; and potentially in presentations to sector networks.

5. **Is there flexibility for different commercial options that go above the £20k budget?**
   If you would like to propose additional work that you feel would add genuine value, please propose and cost these separately. Our budgets however are limited.

6. **Do you have existing relationships with fashion or sustainability influencers?**
   Yes – although many of our fashion influencers were engaged on a paid basis; but we have a wide network of contacts across both the fashion industry and the sustainability sector.

7. **Are females and males to be represented equally in the research or would you anticipate a female bias?**
   Our experience shows that we can engage male fashion fans through our campaign activity; but that the majority of our followers and fans are female. We would ask that you consider gender ratios amongst fast fashion shoppers in particular, and clothes shoppers more widely, when proposing your sampling methodology.

8. **Regarding the target audience and sample for the research, do you have a particular focus, or are there any criteria we need to ensure coverage of? Given the broad audience, are there any populations you see as a high priority (e.g. those who have an interest in improving their fashion choices, or those who have barriers to second-hand clothing)? Or low priority (e.g. those who are already buying second-hand)?**
When thinking about audience targeting, we loosely categorise young fashion audiences into three segments: the 'unaware'; the 'eco-curious'; and the 'committed' (who are already making changes to the way they consume fashion and treat their clothes). We are particularly targeting the 'eco-curious' – those who are starting to be aware of climate change issues and are considering the impact of their own behaviours – but also make a point of engaging influencers who are themselves 'unaware' and whose followers may have no concept yet of the wider impact of their shopping and fashion choices. We will take your advice on an ideal ratio of these three groups but would like a strong focus on the 'eco-curious'.

9. **Whilst we can make a recommendation, we'd be keen to know if yourself and the team are already working with a behaviour change model or theory - or if there are any existing hypotheses around how to create behaviour change in this target.**
We have worked with a wide range of behaviour change models and theories across our various campaigns and projects but are open to considering any that seem relevant to this particular issue.

10. **Do you have any existing partnerships that we need to consider, for example, a brand you're looking to work with, or would need to work with? Or are there any partnerships we could make use of in terms of recruiting participants?**
We have a very wide range of partnerships but no specific one that we are currently targeting. We have relationships with academic institutions, charities, retailers, brands, commercial landlords (managing retail space), fashion journalists and influencers. We would be willing to approach many of these to help with recruitment but some of the brands we already work with will be off limits.

11. **To make the most of the budget, are there any in-house facilities we can make use of: for example do you have a publishing team who can assist with the design of the publishable report?**
The report will not need to be externally published as it is primarily for internal use; the slide deck is more important in terms of presentability to a wider audience. We do not have an in-house publishing or design team but have external designers that we work with at commercial rates. We would prefer not to incur an additional cost for designing the outputs of this work.

12. **Who are the key stakeholders and how many people will be involved with the project (for example, how many will attend the mid-project workshop)?**
The key stakeholders are the campaign lead on #LoveNotLandfill; the head of communications and behaviour change; and head of programme. These three will be in most meetings and be involved in all major decisions relating to the research. In terms of workshop attendance, this is likely to be a small team including the campaign team (two); our in-house fashion specialists (two); our head of programme and the organisational fundraising lead; and a couple of consultants that we are working with to identify and pursue partnerships.

13. **Have you used any social media data to gather insights?**
    Not methodically, no.

14. **Given the survey results highlight hygiene and convenience as two key barriers; will we be looking to test any initiatives to address these?**
    Not at this stage, but the research brief is still wide and will be funnelled down in the early stages of the work if it becomes clear that we have an opportunity to test specific ideas and hypotheses.

15. **Would you be happy to delay in the case of coronavirus escalation? Or would you like us to suggest ways of achieving your deadlines without face-to-face contact with research participants?**
    We would like to go ahead and consider alternative research approaches in case of difficulties recruiting participants for face-to-face work. It is really important for us to move fast on these insights as they will form the basis of our funding approaches this year.

16. **Depth vs. breadth – how far do you want the insights to go in terms of detail? Will you be prepared within this budget not to get clear, actionable findings?**
    Overall we are looking for a handful of powerful behavioural stories to take to potential partners and collaborators, so would like the insights to be more deep than broad. These stories should, if possible, indicate where there is opportunity to influence behaviour but we expect that the next stage of our partnership work will be to collaborate with relevant brands and other partners to investigate more broadly (and potentially put some numbers and action plans around specific behaviours).

17. **Report vs. slide deck – what is each going to be used for, and with what audiences?**
    The report is now unlikely to be published online or used externally, other than with key stakeholders. We will however be using the slide deck (or elements of it) externally, at presentations to a wider audience or with potential partners and collaborators. We now imagine that neither document will be published online in their entirety with public access.

18. **You mention some research running in parallel on motivations to recycle, and suggest that its findings may interact and feed in to this piece of research. How will that happen?**
    We have not yet contracted that work and so won't be sure of how the two pieces will interact until inception meetings have taken place for both. It may be through a joint workshop; or may simply be the LWARB project team sharing findings between contractors. This will become clearer at a later stage.

19. **Are you looking for opportunity platforms for behaviour change out of this piece? Or just rich stories and empathy-building?**
    While we would like both, the emphasis has to be on rich, deep stories at this stage – but if we can identify some opportunities for behaviour change interventions while doing that, all the better. We recognise that our budget may not allow this to be done systematically.