



# REDISCOVERY CENTRE

The Rediscovery Centre

## Circular Economic Market Research 2021

REQUEST TO QUOTE

20/7/2021

Closing date: Noon, August 3<sup>rd</sup> 2021

Return to: [steve@rediscoverycentre.ie](mailto:steve@rediscoverycentre.ie)

## **1: The Rediscovery Centre**

The Rediscovery Centre is the Irish national centre for the circular economy, situated in Ballymun, Dublin. The centre is the heart of a creative movement, connecting people, ideas and resources to support sustainable living. With 15 years of experience in behavioural change management, the RDC supports the re-introduction of valuable resources into the economy and is leading the change from waste to resource through reuse, redesign, research and education. The Rediscovery Centre operates four social enterprises that prevent waste generation and provide community access to training and employment:

- Rediscover Furniture, a furniture restoration, repair, and refurbishment programme
- Rediscover Paint, a paint reuse project
- Rediscover Fashion, a textile reuse project producing fashion and home accessories
- Rediscover Cycling, a bicycle reuse and repair service

The centre includes a visitor centre which acts as an educational tool to deliver workshops and training on low carbon living. The centre's activities demonstrate best practice in sustainability through interaction with the built, natural and cultural environment. It effects positive behavioural change through a life-long learning programme which includes public awareness exhibits, events, workshops, demonstrations and educational activities that highlight the benefits of effective resource management, underpin EU policy and encourage everyone to rediscover the value of waste.

The Executive Management Team consists of:

- Sarah Miller, CEO
- Roger Warburton, Programme Director
- Ed Coleman, Centre Director

The Executive Management Team in turn reports to the Company Board of Directors and Company Chair. The Rediscovery Centre's staff and Board of Directors consists of highly qualified scientists, business managers, designers and creatives united in the common purpose of sustainability.

## **2: Market Research Piece**

### **2.1: Overview**

This request for proposals covers a piece of market research related to public understanding of the circular economy, and will award a contract to a service provider to conduct this research.

The aim of this research is to understand:

- What different segments of the Irish public currently know and understand about the circular economy
- What these segments understand about the part they have to play within the circular economy at present
- What messages, topics, wording and framing may help each different segment to understand and invest in circular economic lifestyles in the future

The research will provide evidence and fill knowledge gaps in support of a national circular economy campaign.

## 2.2: Context

This campaign will respond to the needs of initiatives outlined by the recently published Circular Economy Strategy from the Department of Environment, Climate and Communications, the Circular Economy Programme from the EPA; the Waste Action Plan for a Circular Economy; and the European Green Deal (including associated circular economy action plan).

The market research piece will have regard to similar market research pieces which investigate the work of the circular economy to date, such as [IBEC's Circular Economy research](#) and [NCAD's research into food waste](#).

## 2.3: Specification of Research

Fostering a circular economy begins with awareness. In order to bring about a circular economy in Ireland, many different stakeholders and audience groups across the country will first need to understand what it is, how it relates to their lives, as well as feel incentivised to bring about its benefits.

As such, in order to foster public awareness of the circular economy, The Rediscovery Centre are proposing to embark on a public awareness exercise to promote the circular economy within and across Irish society. This integrated "campaign" will include a digital marketing initiative to showcase the circular economy in action, provide tools and learning opportunities for citizens and useful links for different stakeholder groups who are ready to bring the circular economy to life. The campaign will encompass a well messaged and targeted social media and PR strategy with an aim of cultivating public awareness of the circular economy.

In order to undertake this campaign with intention, The Rediscovery Centre will need to identify relevant target audience segments, craft key messages around their needs, and create content that will help them to understand the circular economy. As such, a succinct market research piece is needed to shape these audience groups, acting as the foundational research underpinning the direction and development of the campaign.

Key outcomes of the market research piece will include:

- Identification of "B2C" market group segments, and outline of that group's demographics
- Identification of group profile: key hopes, goals, needs and challenges faced by audience segments related to the circular economy, along with a brief outline of their lifestyle, habits, psychographic insights, brand uses and lifestyle influences.
- Outline what audience groups currently understand about the circular economy: Whether they currently recognize it, how would they define it, and where might they have seen it before.
- Outline of motivating factors and key enablers that would trigger these audience groups to undertake circular economic actions.
- Highlight of online and offline communication touchpoints with our target audience group.
- Outline of (circular economic) terminology that may resonate with highlighted audience demographics

As a reference point of the type of tangible outcome that should come from this study, SITRA's audience profile for "[Pathways to 1.5 lifestyles](#)" serves as a good example.

## 2.3 Research Methodologies

The study will be delivered through market research methodologies which the service provider is requested to recommend and clarify as part of their application, but which could encompass a combination of qualitative or quantitative techniques such as: focus group discussion, data collection, questionnaires, data analysis of key datasets and trends, market segmentation research, literature review of research, stakeholder engagements etc.

#### **2.4: Duration of the research**

The contract will be for a maximum period of 2 months wherein the awarded contractor will undertake the proposed market research. Beginning in August 2021, the contract will finish on September 30<sup>th</sup> 2021.

While this specific Request to Quote outlines one specific piece of market research, there may be future scope for market research pieces that build on the findings of this market research, looking into specific areas more in more detail. While it is not yet envisaged that this contract will recur on an annual basis, there may be future scope for this research to act as a benchmark against which future research pieces will be compared.

### **3.0: Procurement**

#### **3.1: Award Criterion**

Proposals from suitably-qualified market research companies are sought for this project.

The proposal should include:

- The range of professional skills available.
- Details of relevant comparable work experience including contact details of two referees from two separate work experience positions.
- Recommendations of appropriate market research methodology required to achieve outlined outcomes.
- A detailed breakdown of the estimated cost of carrying out the required work. The fee quoted should be inclusive of VAT and indicate the number of days committed to the project.
- Copy/proof of Tax clearance, professional indemnity cover and public liability insurance which covers the duration of this work contract.
- Cover letter with name, address, telephone number and email address of the tenderer.

#### **3.2 Selection process and award criteria (assessing and evaluating proposals)**

Only submissions which contain all of the information requested in this brief, will be considered. Organisations successfully tendering for this work must demonstrate expertise and experience specifically within the market research methodology recommended by the organisation to achieve the outcomes of the proposal, as well as expertise in areas such as:

- Qualitative and Quantitative research
- Consumer insights surveys
- Delivery of research analysis and recommendations – report writing
- Audience mapping, segmentation and definition
- Working knowledge of circular economy;

The tenderer must demonstrate adequate capacity to allow for the delivery of contracts as indicated under this framework. At least two team members with the requisite skillsets will

need to be identified.

Organizations must provide information clearly demonstrating successful previous delivery of two contracts of comparable experience, involving the following:

- Delivery of qualitative & quantitative market research piece, including delivery of research analysis and recommendations, and definition of segment audiences.
- Appraisal & evaluation of strategic issues;
- Assessment of evidence, best practice and stakeholder viewpoints;
- Compilation of future scenarios and options;
- Articulation of meaningful recommendations;

Organizations will be assessed to determine the most economically advantageous tender in accordance with the award criteria. Each complete submission will be scored on the basis of the information supplied in accordance with the following criteria and weighting:

<b>Criterion</b>	<b>Weighting</b>	<b>Minimum Required</b>
Qualifications & Experience	<b>30</b>	<b>15</b>
Resources & availability	<b>30</b>	<b>20</b>
Methodology	<b>10</b>	<b>5</b>
Fee	<b>30</b>	<b>n/a</b>

The Contracting Authority reserves the right not to award the contract.

### **3.3: Project Deliverables**

The findings of this research will be used by Rediscovery Centre to facilitate a communications campaign that aims to bring the circular economy into public discourse in Ireland; one that is targeted, structured, and with purposeful messaging.

The key output from this study will be a concise briefing paper (10-15 pages) including an Executive Summary; Assessment / Discussion of the issue; and Findings / Recommendations. A redacted summary of their findings will be published by the Rediscovery Centre as a coherent report of. Authorship of the reports will be clearly acknowledged. Citing and/or reproduction of report contents will be permitted subject to an appropriate reference/acknowledgement.

### **3.3: Budget**

It is envisaged that the maximum spend under this agreement will be **€25,000 (to include all project costs, travel, printing, consumables and VAT)**. This service will be subject to withholding tax. A current tax clearance certificate will be required.

The contract will be awarded on the basis of a fixed price contract, and as such, all costs must be

quoted (and clearly indicated) as a fixed price in euro (€). No other amount over and above the negotiated contract amount will be paid to the appointed person(s).

The Rediscovery Centre is open and interested to learn about recommended additional research activities with related prices which could further strengthen the outcomes of this research piece. Service providers are requested to submit these recommended activities as part of their application.

### **3.4: Copyright**

All documents prepared by the consultants on foot of this appointment will be considered the property of the contracting authority. The person(s) appointed will be required to assign their copyright of the report and any materials generated. The contracting authority reserves the right to use said materials at any time, including for use in other projects, without the prior approval of the consultants.

### **3.5: Timescale**

This service is to be completed by **September 30<sup>th</sup> 2021**

### **3.6: Project Management**

The direction of market research study will be overseen by a steering group of Rediscovery Centre employees who will provide oversight of the programme and its work.

### **3.7: Tax Clearance Certificate**

It is a condition for the award of this contract that the firm selected and all proposed sub-consultants must be able to produce a valid Tax Clearance Certificate.

### **3.8: Insurance**

The firm or person(s) to whom the contract is awarded must have public liability cover to the value of **€6.5 million**, employer's liability cover to the value of **€13 million** and professional indemnity cover to the value of **€1 million** with a reputable insurance company. It is a condition of the award of this contract that the firm selected must produce evidence of such cover prior to the award.

### **3.9: Submission of Quote**

The **Closing Date** for receipt of quotes is: **Noon on Tuesday August 3<sup>rd</sup> 2021.**

Quotes shall be emailed to [steve@rediscoverycentre.ie](mailto:steve@rediscoverycentre.ie)

Only quotes received before the closing date and time will be accepted.

