





<b>Name of Procurement:</b>	1221-01-RFQ Waste and Resource Efficiency Behavioural Trend Monitoring Survey
<b>Prepared by:</b>	Alexandra Vernal, Behavioural Insights Advisor, Waste and Resource Efficiency
<b>Business Peer review conducted by:</b>	Danielle Kennedy, WRE Snr Project manager
<b>Date:</b>	23 Feb 2023
<b>Budget for this work (NZ\$ excl. GST):</b>	Up to \$99,000

## ENDORSEMENTS AND APPROVALS

<b>Endorsed by Procurement Business Partner:</b> Amanda Bateman, Senior Procurement Advisor  Date: 24/02/2023	<b>Signature:</b> 
<b>Approved by Contract Owner (Budget Holder):</b> Miranda Cross, Manger Data, Evidence and Emissions Reduction  Date: 1/03/2023	<b>Signature:</b> 
<b>Endorsed by WRE Director (overseeing ERP Behaviour Change work programme):</b> Shaun Lewis, Director Systems change and implementation  Date: 6/03/2023 Click or tap to enter a date.	<b>Signature:</b> 
<b>Approved by Financial Delegation Holder*:</b> Glenn Wigley Director Regulation and Policy 7/3/23 Date: Click or tap to enter a date.	<b>Signature:</b> 
<b>Comments relating to the plan and sign off:</b>	

Total Procurement Value Ex GST (Departmental)	*Position holding <u>Financial Delegation</u>
Up to and including \$40,000	Manager
Up to and including \$100,000	Director
Up to and including \$250,000	Deputy Secretary
Up to and including \$1,000,000	Chief Operating Officer (COO)
Over \$1,000,000	Secretary for the Environment

PLANNING	
Background	<p>The purpose of this document is to detail the plan to source services in support of the Waste Strategy targets of reducing the amount of material entering the waste management system by 10%, and waste to landfill by 30%. Measuring to what degree reduction targets are being achieved can prove difficult, and an understanding of people's attitudes and behaviours related to waste prevention and minimisation can support in showing progress, as it can provide evidence of changes in these aspects as policies and programmes are implemented.</p> <p>The need for these services has also occurred due to the Ministry's commitments in the Emissions Reduction Plan to have reliable data against which to measure progress, especially in regard to the actions concerning improved kerbside collections and organic waste reduction. Scoping research to understand the impact of waste minimisation initiatives and policies is part of the behaviorally informed approach that is key to achieve these goals.</p> <p>The research will provide a baseline to track the impact of programmes that will take place from 2023 onwards, such as the proposed food waste reduction programmes and the proposed kerbside recycling standardization. This baseline data will then be tracked on an annual basis to measure the impact of the Ministry's work programmes.</p> <p>Previous research in this space by MfE includes:</p> <ol style="list-style-type: none"> <li>1. understanding <a href="#">attitudes to recycling, waste reduction and the use of plastic</a></li> <li>2. <a href="#">motivation to recycle</a></li> <li>3. attitudes and behaviours <a href="#">towards food waste</a></li> <li>4. household kerbside recycling behaviours, <a href="#">amongst others</a>.</li> </ol> <p>The services required for this procurement will build on this previous research, and set the base for ongoing, yearly follow-up surveys to track changes in people's attitudes and behaviours.</p>
Description of requirement	<p>The solution sought is to conduct a survey on a nationally representative sample of 1,000 people that addresses people's attitudes on various waste minimisation behaviours. The survey will be conducted annually for 3 years (2023, 2024 &amp; 2025) with the possibility of a one-year extension. The surveys will:</p> <ol style="list-style-type: none"> <li>1. track awareness of specific waste reduction campaigns such as Love Food Hate Waste and Plastic Free July. It will also be able to track progress of changes in specific behaviours such as moving towards reusable shopping bags and keep cups as opposed to using single use shopping bags and coffee cups.</li> <li>2. measure people's knowledge of what items can and can't be recycled.</li> <li>3. track changes in beliefs and attitudes and ideally commitment to recycling.</li> </ol> <p>MfE will provide the preferred supplier with suggested questions for most topics.</p> <p>Characteristics of the survey are:</p> <ul style="list-style-type: none"> <li>• Sample size of 1,000 people, nationally representative</li> <li>• 20-minute survey with 2 open ended questions</li> </ul>

- 7-10 minutes of questions would be fixed and repeat every year or every second year to track behaviours over time
- The rest of the survey would likely be divided into two smaller topics which could change every year or be on a two-yearly cycle
- Audience segmentation to understand the characteristics of those more/less committed to reducing waste and recycling would also be required

The ideal supplier for this solution must demonstrate the following attributes:

- Must have experience in survey design
- Must have behavioural insights expertise in their team, and ideally supplier is specialised in behaviourally informed research
- Significant experience , capacity, and track record in undertaking national scale data collections and analysis
- Has previously done similar research or worked for similar agencies

Key Outcomes/Deliverables for the supplier are:

Milestone/Deliverable/Outcome	Date
Survey plan and scoping: methods, timing and demographics	24/04/2023
Delivery of finalised survey questions for Y1, and draft surveys for Y2 and Y3	30/04/2023
Draft results and report	15/06/2023
Baseline (Y1) results and report	30/06/2023
Review and confirmation of Y2 questions	15/04/2024
Y2 Results and report, including comparisons with baseline data	30/06/2024
Review and confirmation of Y3 questions	15/04/2025
Y3 Results and report, including comparisons with baseline data	30/06/2025

#### Added Value

Broader Outcomes:

#### 4. Reducing emissions and waste

- Provide an evidence base for the delivery of waste reduction initiatives.
- Inform waste policy and implementation through relevant and current data.
- External stakeholders will also benefit from this research.

#### Market analysis

Supply and Market options considered for this procurement were the All of Government Consultancy Services Panel for Policy, Research and Development sub-category.

The following suppliers have been selected to bid for this procurement:

Supplier Name	Contact Person	Email address
9(2)(a)		

	<p>9(2)(a)</p> <p>Proposed contract: AoG Consultancy Services Order (CSO)</p> <p>Justification for selection of suppliers: These suppliers have been chosen based on previous experiences working with them on similar research topics, considering Tier 1 and Tier 2 options with strong market research experience.</p>
Forecasting/planning	<p>Will there be an ongoing need for this service beyond this procurement? Yes there is the possibility of a one year extension and beyond.</p>
Past procurement activity	<p>Has any procurement activity been undertaken in relation to this need already? No</p>
Procurement strategy	<p>The chosen procurement strategy is a Request for Quote. This will involve a one step closed competitive tender.</p> <p>The contract opportunity will be advertised through MfE closed email invitation.</p> <p>The reason for this recommendation is the services required are well defined and relatively low value and complexity, and the suppliers are not required to submit a full proposal.</p> <p>This approach to market aligns with the <i>Government Procurement Rules 4e</i> and the New Zealand Government's Procurement Principles.</p>
Probity	<p>Probity in this procurement will be managed by:</p> <ul style="list-style-type: none"> <li>• ensuring compliance with the Ministry's policies</li> <li>• ensuring that financial authority for the procurement is approved before proceeding to tender</li> <li>• acting fairly, impartially and with integrity, acting lawfully, and being accountable and transparent</li> <li>• ensuring anyone directly involved in the process signs a confidentiality agreement and declares any actual, potential or perceived conflict of interest</li> <li>• identifying and effectively managing all potential, perceived or actual conflicts of interest</li> <li>• treating all suppliers equally and fairly</li> <li>• protecting the supplier's commercially sensitive and confidential information.</li> </ul>

	<ul style="list-style-type: none"> <li>providing each supplier with a comprehensive debrief at the end of the tender process.</li> </ul>						
Stakeholders	<table border="1"> <thead> <tr> <th>Stakeholder/Group Name</th><th>Level of and Reason for Interest</th></tr> </thead> <tbody> <tr> <td>Polly Brownlee (Product Stewardship)</td><td>Analyst, working on refill / reuse policy and may be interested in adding questions to the survey</td></tr> <tr> <td>Daisy Croft (Waste Streams and Policy)</td><td>Senior Analyst, working on plastics phase out and may include questions that are relevant for their team</td></tr> </tbody> </table> <p>Detail important internal and external stakeholders:</p>	Stakeholder/Group Name	Level of and Reason for Interest	Polly Brownlee (Product Stewardship)	Analyst, working on refill / reuse policy and may be interested in adding questions to the survey	Daisy Croft (Waste Streams and Policy)	Senior Analyst, working on plastics phase out and may include questions that are relevant for their team
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IT requirements	There is no IT requirement to this procurement.						
Health & Safety	There is no Health and Safety risk associated with this procurement.						
Sensitive Information	The supplier will not require or have access to sensitive, restricted, or secret or top-secret official information.						
Brand & Experience	The procurement will result in a publication and/or require design work.						
Privacy considerations	There are no privacy considerations within this procurement. However, suppliers will be consulted about their privacy policies to ensure informed consent, no personal information is captured, and data is anonymised.						
Budget and Financial	<p>This section confirms budget allocation, information access and financial years for the contract.</p> <table border="1"> <tr> <td>Is budget allocated for this procurement/contract?</td><td>Yes</td></tr> <tr> <td colspan="2">If the duration of your contract goes beyond the end of the current financial year and exceeds \$40k in value, you must check this has been budgeted for with the Financial Delegation Holder. By signing the plan, the Financial Delegation Holder confirms this.</td></tr> <tr> <td>If the duration of your contract goes across <b>multiple financial years</b>, you must discuss with your <a href="#">Finance Business Partner</a> prior to finalising the procurement plan.</td><td>Yes</td></tr> </table>	Is budget allocated for this procurement/contract?	Yes	If the duration of your contract goes beyond the end of the current financial year and exceeds \$40k in value, you must check this has been budgeted for with the Financial Delegation Holder. By signing the plan, the Financial Delegation Holder confirms this.		If the duration of your contract goes across <b>multiple financial years</b> , you must discuss with your <a href="#">Finance Business Partner</a> prior to finalising the procurement plan.	Yes
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Agreement duration	Contract Start Date: 19/04/2023 (or sooner if possible) Contract End Date: 30 June 2025															
CONFLICT OF INTEREST																
Internal Process	Have any individuals directly involved in the procurement process declared any real, potential or perceived Conflict of Interest upon commencement of their involvement?															
	<p>If your procurement is a competitive process, anyone involved in the procurement must complete an Internal Conflict of Interest Declaration Form and have this reviewed by Procurement. All involved individuals are required to immediately report any Conflict of Interest that arises at any time during the procurement process (including once participating Suppliers have been identified).</p> <p>For direct source processes, anyone who declares a conflict of interest must complete an Internal Conflict of Interest Declaration Form and have this reviewed by Procurement.</p> <p>For each Conflict of Interest identified, a Conflict Management Plan must be signed by Procurement and the person making the declaration.</p>															
Supplier Declaration	Is your procurement strategy a direct source?  If yes, see below. If no, move onto Risk Assessment.	No														
	For all direct source procurements, we require the proposed Supplier, their nominated personnel and any sub-contractors to complete an External Conflict-of-Interest form prior to engaging in a contract.															



	Confirm you have sent the following COI form to the Supplier and their nominated personnel to complete <a href="#">External Conflict of Interest form &amp; Management Plan.docx</a>	Select one
	If the Supplier has declared a conflict, the conflict-of-interest management plan must be completed and passed to the financial delegation holder for consideration and approval, alongside the procurement plan being signed. <ul style="list-style-type: none"> <li>Has this task been completed?</li> </ul>	Not Applicable

## RISK ASSESSMENT

Key procurement risks related to this plan have been identified and rated using the scale below. Mitigation actions are also detailed in the table.

		THREATS CONSEQUENCE			
		Minor	Moderate	Major	Severe
LIKELIHOOD	Almost Certain	Medium	High	Extreme	Extreme
	Likely	Low	High	High	Extreme
	Possible	Low	Medium	High	High
	Unlikely	Very Low	Low	Medium	High
	Rare	Very Low	Low	Medium	Medium

Risk	Mitigation action	Rating Category
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Suppliers may not respond	Go to 4 suppliers to ensure a good response rate and successful contract. Send an email EOI to confirm if suppliers have capacity to respond.	Very Low
Budgetary constraints	Provide a budget range to allow transparent pricing, weight budget. Option to proceed with some selected components & deliverables, if suppliers indicate budget not sufficient to deliver all.	Low
Conflict of interest and confidentiality management	All parties involved in the procurement documentation development, evaluations and contracting must complete a COI. The supplier will also be asked to complete a COI as part of the agreement. Any conflicts will be reviewed and assigned an appropriate management plan to mitigate the impact.	Medium

## SOURCE

## Timeline

The indicative Timeline for this activity is outlined below. If the Procurement plan is approved and the RFQ documents are finalised and endorsed prior to the dates below, the project team will endeavour to bring this whole timetable forward, to provide the chosen supplier more time to deliver the services:

Action	Indicative date (2023)	Responsible
<b>Plan</b>		
Conflict of Interest declarations signed	6 Mar	Procurement
Procurement plan approved	6 Mar	Delegation
RFx documents developed/endorsed (to be developed in parallel with Proc Plan)	7 Mar	Manager
<b>Tender (if applicable)</b>		
Tender released	8 Mar	Procurement
Last date for supplier questions	12pm 15 Mar	Procurement
Last date to answer questions	16 Mar	Business
Tender closing date	12pm 22 Mar	Procurement
<b>Evaluation</b>		
Panel confidentiality & conflict of interest declarations signed	22 Mar	Procurement
Evaluation panel individual scoring due	28/29 Mar	Panel
Evaluation Panel Moderation	29 Mar	Procurement
Clarifications (if required)	30 Mar	Procurement
Approval to Appoint Memo signed	4 Apr	Delegation
<b>Post-evaluation</b>		
Contract Drafting	By 4 Apr	Business



	<table><tr><td>Due diligence</td><td>31 Mar</td><td>Business</td></tr><tr><td>Advise bidders of outcome</td><td>5 Apr</td><td>Procurement</td></tr><tr><td>Contract negotiation</td><td>6 Apr</td><td>Business</td></tr><tr><td>Legal Review of Contract (allow 5 working days)</td><td>n/a under \$100K</td><td>Legal</td></tr><tr><td>EASTER WEEKEND</td><td>7-10 Apr</td><td></td></tr><tr><td>Debrief unsuccessful suppliers</td><td>Week of 17 Apr</td><td>Business</td></tr><tr><td>Contract Signed</td><td>13 Apr</td><td>Business</td></tr><tr><td>Anticipated Contract start date</td><td>17 Apr</td><td>Business</td></tr><tr><td>All documents submitted for Processing</td><td>17 Apr</td><td>Business</td></tr></table>	Due diligence	31 Mar	Business	Advise bidders of outcome	5 Apr	Procurement	Contract negotiation	6 Apr	Business	Legal Review of Contract (allow 5 working days)	n/a under \$100K	Legal	EASTER WEEKEND	7-10 Apr		Debrief unsuccessful suppliers	Week of 17 Apr	Business	Contract Signed	13 Apr	Business	Anticipated Contract start date	17 Apr	Business	All documents submitted for Processing	17 Apr	Business
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Evaluation methodology	<p>The evaluation model that will be used is weighted attributes .</p> <p>Price will be a weighted criterion.</p> <p>The response that scores the highest overall will likely be selected as the successful respondent.</p>																											
Evaluation team (Minimum of 3)	<p>A cross-functional team will be involved in the evaluation of responses and recommending the preferred supplier.</p> <table><tr><td>Evaluation Chair</td><td>Amanda Bateman</td></tr><tr><td>Team Member</td><td>Job Title</td></tr><tr><td>Alexandra Vernal</td><td>Behavioural Insights Advisor</td></tr><tr><td>Danielle Kennedy</td><td>Senior Project Manager</td></tr><tr><td>Miranda Cross</td><td>Manager DEER</td></tr></table>	Evaluation Chair	Amanda Bateman	Team Member	Job Title	Alexandra Vernal	Behavioural Insights Advisor	Danielle Kennedy	Senior Project Manager	Miranda Cross	Manager DEER																	
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Evaluation Criteria	<p><b>Preconditions</b></p> <p>Each supplier must meet all the following pre-conditions before its response will be considered for evaluation on its merits.</p> <table><tr><th>#</th><th>Pre-condition</th></tr><tr><td>1.</td><td>Supplier must read and understand the New Zealand Government <a href="#">Supplier Code of Conduct</a>, and ensure their nominated subcontractors are aware of the Code.</td></tr><tr><td>2.</td><td>Supplier must complete the Supplier Conflict of Interest Declaration Form</td></tr></table> <p>Having met all of the preconditions qualifying responses will be evaluated on their merits using the following evaluation criteria and weightings.</p> <p><b>Evaluation Criteria</b></p> <table><tr><th>Criteria</th><th>Weighting</th></tr><tr><td>Proposed solution/Technical Merit</td><td>20%</td></tr></table>	#	Pre-condition	1.	Supplier must read and understand the New Zealand Government <a href="#">Supplier Code of Conduct</a> , and ensure their nominated subcontractors are aware of the Code.	2.	Supplier must complete the Supplier Conflict of Interest Declaration Form	Criteria	Weighting	Proposed solution/Technical Merit	20%																	
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Scoring Table	Does the Respondent's approach to gather and analyse relevant behavioural data include the key components and deliverables required (listed above in the description of services and deliverables) or propose a suitable alternative approach.	
	Capability of the Respondent to deliver	25%
	<p>Does the response demonstrate the required ability to</p> <ul style="list-style-type: none"> <li>• Design surveys with a behavioural focus i.e. attitudes, motivation</li> <li>• Conduct quantitative and qualitative survey analysis</li> <li>• Collect relevant, representative and robust survey data</li> <li>• Understand and mitigate the risk of bias in surveys</li> <li>• Understand the particulars of the New Zealand context</li> </ul> <p>Does the Respondent have suitably experienced Personnel to deliver this work.</p>	
	Capacity of the Respondent to deliver	15%
	Does the proposed timeline for delivery meet the needs of the project and include a contingency plan to address any possible delays or significant impacts.	
	Track record	20%
	Does the Respondent have experience in market research on a national scale. Does the Respondent have any specific experiences relevant to this opportunity, i.e. behavioural insights, government agencies, waste minimisation.	
	<p><b>Whole of Life Price</b></p> <p>Suppliers will be asked to complete the pricing table using NZ dollars, price is transparent and inclusive of all applicable fees including AoG fees (excluding GST) and within indicative budget.</p> <p>Support with written estimated costings for each deliverable and an indication of applicable hourly rates per experience level.</p> <p>Price must represent Public Value meaning the pricing submitted demonstrates the best available results for New Zealand for the money spent inclusive of using resources effectively, economically, and responsibly.</p> <p><i>Please note the maximum budget range is NZD \$80,000 - NZD \$95,000.00.</i></p>	20%
	Total weightings	100%

	Description	Definition	Rating
	Excellent	<b>Exceeds the criterion</b> Respondent demonstrates exceptional ability, understanding, experience and skills. The Proposal identifies factors that will offer potential added value, with supporting evidence.	9-10
	Good	<b>Fulfils the criterion</b> Respondent demonstrates above average ability, understanding, experience and skills. The Proposal identifies minor additional benefits, with supporting evidence.	7-8
	Acceptable	<b>Meets the criterion</b> Respondent demonstrates the ability to meet the criteria, with supporting evidence.	5-6
	Minor reservations	<b>Partially meets the criterion</b> Satisfies only a minimum of the criteria but not all. Reservations about the Respondent to adequately meet the criteria. Little supporting evidence.	3-4
	Serious reservations	<b>Limited demonstration to meet the criterion</b> Extremely limited or no supporting evidence to meet the criteria. Minimum effort made to meet the criteria.	1-2
	Unacceptable	<b>Does not meet the criterion</b> Does not comply or meet the criteria at all. Insufficient information to demonstrate the criteria.	0
Due Diligence	The following verification matrix will be used as part of the evaluation and due diligence process. The table shows how elements of the criteria may be verified by the panel.		
	Evaluation and due diligence options	Criteria	
		Fit for purpose	Ability to deliver
	Written offer/tender documents	X	X
	Buyer clarifications of offer	X	X
	Reference checks	X	X
	<b>Additional Process</b> If the Respondent is a contracted Supplier, the Ministry may <ul style="list-style-type: none"> <li>consider their own experience of service delivery, including in relation to meeting contractual obligations, ease of communication and relationship management.</li> <li>Consider any other matter that is highlighted through the evaluation process.</li> </ul> The above processes and due diligence may be used to adjust the weighted outcome up or down, and due diligence criteria may be used to disqualify a Respondent. <b>Exclusion of a Supplier for due diligence requires the written approval of the Financial Delegation Holder.</b>		

Negotiation Considerations	<p>Considering negotiations is a strategy to aid in public value and/or additional values/benefits in a procurement outcome.</p> <p>Negotiations will be planned post-evaluation if required, to address any shortfalls or areas needing agreement in the preferred supplier's response prior to contracting.</p>
<b>MANAGE</b>	
Form of Agreement	<p>The proposed form of Agreement (subject to risk and Legal review if applicable) is Consultancy Services Order (CSO).</p> <p><a href="#">The Decision Matrix</a> has indicated this Agreement will not require Legal Review.</p>
Contract Management	<ul style="list-style-type: none"> <li>• The contract manager for this procurement will be <b>Alexandra Vernal</b></li> </ul> <p>The Contract will be managed by:</p> <ul style="list-style-type: none"> <li>• close management and monitoring of deliverables</li> <li>• deliverable-linked payments</li> <li>• regular meetings</li> <li>• supplier reporting (progress reports, issue register)</li> <li>• contract or relationship management framework deployed (for long-term or relational contracts only)</li> </ul>