

25 August 2023

Call for proposals: conducting a 'European Green Deal Barometer' stakeholder survey

Deadline for submissions: 15 September 2023, 6:00pm CEST

Overview

IEEP is looking for a contractor to develop and conduct the fourth edition of a experts and stakeholders consultation survey concerning the implementation of policies related to the European Green Deal at national and European level: the [European Green Deal Barometer](#). The survey will be conducted as part of the initiatives of the IEEP-led stakeholder platform called Think 2030.

About IEEP, Think2030 and the European Green Deal Barometer

The **Institute for European Environmental Policy** ([IEEP](#)) is a sustainability think tank with offices in Brussels and London. As a not-for-profit research organisation with over 45 years of experience, we are committed to advancing evidence-based and impact-driven sustainability policy across the EU and the world.

[Think2030](#) is a multi-stakeholder platform launched by IEEP in 2018. The platform brings together leading sustainability experts from European think tanks, civil society, the private sector, and local authorities to identify science-based policy solutions for a more sustainable Europe. The partners are divided into different categories: Think Sustainable Europe [members](#) (IEEP membership network and the engine of the platform), other knowledge partners (academies, NGOs, CSOs think tanks), and industry partners. Think2030 meets every two years for a high-level conference to discuss and present the outcomes of the collaborative work, including policy briefs and reports. The last edition took place in Paris in June 2022, during which we presented the results of the second edition of the European Green Deal Barometer.

To complement its existing work on the specific policy proposals and strategies that are part of the Green Deal, IEEP launched the [European Green Deal Barometer](#) in 2021 to offer a holistic analysis of the plan and its implementation status. To increase awareness and political accountability for Green Deal implementation, IEEP launched the European Green Deal Barometer as an annual survey that aims to assess the status of Green Deal implementation by consulting sustainability experts across Europe.

The first and second editions of the **European Green Deal Barometer** survey gathered the views of more than 300 sustainability experts from all over Europe. The European Green Deal Barometer has been praised by the Green Deal community and European policymakers, including Diederik Samsom, Head of Cabinet to the Executive Vice-President of the European Commission Frans Timmermans, and Dr Hans Bruyninckx, the previous Executive Director of the European

Environment Agency (EEA). The third edition of the European Green Deal Barometer, published in June 2023, focused on the resilience of the Green Deal after 2024, and the external impacts of its policies. The survey gathered the views of more than 600 sustainability experts, in and outside Europe. Virginijus Sinkevičius, European Commissioner for the Environment, Oceans and Fisheries, valued the Barometer as “a unique source of information on the Green Deal agenda”.

Project specifics and timeline

For the fourth edition, we will build on the conclusions of the third edition of the Barometer, gathered from the views of 600 sustainability experts on the state of the European Green Deal's implementation and analyse further topics in line with the historical happenings. In light of the European elections in 2024, the Barometer will assess the 5 years of implementation of the Green Deal and question the experts on its future.

In addition to this general scope, the survey will deepen its national focus, with tailored questions, topics, and answers from 4 to 6 EU Member States. We aim to have experts' views from at least France, Czechia, Sweden, Spain, Poland, and Hungary – the Member states we targeted last year – and Belgium as additional country. Overall, the stakeholder categories we are targeting are think tank experts and academics, NGO activists, private stakeholders, and policymakers; at the national, EU and international level. The survey is expected to be launched at the beginning of December 2023 and to run until the third week of January. The survey results are expected to be available at the beginning of February 2024 to feed into a report and recommendations on implementation of the European Green Deal. The report and recommendations will be presented at the biannual Think2030 conference in March 2024.

Deliverables and functionalities

In close consultation with IEEP and sticking to the format of the three past editions of the Barometer, the contractor will:

- Design and input into the questions for the survey, to ensure they are concise, clear and can bring responses feeding quantitative, relevant, and qualitative results
- Ensure engagement and responses to reach a minimum of 700 (or exceeding last year's number of responses) complete and qualitative relevant responses. This would include answers from our last survey's respondents.

In addition, the contractor should assist in the selection of sustainability experts across Europe and ensure outreach to them, making special efforts to reach at least 50 sustainability experts per targeted EU countries (France, Czechia, Sweden, Spain, Poland, Hungary, and Belgium). the number of replies can be adapted according to the size and the number of partners in the country.

Furthermore, with the help of TSE members, the contractor should conduct the national survey in the language of each targeted country: translating questions, emails, and correspondence to reach in an efficient way the targeted audience, and to increase national marketing efforts.

Finally the survey should allow IEEP to identify trends with the previous editions and highlight the differences among the 4 editions:

- Conduct the survey analysis, including data collation, processing, and reporting; including for responses collected in France, Czechia, Sweden, Spain, Poland, Hungary, and Belgium.
- Design and provide high resolution engaging visuals to make the data more accessible, following IEEP branding and guidelines
- Help prepare the presentation to be given at the launch event (i.e., provide a complete presentation of the data in a slide deck)
- Prepare a first draft of the report based on the focus IEEP is defining
- Design the layout, visuals, and graphics (report summary, infographics, final report) to be defined

Sample	<ul style="list-style-type: none"> • 700 answers minimum, including: <ul style="list-style-type: none"> o Answers from experts that provided an answer to the 3rd edition of the Barometer. o 50 answers minimum per targeted Member State (France, Sweden, Spain; Czech Republic; Poland; Hungary; Belgium)
Translation of the survey and material for the selected case studies countries	<ul style="list-style-type: none"> • The questionnaire • Outreach to disseminate the questionnaire (emails, correspondence, marketing) • The answers to the survey • Selected graphics results
Outreach	<ul style="list-style-type: none"> • Regular engagement via email with Think2030 partners to disseminate the survey • A minimum of 5 social media posts (Twitter and LinkedIn) to communicate and promote the survey
Communications materials	<ul style="list-style-type: none"> • Provide selected visuals and social media content (Twitter and LinkedIn) in EN and the languages of the national case studies • Using IEEP's visual identity and branding • Deliver high-resolution, editable content and images following IEEP's branding guidelines (in JPG/PNG and vectorised .AI/.EPS) • Provide a complete presentation of the data (slide-deck)

Requirements

- The subcontractor should have the capacity to conduct the design and delivery of such a survey in line with IEEP's schedule to a large sample of participants of different backgrounds, including think tank experts and academics, NGO activists, private sector representatives, and policymakers at the EU and national level
- The subcontractor should provide reporting on the findings and ensure constant engagement and correspondence with IEEP on progresses and provide feedback
- To be considered for this project, we ask that the contractor submits:
 - o A list of relevant work and clients, ideally with examples of similar projects and/or projects analysing sustainability policies across different EU member states
 - o Cost estimates, including all costs, insurances, taxes, fees, expenses, liabilities, obligations, risk, and other things necessary for the delivery of the survey.

Contract award and negotiation

The proposal should, as minimum, include a detailed working plan and methods as well as a detailed budget, not exceeding 37 000 EUR. All proposals will be evaluated on the presentation of all qualifications. The criteria will consider previous works, creativity, budget, flexibility, familiarity with the EU policy context, and experience with communicating research.

General requirements

- All final materials will be owned by IEEP
- IEEP needs the ability to update and maintain files for future use as needed
- All artworks will be owned by IEEP – including the ability to use artwork in additional materials (be it print, web, electronic media, etc.)
- Visuals will have to be produced using IEEP's visual identity, in high-resolution editable files (JPG/PNG and AI/ESP)
- IEEP reserves the right to reject any or all bids, and to accept or further negotiate cost, terms, or conditions of any bid determined by IEEP to be in our best interests even if not the lowest bid

Submission

Please submit your proposal via email to edecourcelle@ieep.eu, with EGD Barometer survey in the subject line, no later than 6:00pm on 15 September.

Contact person:

Elisa Decourcelle, Partnership Officer

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The Institute for European Environmental Policy (IEEP) is a sustainability think tank with offices in Brussels and London. As a not-for-profit research organisation with over 40 years of experience, we are committed to advancing evidence-based and impact-driven sustainability policy across the EU and the world.

