

# Invite to tender

## Scottish Government environmental action: From Rhetoric to Reality Report



Scottish  
Environment  
LINK

### 1. Context

Scottish Environment LINK ('LINK') is the forum for Scotland's voluntary environment community, with over 40 member bodies representing a broad spectrum of environmental interests and the common goal of contributing to a more environmentally sustainable society.

The LINK Governance Group brings together members with an interest in how Scotland's environment is governed and ways in which this could be improved.

The Group produced a report in 2010, [Scotland's Environmental Laws – from rhetoric to reality](#) which reviewed 8 key environmental laws that had been passed in Scotland since devolution and assessed their implementation. The report identified a gap between ambitious environmental rhetoric and the improvements to Scotland's environment that had been delivered in reality. It made recommendations for closing this gap in future.

11 years on, LINK members want an updated report to assess key case studies across marine and terrestrial environments where the Scottish Government has committed to action to improve the environment. . The aim of the report is to assess the gap between Scottish Government rhetoric on the environment and the reality of implementing policies and plans from 2011-2021. The report should recommend steps for closing the 'rhetoric to reality gap' so that the Scottish Government can be more effective in delivering action from environmental policy commitments.

This piece of work would contribute to the following objectives from [LINK's Strategy 2020-2024](#):

- *A move from rhetoric to reality.*
- *Environmental leadership from the eNGO sector and government.*

The report will be owned by Scottish Environment LINK and its purpose is to be used for policy advocacy with the Scottish Government and its agencies, and with the Scottish Parliament, to increase the delivery of ambitious policy and action to address the gap between government rhetoric and delivery reality.

### 2. Task

To compile a follow up to the 2010 report that will analyse an agreed, limited, number of case studies that illustrate Scottish Government rhetoric on environmental action and progress in implementing the policy/legislation over the past 10 years. These case studies will be identified by the LINK steering group who will be overseeing the report drafting. Examples may include the delivery of Marine Protected Areas, implementation of the Scottish Land Use Strategy and action to meet climate and biodiversity targets.

This piece of work will be guided by a small steering group and led by LINK's Advocacy Manager, who will agree the scope of the report and identify case studies. Short meetings will be held where the contractor will be expected to provide an update on progress and relevant draft text. Members of the

steering group will also be able to answer any questions arising and advise on keeping the report on track. The steering group will aim to provide written comments on report drafts within one week of receipt and will sign off drafts and the final report.

The steering group will also work with a graphic designer to present the final report and complementary social media materials. The contractor may be asked to comment on the design of these materials.

### 3. Deliverables

An impactful report in MS Word format, for use with the Scottish Government and Scottish Parliament in early 2022. This report will be a key advocacy tool in demonstrating the areas where government must prioritise delivering meaningful action. The Governance Group will have a well-researched and presented document with in-depth examples where government action has not lived up to the rhetoric to enable us to advocate for real progress to be made. The report should include a series of recommendations for how the 'rhetoric to reality gap' can be closed.

The report must be written in language suitable for a policy audience and include a full list of citations of the evidence used in the report.

The report will be shared with a number of key audiences including Scottish Government officials, MSPs and the general public. The format of the final report will be as a series of standalone case studies that together constitute a report, but that can stand alone as briefings if needed. To help achieve this, the final report should be limited to 20 pages (excluding cover and bibliography) with a maximum of 8 standalone case studies. It should include an executive summary with the key findings and recommendations summarised. Analysis should be limited to a series of key recommendations.

The graphic design element of the report is outwith the scope of this tender.

### 4. Approach

Existing information from Programmes for Government, ministerial statements and government strategy documents would be reviewed and interviews held with Scottish Environment LINK members. Other relevant stakeholders to be interviewed as identified with the help of the LINK steering group overseeing this work.

### 5. Timescale

2 September 2021	Deadline for tenders.
By 10 September	Consultant engaged.
By 17 September	First meeting with steering group to agree case studies
By 22 October	First draft of report to LINK steering group
By 29 October	Comments from LINK steering group collated and returned
By 12 November	Second draft of report to LINK steering group
By 19 November	Comments from LINK steering group collated and returned.
By 26 November	Final report (text) submitted.

LINK will aim to produce the final report with accompanying graphics and design features by 10<sup>th</sup> December. The report will be launched early January 2022, with early embargoed previews to key contacts beforehand. LINK advocacy staff will also communicate the findings of the report through articles, blogs and parliamentary briefings across early 2022.

## **6. Selection Criteria**

- A strong understanding of Scottish Government environmental policy from the past decade.
- Technical ability.
- Appropriate methodology.
- Relevant experience.
- Ability to meet deadline.
- Value for money.

## **7. Initial meeting**

Consultants are asked to be available for an initial client meeting on either 14 or 15 September to discuss details and access to complementary pieces of research from across the LINK network. The meeting will be conducted via Zoom.

## **8. Fees available**

The contract to be let has a total value of £3,500, including VAT.

## **9. Quotes**

Quotes should include for the research, preparation and drafting of the report. Please let us know if you intend to submit a quote.

Please submit quotes for this contract to Vhairi Tollan, LINK Advocacy Manager, by email at [vhairi@scotlink.org](mailto:vhairi@scotlink.org) to be received no later than **5pm, 2 September 2021**.

If you would like to discuss this project, please contact Vhairi by email.