



Measuring the immaterial impact of rewilding on people

Background

Rewilding Europe wants to make Europe a wilder place, with more space for wildlife and natural processes. We believe that wild nature should be valued and treated as an essential element of a prosperous and healthy society. It is our goal to see rewilding being practised at scale across Europe. Since its foundation, Rewilding Europe has played a pioneering role in the evolution of the European rewilding movement, which has never been as strong as today.

Rewilding Europe's strategy includes a strong human dimension. It is our objective to have rewilding lead to a broad range of benefits, including new prospects, social coherence, enhanced sense of identity and pride among local communities and society. Also, healthy nature contributes to people's health and well-being by mitigating the impacts of climate change, enhancing biodiversity and delivering essential services such as clean air and water.

Rewilding Europe invests in building relations, showcasing benefits and engagement.¹ Yet so far, we haven't been measuring the impact of all these efforts in a systematic way².

Goal

The goal of this assignment is to develop a tool(s) and/or methodology to measure the immaterial impact of rewilding on people. There is a strong desire to get more insights into the progress we make on people's attitudes and support towards wilder nature and wildlife comeback.

The tool(s) and/or methodology will be used for:

1. Gaining insights into how attitudes towards the rewilding vision and support for rewilding actions and impact over time and space are changing in the different rewilding landscapes
2. Providing evidence for the statement that rewilding benefits people (beyond financial aspects only)
3. Quantify the impact of rewilding on immaterial (non-economic) aspects – such as the 'S' and 'G' of ESG (social & governance aspects) – to monitor our progress, provide insights for points of improvement and enable reporting on impact to donors and investors

Deliverables

Party shall deliver initially:

- Options for indicators, tools and/or methodologies that will lead to meaningful measurements of (1) local people's support for rewilding, and (2) rewilding's impact on people's well-being – this includes an overview of existing tools, which could be further adjusted to our needs.
- The capacity needs and costs per option
- An approach for implementation

Based on these deliverables, Rewilding Europe will decide which option will serve the best way to develop indicator(s), tools and/or methodologies that are applicable to different landscapes and can be repeated over time.

This would lead to phase 2, developing the actual tool/methodology, preferably with the initial party. We will therefore also ask the party to deliver a proposal outlining the steps, timeline, and budget to develop the selected tool/methodology.

Criteria

The tool and/or methodology should be simple and meaningful, meaning:

- Applicable within all the rewilding landscapes
- Conducted easily (also offline) in the landscapes at least every two years (repeatable)
- Indicating trends over time among people living in the landscapes and key stakeholders of the rewilding landscape
- Deliver an unbiased outcome that provides insights into how rewilding is changing people's perspectives and support
- Accepted as a trustworthy tool and/or methodology by including already developed, tested and implemented methods or indicators for measuring non-material benefits (e.g. carried out by global reporting initiatives)

The work can be performed remotely and reporting will be to the Head of Communications of Rewilding Europe. Intensive involvement and interviews with key employees of Rewilding Europe are envisioned.

Qualifications & Expertise

Party brings the following qualifications and expertise:

- In-depth knowledge and experience in setting up and conducting social studies, preferably in an international context reflecting different cultures
- Track record in measuring social benefits or related
- Good understanding of rewilding and the European context

Proposal

Party is expected to develop a proposal with further input from Rewilding Europe. The proposal should include an overall description of the task, approach, deliverables, timeline, budget, overview of the experience of the party and team credentials. The deadline for the proposal is 1 June 2023. Ideally, the to-be-developed tool(s)/method(s) will be used starting in 2024.

Interest

Interest in developing the proposal should be indicated via email info@rewildingeurope.com before 10 April 2023. Online meetings for further information and discussions can be organised based on the shown interest, qualifications and expertise.