

Invitation to tender: Market research for the online platform: myEarth

Background

[MyEarth](#) (*Environmental Action for Resilience, Transformation and Health*) is a new online platform developed in partnership by Keep Northern Ireland Beautiful and Northern Ireland Environmental Link. The aim of the myEarth platform is to bring together all the work taking place across the environmental sector to provide opportunities to take action and access to environmental resources. There are currently 46 delivery partners using the platform to share their opportunities and resources. MyEarth has been live for one year, and in this time had had 10k active users in total, with just over 1200 registering for accounts. The main challenge myEarth is currently facing is getting users that visit the site to register and return to the site. Engagement with users has been unsuccessful to gather feedback organically.

Research aims and objectives

The research aims to understand how the public currently uses myEarth and identify barriers to engagement, to inform improvements that increase user interaction and registrations.

Objectives are to understand:

- Barriers to members of the public engaging with myEARTH (visiting site for the first time).
- User experience when on the site, including any barriers to registering/ visiting again.
- User experience in terms of engaging with action cards/ uploading data (for registered users).
- Changes users would welcome on the site.
- Clarity of understanding myEARTH's purpose and functionality as a visitor to the site.
- Promotional/communications tools users would find effective.

Timeline

| | |
|-----------------------------|-----------------------------------|
| ITT issued | Thursday 20 th April |
| Submission deadline | Monday 27 th April 9am |
| Supplier selection decision | Tuesday 28 th April |
| Research completion date | June 19 th 2026 |

Budget

The budget available for this research is £6000. Prices contained in the proposals must be in Pounds sterling and include all fees excluding VAT.

Submission requirements

- **Approach/methodology** - Provide an outline of the proposed methodology of how the research will take place and meet the objectives, including a timeline of delivery.
- **Budget** - Provide a full clear breakdown of all costs associated (exclusive of VAT) within the budget of £6000.
- **Relevant experience** - Detail any relevant experience in a max of 300 words.
- **Sustainable practices** – Include a statement summarising your sustainable practices and sustainability policy in a max of 250 words.

Please submit tender proposals in PDF format to alex.hall@keepnorthernirelandbeautiful.org titled '(YOUR COMPANY NAME – MyEarth market research)' by **9am 27th April 2026**.

Scoring criteria

Submissions will be assessed on the following:

- Approach/methodology/ timescale 40%
- Value for money 30%
- Experience 20%
- Sustainability 10%

Tenderers must not make assumptions that Keep Northern Ireland Beautiful has experience of their organisation or their service provision even if on a current or previous contract. Assessments will be based solely on the tender submissions received.

Contact information

If you have any questions or require further information, please contact Alex Hall at alex.hall@keepnorthernirelandbeautiful.org.