Project Specification

Tender details – the opportunity

Company name	Consciously Digital (trading as Consciously Digital Coach Training Ltd)
Company address	Kemp House, 152-160 City Road, London, United Kingdom, EC1V 2NX
Description of company activity/SIC code	74909, 82990
Objective of the proposed innovation project– this MUST involve activity that results in the development of or introduction to the market of a new product or service (max 300 words)	We are a global network of 90+ digital wellbeing coaches, who help individuals and organisations find a balance between their online and offline lives.

The topic of digital wellbeing/tech life balance has become especially relevant during the pandemic, as more people notice how the boundaries between work/life and online/offline get easily blurred. Being "always on" impacted their levels of stress, anxiety, and worsened mental health. The research shows it doesn't happen only in the UK, but all around the world.

We are looking for help to create methodology for an assessment tool that will be used by CD coaches to capture the state of digital wellbeing of an organisation or an individual as they start working with them, and be able to track progress as they keep working with clients.

This tool can also be later used as a standalone digital product available for anyone interested in a snapshot evaluation of the current state of their digital wellbeing.

Basically, we need help developing some kind of a standardised test (MBTI equivalent) that looks at digital wellbeing holistically. |
| Company's current situation – existing project team and innovation project development stage (max 400 words) | Consciously Digital has been operating for nearly 6 years now (incorporated under this name 2 years ago). We started as an educational institution providing courses in digital wellbeing and have evolved towards a network of coaches who work with individuals, parents, schools and companies on digital habits. |

	Consciously Digital constantly monitors the latest research in digital wellbeing and neuroscience and shares it with its network of collaborators/coaches. Throughout years of practice we have accumulated lots of theoretical, as well as practical knowledge, helping people change their digital habits.
	However, our coaches all have their separate ways of working with clients, which makes information sharing somewhat difficult.
	What we are looking to create is a simple and a practical standardised assessment tool that our coaches can use when they are starting to work with the client, and to track the progress as they keep working. This helps create transparency of the working process for the client, show effectiveness of digital wellbeing coaching, and also better share expertise within the network.
	So far we have conducted some surveys with our clients on their digital habits, and have some data that could be used to create a model. We are also happy to support our partners with our knowledge of existing research and practice.
Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)	There is plenty of research on digital wellbeing, showing how tech overuse and the lack of boundaries affects focus, productivity, sleep, relationships, physical health, stress levels etc.
	But how can we say that the person really has a good balance of using their digital tools? For example, can we say that if a person spends 8 hours on their screen, is their wellbeing is worse than the one who spends 6.5 hours? So far most measurement tools have been focused just on the screen time, but we believe that it is a very limiting approach, which is not confirmed by the research.
	It's much more important, what and how the person is doing when they are in front of the screen.
	For example, if a person spends lots of time switching between tasks online, we can almost certainly predict they will feel exhausted. If someone has their phone in the bedroom all the time, they are likely to have sleeping issues. If they don't take physical breaks, they are likely to have spine problems.

	How can we quantify this behaviour in a single model?
	We would like you to go with us through existing research, select a number of variables that we believe describe best different aspects of the person's digital experience, and helps us decide, which of these variables are most important for one's digital wellbeing.
	We do not expect it to be a perfect model, just something that looks at one's state of digital wellbeing holistically, beyond screen time.
	We are looking for a research partner who:
	1. Has significant understanding of the area of digital wellbeing and its different variables (we will support you with our knowledge, but it does help if you have studied it before) 2. Has significant experience in statistical analysis, and both quantitative and qualitative research. We'd like this someone to have experience in **factor analysis** specifically (we think that probably factor analysis would be the most relevant tool for this type of work, but are happy to hear your proposal). 3. Can help us develop a hypothesis/methodology, based on which we will create the tool, and understands that no model is perfect 4. Shares our ethics that technology can be a great tool as long as we are managing it right, and that humans are complex beings and we cannot reduce digital wellbeing to just 'screen time'
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	Digital wellbeing, wellbeing, digital habits, mental health, ICT, psychology

Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	Start date – ASAP as soon as funding is confirmed
	Timing: depends on how we decide to proceed. Currently there are two options that we could work with:
	1. We take our existing data that is based on questionnaires that we already created, see if you can make any conclusions about the relation between variables based on it, and derive a hypothesis based on it.
	Or:
	2. We create a brand new questionnaire from the scratch, and work together on deciding, which theories it should consider and why. Then we distribute the questionnaire among our old/new clients to get data, analyse it etc.
	We would like to hear your proposal in terms of what makes more sense in your opinion.
	The estimated timeline is:
	Pitch/Agreement/Funding: before 1st October 2021
	Initial hypothesis/tailoring questionnaire (or analysing existing data and changing questionnaire based on it): before 1st November
	Collecting data: Nov-Dec 2021
	Analysing data, refining results etc: Jan 2022
	Final assessment prototype ready by: 1 Feb 2022
	If relevant and needed: developing a digital tool/app for the project: Mar-Apr 2022
	We are aiming to have the project finished sooner where possible.
Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	Research phase – around 6-12K
	App development phase if relevant – 8-10K
Company Contact for further information	Dr Anastasia Dedyukhina
	info@consciously-digital.com

Required tender response date (min 20 working days from posting of advert)	9th September 2021

Responses are sought from organisations classified as Knowledge Bases, defined under the ERDF Definition of the Knowledge Base: Higher Education, Further Education and Research Entities which are: UK Public Sector Research Establishments, Research and Development Organisations, Research and Technology Organisations.

The Company is seeking a Knowledge Base partner to work with them to develop a project which, dependent on a successful Grant Application, will be supported by the KEEP+ ERDF project using one of the two types of intervention described below. Please also see KEEP+ website – www.keepplus.co.uk

In Stage 2, if the grant application to KEEP+ is successful, the Company requires the expertise of the Knowledge Base partner, to work with them to deliver the solution i.e. the project intervention supported by the KEEP+ grant.

Criteria for Decision making	Assessment criteria are as follows
	• Expertise fit 50%
	• Timing fit 25%
	• Suitability of proposed methodology 25%
Date for Contract Decision	Minimum of 20 working days from date of advertisement
Tender response templates	Please approach the company for the exact format of your response.

Further details for potential respondents

You are responding to a tender for an activity which is eligible for part funding by the European Regional Development Fund, specifically under the KEEP+ Programme.

The KEEP+ Programme aims to support SMEs to develop new products and services by fostering long term collaborative relationships between Knowledge Bases – Universities and research institutions – and SMEs who need expertise and support for innovation.

Please see KEEP+ website for further information www.keepplus.co.uk or contact the KEEP+ project team 0845 196 4207 julie.benabdeljelil@anglia.ac.uk or 0845 196 4985 kayleigh.parkes@anglia.ac.uk

KEEP+ provides maximum allowable grants for its specific types of intervention. Those intervention types and maximum grant levels are as follows;

- KEEP Knowledge Exchange Embed Partnership (typically 12 months' duration) - this intervention involves a graduate working on a mid- to long-term activity with the support of a specific academic staff member, the graduate is based within the beneficiary company - grant allowance 50% of eligible costs and £10,000 capital.

- KEEP Research and Innovation Collaboration (no fixed duration) this intervention involves an academic colleague working on a short- to long-term activity, they are based at the Knowledge Base but with regular face-to-face interaction with the beneficiary company - grant allowance 50% of eligible costs plus a strict maximum of £10,000 capital.

The following is a guide to the types of cost that you should expect to occur should your application be successful;

- KEEP Knowledge Exchange Embed Partnership (typically 12 months' duration) – project development, associate wage, academic wage, administrative support, training and travel (on the part of the knowledge base employees), minor equipment (please note there is a potential separate grant for major capital purchases), recruitment

- KEEP Research and Innovation Collaboration (no fixed duration) – project development, academic wage, administrative support, consumables (please note there is a potential separate grant for major capital purchases)