

8 February 2024

Dear

ATISN 20133 behavioural change research

Information requested

Thank you for your request which I received on 25 January 2024. You asked for:

Please give the total cost of the commissioned research with the Behavioural Insights Team and also Beaufort Research which focused upon evidence based behaviour change communications strategy in relation to achieving Net Zero.

Our response

The Welsh Government has spent £112,613 excluding VAT on evidence based behavioural research with the Behavioural Insight Team and Beaufort Research to inform the communications strategy detailed in this report: [The actions asked of the Welsh public in the Net Zero Wales plan: summary of research | GOV.WALES](#)

Next steps

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely