



Expressions of interest invited for voluntary roles on the PackUK Communications and Behaviour Change Advisory Group (CBCAG)

Contents

Summary.....	1-3
About the appointment.....	3
Person specification.....	3
Application and selection process.....	4
Additional information for candidates.....	4-6

1.Summary

Organisation – PackUK

Host Department – Department of Environment Food and Rural Affairs (DEFRA), (in partnership with the devolved governments of Northern Ireland, Scotland and Wales).

Equality and diversity – PackUK encourages applications from suitably qualified, talented individuals from all backgrounds and across the whole of the United Kingdom. We believe that this group can only be effective if it reflects the diversity of our society.

We collect data about applicants’ characteristics and backgrounds, including information about people’s educational and professional backgrounds, so that we can make sure we are attracting a broad range of suitably qualified people to these roles and that our selection processes are fair for everyone. Without this information, it makes it difficult to see if our outreach is working, if the application process is having an unfair impact on certain groups and whether changes are making a positive difference.

When you submit your application, your response will be collected by Defra who are the host department for PackUK on behalf of the devolved governments of Northern Ireland, Scotland and Wales. The data is used to produce management information about the diversity of applicants. You can select “prefer not to say” to any question you do not wish to answer. **The information you provide will not be seen by the Assessment Panel who review applications against the advertised criteria and make appointment recommendations to PackUK Executive Committee.**

Our Privacy Charter [here](#) sets out in more detail how we will use your personal data, and your rights. It is made under Articles 13 and/or 14 of the UK General Data Protection Regulation (GDPR).

Disability Confident – Defra is a member of the Government’s Disability Confident scheme and uses the Disability Confident scheme symbol, along with other like-minded organisations, to show its commitment to demonstrating good practice towards those who might be interested in applying for these voluntary roles, who have a disability. The scheme helps to recruit and retain disabled people.

When you apply you will have the opportunity to select if you would like your application considered under this scheme.

Reasonable adjustments – PackUK is committed to making reasonable adjustments to make sure applicants with disabilities, physical or mental health conditions, or other needs are not substantially disadvantaged when applying for roles such as these. This can include changing the recruitment process to enable people who wish to apply to do so.

When you apply you will have the opportunity to request reasonable adjustments to the application process.

Location – National

Sector – Resources and Waste

Skills - We are seeking resource management, communication and behaviour change professionals with experience of a variety of areas of expertise.

- The following skills are also essential:
- Strong communication and listening skills.
- Strong analytical skills
- Innovative thinker, able to support the decarbonisation of the packaging value chain
- Teamwork with the ability to work well and respectfully with people individually and in a group, especially where perspectives differ.
- Able to be reflective and open to self-evaluation.
- Discretion and respect for the confidential and sensitive nature of some aspects of the group’s work.

Number of vacancies – Up to 15 (maximum)

Time commitment - Hours spent will average up to one day a month (approximately)

Status of appointment – These roles are voluntary and advisory. You will not become a member of staff within PackUK. You will not be subject to the provisions of employment law.

Length of term - One, two or three years (to prevent the group renewing at the same time and to provide continuity) In most cases, the total time served in post will not exceed more than three terms, up to a maximum of nine years.

Application deadline – 24 March 2025

Timeline for this EOI process –

EOI competition opens – 17 February 2025

Application window closes – 24 March 2025

Sifting begins – week commencing 31 March 2025

Sifting completed – by 11 April 2025

Final decision – week commencing 28 April 2025

Results shared with applicants – by early May 2025

2. About the appointment

The PackUK Communications and Behaviour Change Advisory Group (CBCAG) will support the delivery of the Extended Producer Responsibility for Packaging (pEPR) Scheme. pEPR is part of an ambitious plan to reduce the amount of packaging that is difficult to recycle or cannot be recycled, by imposing a levy on producers and by using this levy to fund local authorities to deliver efficient and effective waste management solutions for packaging waste. It also aims to reduce the amount of packaging used, increase recycling rates overall, and incentivise more efficient and effective processes throughout the lifecycle of packaging waste management by encouraging widespread behavioural change across all four nations.

The CBCAG will play a crucial role in supporting these objectives by providing expert guidance and advice to the senior leadership team on effective communication and campaign planning to support the required business and public behavioural change required to deliver an effective pEPR scheme as proscribed by the regulations.

The CBCAG is not a decision-making forum, but a trusted source of knowledge and experience comprising members who will have a wealth of operational and policy expertise from a variety of both public and private sector organisations. Demonstrable experience in the sector will be invaluable to support the scheme to achieve success and have a major impact on environmental targets, contributing to the circular economy.

3. Person specification

Essential criteria – Members should have proven relevant experience in at least one of the following areas of expertise:

- Behavioural change
- Business change
- Marketing (B2B and/or consumer)
- Political outreach
- Community outreach
- Product labelling
- NGO campaigning
- Public information delivery

4. Application and selection process

How to apply – To apply for this post your CV and supporting statement should be returned to packuk.governance@defra.gov.uk by mid-day on 24 March 2025 marking the email as **CBCAG** in the subject field.

All candidates are also required to submit the following:

- Diversity Information and Conflicts of Interest form
- CV of no more than two sides of A4 outlining experience, any professional qualifications and employment history.
- A supporting statement demonstrating how you meet the essential criteria, providing specific examples (500 words maximum).

Overview of the application process – These appointments will be made on merit following a fair and open competition process. We will deal with your application as quickly as possible and will keep you informed at key stages. We aim to conclude the appointment process by the end of April 2025.

The Chair of the PackUK Executive Committee (ExCo) will be responsible for these appointments and will be consulted at every stage of the appointments process. To assist them in their decision making, an assessment panel for this voluntary role comprising subject matter experts will decide, objectively, which candidates meet the eligibility criteria for the role based on the CV and supporting statement submitted by candidates. **Please note that there will be no interviews.**

Sift panel – At the shortlisting meeting the assessment panel will assess applications, via a name blind sift, against the eligibility criteria and decide which candidates have best met the criteria and who should be recommended for one of the roles. PackUK ExCo will then be consulted on the panel's recommended shortlist.

When PackUK ExCo have agreed the list of recommended appointments, you will be advised (by e-mail). You will also be advised by email if you have not been successful or have been placed on a reserve list.

Confidentiality and security – All successful applicants will be required to sign a non-disclosure agreement before they are able to attend meetings of the CBCAG.

5. Additional information for candidates

Principles of public life – The [Seven Principles of Public Life](#) (also known as the Nolan Principles) apply to anyone who works as a public office-holder.

1. Selflessness

Holders of public office should act solely in terms of the public interest.

2. Integrity

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

3. Objectivity

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

4. Accountability

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

5. Openness

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

6. Honesty

Holders of public office should be truthful.

7. Leadership

Holders of public office should exhibit these principles in their own behaviour and treat others with respect. They should actively promote and robustly support the principles and challenge poor behaviour wherever it occurs.

Code of conduct – PackUK expects all holders of these volunteer roles to work to the highest personal and professional standards. Further information will be provided in the CBCAG terms of reference.

Management of outside interests and consideration of reputational issues – Holders of these roles will be expected to adhere and uphold the Seven Principles of Public Life. Before you apply you should consider carefully:

- any outside interests that you may have
- any possible reputational issues arising from your past actions or public statements that you have made;
- and/or - any political roles you hold or political campaigns you have supported;

which may call into question your ability to carry out the role that you are applying for.

Many conflicts of interest can be satisfactorily resolved. If you are shortlisted the panel will follow up any potential conflicts with you, including any proposals you may have to mitigate them. This will be noted in their advice to PackUK Executive Committee.

Details of declared political activity will be published when the appointment is announced (political activity is not a bar to appointment, but must be declared).

Appointment and tenure of office – Appointments are for the term set out in this advert, with the possibility of re-appointment for a further term, at the discretion of PackUK ExCo. There is no automatic presumption of reappointment; each case should be considered on its own merits, taking into account a number of factors including, but not restricted to, the diversity of the current group and its balance of skills and experience. In most cases, the total time served in post will not exceed more than three terms.

Remuneration – None, the roles are voluntary.

Pension and redundancy – None, the roles are voluntary.

Feedback – We will notify you of the status of your application.

Complaints – We aim to process all applications as quickly as possible and to treat all applicants with courtesy.

Please contact the PackUK governance team PackUK.governance@defra.gov.uk if you would like to make a complaint regarding your application. They will acknowledge your complaint upon receipt and respond within 15 working days.

Data protection – Defra and PackUK will use your data in line with its privacy policy. The Privacy Charter [here](#) sets out in more detail how we will use your personal data, and your rights. It is made under Articles 13 and/or 14 of the UK General Data Protection Regulation (GDPR).

Contact details – For a confidential discussion about the role to help you determine your suitability for application and/or to answer any questions you might have, please contact:

Phillippa Edmunds at PackUK.governance@defra.gov.uk