**WWF-UK Request for Proposal**

**WWF-UK research proposal – WWF Future Foods**

WWF-UK is currently looking for a consultancy to build on the [Future 50 Foods work](https://www.wwf.org.uk/updates/wwf-and-knorr-launch-future-50-foods) and develop a readily available and usable approach and/or tool for stakeholder across the supply chain to identify local sustainable crops – or WWF Future Foods. This project will support our sustainable production and consumption work – including the implementation of regenerative agricultural and agroecological approaches – and is a fantastic opportunity to contribute to a transition towards a nature positive, net-zero food systems.

**Background**

The way we produce and consume food is one of the main causes of climate change and the most significant driver of nature loss, behind almost 70% of biodiversity loss across the globe.[[1]](#footnote-2) Food systems are responsible for around 30% of global greenhouse gas emissions,[[2]](#footnote-3) and are driving deforestation and habitat loss, soil degradation, freshwater pollution and the destruction of marine wildlife. Currently 75 percent of the world’s food comes from just 12 plant and five animal species.[[3]](#footnote-4) Alongside our reliance on a small range of food, we have seen global meat consumption go up by 350% between 1961 and 2013 – projected to increase by another 50% by 2050.[[4]](#footnote-5) And although enough food is produced to feed the world, 1.2 billion tonnes of food are wasted on farms every year,[[5]](#footnote-6) and food what makes it past the farm gate is often not available or accessible to those experiencing hunger or malnutrition due to poverty, inequalities, and other factors.[[6]](#footnote-7)

We’re facing a triple challenge of ensuring food and nutrition security for a growing population while keeping global warming to 1.5°C and reversing nature loss.[[7]](#footnote-8)

Big problems require practical solutions. This is why WWF-UK and Knorr, in partnership with Dr Adam Drewnowski of the University of Washington, released [The Future 50 Foods](https://www.wwf.org.uk/sites/default/files/2019-02/Knorr_Future_50_Report_FINAL_Online.pdf) in 2019 – a list of 50 nutritious foods that are better for our health and for the planet. From naturally pest-resistant grains to vitamin-rich flowers and drought-defying roots, Future 50 Foods is a diverse collection of plants from around the world that can boost the nutritional value of our meals whilst reducing the environmental impact of our food supply. The report has helped bring change to the table, from [planet-friendly menus](https://www.sodexo.com/en/news/newsroom/2019/planet-friendly-menus-launch) in canteens to [recipes to try](https://www.knorr.com/ca/en/future-50/delicious-recipes-that-make-a-difference.html) at home.

We are now building on this work, developing a readily available and usable approach and/or tool for stakeholders to identify sustainable crops – or WWF Future Foods – that apply in their unique local settings. This will enable stakeholders to provide and purchase products, as well as develop dishes and food offers, putting Future Food at the front of people across food environments and at home.

**Main purpose and scope**

The original list of Future 50 Foods consists of 50 plants – vegetables (to increase intake of vitamins, minerals and antioxidants), plant protein (to replace animal protein), and nutrient-rich sources of carbohydrates (to promote agrobiodiversity and provide more nutrients).

The final list was developed by following the below steps and specified criteria:

1. Preparing a list of nutritious food

Using data from the Nutrient Rich Food Index and nutrient database, a list was developed focusing on 14 nutrients to encourage (protein, fiber, vitamin A, vitamin C, vitamin D, vitamin E, calcium, iron, potassium, folate, vitamin B1, vitamin B2, vitamin B12 and n-3 fatty acids).[[8]](#footnote-9) With support from local experts, this list was cross-checked with other credible sources of nutrient-rich local, indigenous, traditional or under-utilized foods before finalised.

1. Applying environmental filter

Using FAOSTAT and expert input, a protocol was used to define the criteria to evaluate the environmental impact of the long list foods, focusing on greenhouse gas emissions, land occupation (yield) and water footprint and scarcity. Biodiversity was considered qualitatively but not included in the decision-making process. Foods with unacceptable profiles was removed from the list to produce a list that was optimised for both nutritional quality and environmental impact.

1. Applying additional filters (social, affordability (purchase as well as cooking), supply-chain etc.)

A protocol was used to define the key criteria which was used to exclude foods from the secondary long list based on social unacceptability, cost and supply chain feasibility.

Building on this original research, the aim of this project is to prepare an approach/tool that helps identify local sustainable crops:

* Using current, best practice, scientific approaches to measuring the impact (cradle to grave) on the environment[[9]](#footnote-10)
* Using open-source/readily available data (i.e. there should be no cost associated with identifying local WWF Future Foods)
* Presenting this in an adaptable and user-friendly method to a wide audience (primarily food service, retail and civil society, secondarily consumers).

*Activities*

* To develop an adaptable approach, including:
  + scoping/identifying nutritional datasets available
  + developing protocol for the environmental filter and scoping/identifying environmental database for analysis
  + developing protocol for additional filter/s
* To test the approach in four local settings (USA, Brazil, France, China)

*Deliverables*

* Presentations of progress at regular project meetings
* A readily available and usable approach and/or a tool for stakeholders to identify WWF Future Foods that apply in their unique local settings. The deliverable should enable the user to:
  + Select country they are in and search for a sustainable ingredient list
  + Select commonly used products to replace (e.g. white rice) and get a list of sustainable alternatives for their geography
* Four lists of local WWF Future Foods from the test countries with accompanying swap lists from commonly used products to Future Foods
* A 5-10 page report summarising the project

*Audiences*

* Primary:
  + Business
    - Food service
    - Retail
  + Civil society
* Secondary
  + Consumers

*Outcomes*

* A ready-to use approach and/or tool for WWF to share with stakeholders to help increase the provision and consumption of local sustainable crops.

**The requirements of a consultancy**

In line with our procurement process, we require at least 3 supplier responses to the brief. A panel comprising members from across our Science, Policy (Consumption) and Food Systems Transformation teams will consider the responses and make a decision based on the following criteria, with approximate weightings shown:

* 25%: The organisation’s proposed approach
* 20%: Depth and breadth of expertise as evidenced by recent client work
* 20%: Values, partnership, inclusivity, sustainability – alignment with WWF
* 35%: Price – value for money

**Timelines and next steps**

* Date issued: w/c 24 April 2023
* Closing date: 10 May 2023
* Project start: 17 May 2023
* Delivery: end of June 2023
* Budget: £20,000 incl. VAT
* Commissioned by: WWF-UK, Living Planet Centre, Brewery Road, Woking, GU21 4LL
* Contact person: Sarah Halevy, Food Systems Sustainability Manager WWF-UK, [shalevy@wwf.org.uk](mailto:shalevy@wwf.org.uk)

*Proposal requirements*

In your response, you must be able to demonstrate and evidence:

* Understanding of the brief and propose options for the approach.  *Please outline possible time frames and requirements of us in a high-level project plan*
* Depth and breadth of expertise in this field in the charity /not for profit / NGO and commercial / private sectors. *Please include names of recent clients for who you have delivered similar work*
* A strong team that can provide responsive service – i.e., not key person dependent – continuous service available. *Please provide short biographies for all those who would be involved on the project*
* A strong alignment with WWF’s vision and mission with values that respect diversity, equality and inclusivity and evidence of partnership working.  *Please provide a short statement on this and how you evidence your values in your work*
* Value for money; competitive pricing for expertise.  We need fees to be clear and structured in a flexible way. *Please state day / hourly rates and price per project element, ideally with capped fees*
* Confidentiality and Data protection. *Please provide your confidentiality statement and GDPR principles*
* Diversity, Equality and Inclusivity (DE&I). *Please share your approach to DE&I and how you would approach the project in this respect*
* Please complete the Supplier Sustainable Procurement Questionnaire

Contracting with WWF-UK:

It is our requirement that an appointed external partner adopts our standards terms and conditions for engaging with us. These are included within the tender documents. Please confirm you are willing to accept these terms. Should you have any amends you wish to make, these will need to be discussed with the WWF-UK legal team.

WWF-UK asks all suppliers to comply with the Supplier Code of Conduct and WWF-UK 3rd Party Expenses Policy. Both documents are enclosed within the tender pack. Please confirm your acceptance of both.

All contracted suppliers are required to register on Panda Purchasing (WWF-UK’s PO and invoice system). Should you be successful in your bid, please confirm you will be willing to register on the system.

Thank you for expressing an interest in working with and supporting WWF-UK with this important piece of work. We look forward to receiving your response.

1. WWF, (2020), Living Planet Report 2020 - Bending the curve of biodiversity loss. Almond, R.E.A., Grooten M. and Petersen, T. (Eds). WWF, Gland, Switzerland. Available at: <https://wwfin.awsassets.panda.org/downloads/lpr_2020_full_report.pdf> [↑](#footnote-ref-2)
2. IPCC, Climate Change 2022: Mitigation of Climate Change. Available at: <https://www.ipcc.ch/report/ar6/wg3/> [↑](#footnote-ref-3)
3. <https://www.fao.org/3/y5609e/y5609e02.htm> [↑](#footnote-ref-4)
4. <https://ourworldindata.org/grapher/global-meat-projections-to-2050> [↑](#footnote-ref-5)
5. https://wwfint.awsassets.panda.org/downloads/wwf\_uk\_\_driven\_to\_waste\_\_\_the\_global\_impact\_of\_food\_loss\_and\_waste\_on\_farms.pdf [↑](#footnote-ref-6)
6. <https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(18)31788-4/fulltext> [↑](#footnote-ref-7)
7. Baldwin-Cantello, W. et al, (2023), The Triple Challenge: synergies, trade-offs and integrated responses for climate, biodiversity, and human wellbeing goals. In Climate Policy. Available at: <https://www.tandfonline.com/doi/epdf/10.1080/14693062.2023.2175637?needAccess=true&role=button> [↑](#footnote-ref-8)
8. Iodine and nutrients to discourage were not included. [↑](#footnote-ref-9)
9. Environmental indicators expected to include in this work are: greenhouse gas emissions, land use, water use, acidification, freshwater and marine eutrophication and biodiversity loss. [↑](#footnote-ref-10)