

# TRiFOCAL project

Ref: 2017/18 10 - Video production brief – ‘Small change, big difference’

## 1. Background

TRiFOCAL (Transforming City Food Habits for Life) is an EU Life-funded project led by Resource London (the partnership between WRAP and the London Waste and Recycling Board) and Groundwork London (Project code **LIFE15 GIE/UK/000867**). The project aims to achieve sustainable food systems in cities by combining and communicating three key messages:

- Preventing food waste in the home;
- Promoting healthy sustainable eating; and
- Recycling unavoidable food waste.

Between September 2017 and March 2019, TRiFOCAL will be delivering activity across London to raise awareness around the three target food behaviours. The aim is to encourage Londoners to stop wasting food, eat healthily and sustainably and recycle more inedible food waste. The goal is to reach people at different points in their day and across different parts of their life in order to prompt changes in behaviour at moments when they are most receptive.

To deliver this, we have packaged activity by audience as follows:

- Householders (consumers);
- Community groups (whether virtual or physical, by age, location or interest);
- Schools (primary, year 5); and
- Businesses (as large employers, as food businesses or via environmental health practitioners).

Each audience has a work package designed around it, to plan and deliver communications, engagement and training activities to help people across London tackle food behaviours and make changes in the way they plan, buy, prepare, eat, store and dispose of food.

## 1.1 The brief:

This brief is to create a series of short films to support the householders/consumers work package. The films produced will form part of our consumer campaign activity between October 2017 and March 2019 and will predominantly be used on social media. More detail follows in section 3.

## 2. How TRiFOCAL is communicating with householders

For the householder campaign, we are targeting two audience segments, which we have called:

- Aspirational Discoverers
- Spontaneous Creatives

Aspirational Discoverers are young, busy, passionate and interested in food. They are health-conscious and care about the big picture, but are big wasters of food due to their busy lifestyle.

Spontaneous Creatives are relatively comfortable, often with young children. They also have busy lives and are interested in food and cooking, but are time pressured and don't have time to plan ahead. They don't waste as much food as Aspirational Discoverers, but they still could do much better.

### 2.1 Core messaging & materials:

The householder campaign has been developed using a strapline of '**Small change, big difference**'. This is supported by a set of core messages (or 'asks') as follows:

Healthy sustainable eating	<ul style="list-style-type: none"><li>• '<b>Good for you is good for the planet</b> – beans, pulses, fruit and veg use less water and energy than most other foods – so go crazy!'</li><li>• '<b>Make your meat go further</b> – want to beef up your beef, or give your lamb some slam? Bulk your meat dishes out with beans, veg or lentils for another healthy source of protein. Winner, winner, chicken dinner.'</li></ul>
Food waste prevention	<ul style="list-style-type: none"><li>• '<b>Get canny with your cooking</b> – tinned and frozen fruit and veg are packed with vitamins and take AGES to go off. Try some in your cooking tonight. Can you cook it? Yes you can!'</li><li>• '<b>Use your loaf</b> – Londoners are taking a stand against the 3 million slices that get binned in our city every day – crumbs! Freeze it, toast it, make croutons with it. Join us and save dough in more than one way.'</li></ul>

Food waste recycling	<ul style="list-style-type: none"> <li>• <b>‘Recycling isn’t a strain</b> – recycling just 6 teabags creates enough energy to make another cuppa. Anyone for tea?’</li> <li>• <b>‘Recycling a peel</b> – peelings from just 6 potatoes can be turned into enough compost to grow a brand new potato! Laters, potatoes.’</li> </ul>
----------------------	--

Materials are being developed for out-of-home and digital marketing purposes using these six ‘asks’.

## 2.2 Localised (borough-specific) activity:

The **‘Small change, big difference’** campaign activity is being delivered on the ground using the core materials and messages outlined above, but additional locally tailored activities are also being delivered in nine London boroughs during the next year and a half. The first wave of activity is happening in October and November, in Hackney, Merton and Lambeth.

The campaign concepts that each borough is working up into detailed engagement activity are:

- **‘Grand Panel’** – built on the idea that the older generation have a lot of food wisdom which has been lost to younger generations. Cooking skills, using up leftovers, storage tips and general food ‘know-how’ will be passed between the generations either through events, digital communications or other means to increase awareness and skills amongst our (young, busy and socially active) target audience.
- **‘Raw food art’** – based on the ‘good for you is good for the planet’ message. Local residents, artists and photographers are asked to create and submit beautiful images of raw fruit and veg, including potentially their food waste (peelings etc.), which will then be displayed or used in digital marketing campaigns in the borough to promote healthy eating messages.
- **‘Nibbl’** – a concept built on the insight that single people and people living in flat shares waste more food than other groups. Events are designed around the idea of people ‘pooling’ their food, which might otherwise go off or be wasted, to create shared eating experiences and learn new ways of cooking food which involves free-styling with a combination of different ingredients.

## 2.3 Merton, Lambeth and the ‘Grand Panel’:

Both Merton and Lambeth are pursuing the ‘Grand Panel’ idea, which not only provides some great skill-sharing opportunities but has the benefit of bringing different generations together, combatting loneliness, and sharing cultural differences to support diversity and inclusion agendas in the boroughs. In both instances, the council

teams have decided to achieve this through creating films involving cooking, food recycling and waste prevention tips – preferably with actual local residents.

These films will then be used in different ways by each borough. See section 3 below for more detail.

### 3. The brief

#### 3.1 Merton's requirement:

Merton are recruiting volunteers from the local older generation to be filmed talking about and demonstrating their food tips at one Merton-based location – preferably a community centre with a good kitchen. Merton already have a kitchen located for the filming, this has been secured free of charge.

The filming should take place over one or two days, to be completed mid October 2017. The edit and production will need to be completed by **06 November 2017**.

Merton's video output will be shared on their website and our own campaign website (currently under construction), as well as organically on the council's social media platforms, through our own campaign social channels (primarily Instagram) and on related campaign channels such as those run by Love Food Hate Waste and Recycle for London. Paid digital advertising on social channels will also significantly boost visibility and reach. The video output will also be shared with local community groups, the groups' relevancy will be a. Healthy & Sustainable eating or b. food waste recycling or c. food waste reduction.

The videos should include food tip demonstrations, with little or no verbal instruction.

For Merton, we are inviting quotes for the production of:

- 1 x 10 minute video, a compilation of volunteers' food tips with voiceover
- 3 x 1 minute video of volunteers' food tips with voiceover
- 10 x short videos of approx. 10 seconds of volunteers' food tips with music or voiceover (t.b.c.)

#### 3.2 Lambeth's requirement:

Lambeth have put a call out for members of both the older and younger generations in the borough to participate in the 'Grand Panel' videos.

Lambeth's objectives are similar to Merton's, with an added emphasis on the relationship between older and younger participants, in support of their agenda to combat loneliness and tackle inter-generational issues in the borough. They also have

a focus on obesity and healthy diets, so will want to focus on healthier recipes and food tips.

Their videos will be shared on a combination of social media channels (both council and our own campaign channels), including paid and geo-targeted activity, as well as Sky AdSmart, YouTube and potentially local independent cinema advertising.

The filming should take place over one or two days, to be completed mid October 2017. The edit and production will need to be completed by **24 October 2017**.

For Lambeth, we are inviting quotes for the production of:

- 1 x 5 minute video – in the format of a cookery show where a young person and old person cook together
- 3 x 30 second videos – to be used on SkyAdsmart and YouTube
- 7 x short videos of approx. 10 seconds to be used on social media

Lambeth will also need a selection of still photographs taken for a recipe book they are creating, which will sit alongside the films. The photographs will need to be completed by **24 October 2017**.

### **3.3 Content development:**

The content of these videos will ideally be based on the key ‘asks’ outlined above in section 2.1, and the current assumption is that participants/volunteers will be selected partly on the basis of their contributions and content suggestions.

However participants are also likely to bring along their own ideas and advice which will need to be worked with on the day and turned into relevant content. As long as their tips and recipes support the messages of healthy sustainable eating, consumer food waste prevention and food waste recycling from the home, we are happy to explore ideas with participants.

A member of the TRiFOCAL campaign team will be present at the shoot to help this process and agree content that is spontaneously generated on the day.

### **3.4 Casting and participant management:**

Our working assumption is that recruitment and casting of participants will be carried out by the borough teams, with input from the TRiFOCAL team. However some oversight and casting advice/input may be required from the production team should we struggle with finding appropriate participants.

### 3.5 Production management & sign-off process:

All production management should be handled by the appointed production team. The borough and TRIFOCAL team will however need to sign off:

- Overall look and feel for the final films
- Selection and set-ups of each tip/recipe etc.
- Scripts
- Venue selection
- Edits and final versions of each film
- Still Photographs

Production – various formats to suit the target distribution.

## 4. Your response

Please respond with:

- a quotation including VAT, which covers different stages of pre- and post-production as follows:
  - venue location (in collaboration with borough representatives), recce and booking
  - storyboarding, script development and participant liaison in the lead-up to the shoot
  - production management of all aspects of the shoot
  - post-production, including providing one rough edit plus a final edit for approval of each film
- a suggested (outline) approach to scripting, production and editing
- initial suggestions for what would be required of a filming location – including an assessment of whether residents' homes will be suitable/possible (for Lambeth)
- a timeline for producing the required film content
- a brief description of the delivery team, including relevant skills and experience
- links to other videos produced for direct to consumer and, in particular, digital marketing campaigns

Please respond by email to [info@resourcelondon.org](mailto:info@resourcelondon.org) by 12pm on Wednesday 27 September.

For questions about the brief please email Violetta Lynch at [violetta.lynch@resourcelondon.org](mailto:violetta.lynch@resourcelondon.org) or ring her on **020 7960 3667**/mob **07879 117 477**

## 5. Evaluating the Response

Responses will be evaluated as follows:

Evaluation Criteria	Weighting
Price	20%
Understanding of the project objectives and requirements; an approach and timeline that will deliver	25%
Outline proposal for the filming including details of script development, production management and post production	30%
Experience of allocated personnel, their skills and technical capability	15%

Responses will be evaluated based on written submissions.

## 6. Our Timetable

Steps	Responsible	Deadline
Brief sent out	LWARB	Wed 13 September
Responses to brief received	Bidders	12pm Wed 27 September
Contractor appointed (subject to contract)	LWARB	COP Fri 29 September
Contractor inception meetings with boroughs	Contractor/Boroughs	w/c Mon 2 October
Borough liaison, planning and production management	Contractor	October
Filming, photography and post production	Contractor	October
Final videos and retouched photos delivered to Lambeth Council	Contractor	COP Tue 24 October
Final videos delivered to Merton Council	Contractor	Mon 6 November

## 7. Budget & contract

Total budget available is £20,000 including VAT and any expenses

The contract will be let by the London Waste & Recycling Board, as the contracting organisation, but as mentioned above there are a number of clients who will need to collaborate on this project.

In issuing this invitation to bid, LWARB is not bound to accept the lowest or any bid and reserves the right to accept the whole or any specified part of the bid unless the bidder expressly stipulates otherwise.

LWARB will not enter into discussion with non-selected potential suppliers, or justify its decision. Potential suppliers are deemed to have accepted these conditions by the act of submitting their quote. The selected preferred supplier cannot assume they have been granted the contract until a formal contract is signed.

Unless otherwise stipulated by the bidder, bids shall remain valid for 30 days from the closing date for receipt of tenders.