# Eating for Net Zero – modelling nutritionally optimal sustainable diets

## Introduction

Numerous scientific studies recommend action on diets as an essential part of any pathway to net zero, restoring nature and improving public health outcomes. In 2020, the UK Government introduced a 2050 Net Zero climate emissions targeti, along with Environment Bill commitments to protect biodiversityii and eliminate deforestation from commodity supply-chainsiii. However, sustainable diets remain largely absent from this agenda.

The Committee on Climate Change (CCC) has issued recommendations for a conservative 20% reduction in meat consumption by 2030, increasing to 50% by 2050, based on land use and climate change considerations, and contingent on the rapid decarbonisation of other sectors including construction and transportiv. The UK Government has made it clear that they plan on meeting their reduction target through investment in new green technologies and innovation and will not follow each of the Climate Change Committee’s specific policy recommendations, including dietary shift.

Given the unique nature of diets across the world, which are informed by what is locally available, affordable, culturally relevant and in line with preferences, we believe global ideas must be translated to national realities.

The principal aim of *Eating for Net Zero* is to demonstrate to policymakers how dietary shift can play a meaningful role in achieving Net Zero in the UK, and to build the case for why it should feature as part of the Government’s Net Zero Strategy.

WWF-UK has been at the forefront of research and advocacy on sustainable diets. *Eating for Net Zero* will build on our two flagship pieces of work: Livewell (2011 and 2017) and Planet-Based Diets (2020) – the latter in partnership with other WWF Network offices.

## Livewell

The original Livewell project started in 2010 as a response to scientific evidence that demonstrated the need to take a systemic approach if the food system is to be sustainable. WWF-UK commissioned the Rowlett Institute to ascertain if it was possible to create sustainable dietary guidelines that would result in a reduction in carbon emissions in line with the UK Government’s climate change goals. The result was *Livewell: a balance of healthy, sustainable food choices* (2011) which was peer reviewed and endorsed by the British Dietetic Association. The report presented a Livewell Plate that met dietary recommendations and the 2020 target of a 25% reduction in greenhouse gas emissions.

The Livewell project was subsequently followed by LiveWell for LIFE, an EU-funded project led by WWF and Friends of Europe. LiveWell for LIFE set four conditions to test the viability of LiveWell Plates developed for France, Spain and Sweden. These were: reducing climate impacts, reducing health impacts, conforming to national food preferences and affordability.

In 2017, WWF-UK released *Eating for 2 degrees - new and updated Livewell Plates* (2017) now looking at what we need to eat by 2030 to meet our Paris Agreement commitments. In addition to introducing land use and water footprint as well as greenhouse gas emissions, the report featured dietary plates for adolescents (11-18), elderly (65+) and vegans, as well as adults (19-64).

## Purpose and scope

The purpose of this research is to create and communicate two dietary scenarios (Net Zero by 2030 and Net Positive by 2050[[1]](#footnote-1)) to inform advocacy efforts toward UK policymakers around how adoption of healthier, more sustainable diets can contribute to the Net Zero transition in the UK.

The objectives of this research are:

1. To revisit and update the Livewell Plates for the UK for 2030 and 2050
2. To include additional agreed environmental metrics[[2]](#footnote-2)
3. To create additional plates for children based on specific dietary needs (1.5-3 yrs and 4-10 yrs) as well as updating the plates for adolescents, adults, and the elderly
4. To calculate the cost for different income groups
5. To compare updated Livewell plates to:
   1. Current consumption
   2. Eatwell Guide recommendations
6. To analyse the strengths and weaknesses of the original Livewell work, and how *Eating for Net Zero* is improved/builds on this

The following deliverables should be provided in addition to the main report:

* Supply of data that allows for the development of an interactive tool facilitating full flexibility within the range of the two scenarios
* A short accompanying report detailing key methodology, assumptions, constraints etc. This can optionally include a discussion of strategies for addressing these issues

Submission of Proposal

Proposals should include:

* Relevant background of the supplier/consultant(s) involved, CVs of consultants    
  who will participate in the project
* Cost estimate for the project to include the daily rate, the number of days/breakdown of cost by task/milestone. Please also include any applicable charity discounts you may offer.
* Detailed timeline for delivery by December 2021
* A brief overview of your organisations environmental and social activities

The proposal should be no longer than 5 or 6 sides (plus CVs of participating consultants/suppliers).

Proposals will be assessed using a selection of criteria, likely including fit to brief, previous experience of consultancy, how quickly the work can be completed, value for money, credible proposed methodology.

**Closing date to submit proposals:** 13th August 2021

**Delivery of draft report with modelled diets (addressing objectives 1-3):** October 2021

**Delivery of final report**: December 2021

**Guidance on budget available**: £40,000 (including VAT)

**Date:** 29/7/2021

**Commissioned by:**WWF-UK, Living Planet Centre, Brewery Road, Woking, GU21 4LL

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1. For the purposes of this research Net Positive is interpreted as a diet which drives carbon sequestration and biodiversity gain. [↑](#footnote-ref-1)
2. To come from the Oxford Martin HESTIA project. [↑](#footnote-ref-2)