

## Pan-London food campaign

*Campaign creative strategy and delivery – invitation to tender*

ReLondon ref: 2022-23/08

This is an invitation to submit a proposal to ReLondon and its partners to develop campaign strategy, creative and production for the new pan-London food campaign from November 2022 to the end of March 2024.

The campaign objectives are to reduce the consumption-based emissions associated with our in-home food behaviours and to increase sustainable diets. We hope to appoint a single agency that is 'media neutral' to help us influence the attitudes and behaviours of Londoners to reduce household food waste and increase plant-based diets across the capital.

The work will be awarded as a fixed-term, fixed cost project subject to ReLondon's standard terms and conditions (available on request).

### 1. Introduction to ReLondon

[ReLondon](#) is the operating name of the London Waste and Recycling Board (LWARB) that was established in 2008 under the GLA Act. ReLondon is a partnership of the Mayor of London and the London boroughs to improve waste and resource management and transform the city into a leading low carbon circular economy. Our mission is to revolutionise our relationship with stuff, helping London waste less and reuse, repair, share and recycle more.

We work with the Mayor and with boroughs, with businesses and citizens to help London waste less and reuse, repair, share and recycle more, making the city a global leader in sustainable ways to live, work and prosper.

### 2. Background to the campaign

This is a new pan-London behavioural campaign, managed by ReLondon but with the input and support of the majority of London's boroughs and waste disposal authorities. It has been prompted by work both by ReLondon via the Food Flagship Initiative and by London's boroughs, via the One World Living programme, to identify the waste and carbon hotspots associated with London's food.

ReLondon's material flow analysis, '[London's food footprint](#)', published in November 2021, identified that households remain the largest source of food waste in the capital, and that reducing householders' food waste would have a significant positive impact on

carbon emissions in (and beyond) the capital; and also that reducing meat and dairy in Londoners' diets could substantially reduce the carbon impact of our food consumption in the city.

ReLondon has therefore been asked to design and deliver a pan-London awareness-raising campaign to inform and empower individuals to reduce their personal food footprint. The campaign would use inspiring messages and practical advice to build on the success of past campaigns such as TRiFOCAL (the '[Small Change, Big Difference](#)' campaign) and existing campaigns such as [Food Wave](#).

It is intended to be a citizen-facing campaign, primarily above-the-line, using digital and social media, outdoor advertising, audio (Spotify, podcasts etc.) and other more innovative media channels. More direct engagement via workshops, events and community outreach may follow later, but is currently not in scope for this brief. Please indicate in your response if you would be interested in working with us or boroughs and waste authorities directly on future outreach and engagement activity associated with the campaign.

## 2.1 Partners and funding:

The food campaign will sit alongside other ReLondon behavioural change campaigns such as [Love Not Landfill](#) and [London Recycles](#) – but is crowd-funded primarily via London boroughs and a number of waste disposal authorities (full list at Appendix A); alongside the Ellen MacArthur Foundation and the GLA. There is scope for seeking private sector funding to grow and extend the campaign in future.

London's boroughs and the Mayor of London have made public commitments to tackle food waste and diets through this household communications campaign, and ReLondon will provide campaign direction, development and management until end March 2024.

## 3. Objectives of the campaign

The desired campaign outcome is to help Londoners reduce the carbon impact of their household food consumption, focusing on:

- Reducing household food waste
- Shifting households to a more plant-based diet

The balance of messaging may be more on one of these topics than another, depending on appetite from stakeholders. This will be discussed and resolved in partnership with those stakeholders as the campaign develops.

It will achieve these outcomes by:

- Increasing awareness of the relationship between food and climate

- Increasing motivation to reduce household waste and eat more plant-based meals
- Increasing understanding of how to reduce both household costs and impact on the climate through changed food behaviours at home
- Providing simple, targeted tips and hints to Londoners about how to reduce food waste and change diets
- Creating assets for boroughs and waste disposal authorities to use with residents in their own direct engagement activity

While the ultimate goal of the campaign is to change people's food behaviours at home, it is primarily an awareness-raising campaign to help Londoners draw the link between food and climate, and understand how their food behaviours can both reduce their climate impact and save them money at home.

Evaluation will therefore focus on whether people have seen, understood and believed the messaging, with a secondary emphasis on changed behaviours (depending on the scale of any future outreach and engagement activity).

## 4. Progress to date

- A project board has met and a working group been created with borough and waste disposal authority representatives, to steer the campaign.
- An initial insights phase has been commissioned to identify levers, messages and channels for prompting behaviour change against the two key objectives.
- An audience has been defined as 21-44 year olds and families with young children and teenagers living at home.
- A campaign manager is currently being recruited to deliver the campaign.

## 5. The brief

This invitation to tender is for development of the new campaign, including creative strategy, design and production with some liaison with the appointed media agency. Insights data is not available during the tender process, but will be available by late October and briefed to the successful contractor. We are looking for evidence of capability to effectively use insights data to inform the strategic and creative elements of the campaign.

### 5.1 Target audience:

Residents living in the target boroughs total c.6.5 million based on current GLA population modelling for 2022. While we will be targeting younger residents and families as a substantial proportion of this, we may reach wider demographics beyond our primary audience through out-of-home advertising in particular.

We already know that 18-34 year olds make up a significant percentage of our highest food-wasting segments, but so too do 35-54 year olds. Those with children at home are also amongst the higher food wasters. We would like to focus on those with control over longer term food habits at home, so our target audience is likely to be 21-44 year olds and those with children (under 11 years old) at home.

## 5.2 Campaign requirements

The campaign is to be delivered over a 2-year period, ending in March 2024. The planning phase will start immediately on appointment with a full briefing on progress to date and the results of the insights. Our goal is a January 2023 campaign 'launch'.

While the campaign may create a wide range of assets on both main topics (food waste and sustainable diets), some boroughs and waste authorities may prefer to focus on one set of messages, so the campaign must work on several levels, including potentially:

- Regional – awareness-raising activity across the capital, including outer as well as inner London boroughs (the 23 who are providing funding and support);
- Sub-regional – awareness-raising and engagement activity across clusters of boroughs (waste authorities);
- Localised – targeted activity tailored to residents of one or more London boroughs.

## 5.3 Channels/media

The campaign will launch in January 2023. Media bursts will continue throughout 2023 and into early 2024, with post-campaign evaluation taking place March-April 2024.

We would like to hear recommendations on channel mix, but they are likely to include:

- Digital advertising via social media channels most likely to work with these audiences (Instagram, Facebook, TikTok and YouTube)
- Audio (Spotify, podcasts and local radio) advertising
- Out-of-home adverts – depending on budgets and media availability, including TfL network (buses, tubes etc.) plus owned or price-capped media channels via boroughs (e.g. JCDecaux sites; libraries, community spaces, leisure centres etc.)
- Promotion via food supply chain partners through their owned channels

We are looking for a fresh approach to attract the attention of busy Londoners, and options around unbranded and partnership content should also be considered, including partnerships with content producers of various kinds, in order to achieve organic as well as paid reach and engagement; as well as food retailers and brands who can connect directly with their customers using our messages. If you have recommendations on those, we would also like to hear them (although approaching and securing partnerships is NOT part of this brief or required within the budget)

We welcome proposals that include a range of approaches beyond standard advertising channels. Please note however that this tender is for creative strategy,

planning, design and production ONLY. Media buying will be subject to a separate procurement.

## 5.4 Campaign KPIs and evaluation

An evaluation baseline for the campaign will be set pre-Christmas 2022, to monitor reach, understanding, changes in beliefs and attitudes around food and claimed behaviours. The appointed contractor will provide input to the evaluation approach and survey design to ensure that we are effectively measuring the impact of the campaign as designed.

## 6. Your proposal

Please provide a proposal showing how you would achieve the objectives outlined above. Please **do not be constrained** by our proposed methodology: if you feel there are better ways of achieving our objectives, we would like to see those ideas.

Your response should be no more than 8 x A4 sides and should include:

- Your suggested approach to the campaign (please note – no worked-up creatives are required at this stage)
- A cost breakdown showing hours and deliverables (incl. VAT)
- A project timeline showing how you will meet the deadlines outlined below
- The team being put forward for the project, detailing their experience to be able to deliver the work (this can be in an appendix over and above the 8 pages)
- Any relevant case studies showing previous work on translating behavioural insights into an effective communications and/or behaviour change campaign (these can also be in an appendix)

## 7. Deliverables

The following specific deliverables should be included in your quote:

- a. Attendance at an in-person inception meeting, including a briefing workshop to discuss and agree the detailed requirements of the project;
- b. Regular virtual and/or in-person update meetings with the ReLondon campaign manager and working group;
- c. All planning and delivery of activity outlined above;
- d. A timeline with key dates leading to the launch date(s) agreed in liaison with the campaign manager, media agency and working group;
- e. All content artworked and ready to hand over to the media agency for both online and out of home advertising; and all artwork to ReLondon as editable files;
- f. Presentations to the project board of up to an hour, including Q&A, of (a)

- draft creatives and (b) final creatives and plan (slide decks to be provided to the project team afterwards);
- g. Attendance at project board meetings at other key moments as identified and agreed with the campaign manager.

## 8. Budget

The budget allocation for this activity is £70,000 plus VAT.

## 9. Timetable

The timetable below shows not just the procurement timeline but also the current draft campaign delivery timeline. It is essential that campaign activity is live in boroughs before the end of January 2023 (and preferably by mid-January).

Steps	Deadline
Brief sent out by ReLondon	Monday 12 <sup>th</sup> September 2022
Questions relating to the brief received	Wednesday 21 <sup>st</sup> September 2022
Questions relating to the brief answered	Wednesday 28 <sup>th</sup> September 2022
<b>SUBMISSION DEADLINE</b>	<b>Wednesday 5<sup>th</sup> October – 5pm</b>
Work commissioned & inception meeting scheduled	w/c Monday 10 <sup>th</sup> October 2022
Creative work undertaken	Oct-Nov 2022
Proposed creatives shared with ReLondon and project board for consultation and sign-off	Early December 2022
<b>Campaign go-live</b>	<b>Mid-January 2023</b>

## 10. Contract requirements and scoring

ReLondon must be satisfied that each potential contractor has the appropriate capabilities and resources available to undertake the work to our requirements and provide the necessary services. The process we use to select contractors is a competitive one. Your tender submission will be evaluated by the following criteria.

Evaluation criteria	Weighting
Price <sup>1</sup>	20%

<sup>1</sup> This will be assessed by deviation from the lowest compliant tender

Demonstrated understanding of campaign objectives and ability to deliver the brief	20%
Creativity and relevance of ideas suggested in response	35%
Experience of agency, as well as allocated personnel, their skills and technical capability (including case studies)	25%

## II. Submissions

For questions about the brief please email [rebecca.child@relondon.gov.uk](mailto:rebecca.child@relondon.gov.uk) by 4pm on Wednesday 21<sup>st</sup> September.

Please submit your responses to [tenders@relondon.gov.uk](mailto:tenders@relondon.gov.uk) by 5pm on Wednesday 5<sup>th</sup> October 2022.

## 12. Acceptance of bids

In issuing this invitation to bid, ReLondon 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.

ReLondon 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.

## 13. Contract

The contract will be formally let by the London Waste and Recycling Board, operating as ReLondon, and ReLondon's standard terms and conditions will apply (available on request).

All fees shall be inclusive of any travel and subsistence incurred to locations in Greater London.

It is the responsibility of the Contractor to ensure all necessary permissions have been granted and all necessary licences obtained relating to any information gathered or any results of this Project to be published and distributed. This will include all knowledge, data, information, design and artwork in any format and any media.

# ReLondon

The Contractor shall gain the copyright for ReLondon to publish any such photographs, illustrations, or other material where such material is obtained by, but not produced by the Contractor as part of this project. The Contractor must send evidence of permissions gained if requested by ReLondon.



# Appendix A – Campaign Partners

Greater London Authority  
Ellen MacArthur Foundation  
East London Waste Authority  
North London Waste Authority  
West London Waste Authority  
Barking and Dagenham  
Barnet  
Bexley  
Camden  
City of London  
Ealing  
Enfield  
Greenwich  
Hackney  
Hammersmith and Fulham  
Haringey  
Harrow  
Havering  
Hounslow  
Islington  
Lambeth  
Lewisham  
Newham  
Redbridge  
Southwark  
Tower Hamlets  
Waltham Forest  
Westminster