Expression of interest

**Evaluation of Plant+ by Finer Diner campaign**

**Project overview**

This is a review of a campaign finishing in June 2022. WWF and Sodexo UK&I launched a new pilot of [Finer Diner](https://www.wwf.org.uk/finerdiner)[[1]](#footnote-2) at the start of 2022. Previously focussing on universities, the success led to a desire to create a self-delivered, school-focused concept, encouraging pupils, catering teams, and teaching staff within secondary schools catered by Sodexo, to engage more with plant-based eating. As a result, Plant+ by Finer Diner was created and launched in 15 secondary schools across England, focusing on putting plant-based variations on students’ favourite, familiar dishes, whilst communicating and educating on the environmental benefits – within a secondary school environment – of eating more plant-based meals.

The project has the following aims:

* Raise the awareness of the impact of diets on "People and Planet" of secondary school students and staff (teachers and catering managers) through the promotion of the environmental benefits of eating more plant-based meals
* Empower students and staff to eat a more plant-based diet for the benefit of themselves and the planet and inspire them to take an active role as citizens in a shift towards more plant-based diets through a pledge-based approach
* Increase the number of plant-based meals provided in school meal offer

WWF and Sodexo have been working with Cracked a creative consultants, to develop the pilot campaign, to create a range of recipes for Plant+ toolkits for target audiences (student ambassadors, teachers and catering), pledge tree for student to pledge, carrot measure for dish counts, educational activity resources for key stages 3,4 & 5 and communication materials. We are now seeking consultant(s) that can run an overall review of the pilot campaign and help us to identify possible next steps.

**Scope**

The purpose of the evaluation is to review the success of the pilot campaign *Plant+ by Finer* Diner, with a focus on the implementation of the project across the participating schools and identifying potential next steps. The evaluation will cover the full project implementation period, from January 2021 until its expected finalisation in June 2022. The results of the evaluation will be used by WWF and Sodexo to determine and develop the next phase of this project.

**Objectives**

The evaluation will seek to report on the success/effectiveness of the pilot in achieving its objectives, its sustainability, and the relevance of the project to the priorities and needs of the various stakeholders involved. Some of the key questions that the evaluation seeks to answer include:

*Effectiveness*

1. To what extent were the objectives of the project achieved?
2. To what extent were the partners (WWF and Sodexo) and main stakeholders (student ambassadors, teachers, catering) involved and does this need to change?
3. To what extent was the data collected enough to determine success?
4. What were the challenges or obstacles to achieving the expected results?
5. What has prevented the pilot to achieve the desired result?
6. Were there any alternatives to achieve the same results? If yes, which ones?

*Relevance*

1. To what extent did the pilot respond to the partners (WWF, Sodexo, schools) priorities and needs?
2. How do the results compare with an alternative intervention to achieve the same objectives (e.g., has there been something similar out there)?
3. How did the communication messages relate to students?
4. How much impact did the visuals have on the goals of the pilot? For WWF’s goals?
5. To what extent are the pilot results still valid? How can the project be replicated in other schools or sectors (e.g., corporate offices)? In another region (e.g., US, France)?

*Sustainability*

1. Could the pilot be further sustained in its current form?
2. How are the stakeholders engagement likely to continue, be scaled up, replicated or institutionalized after funding ceases? In case, how will the capacity built to ensure that institutions will take over and sustain the benefits?
3. What were the major factors which influence the achievement or nonachievement of sustainability of the project?

**Methodology**

The evaluation will be carried out based on a review of relevant literature on the objectives of the pilot and project documentation, as well as interviews and workshops targeting project partners, internal stakeholders and primary target audience. (More details to follow in the Terms of Reference)

Key deliverables

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| **Deliverable** | **Description** |
| **1. Project management** | An initial (virtual) inception meeting will be held to agree details of the project, practical considerations such as timelines, project milestones and communication. Communication with WWF will be regular and include email, Zoom, and telephone communications as required. |
| **2. Desk research** | Desk research of project documents, outputs and relevant projects, supplied by WWF and creative agency. |
| **3. Interviews and workshop(s)** | Organising and conducting interviews and workshop(s) with relevant stakeholders via WWF and Sodexo. |
| **4. Final report** | Final analysis to be delivered as a report (10-15 pages) and a slide deck highlighting outcomes, learnings, insights and recommendations for next steps. |

**Timeline**

Start date of consultancy: 1/07/2022

End date of consultancy: 31/08/2022\*

\*These are initial timelines, we will work with the successful consultant to establish the exact timeframe to assess what is realistic.

**Budget**

£20,000 (including VAT)

**Proposals and consultant selection**

Proposals should be maximum 5 pages in length and include:

* Your approach and proposed method to address the Project Objectives and Outputs.
* A project plan detailing proposed scope and timeframes for deliverables.
* Details of relevant experience.
* A fee proposal including total days and day rates for each member of staff who will work on the project, and any non-staff/travel/ancillary costs, including any applicable charity discounts
* Names and CVs of all staff who will work on the project, and proposed roles (can be beyond the 5 pages).
* Indication of acceptance of WWF-UK’s standard terms and conditions (available on request), or submission of your own for review by our legal team.

Interested parties should send their letter of intent with the relevant documents as detailed above to the contact below by email not later than **June 24, 2022, at 23.00 GMT**. Applications received after that will not be considered.

WWF will consider proposals and appoint the successful third party through a mix of qualitative and quantitative assessment, to include:

* Quality of the submission and adherence to the brief
* Relevant organisational experience, expertise and skills of staff
* Cost and overall resource inputs
* Quality and effectiveness of the proposed methodology and ability to deliver the brief

**Contact:**

Please send a copy of your proposal for this work to:

Cathrine Baungaard, Food Service Sustainability Advisor

email: [cbaungaard@wwf.org.uk](mailto:cbaungaard@wwf.org.uk) Email subject : FINER DINER REVIEW CONSULTANCY

1. WWF’s Finer Diner, created in collaboration with our partner Sodexo, is raising awareness of how the food we eat impacts the environment and promoting plant-based eating among students by introducing tasty vegan alternatives to your favourite meals. [↑](#footnote-ref-2)