# **Terms of Reference**

# **A consumer guide to planet-based diets: helping facilitate better food choices among young UK citizens**

# Background

Every day, millions of UK citizens decide what to put on their plate. Food choices not only affect health but have major implications for “People and Planet”. The food system is a key contributor of climate impacts: generating more than a quarter of greenhouse gas (GHG) emissions globally (>80% linked to livestock production) and driving water abstraction, deforestation and eutrophication.

In the UK, which has a high level of meat consumption per capita, WWF recognises the importance of supporting citizens to shift toward planet-based diets – defined as a varied diet rich in vegetables, pulses, legumes, wholegrains, nuts, and unsaturated plant oils, with small amounts of animal protein and processed foods high in fat, salt and sugar. Reductions in meat consumption should be focused on unsustainable production with remaining consumption supporting sustainable production practices. This is often referred to as a shift to ‘less and better’.

While there is growing awareness of the impact of livestock production on the environment, which is especially high among 18-24 year olds at 49%, this often doesn’t translate into actual consumption behaviour, with 33% of this age group still eating meat daily (WWF survey, 2019). Furthermore, citizen preferences vary immensely – while a growing number of people in the UK are reducing their meat consumption, many still enjoy meat as part of their diet – so there is a need to provide guidance to a plethora of different tastes.

**Barriers and solutions**

A lack of knowledge or understanding is often cited as a barrier to the adoption of sustainable diets. In order to eat sustainably, citizens need to understand what this means in terms of a weekly shop or a meal. Whilst a multiplicity of labels (including Fairtrade; Rainforest Alliance; organic; MSC) help inform sustainable purchasing to a degree, they are not in themselves sufficient. There is also confusion when it comes to choosing foods that are healthy and have a lower environmental impact.

WWF does not advocate for everyone to become vegetarian or vegan, recognising that something as personal as diet cannot be changed at scale with a ‘one-size-fits-all’ approach. Instead, we give simple, clear, and easy to follow advice that anyone who is interested in improving their diet can follow.

**Eat4Change and a WWF sustainable food guide**

WWF has just started an EU-wide project called Eat4Change that works to engage young people on the topic of sustainable food, highlighting global interconnections and dependencies and demonstrating how individual lifestyle choices can directly contribute to limiting warming to 1.5 degrees and support achievement of Sustainable Development Goals. Eat4Change aims to facilitate a change in the way food is produced and consumed through raising awareness of the impacts of food on People and Planet and generating a shift to more sustainable diets.

To support the project aims, WWF wishes to develop a consumer facing guide to help young people in the UK understand how to make better food choices. Information on what a sustainable diet is currently exists in a variety of forms, but these are not easily understood by the average citizen, and are often aimed at different audiences (e.g. policymakers, businesses). There is a need therefore to collate and translate the existing and emerging science on sustainable diets so that it is more user-friendly and accessible for a general audience wanting to understand how to make healthier, more sustainable food choices.

# Project objectives

The overall aim is to empower and enable young UK citizens (aged 15-35) to make healthier, more sustainable food choices across different environments – at home, at the supermarket and when eating out. The target audience is young people who are open to change and want to be a bit healthier, but don’t know how or where to start.

The primary focus should therefore be **how** to help the target audience make healthier and more sustainable food choices using positive, engaging messages and content, rather than raising awareness, warning about the negative impacts of certain food products, or conducting detailed analysis into the environmental and health impacts of different food products.

To achieve the above aim, project deliverables should provide:

**Tier 0**

To ensure the content will be engaging for a young UK audience, tier 0 should consist of gathering audience insights that address the following questions and inform development of the content package:

* What challenges do they face in terms of eating more healthily and sustainably? (e.g. lack of information/lack of choice/perception of higher cost/think it’s not as tasty/doesn’t align with what friends are doing)
* Has there been a point in their life when they have become more aware or have changed what they eat? When was that? (e.g. starting university, moving house, having a child)
* What would they like to know about this topic?
* Which assets/types of content would they find most useful? e.g. recipes, rules of thumb, check lists, shopping lists, general tips
* Which assets/type of content would they be most likely to use/refer back to over an extended period of time?
* Where/how do they usually access their information? *(to inform content format)*
* What would they be most likely to share/discuss with peers?
* Which key messages and wording resonate best with this audience? (including testing of the project hashtag #Eat4Change vs. other possible hashtags and key messages including ‘planet-based diets’ and alternatives to this term)

**Tier 1**

* Engaging and accessible top line messaging on what a healthy, sustainable diet is, based on WWF’s position, Eat4Change key messaging and objectives, and insights gathered (in Tier 0 or by WWF)
* Guidance to help people understand how to implement a series of ‘rules of thumb’/tips\* while in a supermarket or restaurant (e.g. helping people navigate existing on-pack food product labels or find relevant shopping tips and recipes)

**Tier 2**

* An engaging user journey that ensures the target audience continues to engage with the content on a long-term basis (what can the guide offer its users over time ensuring that they return to it/use it frequently and recommend it to their peers?)
* Content examples: answers to supporter FAQs on healthy, sustainable diets (top 10); veg or recipe of the week emails; cooking tips (e.g. how to reduce meat in commonly cooked meals); questions to ask your butcher/fishmonger; challenges around diets (The new WWF My Footprint app includes diets-related challenges which could be relevant here)

**Tier 3** (optional)

* If possible, we would also like to include a level of personalisation, and would be interested to receive proposals that incorporate approaches on how to provide dietary guidance reflective of personal preferences/diets (e.g. reducing meat consumption/flexitarian; no meat/pescatarian; no meat or fish/vegetarian; no animal products/vegan). Ideally, we would also like to see a level of personalisation in the content/assets/functions provided in the guide (e.g. personalised social share assets or quiz/questionnaires allowing users to test their diets and/or progress as they try to eat more sustainably).

\*Tips to be provided by WWF.

# Project scope and anticipated methods

The project will help us engage meaningfully and impactfully with young UK citizens, helping them to change their behaviour to benefit their health and the health of the planet. To achieve this, the project should seek to collate and translate existing information related to healthy, sustainable diets so it is easily understood by a general audience who are interested in these issues but have limited knowledge on how to make better choices.

In terms of product recommendations, this should be analysed at a high level, encouraging people to make ‘healthier, more sustainable swaps’, rather than seeking to provide detailed information on the different environmental and health impacts of specific products. We expect the final product to have an emphasis on positive, engaging messaging and easily accessible content and tools, including a clear plan for an engaging, longer term user journey.

WWF experts, including a member of our youth panel, will be available to provide technical support to the overall delivery of the project, to ensure outputs resonate well with the target audience (15-35 year olds).

# Project management and outputs

The consultant or consortia will be responsible for the tasks and deliverables included in Table 1 below.

Table 1 Summary table of project deliverables

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| --- | --- |
| **Deliverable** | **Description** |
| 1. Project management | An initial (virtual) inception meeting will be held to agree details of the project and practical considerations such as project milestones and communication. Communication with WWF will be regular and include email, Zoom and telephone communications as required. At a minimum, a bi-weekly verbal update will be anticipated. |
| 2. Insights debrief (tier 0) | Debrief on information gathered on audience insights (from tier 0 or by WWF) and recommendations for the development of the content package. |
| 3. Content package (tiers 1 and 2)  | Development and delivery of a content package, written in plain English, in responsive format which can be adapted for different digital platforms, informed by the insights debrief, and fulfilling the project objectives and activities described in tiers 1 and 2. The anticipated delivery of the finalised content package is 30 April 2021\*\*. |
| 4. Personalisation of content package (tier 3) - optional | Development and delivery of a personalisation option in the content package. The anticipated delivery date is 30 April 2021\*\*.  |

**\*\***This is the deadline we would like to make, but we will work with the successful consultant on the exact timeframe to assess what is realistic.

# 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 each tier (tier 3 is optional).
* 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. This should be provided for each tier (tier 3 is optional) and include any discounts applicable for charities or for award of all tiers. WWF reserves the right to award any, all or none of the tiers.
* 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 (attached and 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 25 January 2021 at 12.00 noon 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

**Deadline for submission: 25 January 2021**

**Decision to be made/consultant appointed by: 8 February 2021**

**Delivery of finalised contents package: 30 April 2021\*\***

# Contacts

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

Email: procurement@wwf.org.uk

**WWF-UK**

WWF-UK is the UK affiliate of the WWF Network, the global environment organisation founded in 1961. Our aim is to deliver a future in which people and nature thrive, addressing global threats to people and nature such as climate change, the peril to endangered species and habitats, and the unsustainable consumption of the world’s natural resources. We do this by influencing how governments, businesses and people think, learn and act in relation to the world around us, and by working with rural communities and smallholders and fishers to improve their livelihoods and the environment upon which we all depend. WWF uses its practical experience, knowledge and credibility to create long-term solutions for the planet’s environment.