

London Recycles

Consumer behaviour change campaign

May 2021 – April 2023

Tender reference: 2021-22 - 03

1. Introduction

This invitation to tender is for campaign strategy, design, creative and production for the [London Recycles](#) campaign from July 2021 to the end of March 2023. We hope to appoint a single agency that is 'media-neutral' to help us influence the attitudes and behaviours of Londoners to reduce waste and increase recycling rates across the capital.

2. Background

London Recycles (originally Recycle for London) has been London's consumer campaign to promote recycling amongst residents and visitors since 2004. It has not always been active, with a significant hiatus between 2012 and 2015 caused by a lack of funding; however, in November 2015 the campaign was re-launched by Resource London, a partnership between [WRAP](#) – the national resource efficiency charity – and the London Waste and Recycling Board (LWARB). LWARB has since been renamed as [ReLondon](#), but this is the operating name of the legal entity which remains the London Waste and Recycling Board.

The Resource London partnership was dissolved at the end of March 2020, and since then ReLondon has been running and growing the campaign alone.

The campaign's overarching objectives to date have been to:

- make a significant contribution towards the Mayor's ambition for London to achieve 65% recycling by 2030;
- make an effective contribution to the Mayor of London's CO2 emissions performance standard; and
- make a significant contribution towards England achieving its 50% household waste recycling target in 2020.

The focus for the campaign until 2020 has been firmly on recycling from home, in support of the boroughs' own efforts to increase residential recycling rates; but during 2020 it moved increasingly into waste prevention and related messaging areas such as repair. Borough consultation as part of this tender process has revealed that boroughs are keen for us to continue including waste prevention and reduction messages in our future campaigns.

The campaign is a 'supported by the Mayor of London' campaign. More detail on what that means is detailed in section 5 below.

3. Campaign history to date

Owners/funders:

Recycle for London was originally launched in 2004 by the Greater London Authority (GLA), to promote recycling to Londoners and increase recycling rates across the capital. Over the years it has been run (1) solely by the GLA, (2) by the GLA supported by WRAP and the London Waste and Recycling Board (LWARB), (3) from 2015 by LWARB in partnership with WRAP through the Resource London programme, and finally (4) since April 2020 by LWARB – now ReLondon – on its own (under licence from the GLA).

Campaign name and affiliations:

Recycle for London became London Recycles in 2017-18 when the new 'One bin is rubbish' campaign was launched, a campaign which ran for three full years before ending in March 2020.

London Recycles is a sister campaign to the national [Recycle Now](#) campaign, managed by WRAP, and we work with the national campaign team to ensure effective linkage between the two. We benefit from WRAP's extensive research, data sources and history with the UK's waste authorities, while developing London-specific approaches to meet the needs of a busy and diverse capital city.

Activity and campaign focus:

Activity over the past four years of the campaign has included:

- Advertising – outdoor and transport (particularly bus-sides in recent years);
- PR – London-wide campaigns to boost the advertising, and to promote Recycle Week, Repair Week, and plastics recycling and prevention;
- Extensive social media (both organic and paid) and other digital activity, with a new website launched in autumn 2020;
- Borough funding – to support activity direct to householders on food waste recycling and prevention, getting a second bin at home, reducing single-use plastic, and boosting dry mixed recycling (glass, paper & card, tins, plastics etc.).

Since its re-boot in November 2015, the campaign has been building London-wide campaign activity on both a 3-year strategic basis and a quarter-by-quarter tactical basis. Main tactical campaign moments have included:

- **Recycle Week** – we support Recycle Now's annual Recycle Week by funding both London-wide promotions using their assets and providing funding directly to a range of London boroughs to run direct-to-residents communications about recycling from every room in the house. In 2016 we ran our own 'bad bathroom habits' campaign during Recycle Week to encourage Londoners to maximise recycling of unusual items such as bleach bottles and toiletry items. Since then, we have used the national theme, messaging and creative assets and built a localised media campaign with them.
- **Christmas** – we create PR and digital campaign content every year, with a celebratory focus on sustainable gifting (including the promotion of small circular businesses and encouraging the gifting of time, charitable donations, and experiences), content on prevention and recycling of food waste, encouragement to use recyclable paper and card (and recycle it), and information about local Christmas tree recycling from late December to mid-January.

- **Repair Week 2020** – we ran our first ever [London Repair Week](#) in October last year, engaging a wide variety of partners to create social media content, run events (both online and offline), and to promote local repair businesses. We will be running this again in 2021 from 11 to 17 October.
- **Re-use & repair quarters** – in 2016 and 2017 we ran a series of free community events and workshops across London, including Jumble Trails (community jumble sales in people's front gardens); sewing and repair workshops; and electrical repair workshops with [The Restart Project](#).
- **Food quarters** – in previous years we have run intensive promotions of food waste recycling in targeted London boroughs, using geo-targeted digital and outdoor advertising, PR, pop-up events in retail locations and local schools, and council channels to increase participation in the local food waste collection service.
- **#JustOneThing** – campaign launch supported by regional PR in November 2015, encouraging Londoners to change one small habit to improve their recycling 'kudos'.

One bin is rubbish:

Our three-year strategic campaign, 'One bin is rubbish', ran between 2017 and 2020 and was built on behavioural insights which indicated that younger Londoners' primary barrier to recycling at home was the lack of a second (internal) bin. It represented a significant investment in trying to shift behaviour, particularly amongst 18-34-year-olds in London. Full details of that campaign, along with evaluation and impacts information can be found at Appendices A, B1 and B2.

'Business as usual' campaign management:

An 'always on' organic campaign supports all paid activity. The campaign is active on [Instagram](#), [Facebook](#), and [Twitter](#), with posts scheduled one to five times a week depending on the channel. Targeted paid-for activity to boost posts and grow our audience takes place at least monthly. All this is supported by daily community management. These channels have grown significantly over the past four years as a result of targeted advertising, engaging on- and off-line activity such as Repair Week, and highly effective community management.

The whole campaign is underpinned by the London Recycles [website](#) on which Londoners can find out more about what they can and can't recycle, and in particular check the services available where they live. The website also features a recycling postcode locator tool, maintained by WRAP, and plugged into our site as a widget. It is also used as a platform to host promotional content for activity such as Repair Week; and has a new section on business recycling.

Borough-specific activity:

Over the past five years we have also delivered targeted communications support to boroughs, including:

- **Food waste interventions** in targeted boroughs – promoting the use of food waste recycling services through tried and tested interventions including leaflets and bin stickers.
- **Service changes** – researching, creating, and testing approaches to communicating service changes such as the restriction of residual waste (less frequent collections, smaller wheelie bins, etc.) or the introduction of new services, such as food waste recycling. These materials have now also been adapted for use as annual service leaflets to residents (e.g., on our [flats recycling project between 2019-2020](#)).

- **One-to-one service change support** – providing planning and quality assurance support to boroughs changing their waste and recycling services, in particular those introducing new food waste services.
- **Borough officer training** – running workshops and webinars to share research, insights, tools, and resources with borough officers to improve their ability to communicate effectively with residents on recycling and waste prevention.

4. Recycling context

London's recycling rates have hit a plateau in recent years, with the most recent figure for 2019-20 showing a tiny increase in the capital's household recycling rate from 33% to 34%. London generally lags up to 10% behind England's recycling rates, which have also hit a plateau and shown only a very small increase in the past two years. Wales is the only UK nation experiencing significant increases in rate; this has been driven primarily by policy changes led by the Welsh devolved authority.

London's local authorities have consistently been hit harder than most by cuts to central government grants since 2010-11, with a 30% cut in their core spending power (3% higher than the English average). Other key factors affecting recycling in the capital are:

- London is a complex, dense urban environment. With a population of c.9m and rising, the sheer scale of the task in London is immense.
- High levels of transience and significant rises in private rented accommodation are reported in every borough.
- London's cultural diversity means that more than 100 different languages are spoken in almost every borough across the capital.
- London has some of the most deprived boroughs in the UK.
- Some London boroughs have more than 80% flatted properties and consequently high population density and service challenges.
- Diversity of service – the array of collection arrangements across the capital's boroughs makes it difficult to communicate consistently about what is required of residents (although this has improved over the past few years, driven by a requirement for consistency in the Mayor's [London Environment Strategy](#)).

5. 'Supported by the Mayor of London'

London Recycles has 'supported by the Mayor of London' status. In practice this means that campaign activity can be endorsed with the 'supported by' logo but must also be consistent with brand guidelines set by the GLA for Mayoral campaigns. These are attached at Appendix C. Information about 'supported by' campaigns can be found on page 16.

Over the past five years, however, London Recycles has not used the Mayoral endorsement or 'supported by' logo for two main reasons:

- Our target audience (18-34-year-olds) does not respond favourably to messages received from perceived 'authority', and are more likely to engage with a campaign that appears to be independent, community-led, charitable in nature or connected with their favourite influencers online;

- The 'supported by' status comes with strict guidelines and a sign-off process which can affect the nature of the campaign content as well as the speed at which we can implement new campaign activity.

We do however update, and consult with, the Environment team at the GLA, and they sign off all press releases. They are being consulted, along with London's 33 local authorities, as we develop the new campaign this year.

6. Campaign focus

Dry recycling - 18-34-year-olds:

While London Recycles' audience must be 'everyone in London,' whether residents or part of the enormous temporary population that comes into the capital daily, our research persistently shows that 18-34-year-olds are the worst recyclers, both in terms of how much they recycle and the quality of the recycling they produce. Whilst this group is inclined to attend marches and demonstrations; claims to be concerned about climate change and the environment; and is vocal about the importance of making ethically sound choices, intention does not translate into action and behaviour change.

Previous research has identified three factors to be addressed to increase recycling amongst this age group: knowledge, ease, and motivation.

In our previous three-year campaign, 'One bin is rubbish', we addressed ease by encouraging purchasing or hacking a second bin to be used solely for recycling, and knowledge by creating a series of images and videos which focused on how to recycle specific items we knew caused confusion. Post campaign analysis and in-depth field research revealed that, of those who saw our campaign:

- 8% had bought a new bin and were recycling more;
- 4% had bought a new bin but were recycling the same, and;
- 23 % had not bought a new bin but were recycling more.

We also saw that there was a stronger norm regarding having in-home recycling bins amongst those who saw the campaign (67%) compared to those that had not (52%).

However, when it came to motivation to recycle, levels of motivation and confidence in the target audience (as a whole) did not change across the campaign time-period, meaning that longer-term behaviour change in this audience group will not happen - all three factors: motivation, ease and knowledge are needed for recycling rates to increase and maintain.

In a bid to untangle the elusive issue of motivation, last year (2020) we conducted an extensive piece of audience insights work into 18-34-year olds' motivation to recycle. A report of the research findings is contained at Appendix D but five themes which featured strongly are:

- I. Recycling is low priority. Higher priorities (personal, family, financial and local) compete for young Londoners' time and attention. Recycling feels unconnected to any immediate needs or desires – it serves no role in bringing down the cost of bills, having secure employment or keeping safe – and a lack of feedback makes throwing all materials into the general waste an emotionless, automatic decision. Convenience and ease are highly prized – not because participants are selfish or unthinking, but

because any respite from the stresses of their day-to-day lives is extremely valuable. Where priorities reach beyond the home, these remain local, such as the cleanliness of the streets, parks and canals or fly-tipping.

2. Living in London engenders a feeling of anonymity and living in densely populated environments (specifically flats) causes individuals to feel that their actions have no consequence.
3. A lack of knowledge and no motivation to search out information leads to confusion and misconceptions. Respondents were hazy about many aspects of recycling and the journey of materials to landfill, oceans or becoming new items. This gap in their understanding drives misconceptions and myths.
4. Distrust of authorities and cynicism around their intentions means communications are not trusted. However, there is a strong sense that it's up to councils, government, and business to deal with pollution and climate change, creating a difficult dichotomy.
5. Young Londoners do not align recycling with their identities. Participants described their identity as being far removed from a recycling advocate their own age, describing a typical recycler of their age as being white, 'hippyish', comparatively well-off and with time on their hands.

Another key issue is the high level of private renting and frequency of house moves in this age group, which leads to low investment in their community. Recycling rules and services change from borough to borough, which often leads to confusion as to what can and can't be recycled, or the assumption that they can recycle in the same way as previously. With few landlords or letting agencies informing new tenants of local waste disposal rules, or imposing sanctions for poor recycling performance, combined with the feeling that a living situation is temporary, few see how recycling well makes any difference.

All our previous research has consistently shown that the quality of recycling collected from flats and estates is much worse than that collected from houses, and recycling rates are also much lower. Home ownership is directly proportionate to higher recycling rates and better-quality recycling.

The problem we face is that the proportion of Londoners who own their own homes has decreased in recent decades, and this decline in home ownership rates is particularly acute amongst young Londoners.

A survey conducted in 2019 showed that around 52% of households in London own their home, either outright or with a mortgage, whilst 48% of households rent. Mobility is far higher in the private rented sector, where 27% of households had moved in the last year, compared to just 5% of social renting households and 3% of homeowners. Of all moves in London in the last year, three quarters were either into or within the private rented sector.¹

The research suggested some potential solutions to increase motivation:

- Address identity and individual priorities to motivate and change behaviour;
- Build up knowledge and make information very clear;
- Ensure communications are transparent and direct to allay distrust of the establishment. Facts and figures should come from verified sources, messaging

¹ https://www.london.gov.uk/sites/default/files/housing_in_london_2019.pdf
2021-22 - 03 London Recycles campaign

should be transparent, and charts and images should be clear with unambiguous instructions;

- Avoid emotive images and straplines, but also faceless or 'boring' messages that look dry;
- Deliver messages directly. This audience is not motivated enough to search for the answers themselves.

Food waste recycling is a 'no go' for this age group. The brief for this younger audience is to focus on dry recycling only (i.e., plastics, glass, metal, paper, card).

Food recycling – families

While food waste recycling is a lost cause for 18-34-year-olds, increasing food waste recycling participation, and reducing the amount of food waste generated, remains of critical importance to ReLondon. Although we tested food waste recycling messaging in year one of the 'One bin is rubbish' campaign, engagement was low, and so we decided to focus on dry recycling, where we could make more of a difference, for the remainder of the campaign. However, as food waste recycling is so critical to driving up recycling rates in London, and as more and more boroughs have been introducing the service across the capital, with our new campaign we would like to include a food waste recycling and prevention element aimed at an older, more settled demographic.

Separately to the London Recycles campaign, ReLondon has previously delivered an EU LIFE-funded food campaign called [Small Change Big Difference](#), with intense three-month bursts of activity in eight London boroughs. The campaign took a test and learn approach, looking at the efficacy of communicating holistically about food, so tackling healthy and sustainable eating, food waste prevention and food waste recycling.

ReLondon is also currently in the beginning stages of delivering an EU DEAR-funded campaign, [Food Wave](#), over the next two years. This campaign is being centrally run by The Municipality of Milan and aims to involve 15 million young people (aged 15-35) across 17 partner countries worldwide. The overall project aim is to create awareness of sustainable approaches to consuming and producing food in cities in support of climate change mitigation and adaptation, and to achieve a fair and sustainable global food system by 2030.

Participation in food waste recycling services has increased in recent years, hitting the 50% mark in London for the first time in 2020, four percent higher than the UK average. As the number of users has increased, there is now more room for improvement in terms of how efficiently the service is being used. Concerns around food bins attracting foxes and vermin, the unpleasantness of food recycling, and having a food caddy in the kitchen, remain particularly high. There is also still room for improving perceptions towards the amount of effort it takes to recycle food, as well as how much food waste needs to be generated to make participation worthwhile. For more in-depth insights, the 2020 recycling tracker is at Appendix E.

In terms of communications approach, we envision food waste recycling messages only being delivered to a settled audience that is more likely to have a family, own a home and live in a house. This type of demographic is more likely to be found in the outer London boroughs. Messaging should focus on the correct way of using the service (e.g., no plastic bags or packaging), why it is important, how it is critically interconnected with climate change mitigation, and provide solutions to the main perceived issues, i.e., hygiene, vermin, and smell.

7. Segmentation and targeting

In 2016 WRAP completed a psychographic segmentation exercise which splits recycling audiences into six segments. Pen profiles were drawn up for each of these, but the segmentation is the property of WRAP and will only be made available to the winning agency.

In previous campaigns we have mapped these segments against available London demographics, which has led to our targeting:

- 16 London boroughs with high population density, higher levels of deprivation, lower levels of home ownership and higher proportions of flats vs. houses;
- 18–34-year-olds in particular, as they are over-represented in the two segments found in much higher proportions in those 16 boroughs than elsewhere in the UK.

A report with high level information about the segments and their prevalence in London is available on request to contractors submitting a response, subject to NDA.

Any borough-specific targeting is now, however, led by the Reduction and Recycling Plans produced by all London boroughs. More details of these and the way we use them to target support and interventions will be made available to the winning contractor.

All targeting should be reviewed at the campaign mid-point to validate whether it remains appropriate and effective.

8. Campaign requirements

The campaign is to be delivered over a 2-year period, ending in March 2023. The planning phase will start immediately on appointment with the goal of a November 2021 campaign 'launch'.

The campaign must work on several levels, including as a minimum:

- Regional – awareness-raising activity across the capital, including outer as well as inner London boroughs;
- 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.

It must be an integrated behaviour change campaign, incorporating above-the-line elements but not relying solely on a communications-based approach. It must be built on behavioural principles, and responses should consider the potential for direct engagement with residents through waste authorities and council recycling teams as an integral part of the campaign approach. The goal is not just to build awareness but to actively change different aspects of recycling behaviour.

Campaign themes:

The primary campaign topics will be household dry recycling, with a secondary focus on food waste recycling targeted hyper-locally and at families and older residents.

However, over recent years the campaign has moved into wider circular economy territory: waste prevention; repair; renting and sharing; and other ways of tackling waste before it gets created. This is in direct response to feedback on our social channels, as well as wider social listening exercises, which show that many residents do not simply want to be told that something is or is not recyclable: they want to hear about alternative ways of consuming 'stuff'. We are keen to explore ways in which the campaign can help with this.

Even though this brief does not include London Repair Week, planned for October, the successful agency must take its role in the annual calendar of events into account in the strategy and planning phases, particularly given its first-year success in engaging London's media as well as residents across the capital.

Channels:

We would like to hear recommendations on channel mix. Digital, video-on-demand, and audio advertising channels should be considered in the media mix as they are generally unavailable to waste authorities due to budget constraints. Social media remains a vital part of our campaign at all times, as it provides direct access to our target audience. Out-of-home advertising (in particular bus sides) has been particularly effective in building campaign recall. **Please note that this tender is for strategy, planning, creative and production ONLY. Media buying will be subject to a separate procurement.**

PR is also subject to a separate contracting procedure, and we already have a PR agency on board (Forster Communications) who can provide ongoing campaign support. Any campaign-specific PR activity will be procured with the goal of supporting the campaign launch and/or key moments during the two years.

Creative scope:

It is widely recognised amongst London stakeholders that the response to a flat-lining recycling rate is not to keep doing what we have always done. A fresh, disruptive approach (within reason, bearing in mind our 'supported by' status) is required to attract the attention of busy Londoners, and options around unbranded and partnership content should also be considered.

The Mayor's London Environment Strategy should also be considered as a major influence on the campaign's direction.

Monitoring and evaluation:

Our 'One bin is rubbish' campaign was supported by an extensive, robust approach to evaluation. This involved a bespoke quantitative survey, to set a baseline against four KPIs:

- Campaign recognition and recall
- Social norming
- Confidence and motivation
- Behaviour change (both getting a second bin and recycling more/differently)

This survey was then run again at the end of each of the three years of campaign activity, to show year-on-year progress against the changes we were hoping to achieve. While we recognise that there is not sufficient budget to conduct such robust evaluation for this campaign, the appointed contractor will be asked to contribute both thinking on, and some limited delivery of, monitoring and evaluation approaches. A small research budget will be available to a separate contractor for developing surveys or any fieldwork required.

9. Agency requirements

Three initial phases of work are needed from the agency:

- Phase 1 – the production of an over-arching campaign strategy and creative concepts
- Phase 2 – the creation of a detailed plan for the first five months of the campaign (up to and including March 2022), supported by a detailed budget and evaluation plan.
- Phase 3 – the production of a campaign 'launch' in early autumn 2021. The creative agency will be expected to liaise with the media buying agency on the launch and consequent live activity.

Delivery of year two will be agreed with the selected agency following a review (a) after the launch and (b) after the first five months of activity has been completed and evaluated. This will be subject to review and funding.

It is vital that London's diverse population and its wide array of cultures are considered in the development of both the strategy and detailed plan, and this should also be considered in your response to this brief.

All planned activity must be both tested in advance (within reason) and evaluated once complete. Each individual burst of campaign activity must be monitored as a minimum for:

- Reach and/or engagement
- OTS and awareness levels
- Written feedback from those that support or help to deliver the campaign

Response and data capture mechanisms should also be considered in the development of the campaign, to monitor the effectiveness of targeting and audience response to different messages/activities.

The successful agency will contribute to the development and implementation of a detailed evaluation plan in collaboration with ReLondon; they will also be required to respond to monitoring and evaluation dynamically, adapting approaches where required. This will include helping to develop a campaign approach which can be linked back to London's carbon performance targets.

10. Budget

The budget, to cover strategy, creative development, and production costs for both years of the campaign, is **£78,000 inc. VAT**. An additional £212,000 (inc. VAT) has been allocated to media spend over the two years, but media is explicitly excluded from this invitation to tender.

£10,000 (inc. VAT) should be ear-marked for Christmas activity each year and £10,000 (inc. VAT) for food activity over both years.

Please provide costs for:

- Campaign strategy and creative development;
- Production costs;

- Evaluation co-design and (limited) campaign monitoring;
- Creative updates following evaluation of year one activity;
- Final campaign evaluation input (in the expectation of survey design and fieldwork being completed by a separate contractor).

All costs must include account and project management.

II. Your response to this brief

Please provide a response of no more than 12 x A4 sides at minimum 12pt font (excluding cover page, executive summary, and appendices) with any initial strategic or creative propositions included in the main body of the response.

Please also provide an outline methodology addressing the key requirements outlined in this brief that specifically addresses the following questions:

- How can we motivate 18-34-year-olds to recycle?
- What creative, messaging and channel strategies should we adopt with this audience to get them recycling more?
- What interventions could we use to actually change behaviours, rather than just raise awareness or understanding amongst this audience?
- How can we assess the impact of our campaign without access to expensive behavioural research?

Working within the available budget please also provide an outline first five-month campaign plan, including linkages between regional (London-wide) and local campaign activity, an outline of costs for delivery of phase 1 and 2 and your proposed rate card applicable to the brief.

Please note that **we are not asking for worked-up creatives** at this stage but do require a clear indication of the direction you recommend the campaign takes, supported by insights and reasoning. Appendices must include examples of creative work associated with behaviour change campaigns that you have undertaken in the past five years on behalf of other clients. Please provide no more than four example case studies.

You must provide full details of the proposed project team for this campaign, including staff CVs.

All responses should be received by **COP Friday 18 June**. Shortlisted agencies will then be asked to present their ideas directly to the campaign team at ReLondon on **Tuesday 13 July**. Presentations must be delivered by the proposed project team but limited to a maximum of four people.

Please send responses to tenders@relondon.gov.uk with a short covering email. Should you wish to ask any clarification questions with regards to this tender, please email Violetta Lynch at violetta.lynch@relondon.gov.uk by **COP Thursday 3 June**.

12. Timetable

The target timetable for this process is as follows:

Activity	Responsible	Deadline
Questions relating to the brief received	Agencies	COP Thursday 3 June
Q&A document published	ReLondon	Wednesday 9 June
Proposals submitted to ReLondon	Agencies	COP Friday 18 June
Shortlisted agencies notified	ReLondon	Friday 2 July
Shortlisted agency presentations	Agencies	Tuesday 13 July
Winning contractor notified	ReLondon	Thursday 15 July
Inception meeting	Both	Friday 16 July
Supplier contract finalized and signed	Both	Friday 23 July

13. Evaluation criteria

Evaluation criteria	Weighting
Price	15%
Confirmation of understanding of, and ability to deliver, the brief and contract deliverables	25%
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%
Scoring	
Outstanding - cannot be faulted	100
Excellent	90
Very good	80
Good	70
Above average	60
Average	50
Below average	40
Poor	30
Very poor	15

14. 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. All tender submissions must remain valid for a minimum period of 90 days following the deadline for receipt of tender submissions.