# Eat for Change: Sustainable Diets Pathways for 24 to 35 year olds

## Background

WWF is one of the world’s largest independent conservation organisations, active in nearly 100 countries. Our supporters – more than five million of them – are helping us to restore nature and to tackle the main causes of nature’s decline, particularly the food system and climate change. We’re fighting to ensure a world with thriving habitats and species, and to change hearts and minds so it becomes unacceptable to overuse our planet’s resources.

Enabling a shift to healthy, sustainable diets is a crucial element of achieving national climate and biodiversity targets and improving population health. One of the best ways that individuals can improve their health and the environment is to increase how many plants they eat relative to animals. WWF therefore seeks to reduce the consumption of food products with a high environmental impact (meat and dairy) and increase consumption of sustainable proteins and plant-rich foods (vegetables, whole grains, plant proteins). Where meat is consumed, this should consist of better-quality cuts and products such as organic, grass-fed, higher animal welfare certified.

We believe it is unrealistic to expect people to switch from meat-heavy to vegetarian or vegan diets overnight. Through this project, we therefore want to understand how best to encourage and enable people to make manageable changes to their diets that they can maintain over the long-term.

**Eat4Change**

This work is funded via the Eat4Change programme - a 4-year, EU funded project led by WWF-Finland and involving 12 other WWF offices across Europe.  The project aims to engage a youth+ audience (15-34) on the topic of sustainable food and diets, working together with young people directly for real life change on an individual and institutional level to achieve real impact for people and the planet, highlighting global interconnections and dependencies and demonstrating how individual lifestyle choices around food can directly contribute to limit warming to 1.5 degrees. Read more about the wider programme here: <https://www.wwf.org.uk/eat4change>

## Objectives and scope

For this project we want to focus in on the top half of the Eat4Change target audience – 25 to 34 year olds in the UK. Our insights tell us that broadly speaking in the UK this age group want to reduce meat consumption and eat more healthily, agreeing that a plant-based diet will have a positive impact on the environment. They are also most likely to support in theory more restrictive measures to drive dietary change. However, this group are also amongst the biggest meat consumers.

Given the unique qualities of this age group, we want this project to:

(a) Identify the specific barriers preventing dietary change – exploring the reasons behind the attitude-behaviour gap – disaggregating by relevant demographic characteristics such as region and SES

(b) Assess openness to change, behaviour changes this audience would be willing to adopt (e.g., eating less meat, buying better meat such as organic) and what they would need to adopt and maintain these behaviours (e.g., changes to the food environment)

(c) Develop interventions and/or communications approaches to overcome identified barriers, and field-test them to understand effectiveness at supporting healthier, more sustainable choices in real-world environments such as supermarkets and restaurants

(d) Provide insight as to the role WWF can play in driving dietary shift with this audience, including identifying how this age group perceives WWF in relation to food and diets and recommending levers for change that could be implemented by the organisation

(e) Recommend routes, channels, moments and messengers through which WWF could reach this audience and drive change

When we talk about dietary change, specifically we want to encourage people to eat less and better meat, and more vegetables, wholegrains and plant proteins.

During part (a) we are keen to use observational data to identify barriers (over self-reported), and welcome proposals that include novel or little-known methods to understand the dietary behaviours and routines of this audience.

The project should:

* Consider diversity within this audience bracket
* Approach sustainable diets in a positive and non-polarising way, especially with regard to meat and dairy consumption
* Make meat-reduced diets the norm in a way that resonates with the target audience
* Be based on recognised behaviour change theory (e.g., COM-B, ISM)
* Be designed to create lasting behaviour change
* Provide insights on how best to communicate on healthy, sustainable diets to achieve behaviour change

This project should be completed by end of June, 2022.

Outputs

Responses to this call for proposals should include details of applicants proposed methodology.

At a minimum, proposals must include the following outputs:

* Full report outlining methodology, results and recommendations form the project

Design, branding and printing costs for research report and scenario reports should not be included in proposals. In agreement with the successful consultancy, the default approach would be to brand and design the report as, “prepared for WWF UK by Company XXXXXXX”.

Proposals and consultant selection

In their proposal, consultants should set out and support with evidence where necessary their proposed approach and methodology, their relevant experience, proposed team composition including relevant qualifications, a project plan (including a project management approach) and full costs and expenses.

Cost proposals should include rates for all personnel, and it should be confirmed that these rates would apply to related appointments subsequent to this contract.

WWF will accept proposals budgeted up to the value of £50,000 (including VAT), although we would encourage proposals for sums below that amount that can provide a viable response to these Terms of Reference.  The budget should cover all costs associated with the development, delivery and report writing, including expenses.

A detailed timeline for delivery by 30th June 2022 should be included.

Responses should be sent by email to Dani Jordan, Behavioural Science Specialist, WWF-UK: djordan@wwf.org.uk

Responses should be received no later than 12 noon on the 15th April 2022.

Responses should be no more than 5 A4 Pages in length, although additional relevant supporting information may be included as appendices.

Responses to the call for proposals will be judged on:

* Ambition related to the brief and the best proposal for meeting WWF’s objectives
* Timing
* Value for money
* Understanding of the project brief
* Rigour of proposed methodology
* Relevant experience demonstrated
* Sustainability credentials of the solution and the consultancy.

## Appendix

For more information on WWF’s positions on healthy, sustainable diets, please see the following:

* <https://www.wwf.org.uk/what-we-do/livewell>
* <https://wwf.panda.org/discover/our_focus/food_practice/sustainable_diets/>