Terms of Reference

Innovation Connections Programme Evaluation

**Name of Programme Team: Corporate Partnerships**

**Overarching purpose:**

To help us progress our work with the WWF-Tesco Innovation Connections programme (full background below) we are looking for an external party to help evaluate the full sustainability and commercial impact of our *Innovation Connections programme* projects, whilst actively accelerating their growth and uptake within the Tesco supply chain and beyond.

**Background:**

In November 2018 Tesco and WWF entered into a partnership with the long-term aim of halving the environmental impact of the average UK shopping basket and restoring nature in food production. In order to achieve this, both Tesco and WWF recognised that some of the environmental issues facing the food system would need new thinking and innovation to unblock barriers and drive transformative progress. This is why the partnership includes a specific workstream and budget line (the Innovation Fund) to drive innovation in Tesco’s own operations and/or supply chain. In addition to the funding available, we can also offer the most promising innovations the support of our joint brands as well as access to WWF’s global network and Tesco’s supply chain.

We recognise that some of the environmental issues facing the food system need new thinking and innovation to unblock barriers and drive transformative progress. This is why the WWF-Tesco partnership includes a specific workstream and budget line (the Innovation Fund) to drive innovation in Tesco’s own operations and supply chain.

At the start of our work on the Innovation Fund we agreed a set of principles that included:

* Focus on scaling up late-stage innovation (e.g. trials in commercial farms/sites, advocacy); only contribute to early innovation (e.g. initial research and experiments).
* Consider innovation relevant to all types of environmental sustainability challenges (e.g. marine, forests, agriculture, water, climate, waste).
* Connect the supply chain (suppliers) to innovators.
* Identify what policies could block/enable innovation roll-out; flag these with appropriate organisations (e.g. DEFRA).
* Aim to make findings and work open source as quickly as possible.
* Ensure potential impact is clearly articulated (e.g. reduction in water, land, GHG emissions) before investment.

Through the partnership we’ve operated a phased approach to innovation, initially focusing on identifying late-stage innovations that could impact all elements of the WWF Basket. During the **First Phase** an index of 139 innovations were identified, with 26 undergoing further assessment across industry and with experts before a final shortlist was compiled. For the **Second Phase** these innovations were funded through trials – those selected included Mootral, a natural feed supplement designed to reduce methane emissions; and SN Tech, whose lights on fish nets are designed to reduce bycatch on nephrop trawlers.

**Third Phase:** *Innovation Connections*

In January 2022 we jointly launched the *Innovation Connections programme*. This matched late-stage innovators with a proven solution to address a key environmental challenge within the food system with leading Tesco suppliers to develop a joint funding proposal for their project, with the goal of bringing them to scale through the supply chain. In May 2022 funding of up to £150k each was awarded to five of these projects:

* Farm Carbon Toolkit (innovator) & ProduceWorld (Tesco produce supplier): Using carbon footprint software for horticultural growers to analyse and reduce their emissions and increase on-farm carbon sequestration.
* AgriSound (innovator) & AM Fresh (Tesco fruit supplier): Technology that uses bioacoustics to monitor pollinators and pest levels on farms to help farmers protect biodiversity and increase produce yields.
* Future by Insects (innovator) & Hilton (Tesco meat and fish supplier): Creation of circular fish feed using food waste and water to grow microalgae to feed fish.
* CCm, Andermatt, Farm Carbon Toolkit (innovators) & Branston (Tesco potato supplier): A demonstration of low-carbon fertilisers to reduce the carbon footprint of potato production.
* Chirrup.ai (innovator) & Hilton (Tesco meat and fish supplier): A monitoring system that uses birdsong as a science-based biodiversity indicator in grassland farming.

[Tesco and WWF announce winners of innovation accelerator programme (tescoplc.com)](https://www.tescoplc.com/news/2022/tesco-and-wwf-announce-winners-of-innovation-accelerator-programme/)

All of these projects are now mobilised and in delivery with their environmental impact and commercial viability being tested, they are due for completion between June 2023 – Nov 2023. The projects are submitting data, results and reports to monitor progress. Our ultimate intention is to enable the projects that demonstrate clear impact to be brought to scale through the Tesco (and wider retail) supply chain.

**Project scope and objectives:**

Part 1: Evaluation Report

We want to capture the learnings and benefits across the full scope of the innovation work completed through the partnership. Considering the matching and collaborative Innovation Connections programme delivered for phase 3 alongside four earlier trials completed with SN Tech, Herbal Leys, Moortal and Rumitech supported through the partnership.

However more significantly we require a detailed scientific evaluation of the five individual Innovation Connections project against their targets.

Collating results from the projects and conducting a full written and numerical analysis, in doing so evaluating the environmental impact of each innovation.

Whilst also evidencing/evaluating the potential impact of widescale business (Tesco) adoption (through supply chains) of this innovation, and the commercial viability of doing so.

Furthermore, given the disparate nature of the innovations selected, an evaluation of the scaling options available for each innovation and what WWF/Tesco could do to encourage scaling.

Also exploring how innovations can be utilised beyond the specific Tesco supply chain they are currently being trialled and the potential environmental and business impact of this.

An additional evaluation of how effectively the innovator organisations are resourced/positioned to up-scale and grow their innovation solution/product through supply chains.

Plus, a consideration of how the projects can ultimately be used as part of wider suite of tools for biodiversity measurement, lowering carbon emissions and reducing food waste.

Part 2: Accelerate Co-ordination

The next key deliverable is to facilitate and promote the adoption of these innovations through the Tesco (and wider retail) supply chain.

Targeting growth and scale by leveraging the Innovation Connections experience (and impact derived from it) and utilising the advocacy/support of participating suppliers.

Creating thought-leadership content for use by Tesco/WWF in reporting on the program and/or driving future supplier / innovator collaborations.

Acceleration options could include (but are certainly not limited too):

* Marketing: create content, articles and liaise with Tesco-WWF communications teams to promote the programme and innovator successes to the retailer market and potential supply chain customers
* Proposal Opportunities: virtual or in-person events with invited suppliers/businesses to pitch product impact and increase adoption
* Supplier Networks: leverage the collaboration experience to assist in building a network of wider Tesco and non-Tesco suppliers
* Events Presence: use existing agricultural/farming events (where Tesco-WWF have a presence) to engage with pre-invited Tesco suppliers (e.g. Groundswell)
* Volume guarantees or output purchase agreements or could be agreed with suppliers for collaboration-generated produce

**Outputs, timing and budget**

* *Evaluation* report: Delivery of comprehensive evaluation document (18-20 pages) on the commercial viability and environmental impact of the five Innovation Connection projects and four additional innovation trials.

Providing recommendations to Tesco based on outcomes from the projects, on the options (and impact that could be achieved) to bring these innovations to scale, with a detailed rationale behind it.

* *Accelerate* Co-ordination: Creation and delivery of a detailed plan to facilitate and promote the adoption of these innovations through the Tesco (and wider retail) supply chain, detailing the mechanisms for doing so
* The available budget for delivery of this work is ~£25-£30k. including VAT.
* The goal is to have this project kick off in July, with all associated deliverables completed by October 2023.

**Project governance and response instructions**

This project is being initiated by WWF-UK and Tesco, with input from expert advisors.

We invite proposals from interested parties. Proposals should be maximum 6 pages in length and include:

* Your approach and proposed method to address the objectives, scope and outputs.
* A project plan detailing proposed scope and timeframes.
* 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.
* Names and CVs of all staff who will work on the project, and proposed roles (can be beyond the 6 pages).
* Brief overview of your organisations environmental and social activities [e.g. CSR policies, charity/community support, apprenticeship hosting, DE&I data, gender pay gap, ISO qualifications)

**Assessment of Proposals**

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, technical expertise and skills of staff.
* Cost and overall resource inputs.
* Quality and effectiveness of the proposed methodology and ability to deliver the brief within the timeframe

**Closing date to submit proposals:** June 30th 2023

**Delivery of final report**: 15th October 2023

**Date:** 8th June 2023

**Commissioned by:** WWF-UK, Living Planet Centre, Brewery Road, Woking, GU21 4LL

**Contact person:** Ciaran Crean [CCrean@wwf.org.uk](mailto:CCrean@wwf.org.uk)

**Contracting with WWF-UK:**

It is our requirement that an appointed external partner adopts our standards terms and conditions for engaging with us. These are included within the tender documents. *Please confirm you are willing to accept these terms. Should you have any amends you wish to make, these will need to be discussed with the WWF-UK legal team.*

WWF-UK asks all suppliers to comply with the Supplier Code of Conduct and WWF-UK 3rd Party Expenses Policy. Both documents are enclosed within the tender pack. *Please confirm your acceptance of both.*

All contracted suppliers are required to register on Panda Purchasing (WWF-UK’s PO and invoice system). *Should you be successful in your bid, please confirm you will be willing to register on the system.*