

BRIEF: WEBSITE AND CONTENT DEVELOPMENT FOR UK SOY MANIFESTO

Date:	22 September 2021
Commissioned by:	WWF-UK
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Project duration:	Oct to Nov 2021
Introduction:	WWF seeks a design and communications agency to create a website and infographics for the UK Soy Manifesto, and provide related design and communications support. The agency or consultancy will work closely with WWF and Efeca who are involved in developing the Manifesto and associated elements.
Budget:	15,000 GBP exc. VAT

BACKGROUND

Why a UK soy manifesto?

Time is running out to halt the devastating environmental and social impacts of human activities on our planet. The advice in the most recent (2021) [Report from the Intergovernmental Panel on Climate Change \(IPCC\)](#) is clear: *"global warming of 1.5°C and 2°C will be exceeded during the 21st century unless deep reductions in carbon dioxide (CO₂) and other greenhouse gas emissions occur in the coming decades."*¹

Deforestation and land use change driven by agricultural expansion account for around [13% of the world's greenhouse gas emissions](#), and commodities such as soy, beef, palm oil and timber are key global drivers.² Protecting forests is also critical to halt the loss of global biodiversity and to protect the rights and livelihoods of indigenous communities and forest peoples. The UK's own consumption of soy is contributing to this picture: an estimated area of 1.2 Mha is required to meet the UK's annual demand for soy.

Despite increasing collaboration between civil society, soy buyers/users and Government, soy continues to be a driver of conversion in critical habitats such as the Cerrado and the Gran Chaco. Efforts by UK (and European) companies, platforms such as the UK Sustainable Soya Initiative, Cerrado Statement of Support (SoS) group, Soy Transparency Coalition and the Consumer Goods Forum Forest Positive Coalition are helping to drive change and develop the practical solutions needed but *a step change in the pace of progress is required*.

What is the UK soy manifesto?

The Manifesto is a collective industry commitment to work together to ensure all physical shipments of soy to the UK are deforestation and conversion free (cut-off date of January 2020 at the latest) fully implemented immediately where possible but no later than 2025.

The Manifesto is about action. Working together across supply chains to develop joined up pragmatic implementation plans, building on existing industry activity and a wealth of existing guidance and best practice.

The Manifesto complements existing soy initiatives. In the UK it provides a framework through which industry can meet the goal of the UK Roundtable on Sustainable Soya and aligns with the objectives of the developing UK livestock sector plans. It supports actions companies are likely to need to take to comply with forthcoming UK due diligence legislation. At a European level the Manifesto goal aligns with the goal of the French Soy Manifesto and other European national sustainable soy initiatives as well as the broader goal of the European National Soy Initiatives (ENSI) group. The focus of the Manifesto will be to deliver deforestation and conversion free soy to the UK, but with the aim to influence a broader transition in global supply chains.

The intention of the Manifesto is not to exclude countries, trade routes or soy farmers from UK supply chains but to support suppliers committed to transitioning to deforestation and conversion free soy supply chains. It will provide a platform through which signatories can be signposted to wider complementary actions they can engage in, for example supporting transformational change at a landscape or jurisdictional level in key producing landscapes/countries.

THIS PROJECT

Why do we need a website?

We need a 'hub' for the manifesto, catered to an **industry and policy maker audience**, which functions to:

- Signpost the audience to the manifesto document itself, plus associated elements such as accompanying detailed guidance and context;
- Present the manifesto and what it signifies in a compelling way, to attract further signatories;
- Help the audience to understand why a manifesto was created and how it fits in with broader national and international market initiatives on soy and policy developments such as the UK Environment Bill;
- Clearly articulate what the signatories' calls to actions are for different members of the soy supply chain, and provide clear guidance/roadmaps for each of the key groups targeted (e.g. downstream buyers including retailers and food service companies, product manufacturers, livestock producers, feed manufacturers, traders/first importers);
- Act as a resource hub/platform which other organisations, for example the manifesto signatories and supporting civil society organisations, can easily refer to and amplify;
- Represent the manifesto co-developers, signatories and supporting parties.

Ultimately, we would like a website which underpins and supports the aims of the manifesto to incentivise soy importers and the soy supply chain to take more ambitious action to end soy-linked deforestation and conversion.

The website will be hosted on an independent domain to the WWF website.

Deliverables: what are we looking for from the developers?

Bidders should clearly outline in their proposal the deliverables and outputs which will be provided to WWF-UK to meet the objectives stated above. At minimum we are looking for the selected agency to deliver:

1. **A website** – the design agency should develop the website, be prepared to advise on layout, design and degree of interactivity. The design agency should revise the website across as many iterations as required to produce a final website. We anticipate that the website will require pages/sections/links to the following components:
 - the manifesto document;
 - the manifesto signatories;
 - about the manifesto;
 - a link to the supporting monitoring, reporting and verification system proposal;
 - Roles and responsibilities for different supply chain actors;
 - Guidance/roadmaps for different supply chain actors;
 - media responses / supporting quotes from outside the manifesto signatory group;
 - link to further resources (ie WWF Soy Traders Scorecard, the Soy Transparency Coalition, the Retail Soy Group, Consumer Goods Forum Forest Positive Coalition soy roadmap, UK roundtable for responsible soy, etc)

2. **Assets and engaging content that will be housed on the website** – we do not have existing infographics or supporting assets to place on the website, so the selected agency will also be required to develop these for use on the website. These could include infographics, short videos or animations. We are looking for the design agency to design and execute infographics and other assets from start to finish, across as many iterations as required to produce final versions. We will support the agency/consultant to develop these by providing statistics, technical information and ideas. Examples of assets we might be looking for:
 - An infographic to accompany the site page on the proposed monitoring, reporting and verification system
 - An infographic to summarise the manifesto purpose and asks
 - An infographic to represent the supply chain and the complementary roles of different actors from upstream to downstream

SUBMISSION AND ASSESSMENT OF PROPOSALS

Proposals should be no longer than 6 pages or slides, and include:

- Relevant experience, for example case studies and/or examples of similar content
- Approach for completion of deliverables, along with detailed timeline for delivery
- A precise budget breakdown by key tasks, including daily rates
- A list of what will likely be needed from WWF, Efeca and the wider manifesto group to support delivery (ie technical guidance, weekly meetings, access to photography, etc.)

Please attach CVs and roles of team members who will participate in the project at the end of the proposal. The selected consultant will be required to accept WWF-UK's standard Terms and Conditions.

Proposals will be assessed according to:

1. Fit to brief
2. Relevance of previous experience on projects with similar aims
3. Value for money

Submit proposals to: Mollie Gupta (mgupta@wwf.org.uk) with Sabrina Goncalves Krebsbach (SGoncalveskrebbsbach@wwf.org.uk) and Rose McCulloch (rose.mcculloch@efeca.com) in copy

Timeline to submit proposals: 22nd Sept to 3rd October 2021

Tentative start date: 11th October 2021

Deadline for all project deliverables: 1st November 2021