Call for Proposals to Appoint a Consultant

WWF - Tesco Partnership

Review and evaluation of existing (or near-to-market) methane reducing feed additives and technologies,

with associated (business and government) recommendations to deliver ‘best practice’, well-governed markets.

1. Introduction

WWF and Tesco are working in partnership to spearhead change within the food retail sector. A major delivery strand within the Partnership is sustainable agriculture; in particular, addressing the environmental impacts that the UK agricultural sector has on soil health, water quality, biodiversity and greenhouse gas emissions.

With agriculture representing 10% of UK GHG emissions, and methane (CH4) representing 68% of UK agricultural emissions, according to the Committee on Climate Change’s Sixth Carbon Budget. Many stakeholders, such as the CCC[[1]](#footnote-2), the National Farmers Union (NFU)[[2]](#footnote-3) and UK Government[[3]](#footnote-4) have all highlighted the role methane reducing feed additives, and similar technologies, such as masks[[4]](#footnote-5), could potentially have in supporting the decarbonisation of agriculture, and the ruminant sector in particular. The role of methane reducing feed additives in reducing agricultural GHG emissions was also highlighted as an opportunity to reduce farm-level GHG emissions in a recent report commissioned by the WWF-UK and Tesco Partnership, available here: [Farming for Net Zero | WWF](https://www.wwf.org.uk/updates/farming-for-net-zero)[[5]](#footnote-6).

Noting the challenge of reducing emissions associated with the production of cattle and sheep, specifically via enteric fermentation, there has been a recent proliferation in the number of companies and ‘start ups’ claiming to be developing, marketing and selling feed additives and technologies which offer significant methane reductions (up to 90% for example[[6]](#footnote-7)). Furthermore, with the growing emphasis on markets for carbon, which can offer financial incentives for farmers to reduce emissions, there are also methane reducing feed additive companies linking their claimed reductions to carbon credits[[7]](#footnote-8).

Methane reducing feed additives and technologies seem to hold a lot of promise and provide a significant opportunity to decarbonise agriculture. However, the delivery of such promise must be based on robust and transparent science in order to be trusted. Consequently, the WWF and Tesco Partnership wishes commission a consultancy to explore the levels of scientific rigour and openness in the growing methane reducing feed additive (and associated technologies) market, and to establish a set of criteria which should be considered ‘best practice’, which can be used to inform stakeholders interested in this sector.

Our aim is to provide clarity to those interested in the decarbonisation of agriculture (including farmers) on the role that methane reducing feed additives and technologies can have in reducing enteric fermentation emissions, specifically by reviewing the claims made by those promoting methane reducing goods and services. Furthermore, we would also like the appointed consultant to provide recommendations for ‘best practice’ on what can/should be claimed, and how, by companies offering these products, goods, services, technologies and opportunities. Finally, we are also seeking recommendations on the appropriate policies and governance structures that governments and businesses (for example food retailers) should adopt to:

A) encourage and ensure ‘best practice’ in this market

B) support these technologies through innovation and wide-spread adoption to deliver agriculture decarbonisation/net-zero policy objectives

C) how these products should be used and accounted for in emission reduction strategies/policies (such as net zero/emission reduction strategies set by businesses[[8]](#footnote-9))

2. SCOPE, AIMS, OBJECTIVES OF CONSULTANCY

2.1 Scope Considered

2.2.1 Terminology Used in this Consultancy

* Methane reducing feed additives – feed supplements sold to farmers, promising reductions in methane produced via enteric fermentation.
* Methane reducing technologies – technologies, such as masks for cattle, promising reductions in methane produced via enteric fermentation.

2.2 Aims

The primary output of this work is to provide a comparative review of a number of the various products, good and services that are available (or near-to-market) to farmers that make methane reduction claims. The aim for this output is to provide clarity to the agriculture and food sector on the efficacy of the products, goods and services available (in terms of their methane reduction potential), as well as inform the emerging methane reducing feed and technology sector by producing a ‘best practice’ set of criteria that covers scientific rigour, data transparency and other factors.

Additionally, we’d want the consultant to provide suggestions on the role of government and businesses (particularly food businesses) in A) delivering ‘best practice’ in this market, B) supporting these technologies through innovation and wide-spread adoption to deliver agriculture decarbonisation/net-zero policy objectives and C) how these products should be used and accounted for in emission reduction strategies/policies (such as net zero/emission reduction strategies set by businesses).

2.3 Objectives

The objectives below are matched to the outputs we anticipate.

1. **Review or ‘meta-analysis’ of products, goods and services claiming methane reducing properties**

The review to include existing technologies and companies, as well as close-to-market opportunities. Specifically, we want to compare factors, such as:

* The methane reducing claims made of products, goods and services
* The transparency of the data and science behind the methane reduction claims
* The robustness of the science behind the methane reduction claims
* The cost/benefit of the products
* Other claimed benefits e.g. health or yield benefits, or other potential risks
* Whether the technologies delivered a gross reduction of methane, or reduction of methane per unit, via increased efficiency/reduced intensity – and whether this is made clear within the claims made.
* The potential scalability and closeness to market
* Whether the methane reducing interventions consider the variety of UK agricultural systems (e.g. grass-based or indoor) in the claims made, and whether this is likely to impact the efficacy of such products.

Within the proposal, please highlight the methodology that will be used to identify which products, goods, services technologies and opportunities will be explored within the evaluation, as well as the approximate number that will be analysed.

* The methodology should be established in such a way that an objective set of criteria is developed, against which interventions are assessed.
* Within this set of objective criteria, a robust level of ‘best practice’ is established, against which you can allow comparisons to be drawn.
* Within the analysis of the results, you can substantiate what is said against factual information in the public domain (record keeping and referencing is important), and analysis is not based on hearsay/rumour/assumptions/third party quotes.
* When summarising the results, conclusions accurately reflect the evidence and that sensationalising statements are avoided - allow the facts to speak for themselves and for stakeholders to draw their own conclusions.
* If there is any element to the evaluation which is subjective, this should be clearly indicated so that opinion is differentiated from fact, and the basis on which the opinion has been formed is clear. Any opinion must be reasonable in the light of the facts known and not based on a dishonest or improper motive.
* Any conflict of interest or possible bias should be made clear in proposals submitted by consultants.

1. **Recommendations for public and private governance measures**

As an additional section within the report, the consultant will provide recommendations for public (government) and private (business) governance and ‘best practice’ measures that will ensure methane reducing feed additives and technologies deliver towards meaningful climate action. These recommendations will be aimed towards stakeholders such as retailers and others in the food supply chain, the agricultural sector, the methane reducing feed and technology sector and government. The recommendations could cover themes such as:

* The role of government in ensuring claims made about abatement potential are not misleading.
* The expectation and standards the agricultural sector should demand of companies aiming to sell methane reducing feed additives and technologies.
* Policies (government and business) that would allow effective methane reducing interventions to be scaled up and adopted throughout agriculture.
* How these products should be used and accounted for in emission reduction strategies/policies (such as net zero/emission reduction strategies set by government and businesses).

Within this section, our vision is for the consultant to provide recommendations, based on the evidence from Objective 1, that help stakeholders interested in the decarbonisation of the agriculture and ruminant sector (including farmers and food retailers) influence the standards and practices in the development, sale and use of methane reducing feed additives and technologies.

2.4 Outputs

A designed report (which could be publicly sharable) covering both Objective 1 and Objective 2. This report would initially be for WWF-UK and Tesco. However, public dissemination is a potential opportunity, and in that case the audience would likely be other businesses and stakeholders in the food supply chain, the agricultural sector (including farmers), the methane reducing feed and technology sector and government.

A collaborative dissemination strategy would be discussed and developed in consultation with the consultant once the final report is produced. Within the proposal, the consultant could consider dissemination activities and potential costs.

2.5 Additional Information for Consultant Consideration

* The data used in the evaluation should be accessed from publicly available sources.
* The structure of the report is up to the consultant, and should be highlighted in the proposal, but some form of visually-attractive table of comparison/infographic should form part of Objective 1 of the report.
* The final report will be branded using the consultant’s branding, with an acknowledgement of funding from the WWF-UK and Tesco Partnership.
* Consideration on advocacy / communication opportunities for the report could also be considered and demonstrated in the proposal.

3. Evaluation Approach, Deliverables, Timeline and Budget

3.1 Anticipated Tasks / Methodology

As part of the consultant’s submission, we require a brief, but reasonably detailed proposal for delivering both objectives (as well as clarity on how the methane reducing feed additives and technologies to be analysed will be selected, and approximately how many will be analysed). The brief should include a scheduled, proposed workplan.

The consultancy will commence with an Initiation Meeting at which (and/or in preparation) WWF and Tesco will supply any relevant background material required. There will be regular update / progress meetings with the Consultancy Steering Group; chaired and minuted by the consultant.

3.2 Deliverables

At present, we anticipate requiring one single report that presents results and findings across all aims and objectives, including business and government recommendations. The report must be visual and engaging, using images, tables, graphs, chart and infographics where appropriate to represent/summarise the findings. The report should be concise, have separate appendices, and additionally have an executive summary of max. 3 pages. It shall initially be presented in draft format for revisions and agreement by the Consultancy Steering Group.

Should, during the contract, the consultant advises the Steering Group that a single report is undeliverable due to the wealth of findings obtained, then we will consider breaking this into smaller reports in discussion with the consultant. The guiding principle we will follow is that we want to obtain consultancy deliverables most suited to our Partnership and advocacy needs.

The final report is to be delivered in Word and pdf formats, with agreed wording / branding to recognise the financial support made available by the WWF-UK and Tesco Partnership to deliver the report.

We also require a presentation and slide-deck(s) to communicate the main findings to senior stakeholders in our target audiences. The exact target audiences will be agreed during the consultancy with the Steering Group.

3.3 Skill Set Required for Consultant/Consortium

* Expert knowledge and experience across all aims and objectives.
* Understanding of UK ruminant sector production, structure and processes.
* Expert knowledge of agri-GHGs, enteric fermentation, methane, the decarbonisation of agriculture and the climate impact of ruminant agriculture
* Understanding of UK agriculture and climate policy.
* Understanding of the UK dairy, beef and lamb supply chains
* Understanding of the climate targets of UK food businesses, and the monitoring, reporting and verification of Scope 3 emissions.
* Specific skills:
  + ability to undertake scientific, rigorous research on sensitive subjects.
  + in-depth expertise in crystallising complex findings into key deliverable actions.
  + ability to synthesise and communicate complex findings and results into clear language suitable for diverse audiences.
  + track-record in delivering meetings/workshops to a hybrid model.
* Any subject matter bias or conflict of interest should be declared.

Given the range of skills required, consortia proposals will be welcomed, provided they have a clear, lead consultant.

3.4 Proposed Timeline

* Return of submissions 14th March 2022 (6pm)
* Appointment of consultant WC 21st March 2022
* Contract Initiation meeting WC 28th March 2022
* Delivery of draft report 6th May 2022
* Final completion 27th May 2022

3.5 Budget

The indicative budget is £20,000, excluding VAT.

4 Application Process and Appointment

4.1 Submission of Proposals

Please submit your proposal electronically by 6pm on Monday 14th March 2022 to Callum Weir at [cweir@wwf.org.uk](mailto:cweir@wwf.org.uk). Your proposal must contain:

* Your approach and proposed methodology to address the consultancy.
* A timeline to deliver the consultancy across the start and completion dates.
* An analysis of how you fulfil the required skill set, with supporting evidence.
* Names and CVs of all staff who will work on the consultancy, and proposed roles.
* An all-inclusive fee proposal including:
  + Total days and day rates for each member of staff who will work on the consultancy.
  + Any travel/ancillary costs.
  + Your VAT status with VAT, if applicable, clearly identified.
* Acceptance of, or comments on, WWF-UK's standard terms and conditions

4.2 Success Criteria

WWF will consider proposals and appoint the successful consultant through a mix of qualitative and quantitative assessment, to include:

* Quality of the submission and adherence to the brief.
* Expertise and skills of staff in relation to the brief.
* Cost and overall resource inputs, including value for money.
* Quality and effectiveness of the proposed methodology and ability to deliver the brief.

4.3 Appointment of Consultant

We plan to select and verbally appoint the chosen consultant by WC 21st March 2022. WWF will be the formal client for the consultancy contract and a Purchase Order will follow through WWF’s electronic Panda Purchasing system, on which the consultant will need to be registered. The appointment will use WWF’s standard Terms and Conditions.

Appointment of the chosen consultant, and delivery of the consultancy, will be overseen by a Steering Group with a proposed core membership of:

* Alice Ritchie, Responsible Sourcing Manager (Tesco)
* Tesco Agriculture Team Rep (Tesco)
* Callum Weir, Sustainable Agricultural Specialist Tesco Partnership (WWF)
* With potentially additional members (including external members TBC)

Appendix 1: Background Information

**The Triple Challenge:** WWF is fighting to tackle The Triple Challenge - our articulation of the climate and nature emergency, plus the very central issue of how we produce and consume food. We ground our work in the UK by testing and trialling the solutions we think are needed to implement change at all levels of society. Work is funded through donations and grants given by corporate partners with a stake in tackling The Triple Challenge, and the WWF-Tesco Partnership is the largest of these.

**The WWF-Tesco Partnership and The Basket Metric:** The Partnership launched in 2018 and has just entered the last 18 months of a four-year programme. WWF and Tesco are working together to implement industry-level change through a range of high-impact projects, including the creation of a [sustainable shopping basket](https://www.tescoplc.com/sustainability/taking-action/environment/wwf/sustainable-shopping-basket/creating-a-sustainable-shopping-basket/) metric. This has recently been broadened into the [WWF Basket](https://www.wwf.org.uk/basket-metric), with the target to halve the environmental impact of UK baskets by 2030. On 6th November 2021 at COP 26, WWF announced that Co-op, M&S, Sainsbury’s, Tesco and Waitrose have pledged to slash their impact across climate, deforestation and nature by 2030 in the “[Retailers Commitment for Nature](https://www.wwf.org.uk/sites/default/files/2021-11/WWF-Retailers-Commitment-for-Nature.pdf)”.

The role of the WWF UK Landscapes team within the Partnership is to demonstrate at farm and supplier level how greater sustainability can be achieved in terms of agricultural production and thereby is intrinsically linked to the Basket Metric.

**The WWF-Tesco Partnership Sustainable Agriculture workstream’s work on the climate impact of agriculture** can be viewed here: [Farming for Net Zero | WWF](https://www.wwf.org.uk/updates/farming-for-net-zero).

**Footnotes**

[Sector-summary-Agriculture-land-use-land-use-change-forestry.pdf (theccc.org.uk)](https://www.theccc.org.uk/wp-content/uploads/2020/12/Sector-summary-Agriculture-land-use-land-use-change-forestry.pdf)

2 [Net Zero\_12pp\_v4.indd (nfuonline.com)](https://www.nfuonline.com/archive?treeid=137544)

3 [net-zero-strategy-beis.pdf (publishing.service.gov.uk)](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033990/net-zero-strategy-beis.pdf)

4 [Technology | Zelp](https://www.zelp.co/technology/)

5 [Farming for Net Zero | WWF](https://www.wwf.org.uk/updates/farming-for-net-zero)

6 [Minimizing methane from cattle | DSM](https://www.dsm.com/corporate/markets/animal-feed/minimizing-methane-from-cattle.html)

7 [Carbon - Mootral](https://mootral.com/carbon/)

8 [Tesco commits to net zero emissions from its supply chain and products by 2050 - Tesco PLC](https://www.tescoplc.com/news/2021/tesco-commits-to-net-zero-supply-chain-and-products-by-2050/)

1. [Sector-summary-Agriculture-land-use-land-use-change-forestry.pdf (theccc.org.uk)](https://www.theccc.org.uk/wp-content/uploads/2020/12/Sector-summary-Agriculture-land-use-land-use-change-forestry.pdf) [↑](#footnote-ref-2)
2. [Net Zero\_12pp\_v4.indd (nfuonline.com)](https://www.nfuonline.com/archive?treeid=137544) [↑](#footnote-ref-3)
3. [net-zero-strategy-beis.pdf (publishing.service.gov.uk)](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1033990/net-zero-strategy-beis.pdf) [↑](#footnote-ref-4)
4. [Technology | Zelp](https://www.zelp.co/technology/) [↑](#footnote-ref-5)
5. [Farming for Net Zero | WWF](https://www.wwf.org.uk/updates/farming-for-net-zero) [↑](#footnote-ref-6)
6. [Minimizing methane from cattle | DSM](https://www.dsm.com/corporate/markets/animal-feed/minimizing-methane-from-cattle.html) [↑](#footnote-ref-7)
7. [Carbon - Mootral](https://mootral.com/carbon/) [↑](#footnote-ref-8)
8. [Tesco commits to net zero emissions from its supply chain and products by 2050 - Tesco PLC](https://www.tescoplc.com/news/2021/tesco-commits-to-net-zero-supply-chain-and-products-by-2050/) [↑](#footnote-ref-9)