

WWF Basket- 2023-2025 data contract

Terms of Reference

- 1- Retailer data collection*
- 2- WWF's 'What's in Store for our Planet'- analysis & report writing*

Summary

In November 2021, WWF-UK launched the [WWF Basket](#) - the ambition to **halve the environmental impact of UK Baskets by 2030** & [WWF's Retailers' Commitment for Nature](#)- the pledge from 5 retailers to work with WWF to meet this target.

These five retailers are Tesco, M&S, Sainsbury's, Waitrose, and Co-op- making up over 50% of the UK's market share. Each retailer has committed to take action for nature aligned to the 7 areas of the Basket (climate, agriculture, marine, diets, food waste, packaging, deforestation & conversion), are willing to share data annually (for WWF-UK to measure progress of the UK retail sector) and advocate for others to also act.

For WWF-UK to report retailer progress to the target annually through to 2030 in the '[What's in Store for our Planet](#)' reports, data from UK retailers (not just the 5 Signatories) is required. In 2022- WWF, WRAP and The Food Foundation aligned data collection processes for UK retailers across their relevant programmes, working together to have one centralised data collection process, led from WWF-UK. **Following a successful pilot year and positive retailer feedback, WWF are looking to repeat this collaboration and deliver an annual report that supports our food transformation strategy with retailers.**

In November 2022, WWF released the first '[What's in Store for our Planet](#)' report, an aggregate review of retailers' impact on climate and nature, using the data from UK retailers (9 participated and we are hoping for further retailers from 2023). For WWF-UK, this approach is key to our influencing strategy- holding retailers to account. In future years, we may wish to change our approach with how data is presented, should we not see meaningful change.

WWF-UK Objectives

Following this successful first year, WWF are looking to secure a consultant on a 3-year contract to:

Objective 1	<p>Manage the annual data collection process with UK retailers for:</p> <ul style="list-style-type: none">- WWF (<i>WWF Basket</i>)- WRAP (<i>UK Plastics Pact, Courtauld 2030, Food Waste Reduction Roadmap</i>)- The Food Foundation (<i>Plating up Progress</i>) <p>Key to this process will be appointing a consultant with the ability to work to ensure the relevance of the existing methodology, obtain and verify the data and work with UK retailers and our stakeholders, in addition to ensuring the appropriate data is</p>
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	disseminated to all parties (WWF, Food Foundation, WRAP) in the appropriate forms deemed from them.
Objective 2	<p>Become WWF-UK's dedicated data consultant for the WWF Basket reporting work. This entails:</p> <ul style="list-style-type: none"> - Annually analysing the data received to input into the 'What's in Store for the Planet' reports and prepare relevant data associated to the findings for coinciding WWF CEO meetings (such as presentations of data not able to be presented in the public domain on graphs). - Lead on writing the annual 'What's in Store for the Planet' reports- collaborating with WWF on specific sections. This can include technical content and content to frame the report ambition. - Support the WWF team on the annual feedback shared with the Signatories to the WWF's Retailers' Commitment for Nature- this is sharing feedback on their individual progress based on the data received the year prior. - Support WWF on any webinars or presentation of information on the data analysis for the 'What's in Store for the Planet' reports and data collection process. - Be willing to consider any ad-hoc data analysis queries that sit beyond the annual data analysis & report engagement (at an additional cost to the contract fee).

WWF-UK will lead the relationship with the appointed consultant- through the Food Transformation Project Manager.

Details of the scope of work we believe is required to help deliver this can be found below.

Background & definitions

WWF Basket

What is the WWF Basket?	<p>The ambition is "To halve the environmental impact of UK Baskets by 2030". Signatory retailers are asked to sign up to this overall ambition.</p> <p>The target areas and actions are articulated at a corporate level, though some do reference specific high impact supply chains.</p> <p>Where ambitious industry initiatives exist, the WWF Basket aligns measures and actions to these.</p>
WWF Retailers' Commitment for Nature	<p>The WWF Retailers' Commitment for Nature is a commitment from five UK retailers:</p> <ul style="list-style-type: none"> - Co-op - M&S - Tesco - Sainsbury's - Waitrose <p>Our ambition is to increase this group, with further retailers joining as Signatories.</p> <p>They have committed to take action for Nature, reducing their impacts across seven areas where food has a disproportionate impact on climate and nature. These commitments include:</p>

	<ul style="list-style-type: none"> Working with WWF to halve the environmental impact of UK Baskets by 2030, focusing on climate, deforestation and conversion of habitat, agricultural production, marine, diets, food waste and packaging as measured by the WWF Basket. Reporting data annually to WWF against these pillars and publicly reporting on actions taken Meeting the business commitment to 1.5 by setting 1.5-degree SBTs in all scopes, near term and long term by end of 2022 <p>WWF will be tracking the overall food retail sector's progress annually and will be distributed in a report.</p>
WWF Basket-definitions	<p><u>WWF Basket Outcomes</u></p> <p>If the targets are achieved, we will have achieved the ambition to halve the impact of the UK baskets and set the UK food system on the path to regenerative production.</p> <p>The Outcomes have been set by WWF. While they provide a framework for those that have signed up to the WWF Basket, the targets are intended to be met for the UK as a whole, rather than by any individual retailer. However, signatories will be expected to action to contribute to progress.</p> <p><u>WWF Basket Measures</u></p> <p>The measures are the means for measuring progress against the Outcomes. Retailers will be asked to supply information for their performance so WWF can measure progress against the ambition to halve the environment impact of UK Baskets.</p> <p><u>WWF Basket Blueprint for Action</u></p> <p>The Blueprint lays out the priority actions which WWF-UK believes UK Food Retailers should take to tackle the climate and nature crises.</p> <p>Retailers may take other actions to achieve the targets, but in signing up to the overall ambition it is expected that they will take action.</p> <p>The areas and actions are articulated at a corporate level, though some do reference specific high impact supply chains.</p>
WWF Basket areas	Climate, deforestation & conversion, marine, diets, packaging, food waste, agriculture

Food Foundation

The Food Foundation's Plating Up Progress work has two main goals:

Firstly, to forge a consensus on metrics and reporting mechanisms that allow assessment of food industry progress in transitioning to sustainable and healthy diets

Secondly, to engage stakeholders such as the food industry, investors and governments to advance the uptake of these metrics and track progress in the industry through our Plating Up Progress dashboard.

Please note that this collaboration with WRAP, WWF and The Food Foundation aims to be a long-term engagement- due to funding requirements, The Food Foundation will confirm 2025's engagement in due course, once in contract.

WRAP- Definitions

WRAP UK Plastics Pact	A voluntary agreement the retailers are signed up to, committing them to work towards 4 targets aimed at achieving a circular plastics economy.
WRAP Courtauld 2030	A voluntary agreement the retailers are signed up to, committing them to work towards 3 targets aimed at reducing the impact of the food sector. Note- further definitions are included as tabs in the data reporting sheets.
WRAP Food Waste Reduction Roadmap	A voluntary agreement the retailers have signed up to, committing them to take a Target, Measure, Act approach to reducing food waste in their own operations and supporting their suppliers and customers to do the same

Scope & Outputs

We are aiming to:

With WWF, WRAP and The Food Foundation

- Receive data from UK retailers/public sources for the requirements of WWF, WRAP and The Food Foundation, ensuring it is managed in a safe, compliant manner, within the timeframes specified.
- The consultant to maintain and manage a positive collaboration and relationship with UK retailers, obtaining qualitative and quantitative data and support for the shared approach from WWF, WRAP and The Food Foundation.

For WWF (in addition to the above)

- To have annual data analysed and presented in a written report from the Consultant, produced annually, the approach to be determined by WWF, with consultation and collaboration with WWF colleagues and where necessary external parties (such as WRAP, where data crossover aligns).
- The Consultant to work collaboratively with WWF to consider long term strategies for presenting data in the *What's in Store for our Planet* reports.
- To be able to present individual WWF's Retailers' Commitment for Nature Signatory retailer progress reports on previous year's performance, subject to legal boundaries. This can include information such as areas where that Retailer could be leading, or where specific action could accelerate progress.
- Be WWF's dedicated data consultant specifically working on the WWF Basket reporting for the duration of the Contract- being willing to consider additional ad hoc and relevant work to support the Programme of work as it may grow.

Schedule- annual

For WWF only		For The Food Foundation only	
For WWF, WRAP & The Food Foundation		For WWF & WRAP	

1	<u>Planning for data collection</u> <ul style="list-style-type: none"> - Any changes to the approach & methodology in place - Planning for communicating to retailers 	Lead- WWF & Consultant Support- WRAP/The Food Foundation	January- February
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Terms of Reference- November 2022

	<ul style="list-style-type: none"> - Ways of working - Any changes to existing NDAs <p>For WWF, with consultant</p> <ul style="list-style-type: none"> - Planning communications to retailers to communicate any changes to approach 		
2	<p>WWF's Retailers' Commitment for Nature- Signatory feedback on individual performance against the WWF Basket ambition</p> <ul style="list-style-type: none"> - First happening in 2023 - Review and short feedback on individual feedback on progress 	Lead- WWF & Consultant	January- February
3	Retailer consultation	<p>Lead- Consultant & WWF</p> <p>Support- WRAP/ The Food Foundation</p>	Feb- March
4	<p>Consultant to carry out a desk-based research exercise to populate an initial report for each company, following the discussions with retailers. Data to be delivered to The Food Foundation.</p> <p><i>This is specifically for The Food Foundation deliverables</i></p>	<p>Lead- Consultant</p> <p>Support- The Food Foundation</p>	April- May
5	<p>Data received from Retailers</p> <p>Consultant to liaise with retailers to obtain data, ensure accuracy, with the output being that all parties consulted have agreement with the information collated</p> <p><i>This is specifically for WWF and WRAP</i></p>	<p>Lead- Consultant</p> <p>Support- WWF/ WRAP</p>	May- July
6	Raw data delivered to each party (WWF, WRAP)	<p>Lead- Consultant</p> <p>Support- WWF/ WRAP</p>	July- August
7	Analysis of the data relevant for the WWF Basket work- 'What's in Store for our Planet' and relevant CEO meetings for the WWF's Retailers' Commitment for Nature. Individual retailer analysis from 2023's data submissions.	<p>Lead- Consultant</p> <p>Support- WWF</p>	July- September
8	Report writing for WWF <i>What's in Store for the Planet</i> report	<p>Lead- Consultant</p> <p>Support- WWF</p>	July- September

Roles and responsibilities

WWF-UK is leading this piece of work, with close participation of The Food Foundation and WRAP.

The consultant should expect to:

- Be under the direction of the WWF staff managing this project and where appropriate, Food Foundation and WRAP.
- Commit to regular check-ins with WWF and where needed, The Food Foundation and WRAP (to be mutually agreed once appointed) and inform WWF if and when issues arise between these check-ins.

WWF shall:

- Act as lead relationship manager with selected consultant and lead the appointment process.
- Provide a list of resources which can be used as a starting point for research (including prospective interviewee names and documents) as well as any additional information necessary for the consultant to deliver against the brief (for WWF and where needed, the participating parties).
- Facilitate introductions with industry experts, relevant to securing the required outputs.
- Work closely with the selected consultant, Food Foundation and WRAP throughout the term on any task necessary to fulfil the brief.
- Provide feedback on draft versions and progress of the outcomes
- Be on hand to answer queries
- Provide final sign-off of detailed outputs

The Food Foundation, WRAP shall:

- Assist in assessment of proposals and selection of consultant (if applicable)
- Provide a list of resources which can be used as a starting point for research (including prospective interviewee names and documents) as well as any additional information necessary for the consultant to deliver against the brief.
- Facilitate introductions with industry experts, relevant to securing the required outputs.
- Be informed of progress and consulted if issues arise
- Provide feedback on any draft version of the outputs, in alignment with WWF and other parties.
- Facilitate introductions with industry experts, relevant to securing the required outputs.
- Be on hand to answer queries
- Provide final sign-off of detailed outputs relevant to their required data collection

Guidance on budget

- We've currently got a budget in mind- £60-65,000 per year (for three years) (including VAT), however in any proposal, we'd very much welcome detail on appropriate budget required to deliver our outcomes.
- WWF would like detail of the Consultant's Rate Card for the purposes of any additional, out of scope data analysis queries that sit beyond the report analysis (as described in the Objectives)
- WWF-UK will reimburse costs for relevant expenses associated with travel to complete the project- this must be budgeted and not an additional cost.

Timeline & delivery of work

- The goal is to have this project kick off in January 2023, with a contract in place prior to work beginning.
- We look to appoint in December 2022.

Project governance and response instructions

This project is being initiated by WWF-UK, with close participation with The Food Foundation and WRAP and where appropriate, with input from expert advisors relating to our individual projects. 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 within the timeframe given.
- 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. Please also include your Rate Card details.
- Names of all staff who will work on the project, proposed roles and experience on similar projects.
- Your response to WWF's Environmental Procurement questionnaire

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 (10%)
- Relevant organisational experience, expertise and skills of staff (30%)
- Cost and overall resource inputs (25%)
- Quality and effectiveness of the proposed methodology and ability to deliver the brief (25%)
- Your response to WWF's Environmental Procurement questionnaire (10% weighting)

Contract Particulars

WWF would prefer to contract this activity using the WWF Standard Terms and Conditions (attached). Please can you state whether or not you would be comfortable with this and whether or not there are any terms which might create difficulty for you.

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

Contact: Emma-Jane Boulter (Food Transformation Project Manager),
eboulter@wwf.org.uk,

Please note, Emma-Jane Boulter will be the main point of contact from WWF-UK, with further engagement from Sarah Wakefield (Head of Food Transformation).

Deadline for submission: Friday 9th December 2022 5pm (UK time).

Please submit via email to Emma-Jane Boulter eboulter@wwf.org.uk

No submissions after this date will be considered

Consultant appointed: from w/c 12th December 2022

Annex

BACKGROUND INFORMATION

WWF Basket- background

- WWF Basket Outcomes & Measures- [here](#)
- WWF Basket Blueprint for Action- [here](#)
- WWF's Retailers' Commitment for Nature- signatory CEO letter- [here](#)
- WWF-UK 2021 UK Global Footprint Report- [here](#)
- WWF Basket- technical evidencing document- [attached](#)
- 2022 report- What's in Store for the Planet- the impact of UK Shopping Baskets on Climate & Nature- [here](#)
- 2022 data collection methodology- [information available upon request- Emma-Jane Boulter.](#)

The Food Foundation- Plating up Progress- data requirements

- Plating up Progress metrics sheet- [attached](#)

Note- this details the individual metrics that form Plating up Progress. Some are more qualitative than others to reflect the industry's maturity in reporting and quantifying impact.
Please note you'll see areas where the metrics align with those within the WWF Basket (highlighted green).

This reflects 2022's requirements- upon appointment, any changed questions for 2023 reporting will be discussed.

WRAP- data requirements

- WRAP UK Plastics Pact- [attached](#)
- Courtauld 2030 reporting- [attached](#)

Note- these detail the individual metrics that form the data requirements for WRAP.

This reflects 2022's requirements- upon appointment, any changed questions for 2023 reporting will be discussed.