



WWF-UK

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UK Triple Challenge Project: Terms of Reference

Summary

WWF UK is looking for a contractor to develop evidence to support WWF advocacy on the **UK triple challenge**: transforming the food system, limiting global warming to 1.5°C and securing the recovery of nature. This project should provide an array of evidence showing what could be possible in the UK, including the trade-offs and choices that may be needed, and the resources that might be necessary to provide the strongest possible platform for informed debate and advocacy.

We are seeking a research body, consortia or partnership to develop evidence which should include at least the following outputs:

- A desk-based review of recent research and other significant reports and publications
- Best practice future scenario development
- An innovative interactive tool or tools allowing users to select multiple options for nature recovery, food production and consumption, and nature-based climate solutions, and see the consequences and options.

WWF expects the project to be delivered between January 2020 and April 2020. Proposals should be phased accordingly. Please refer to the Terms of Reference and attached documents for further details on scope, terms and instructions for application.

Background

Our world is under greater pressure than at any point in human history, and humanity faces some truly daunting challenges. We need to feed a global population that is likely to be approaching 10 billion by 2050. We must limit global temperature rise and improve resilience to bring climate change under control. And we need to halt and reverse the loss of nature, the life-support system that we all depend on. Failure to address all three of these potentially competing demands in an integrated way could lead to catastrophic social, environmental and economic consequences. But achieving these goals promises great reward for our health and prosperity.

Transforming the food system, limiting global warming to 1.5°C and securing nature recovery is the '*triple challenge*' of our time. WWF UK is currently producing a publication that sets the stage for discussion and debate on the triple challenge at a global level. A draft will be available for tenderers.¹ This paper will provide an overview of the evidence to date, identify areas of priority future research and set out the key trade-offs and choices that need resolving.

The UK has committed to net-zero by 2050, but does not have policy in place to achieve it. The UK currently does not have targets or plans for nature recovery by 2050, and does not have coherent policy or plans that would meet the challenges of making food production and consumption more sustainable.

To complement the global WWF report on the triple challenge, WWF-UK is seeking to let a contract to provide evidence about options for meeting the triple challenge of nature

¹ A copy of the global Triple Challenge report (embargoed) is available on request. To access this please send an expression of intent to apply to this contract to either of the contacts below, enclosing a signed copy of the **Mutual Confidentiality Agreement**.

recovery, nature-based climate solutions and low-impact food production and consumption in UK landscapes and seascapes.

The triple challenge should be explored at national and sub-national levels in the UK. The results of this contract will shape WWF-UK's advocacy positions on food, climate, and nature in UK landscapes and seascapes, and inform a programme of advocacy throughout 2020 and beyond, including joint advocacy with Tesco.

This contract will consist of research, scenario development, development of interactive tools and other activities to meet the objectives set out below. This opportunity is not limited to individual companies or research bodies – WWF welcome bids from consortia and partnership which also demonstrate the necessary technical expertise.

A further contract may be let which delivers a suite of participatory activities designed to challenge, validate and disseminate the outputs. If this goes ahead, a separate call for proposals will be issued.

Objectives

WWF expects to be able to use the outputs of the project to interrogate and examine the trade-offs that would need to be made to meet the triple challenge, understand the constraints and opportunities presented by choosing different priorities, and present configurations to meet society's expectations.

The products should be framed as a challenge, not a prescription. WWF understands that decisions to achieve the triple challenge will be difficult and will require trade-offs and choices. This project should provide an array of evidence showing what could be possible, and the trade-offs and choices that may be needed, and the resources that might be necessary, to provide the strongest possible platform for informed debate and advocacy.

The full body of work should:

- Review and synthesise recent thinking, research and evidence on options for UK landscapes and seascapes where nature conservation and recovery, nature-based climate solutions and low-impact food production are integrated.
- Present a science and evidence-based vision for the conservation and recovery of nature² in the UK by 2050, and a portfolio of approaches, including government, business and civil society actions, that could be used to achieve it.
- Using best practice for scenario development, including the involvement of experts and stakeholders, present four future scenarios for UK landscapes and seascapes, and the ways in which the triple challenge could – or could not – be achieved under each of them. Although conventional scenario development processes allow participants to define axes and parameters, in this case proposals should take into account that axes may not be binary, and should also take into account the plethora of other scenarios developed including for food, diets and climate, amongst others.
- Present options – which could be spatial, or ecosystem-based – for current and potential contributions of natural climate solutions for mitigation and carbon removal, on land and at sea, to meeting the UK's commitment to achieving net zero and to support the recovery of nature.
- Analyse and present options for transforming the food system in the UK which will allow for nature conservation and recovery, carbon mitigation/storage, and high-quality water and soil status without shifting significant environmental impacts to other countries.³

² Options are not limited to conserving what we have or restoring to a former state.

³ WWF recognises the current UK overseas environmental footprint is unacceptable and changes to domestic food production and land use choices have a part to play in addressing this. However, there are many other

- Include recommendations for government policy and investment, business policy and investment, and civil society actions, across all areas of the research report and scenarios
- Include analysis and observations on the potential social and economic trade-offs associated with the nexus between climate, food and nature, within the framing of a just transition.
- Include analysis and observations on the potential climate adaptation and resilience implications for UK landscapes and seascapes associated with the scenarios developed.
- Make recommendations on stakeholder engagement including policy and citizens dialogues which will explore policy and just transition challenges to applying a triple challenge approach in the UK.

Outputs

Outputs should include a level of technical detail necessary to provide credible evidence for advocacy, but should use plain English as far as possible.

Responses to this call for proposals should include details of applicants proposed methodology, including existing networks.

At a minimum, proposal must include:

1. Desk-based review of recent research and other significant reports and publications (indicative list is in Annex 1) (report)
2. Best practice future scenario development (report)
3. Gather and analyse data to develop an interactive tool or tools that allow users to select multiple options for nature recovery, food production and consumption, and nature-based climate solutions, and see the consequences and options.

To achieve the above we anticipate bids could include supporting activities such as:

- Collation of high-level data about the UK's marine, freshwater and terrestrial environments in a way that can be interrogated, analysed and presented in the context of the triple challenge.
- Consultation with experts (for example through expert interviews).
- Case studies, potentially using landscapes or seascapes WWF is working in.⁴
- Spatial analysis identifying potential optimal configurations of use of land and sea that could help meet the triple challenge.

WWF is open to proposals for activities to deliver the further objectives within the scope. WWF can assist in facilitating input from experts.

Methodology and timing

The successful proposal will set out a methodology and timeline that builds on WWF UK work across the triple challenge, and sets out a plan to develop an integrated approach to meeting the project objectives.

The proposed project should show how the triple challenge could be met in the UK within the following scope:

aspects of overseas environmental footprint that are not related to domestic food production – these are out of scope for this project. This analysis should take this into account including, at minimum, avoiding increasing overseas footprint.

⁴ The Cam-Ely-Ouse and Soar catchments in England, the Wye & Usk catchment in England and Wales, and the 'Summit to Sea' landscape in Wales.

- **Climate:** The potential of UK landscapes and seascapes to store, mitigate and remove greenhouse gas emissions using the recent WWF analysis, Keeping it Cool as a starting point (See reference in Annex 1).
- **Nature:** The potential within UK landscapes and seascapes to halt habitat, species and ecosystem loss by 2025, bend the curve on biodiversity loss by 2030, and ensuring the recovery of habitats, species⁵ and ecosystems by 2050.⁶
- **Food:** The potential for UK landscapes and seascapes to produce food and feed in sustainably and economically viable ways⁷ that meets dietary needs within predefined parameters (e.g. current consumption, the Eatwell Guide and a pre-defined progressive/flexitarian diet).⁸
- **Devolved responsibilities:** Any differentiation of the potential and the options in UK landscapes and seascapes in devolved administrations.
- **Shifting environmental impacts to other countries offshore:** choices should clearly identify risks of significant environmental impacts to other countries or between the marine and terrestrial environments.
- **Social and economic context and impacts:** choices should highlight any social or economic impacts (positive or negative) that may arise from the options and trade-offs for meeting the triple challenge, and what role people (individually or collectively) have in enabling or inhibiting options.

Within the scope of this contract, WWF is looking for proposals on an interactive tool or platform which could be used to demonstrate the complexities of the triple challenge⁹. WWF is looking for proposals which are creative, innovative and imaginative, and include all the technical details necessary to support clear, evidence-based advocacy.

Such a tool could allow end users the means to select their preferred response options (e.g. through adopting different combinations of climate, food and biodiversity) with the fullest possible understanding of the range of (positive and/or negative) consequences and trade-offs. The products should demonstrate not only the environmental trade-offs necessary, but also their connection to social and economic parameters. Projections and pathways for landscapes and seascapes in terms of nature recovery, food production and consumption and carbon storage in 2050 should also be accompanied by the actions by government, business and civil society that would be necessary to achieve them.

The audiences for this output could include, but not be restricted to, policy makers, NGOs, environmental and social movements, WWF's corporate partners, representatives of the water and land management sectors, businesses, and WWF advocates.

The interactive tool or tools should allow WWF or others to choose a variety of parameters, ask questions, and see the consequences of choices. Simplified examples might be as follows:

⁵ Restoration threshold for species would be no UK species listed on the IUCN Red List.

⁶ Use the Living Planet Report and/or ecosystem services as ways of assessing success.

⁷ This project should provide a better understanding of the implications for: UK food production and consequently what this means for building sustainability through UK production in food and feed; implications for food and feed imports; and supply chain effects – such as efficiency, waste targets and diets.

⁸ Low-environmental impact diet options are in development and will be discussed with the successful consultant.

⁹ Examples include <http://www.mspchallenge.info/>; <https://www.climatecentre.org/resources-games/games>

- If a choice was made to plant large areas of fast-growing non-native trees as part of a solution to achieving net zero, what would be consequence for nature and food production?
- If a choice was made to de-intensify farming and fishing to allow wildlife to recover, what would be the impact on overall food security and demand for imports?
- If a choice was made to invest in the large-scale recovery of seagrass, kelp forests and saltmarsh, what would be the benefits or consequences for climate mitigation and adaptation, nature recovery and food production and consumption?
- If sufficient land and sea were protected and/or managed to ensure UK species came off the IUCN Red List¹⁰, and habitats were of sufficient size and sufficiently connected as per the Lawton report, what would the implications be for carbon storage and food production, or how could food production and carbon storage be optimised in those circumstances? Or if all habitats and species achieved favourable conservation status?
- If the pattern of food production in the UK needs to change to accommodate natural climate solutions, and recovery of nature, what would the nature of that food production be, and what would the implications be for our overseas environmental and climate footprint?
- If the pattern of food production in the UK needs to change to accommodate natural climate solutions and recovery of nature, what are the downstream social and economic implications including supply chain efficiency, low environmental impact diets, and health, and how livelihoods need to change?
- What is the relationship between sustainable UK landscapes and seascapes and requirements of individuals in terms of making low-environmental impact dietary choices?

WWF expects the project to be delivered between January 2020 and April 2020. Proposals should be phased accordingly.

Output specifications

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 XXXXXXXX”.

Reports should be delivered in word document format, with any tables, diagrams, infographics contained within.

Interactive components should be delivered with all relevant files & code. Options for maintenance and ongoing development should be described.

Indicative budget

WWF will accept proposals budgeted up to the value of £100,000 (excluding VAT).

The combined budget for the expert report and the scenario development and report should not exceed £50,000 (excluding VAT.)

The budget should cover all costs associated with the research, data collection, report writing, interactive tools, and including expenses and facilitation costs, and any costs of participation including time, travel and subsistence.

Proposals could include (i) what could be done for this indicative budget; and (ii) options for enhancing the outputs should more resources be available.

Response to call for proposals

¹⁰ Acknowledging that some species are ‘naturally’ rare as a result of limited distribution or other circumstances.

In their bid, 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.

Responses to the call for proposals will be judged on:

- Ambition related to the brief and the best proposal for meeting WWF's objectives
- Value for money
- Understanding of the project brief
- Rigour of proposed methodology
- Demonstrated qualifications and/or relevant research experience in climate change, nature recovery, food systems, and social development in the UK or similar context; including the ability to provide relevant terrestrial and marine expertise.
- Demonstrated experience and competence in scenario development
- Demonstrated experience and competence in interactive tool development

Bids should be submitted via email to Shirley Matheson, smatheson@wwf.org.uk, by 5pm (UK time) on Wednesday 11th December 2019.

Any questions related to the proposal can be directed to either of the contacts below as soon as possible and by 5pm (UK time) on 30th November 2019 at the latest.

A copy of the global Triple Challenge report (under embargo) is available on request. To access this please send in a request with an expression of intent to apply to either of the contacts below, enclosing a signed copy of the **Mutual Confidentiality Agreement** which accompanies this call (See attachments).

In all correspondences please include (as appropriate) 'UK Triple Challenge Project:[application / question / EOI]' in the subject line.

Your response should indicate acceptance of the attached 'WWF Terms and Conditions' as a basis for contracting, Or, should you wish to discuss particular terms or propose alternatives, please ensure this is clearly described in your response.

Contact

Shirley Matheson, Climate Change Specialist, WWF UK, smatheson@wwf.org.uk
Chris Howe, Head of Food and Landscapes, WWF UK, chowe@wwf.org.uk

Annex 1: Indicative list of recent research and reports

Alexander, P *et al.* (2019) Transforming agricultural land use through marginal gains in the food system. *Global Environmental Change* 57 101932

Bagnall, Anne-Marie *et al.* (2019) Social Return on Investment analysis of the health and wellbeing impacts of Wildlife Trust programmes. Centre for Health Promotion Research, School of Health and Community Studies, Leeds Beckett University

Committee on Climate Change (2018) Land use: Reducing emissions and preparing for climate change. available at: <https://www.theccc.org.uk/publication/land-use-reducing-emissions-and-preparing-for-climate-change/>

Committee on Climate Change (2019) Net Zero – technical report, available at: <https://www.theccc.org.uk/publication/net-zero-technical-report/>

Committee on Climate Change (2019) Net Zero – The UK's contribution to stopping global warming, available at: <https://www.theccc.org.uk/publication/net-zero-the-uks-contribution-to-stopping-global-warming/>

FABLE (2019) Pathways to Sustainable Land-Use and Food Systems. 2019 Report of the FABLE Consortium. Laxenburg and Paris: International Institute for Applied Systems Analysis (IIASA) and Sustainable Development Solutions Network (SDSN)

FAO's State of Biodiversity for food and agriculture <http://www.fao.org/state-of-biodiversity-for-food-agriculture/en/>

Food and Land Use Coalition (2019) Growing Better: Ten Critical Transitions to Transform Food and Land Use. The Global Consultation Report of the Food and Land Use Coalition

Foresight. The Future of Food and Farming (2011) Final Project Report. The Government Office for Science, London.

Green Alliance, Cutting the Climate Impact of Land use https://www.green-alliance.org.uk/Cutting_the_climate_impact_of_land_use.php

IDDRI's work on agroecological futures in Europe <https://www.iddri.org/en/project/ten-years-agroecology-europe>

IPBES Global Assessment <https://www.ipbes.net/global-assessment-report-biodiversity-ecosystem-services>

IPCC (2019) IPCC Special Report on Climate Change, Desertification, Land Degradation, Sustainable Land Management, Food Security, and Greenhouse gas fluxes in Terrestrial Ecosystems

Lawton, J.H., Brotherton, P.N.M., Brown, V.K., Elphick, C., Fitter, A.H., Forshaw, J., Haddow, R.W., Hilborner, S., Leafe, R.N., Mace, G.M., Southgate, M.P., Sutherland, W.J., Tew, T.E., Varley, J. & Wynne, G.R. (2010) Making Space for Nature: a review of England's wildlife sites and ecological networks. Report to Defra.

NFU (2019) Achieving NET ZERO: Farming's 2040 goal, available at: shorturl.at/fO367.

Ranganathan, J *et al.* (2016) Shifting Diets for a Sustainable Food Future. Working Paper, Instalment 11 of Creating a Sustainable Food Future. Washington, DC: World Resources Institute.

RSA (2019) Food, Farming and Countryside Commission: Field Guide for the Future. RSA, London.

RSA (2019) Food, Farming and Countryside Commission: Our Future in the Land. RSA, London.

RSPB (2019) Nature helps our fight for a safe climate [website], available at: <https://rspb.maps.arcgis.com/apps/Cascade/index.html?appid=2b383eee459f4de18026002ae648f7b7>.

The Royal Society and Royal Academy of Engineering (2018) Greenhouse Gas Removal, available at: royalsociety.org/greenhouse-gas-removal raeng.org.uk/greenhousegasremoval.

The Wildlife Trusts (2018) A Wilder Britain: Creating a Nature Recovery Network to bring back wildlife to every neighbourhood. The Wildlife Trusts, Newark.

UK Climate Change Risk Assessment 2017 Synthesis Report. Committee on Climate Change

Willett, W *et al.* (2019) Food in the Anthropocene: the EAT–Lancet Commission on healthy diets from sustainable food systems. *Lancet* 2019; 393: 447–92

WRI (2019) Creating a Sustainable Food Future: A Menu of Solutions to Feed Nearly 10 Billion People by 2050. World Resources Institute, Washington DC.

WWF (2019) A Climate of Possibility: harnessing Scotland's natural resources to end our contribution to climate change, a report prepared by Vivid Economics, available at: https://www.wwf.org.uk/sites/default/files/2019-01/WWF_Report_VIVID_Jan_2019.pdf

WWF (2018) Avoiding Triple Jeopardy: developing a joined up future for climate, food and nature, available at https://www.wwf.org.uk/sites/default/files/2018-07/WWF_Avoiding_Triple_Jeopardy_Report.pdf.

WWF (2018) Keeping it Cool – how the UK can end its contribution to climate change, report prepared by Vivid Economics, available at: <https://www.wwf.org.uk/sites/default/files/2018-11/NetZeroReportART.pdf>