**WWF-UK Request for Proposal for ‘Eating for net zero and net positive – policy report’**

**Background**

Numerous scientific studies recommend action on diets as an essential part of any pathway to net zero, restoring nature and improving public health outcomes. In 2020, the UK Government introduced a 2050 net zero climate emissions target[[1]](#footnote-2), along with Environment Bill commitments to protect biodiversity[[2]](#footnote-3) and eliminate deforestation from commodity supply-chains[[3]](#footnote-4). However, sustainable diets remain absent from this agenda; the UK Government has made it clear that they plan on meeting their reduction target through investment in new green technologies and innovation.

The principal aim of this project is to demonstrate to policymakers how dietary shifts can play a meaningful role in achieving net zero in the UK, and to build the case for why it should feature as part of the Government’s net zero strategy.

WWF-UK has been at the forefront of research and advocacy on sustainable diets for over a decade and ‘Eating for net zero’ will build on our two flagship pieces of work: Livewell (2011 and 2017) and Planet-Based Diets[[4]](#footnote-5) (2020). We’ve recently completed work with a consultancy to update our dietary analysis and develop dietary scenarios for five different age groups.

The purpose of this contract is to use these recent findings and dietary scenarios – as well as other key pieces of work developed WWF – and, with a small team at WWF-UK, refine dietary advice and identify relevant policy recommendations.

***Livewell***

Livewell started in 2010 as a response to scientific evidence that demonstrated the need to take a systemic approach to food systems transformation. WWF-UK commissioned the Rowlett Institute to ascertain if it was possible to create sustainable dietary guidelines that would result in a reduction in carbon emissions in line with the UK Government’s climate change goals. The result was [Livewell: a balance of healthy, sustainable food choices](mailto:http://assets.wwf.org.uk/downloads/livewell_report_jan11.pdf?_ga=2.263167819.679649340.1646040066-968357629.1581325521) (2011) which was peer reviewed and endorsed by the British Dietetic Association. The report presented a Livewell Plate (fashioned on the Eatwell Plate) that met dietary recommendations and the 2020 target of a 25% reduction in greenhouse gas emissions.

The Livewell project was subsequently followed by LiveWell for LIFE, an EU-funded project led by WWF and Friends of Europe. LiveWell for LIFE set four conditions to test the viability of LiveWell Plates developed for France, Spain and Sweden. These were: reducing climate impacts, reducing health impacts, conforming to national food preferences and affordability.

In 2017, WWF-UK released [Eating for 2 degrees - new and updated Livewell Plates](mailto:https://www.wwf.org.uk/sites/default/files/2017-09/WWF_Livewell_Plates_Full_Report_Sept2017_Web.pdf) now looking at what we need to eat by 2030 to meet our Paris Agreement commitments. In addition to introducing land use and water footprint as well as greenhouse gas emissions, the report featured dietary plates for adolescents (11-18), elderly (65+) and vegans, as well as adults (19-64).

**Main purpose and scope**

We’re looking for a consultant to conduct necessary desk research, identify and hold interviews as appropriate and deliver a narrative report which brings together the findings in our ‘Eating for net zero and net positive’ technical report (Blonk Sustainability Tools 2022) with other recent WWF work (to be confirmed).

The consultants should allow time and budget for:

* Comprehensive desk research and report writing
* If agreed, conduct interviews with WWF-UK and external policy experts
* Prepare and participate in monthly meetings with the WWF working group
* Prepare and participate in fortnightly update and check in calls with WWF project manager/team

***Deliverables***

A ~60pp report accompanied by a shorter summary report for policymakers (~15pp), ready for design.

The report must meet the following criteria:

* Clearly communicate the dietary scenarios and their benefits (health and environment) in a way that resonates and cuts through with a policy audience (DEFRA, PHE, etc.)
* Provide UK-specific policy recommendations based on data analyses already completed
* Assess the potential impact of proposed policies on UK diets (preferably through quantitative analysis e.g., modelling)
* Explore how the Eatwell Guide is used at present, and what scope there is for expanded (or better targeted) use of the guidelines for interlinked health and environmental agendas

***The selection process***

A panel comprising member of the Science and Conservation department, the Advocacy and Campaigns department and Operations will consider the responses and make a decision based on the following criteria, with approximate weightings shown:

* 25%: The organisation’s proposed approach to the 9 points above
* 20%: Depth and breadth of expertise as evidenced by recent client work
* 20%: Values, partnership, inclusivity – alignment with WWF
* 35%: Price – value for money

**Date issues:** 8 March 2022

**Closing date to submit proposals:** 6 April

**Project start:** early April

**Delivery of narrative report**: Mid-June (exact date TBC)

**Delivery of final report, including impact assessment**: TBC

**Budget**: ~£25,000

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

**Contact person:** Sarah Halevy, Food Systems Sustainability Manager WWF-UK, [shalevy@wwf.org.uk](mailto:shalevy@wwf.org.uk)

**Alternative contact:** Procurement Team, [procurement@wwf.org.uk](mailto:procurement@wwf.org.uk)

**Proposal requirements and next steps**

In your response, you must be able to demonstrate and evidence:

1. Understanding of the brief and propose options for the approach. *Please outline possible time frames and requirements of us in a high-level project plan*
2. Depth and breadth of expertise in this field in the charity /not for profit / NGO and commercial / private sectors. *Please include names of recent clients for who you have delivered similar work*
3. A strong team that can provide responsive service – i.e., not key person dependent – continuous service available. *Please provide short biographies for all those who would be involved on the project*
4. A strong alignment with WWF’s vision and mission with values that respect diversity, equality and inclusivity and evidence of partnership working. *Please provide a short statement on this and how you evidence your values in your work*
5. Value for money; competitive pricing for expertise. We need fees to be clear and structured in a flexible way. *Please state day / hourly rates and price per project element, ideally with capped fees*
6. Confidentiality and Data protection. *Please provide your confidentiality statement and GDPR principles*
7. Diversity, Equality and Inclusivity (DE&I). *Please share your approach to DE&I and how you would approach the project in this respect*
8. References. *Please provide two referee clients.* (We would not approach without your permission)

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Thank you for expressing an interest in working with and supporting WWF-UK with this important piece of work. We look forward to receiving your response.

1. <https://www.gov.uk/government/news/uk-sets-ambitious-new-climate-target-ahead-of-un-summit>   [↑](#footnote-ref-2)
2. <https://www.gov.uk/government/news/pm-commits-to-protect-30-of-uk-land-in-boost-for-biodiversity>   [↑](#footnote-ref-3)
3. <https://www.gov.uk/government/news/government-sets-out-world-leading-new-measures-to-protect-rainforests>  [↑](#footnote-ref-4)
4. Led by the WWF Food Practice <https://planetbaseddiets.panda.org/> [↑](#footnote-ref-5)