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Food Wave project

Skills for young adults on low-incomes – March 2021

LWARB ref: 2020/21 – 20, **Project ref:** CSO-LA/2019/411-515

The London Waste and Recycling Board (LWARB) is seeking to procure the services of an organisation(s) to engage in activity with young adults on low-incomes as part of the International '[Food Wave](#)' campaign – an [EU DEAR Programme](#) funded project.

1. Introduction to LWARB

[LWARB](#) is a partnership of the Mayor of London and the London boroughs to improve waste and resource management. The city's economic and environmental future depends on our transitioning to a low-carbon circular economy; at LWARB we work to ensure that London's businesses, local government, and communities thrive by helping them make the very best use of resources and materials.

2. Background to Food Wave

Food Wave is an international project which aims to increase awareness, knowledge, and understanding of sustainable methods of food production and consumption for climate change mitigation and adaptation. The **project's intended audience is young people (specified as ages 15 to 35)** and the intended outcome is for them to commit to change their food consumption behaviours, as well as to actively promote the shift towards ecological and inclusive urban food systems.

Young people involved in the project will be supported to take action in their cities, involve their communities and influence institutional decisions, thus becoming integral actors and voices in the move towards a sustainable global food system by 2030.



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The project is co-funded by the EU and promoted by the Municipality of Milan together with ActionAid Italia, ACRA, Mani Tese and 30 project partners in 17 countries. The network consists of 21 cities (including London), 5 municipal agencies and 11 civil society organizations closely linked with the cities. LWARB became a project partner in November 2020 and has committed to delivering a number of activities over the next few years. The project is scheduled to end in 2023.

3. Objectives of the Food Wave campaign

3.1. Key pillars and outcomes

There are three desired project outcomes:

1. Awareness

- Young people in partner cities will become aware of the importance of climate-friendly food consumption behaviours, policies, and food systems;

2. Engagement

- Young people will become able to raise awareness, campaign, and actively engage in the promotion of practices for sustainable food systems (*this is creating youth activists*);

3. Communication/Outreach

- Young people in partner cities will engage with a wider EU audience on the importance of sustainable food consumption and urban food policies to tackle climate change.

To achieve these outcomes, a number of activities are being delivered by various partners, including cookery workshops, events, digital campaigns, films and more.



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3.2. Key messages

The campaign's key messages are:

- **Eat more healthily;**
- **Choose local;**
- **Minimise waste;**
- **Educate yourself and share your knowledge with friends;**
- **Take action.**

4. Background to the requirement

One of the categories included within the Food Wave project is the development of 'Skills for Under privileged Youths' (UPY), which in London we are defining as young adults on low-incomes.

These youths may be living in disadvantaged neighbourhoods, be migrants (newcomers), from minorities, vulnerable groups or be from challenging socio-economic conditions.

Activities under this category should inform, raise awareness of, and help develop a critical understanding of sustainable food consumption behaviour, as well as:

- Promote **individual behavioural change** towards sustainable food consumption patterns;
- **Develop active citizenship skills** to enable youth to act as agents of change in their communities, playing the role of multipliers towards the transition to sustainable food systems;
- Link sustainable food consumption behaviour to **global challenges** such as climate change;
- Include a **social communication component, online and offline** (video making, web radio, events/street actions planning, local awareness raising campaign planning etc); and
- **Potentially connect with employment issues**, to increase awareness on how sustainable food systems have a socio-economic value in terms of green jobs, social business opportunities.



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5. The requirement

LWARB would like to invite organisations to put forward ideas for activities, which fulfil some or all of the **key messages** outlined in section 3.

Examples of these activities could be:

1. Online cookery classes for a minimum of 30 participants, using different ingredients and educating them about sustainable food systems and the climate impacts of different foods
2. The provision of recipe cards and food parcels that also contain information about sustainable food systems and the carbon impact of the different ingredients.

LWARB understands that a wide range of organisations across London work with people with different vulnerabilities in different ways and therefore welcome all ideas and suggestions for working with young people (16 and above). All activity(s) must have a primary focus on engagement with the project's intended audience.

Submissions should include proposals for how you will help to promote and boost engagement in your proposed activity(s), sharing them with your community and followers. In your response, please detail the channels you would use to promote the activity(s) and provide an outline of follower numbers, and expected reach. We would also like to know how you intend to monitor reach, engagement and sentiment towards the activity(s) content once delivered.

Deliverables

The following specific deliverables should be included in your quote:

- a. Attendance at a virtual inception meeting including briefing workshop to discuss the detailed requirements of the project.
- b. Regular virtual update meetings with the LWARB project manager.
- c. Delivery of activity / activity series
- d. A comms plan with key dates, including channels used for promotion;
- e. A final performance report that includes reach, and engagement figures, and ideally some qualitative feedback that will give us an idea of how the activity was received and general sentiment.
- f. The EU has certain monitoring and evaluation requirements that need to be fulfilled.



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These will be discussed at the inception meeting.

6. Insurance and safeguarding

Applicants are required to provide evidence that they hold appropriate public liability insurance and have in place appropriate safeguarding measures – in particular in relation working with young people aged under 18.

Safeguarding considerations will also need to be made in relation to the fact that content will be made available on social media, so all participants will need to sign consent-forms.

7. COVID-19

The Food Wave project was originally conceived pre pandemic and therefore, initially many face to face activities were planned, however social distancing measures now have to be taken into consideration.

Please ensure that any ideas put forward are in-line with current or future known COVID restrictions.

LWARB also welcomes post pandemic ideas, to be put forward for a later timeline (please see section 9).

8. Budget

The maximum budget allocation per organisation is **£9,500 (incl. VAT)**

LWARB will be awarding funding to more than one organisation.

Please note, that £4,500 (incl. VAT) of LWARB's **total** budget is required to be spent prior to 31st May 2021 (stage 1), and the remaining budget is to be spent by 31st May 2022 (stage 2).

The choreographing of activity to achieve this budget spend will be discussed with successful bidders once they have been appointed.

This can be clarified at the inception meeting, however, please bear this in mind when writing your response.

9. Timetable

Please note the different timescales for the completion of the activities (stages 1 & 2).



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Steps	Deadline
Brief issued	3 rd March 2021
Deadline for responses	15th March 2021 12.00pm
Confirmation of appointment	17 th March 2021
Inception meeting	19 th March 2021 am
Activity planning complete (stage 1)	16 th April 2021
Activity completed (stage 1)	14 th May
Activity completed (stage 2)	TBC

10. Contract requirements

LWARB must be satisfied that each potential contractor has the appropriate capabilities and resources available to undertake the work to our requirements and provide the necessary services. The process we use to select contractors is a competitive one. Your tender submission will be evaluated by the following criteria.¹

Evaluation criteria	Weighting
Price ²	10%
Suitability of proposed methods to meet the requirements and deliverables of the project including delivering the project within the given timescales.	50%
Experience of allocated personnel, their skills and technical capability and the time allocated for their specific task.	40%

Scoring	
Outstanding - cannot be faulted	100
Excellent	90
Very good	80
Good	70
Above average	60
Average	50
Below average	40
Poor	30
Very poor	15

¹ As a minimum staff are expected to be paid the London Living Wage.

² This will be assessed by deviation from the lowest compliant tender



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11. Acceptance of bids

In issuing this invitation to bid, LWARB is not bound to accept the lowest or any bid and reserves the right to accept the whole or any specified part of the bid unless the bidder expressly stipulates otherwise.

LWARB will not enter into discussion with non-selected potential suppliers or justify its decision. Potential suppliers are deemed to have accepted these conditions by the act of submitting their quote. The selected preferred supplier cannot assume they have been granted the contract until a formal contract is signed.

12. How to respond to this brief (submission requirements)

Your response should be no more than 4 x A4 sides and should include:

- A short outline of your proposed idea(s)
- A cost breakdown showing hours and deliverables (incl. VAT)
- An outline of the team being put forward for the project, detailing their experience to be able to deliver the idea(s).

13. Submissions

For questions about the brief please email cathy.cook@lwarb.gov.uk. Responses may be submitted to the same email.

14. EU special requirements

This project includes EU DEAR funding and as a result it is necessary to ensure adherence to the following requirements:

The Contractor agrees to retain all original documentation relating to this contract, including invoices, evidence of expenditure, reports, communication materials, and any other relevant paperwork relating to this contract until March 2029. All records must be easily accessible if requested by LWARB, its auditors and/or the European Commission.

Reference to the project, using the code **CSO-LA/2019/411-515** must be made clear on all submissions, project reports and invoices.



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All communication materials produced as part of the Project shall use branding made available to the Contractor. Communication materials shall adhere to the Food Wave and EU branding guidelines.

Any communication or publication related to the project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, websites, noticeboards, etc.), shall indicate that the project has received funding from the Union and shall display the DEAR Programme and EU logos.

For audio-visual material, the credits at the beginning and/or at the end shall include an explicit audible and readable mention of the EU financial support (e.g. "With the contribution of the Programme of the European Union"). When displayed in association with another logo, the Programme logo must have appropriate prominence.

It is the responsibility of the Contractor to ensure all necessary permissions have been granted and all necessary licences obtained relating to any results of this Project to be published and distributed. This will include all knowledge, data, information, design and artwork in any format and any media.

The Contractor shall gain the copyright for LWARB to publish any such photographs, illustrations, or other material where such material is obtained by, but not produced by the Contractor as part of this project. The Contractor must send evidence of permissions gained if requested by LWARB.