



## Are food manufacturers and retailers really playing their part?

**Term of references** to produce a fact sheet gathering key facts and data on the environmental impact of food manufacturers and retailers in the EU food system.

### I. Introduction

Eat4Change is a WWF-led, international project co-funded by the European Union, pushing for a shift toward more sustainable diets and food production practices. Eat4Change strives to engage citizens, and particularly the youth (15-35 year olds), to take an active role in society and support a shift towards more plant-based diets for the wellbeing of people and the planet.

In the scope of this project, the WWF European Policy Office is currently seeking support from a consultant or researcher to gather, organise and present in a compelling manner, existing facts and data that shed light **on the impact of food manufacturers and retailers on the environmental aspects of the EU food system.**

### II. Content of the factsheet

This factsheet should include key facts and data regarding the impact of food manufacturers and retailers on the environmental aspects of the EU food systems. The researcher should look into existing scientific and grey literature, as well as databases, to identify the environmental impact of these food systems actors, which is not limited to their GHG emissions or pollution level of their own operations, but it is also strictly linked to the type of food that it is sourced, processed, advertised, promoted and finally sold. The researcher/consultant should in particular look at comparing data related to sourcing, processing, advertising for different categories of food, such as organic; animal and plant-based; deforestation free and biodiversity labelled food, etc..

The researcher and the consultant should also look into available data related to the redistribution of the profit margins in the food system.

The **smart presentation of identified facts and figures is key for the final product**: facts and figures should indeed be showcased in an attractive and compelling manner for the readers (i.e. through simple and direct graphs, clever comparisons, etc..). The factsheet will be mainly used in meetings with MEPs who will run for the EU elections of 2024 and part of the content will be shared via social media to raise awareness among EU citizens. Language used to present the findings should be clear, understandable and compelling for the audience.

### III. Deliverables, deadlines and budget

The final deliverable should be a 2 or 4 pages factsheet which includes a selection of data showing in a comprehensive manner the impact of the food middle chain actors on the

environment. It should include a clear proposal for a display of information into infographics so that the graphic designer has a clear idea of the flow and important information of the factsheet.

### **Proposed Timeline:**

- First half of January 2024: Selection of the consultant and signature of the contract.
- Mid January 2024: Beginning of the work
- Early February 2024 : Key data is gathered and draft proposal for the infographics are proposed
- Mid February 2024: Adaptation based on feedback from WWF Food team
- End of February 2024 : Final draft is proposed based on the feedback received
- 4th of March 2024: Last modifications are made and the fact sheet is finalised and work with the graphic designer starts. The consultant is expected to attend the kickoff meeting with the designer.

**Guidance on budget available:** Between 15,000 - 20,000 EUR + VAT

## **IV. Roles and responsibilities**

The supplier shall:

- be under the direction of the WWF staff managing this project;
- commit to regular check-ins with WWF (at least fortnightly) and inform WWF if and when issues arise between these check-ins;

WWF-European Policy Office shall:

- Work closely with the selected supplier;
- Provide a list of resources which can be used as a starting point for research;
- Be on hand to answer queries;
- Provide feedback on draft versions of the report;
- Provide final sign-off of report.

## **V. Application**

- CVs of consultants who will participate in the project;
- Letter of application with a proposed way forward
- Example of relevant previous work
- An economic offer, indicating the estimated number of days of work for each task, and the daily rate of the consultant

Proposals will be assessed using a selection of criteria, likely including: fit to brief, previous experience of consultancy, time-management, value for money, credible proposed methodology.

These documents, and any request for further information, should be sent by **7th of January 2024 EOD (CET)** to Giulia Riedo & Hortense Le Merle, emails: [griedo@wwf.eu](mailto:griedo@wwf.eu) and [hlemerle@wwf.eu](mailto:hlemerle@wwf.eu)

Some examples of factsheets by Argentina:

[https://wwfar.awsassets.panda.org/downloads/01\\_ficha\\_sistema\\_alimentario\\_eng.pdf](https://wwfar.awsassets.panda.org/downloads/01_ficha_sistema_alimentario_eng.pdf)

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