

# WWF Adria Request for Proposals: Hotel Food Conservation Program Consultant

## I. Background of Tendering Organization & Need

As the world's leading conservation organization, the World Wide Fund for Nature (WWF) mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth. As part of WWF's broader Markets and Food Practice, the Food Waste program seeks to freeze the footprint of food through value chain interventions including strategic reduction of food waste in the food retail sector. WWF takes a "prevention-first" approach to managing food waste, paired with recovery strategies to donate excess edible food and divert 100% of food waste away from landfill disposal.

In 2017, WWF and the American Hotel & Lodging Association (AHLA), with support from the Rockefeller Foundation, developed guidance and resources for US hotels to reduce property food waste, informed by a sector working group and 10 demonstration projects conducted in the US. All guidance, materials, and additional program background can be found at [HotelKitchen.org](http://HotelKitchen.org). Same program is to be implemented in Europe, and WWF Adria is responsible for its implementation in Croatia and Serbia.

## II. Project Background & Objective

WWF is issuing a request for proposals from organizations and individuals who are experienced in scaling sustainability solutions in the hospitality sector, specifically within the Food & Beverage and Property Operations functions. WWF will aid the development and engagement of solutions focused on hotel food conservation.

The food waste work of WWF Adria will be focused on the implementation of the HotelKitchen principle in three selected hotels in Croatia and Serbia. WWF Adria is searching for a consultant to work closely with selected hotels and their staff in the process of change towards zero waste solution.

### Goals/Deliverables:

- Connect with relevant local stakeholders (possibly including local government officials, hotel executives, meeting planners, food distribution companies, food recovery organizations, etc.) and garner support for an area hotel food conservation program.
- Explore existing programs/successes and communicate these to local stakeholder group.
- Develop an area hotel food conservation program with support from local stakeholders.
- Conduct workshops/trainings with several hotel properties participating, likely to include an overview of HotelKitchen.org and associated resources.
- Assist with press conference or other media engagements to promote the initiative.
- Develop a process for indefinite continued operation of hotel food conservation program.

WWF expects to fund groups or entities for full completion of all project tasks and deliverables. We expect this contract to provide funds for specific activities that will lead to change in hotel food management practices, such as promotion of effective, freely-available solutions. More specifically, WWF wants to see broader engagement with multi-stakeholder groups. Contractor(s) will be required to spend the funds on specific activities that further WWF's charitable mission of environmental conservation; the contract will not be awarded as unrestricted seed capital.

This project will be illustrated on WWF Adria's website and HotelKitchen.org, referenced in future collateral, and featured in a press release during implementation. These are some of the many ways we plan to promote and scale the efforts of hotels to conserve food.

### **III. Proposal Guidelines**

WWF seeks proposals from organizations or individuals that include the following:

- 1) The applicant will provide a written plan (max. 3 pages) on proposed location and plan for achieving the goals outlined above.
- 2) The applicant will provide a summary of previous engagements and successes scaling sustainable change in hotels or other relevant retail business.
- 3) The applicant will summarize all necessary steps and costs to develop and implement the project.
- 4) The applicant will describe how the project will be sustainable and scalable.
- 5) If the contractor(s) or others claim intellectual property rights over this project or any associated aspect, the contractor(s) will describe how those rights will be exercised and how they will affect WWF's goal to scale solutions in hotels, food retail, and/or place-based program implementation.

### **IV. Desired Qualifications**

- Demonstrated knowledge of the problem and initial proof of concept of solution, if applicable;
- Strongly networked with hotel executives, hotel properties, association groups, and/or related local groups in the food and beverage retail space;
- Previous experience implementing successful behaviour change campaigns at hotel properties, preferably in the food & beverage and property operations departments;
- Understanding of the links the work has to conservation and preservation of Earth's natural resources;
- Culinary experience and training preferred;
- Ability to demonstrate the long-term sustainability potential of the project including any additional resources that would be needed to achieve this;
- Fluency in one of Adria languages.

*Selection criteria will focus on the project's local impact, continuity into the future, ease of replication, and its ability to meet the qualifications outlined above.*

## V. Deliverables

Deliverable	Description
Local support	Frequent updates on engaged local stakeholders and properties throughout project. Formal stakeholder listing with contact information <i>due mid-project (March 31, 2019) with updates due upon project completion.</i>
Outline of area hotel food conservation program	This deliverable should fully outline implementation process and collateral of this program, as developed with WWF. <i>Due mid-project with any necessary updates upon project completion.</i>
Press conference assistance	Assist WWF in leading a press conference and other media efforts to promote the efforts of active properties.
Workshops	Conduct workshops/trainings with multiple hotels and local stakeholders participating in all 3 hotels. Share significant insights or workshop recordings <i>as available or upon project completion.</i>
Hotels with case studies	Develop short case studies for each active property outlining property efforts, possibly including: implementation successes/obstacles, donation strategy, and diversion strategy. <i>Due upon project completion.</i>
Structure for program continuity	Written strategy to ensure the continuation of the implemented hotel program, <i>due upon project completion.</i>

## VI. Timeline

Action Item	Due Date
All proposals submitted to WWF	October 30, 2018
WWF selection is announced	November 16, 2018
Mid-project deliverables	March 18, 2019
Final deliverables	August 30, 2019

## **VII. Application Process**

All proposals are evaluated on their own merits and only those that meet the criteria outlined above will be considered. Please submit proposals at [info@wwfadria.org](mailto:info@wwfadria.org) by October 22nd, 2018 with “Hotel Food Conservation Program Consultant” in the email subject line.

By submitting a proposal, you represent and warrant that your proposal is original to you and that no third party has any right or claim to your proposal or your proposed project. This request for proposals is not an offer and WWF may choose not to make any contracts, or change the criteria for making them, in its discretion.

We look forward to receiving your proposal.