



# BOTANIC GARDENS CONSERVATION INTERNATIONAL

## Brief for Consultant Evaluation of Fruit and Veg Food Waste Challenge

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### Background

The Fruit and Veg Food Waste Challenge is a 30-day challenge, to reduce food waste with a focus on plant-based foods. A new project website will be launched where interested individuals will be able to sign up directly on the website. From here they will be able to add detail on their progress with the challenge, answering a series of questions each week about how much food waste has been reduced. This will allow each individual to track their own progress and compare it to others taking the challenge. This information will be displayed as an informative and creative visual that can also be shared through individual social media accounts. As well as being able to compare progress against the challenge community, there will be an option to nominate friends and families to get involved, linking specifically to their profiles and creating a good natured competition to see who can make the most interesting meals out of food waste and reduce their weekly food waste total. The website will also act as a forum, where individuals can ask questions, share their progress, photos of the food they have made and recipes they have used. Thereby building a food waste community able to support each other through the challenge. We will use gamification, rewards and social activities to provide a full range of support to individuals and households taking the challenge.

The challenge will be promoted through our botanic garden network in England, as well as through social media channels.

This project is designed to lead to the following outcomes/benefits:

- A behaviour change intervention tailored and applied to household food waste prevention, to encourage citizens to be less wasteful with food;
- To create an increased awareness of food waste reduction in over 1 million people.
- To host up to 10 events in botanic gardens across England, to promote the campaign and recruit participants
- To support at least 2500 people to sign up to the fruit and vegetable food waste challenge.
- To recruit at least 10 people/households to take part in a more intensive challenge.
- To demonstrate that taking part in a challenge can lead to changes in environmental behaviour.
- To evaluate the success of different forms of support.
- To create a simple challenge (and supporting website) that can be scaled up and replicated

## Brief

BGCI wishes to contract an external evaluator to carry out an evaluation of the Fruit and Veg Food Waste Challenge.

By challenging households to sign up to a 30 day challenge and providing a range of support materials (waste reduction tracking, clear and visual infographics, opportunities to compete with friends, a reward system, recipes, support resources and a community forum) we expect to see a reduction in fruit and vegetable food waste during the challenge period. This will be complemented by an increased awareness of the need to reduce food waste and strategies that work for different individuals. We will show that a commitment to this challenge will lead to an increased interest in adopting other environmental behaviours.

From the evaluation process we aim to answer the following questions:

1. Can a food waste challenge lead to an increased commitment to adopt environmentally sustainable behaviours?
2. How effective are the different resource mechanisms (tracking and gamification, rewards, regular emails, community forum, resources) for supporting challenge participants?
3. How effective is online Vs face to face engagement for recruiting individuals to the food waste challenge
4. What is the best way to measure a reduction in food waste for this type of intervention?
5. What is the food waste attitude of participants before and after taking the challenge?
6. What is the relationship between an individual's food waste attitude and their food waste behaviour?

There may also be additional questions that the evaluator considers useful to include

## Stages to Evaluation Approach

- **Stage 1: Baseline assessment** - A baseline assessment will be used to capture robust data – 'pre project intervention'. The evaluator will be brought in at an early stage of the project to help develop the data collection elements of the website development.
- **Stage 2: Implementation of Project Intervention (30-week challenge)** - Data will be collected from participants during and after completing the 30 day challenge, including how much food has been wasted, their feelings about food waste and their interaction with the challenge website resources.
- **Stage 3: Recruitment of smaller group of households/families** - A smaller group of households/families (minimum of 10) to take part in a more detailed experience and evaluation.

- **Stage 4: Impact assessment with the small groups** - Evaluation of smaller group to collect qualitative data to support main data gathering analysis.
- **Stage 5: Analysis of data** - Survey of data gained through the website and in-depth questions with the small groups.

**Resources available**

- Access to project website and all data collected here
- Access to Google Analytics statistics for the website
- Access to small group of recruited families/households
- BGCI data protection guidelines

**Key outputs**

The key output will be an evaluation report. The format for the report will be agreed between the consultant and BGCI. The report should include an executive summary, be written in English and provided in electronic format.

**Copyright**

The copyright of all data, intellectual property and reports associated with this work will remain the property of BGCI. All information, must be returned to BGCI on completion of the contract and not used for any purposes apart from those required in the evaluation process.

**Data protection**

The evaluation work carried out should be completed with consideration of the UK’s data protection legislation and BGCI’s data protection guidelines.

**Budget and payment**

- The budget is £12,500 including VAT.
- This budget is inclusive of any travel, subsistence and expenses required to complete the evaluation work.
- Staging of payments will be agreed at commencement of evaluation.
- The consultant must hold their own professional indemnity and public liability insurance.

<b>Timescale</b>	<b>Delivered by</b>
Consultant appointed	26 <sup>th</sup> February 2021
Detailed design of evaluation strategy	15 <sup>th</sup> March 2021
Contribution to website development	30 <sup>th</sup> April 2021

Data collection	August 2021 – January 2022
Data analysis	November 2021 – April 2022
First draft of final report received by BGCI	15 <sup>th</sup> April 2022
Final report submitted to funder	29 <sup>th</sup> April 2022

Please register your interest in this contract by sending a covering letter (no more than 2 pages) outlining how you would approach the evaluation, breakdown of costs, a summary of your relevant skills and experience (no more than 1 page) and details of two referees to [helen.miller@bgci.org](mailto:helen.miller@bgci.org) no later than **12 noon on Monday 22<sup>nd</sup> February 2021**.

If you have any queries about this contract, please do not hesitate to contact Helen Miller ([helen.miller@bgci.org](mailto:helen.miller@bgci.org)).