



World Wildlife Fund
 1250 24th St. NW
 Washington, DC 20037-1193 USA
 Main Phone: 202-293-4800
www.worldwildlife.org

World Wildlife Fund Request for Proposals: WWF Wild Classroom Food Waste Curriculum Implementation

I. Background of Tendering Organization & Need

As the world’s leading conservation organization, World Wildlife Fund’s (WWF) mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth. Our vision is to build a future in which people live sustainably and in harmony with nature. As part of the broader Markets and Food Practice within the organization, the Food Waste program seeks to freeze the footprint of food by fully utilizing what is grown to both optimize land currently under production and improve food insecurity. WWF takes a prevention first approach to managing food loss and waste in addition to rescuing and donating edible food to feed those in need, while advocating for 100% diversion of food from landfills through composting, vermicomposting, anaerobic digestion, or other nutrient recycling or recovery efforts.

How we produce, consume, and waste food represents one of the greatest threats to life on Earth. Agriculture accounts for 70% of our fresh water usage and requires a tremendous amount of energy and resources to get from farm to table. It’s estimated that Americans waste 30-40% of all food produced, or approximately 63 million tons each year. It is important that we educate both children and adults about this problem so that we can build a secure food future, in balance with nature, for all Americans. The cafeteria may be one of our most important classrooms.

We are issuing a request for proposals for *a grantee to implement WWF’s Wild Classroom Food Waste Warrior Curriculum in K-12 classrooms in select cities.*

II. Project Background and Objective

Wild Classroom is WWF’s signature school program aimed at providing environmental curriculum for students. One part of the Wild Classroom curriculum focuses on food waste reduction and understanding the inter-relationships of food production, global resource demand, and wildlife conservation. From 2017-18 WWF piloted the Food Waste Warrior curriculum in the District of Columbia. WWF is seeking experienced consultants to expand the program in the following cities in collaboration with Kroger stores and the Kroger Foundation in alignment with their Zero Hunger | Zero Waste initiative:

West	Midwest
Seattle	Columbus
Portland	Cincinnati

Southwest	Southeast
Phoenix	Atlanta
Salt Lake City	Nashville

Our overarching goal is to increase food waste awareness across the country, collect accurate data on food waste from volunteer schools, and align efforts with existing state educational standards so that eventually food waste becomes culturally unacceptable and prevention becomes routine with barriers removed.

WWF seeks to facilitate K-12 food waste reduction strategies leveraging tools and programs already established by the United States Department of Agriculture (USDA) and Environmental Protection Agency (EPA). Sub-grants may be considered and issued to reputable organizations who are engaged on food recovery and waste avoidance in schools or to consultants who would like to grow existing food recovery projects already established in a school.

The goals of our work include the following:

- Curriculum Implementation:
 - Short-term consulting contracts will be awarded to educational consultants in targeted cities. Consultant recruitment will take place in September and October 2018 with final selection by November 2018. Consultants will convene in Washington DC at WWF Headquarters in December 2018 after which we will launch our program in each city from January – June 2019.
 - Consultants will be responsible for school recruitment across select cities and will organize collaboration between Kroger stores and relevant community partners.
 - In each focus city, WWF, with consultant assistance, will target participation from 3-5 schools in the following ways:
 - Measure food waste from school cafeterias and report weekly totals (anonymized data) for at least 6 weeks into our database;
 - Aid teachers in Food Waste Warrior curriculum delivery;
 - Discover the best way to develop a sustainable year-over-year food waste reduction and food recovery program in line with state and federal regulations;
 - Evaluate the business case for food waste reduction in the schools;
 - Articulate how schools can develop cafeteria change programs and show how students can be the change makers in making a cultural shift to value food and prevent waste;
 - Adopt and communicate guidelines for food waste reduction, donation, composting, share table guidelines, etc., and reconcile overall guidelines with individual state laws and regulations regarding school food waste in each EPA Region;
- Storytelling
 - WWF will encourage consultants and participating schools to identify opportunities to cultivate and share impact stories via video projects, blog posts, additional food waste audits and reporting.

- WWF will also work with partners like K-12 Food Rescue (specifically to help with redistributing food from schools when needed), EPA, and USDA to review and suggest case studies for publication.

III. Scope of Work

Project implementation would be rolled out in phases:

Phase 1: September – December 2018

- Recruit city consultants.
- Begin recruiting participating schools (3-5) through outreach with Kroger stores.
- Communicate to stores the program objectives and timeline.
- By December 2018, have at least 3-5 schools identified in each city to approach for participation in the program spanning January – June 2019.

Phase 2: January – June 2019

- Conduct weekly audits at each school for at least 6 weeks.
- Deliver the Food Waste Warrior curriculum.
- Refine toolkits and resources for city and state specific requirements.
- Incorporate K-12 Food Rescue program and encourage food recovery efforts.

Phase 3: June - July 2019

- Review and publish case studies and summary reports.

IV. Desired Qualifications

- A background in K-12 education and/or curriculum development
- Experience implementing curriculum in schools
- Existing network of educators and strong connections with schools and decision makers.
- Demonstrated knowledge of the issue and experience delivering sustainability and waste reduction programs
- Understanding of the links between this work and conservation
- *Selection criteria will be based on experience and relationships with schools. Understanding the connection of this work to World Wildlife Fund's conservation mission and food and markets work is a plus.*

V. Deliverables

WWF is attempting to implement this program from January to July 2019. The consultant will quickly develop a school recruitment and project plan, detailing the timeline of the waste audits and school curriculum delivery. Consultants should expect to share updates and results on scheduled conference calls. The consultant will complete a *Summary Report* at the end of the project to include 1) a review of the waste audit data and food waste reduction results, 2) reflections on delivering the Food Waste Warrior curriculum in the classroom with comments

from school staff and teachers, 3) any finalized video blogs or articles in local press, and 4) recommendations for expanding the program into additional cities.

VI. Timeline

Action Item	Due Date
All proposals submitted to WWF	October 17, 2018
WWF selects consultants / begin school recruiting	November 9, 2018
Team Convening – WWF Headquarters	December 2018 – Date TBD
Begin school engagement and audits	January 2019
Mid-Term Consultant Reports	March 31, 2019
Final Consultant Reports	July 1, 2019

VII. Application Process

All proposals are evaluated on their own merits and only those that meet the criteria above will be considered. Include a comprehensive budget that takes into consideration the short-term nature of this project and engagement with a limited number of schools. Please submit proposals to foodwaste@wwfus.org by **October 17th** with “WWF Wild Classroom Food Waste Curriculum” in the subject line of the email.

We look forward to receiving your proposal!

Sincerely,

Pete Pearson

Sr. Director, Food Loss & Waste
World Wildlife Fund

pete.pearson@wwfus.org | www.worldwildlife.org

(c) 208-283-8541

(skype) petepearson

(Twitter) @petedpearson



together possible