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Award

## **CRU004-001 WRAP x Sky Zero Footprint Fund TVC**

WRAP (Waste and Resources Action Programme)

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-063324

Procurement identifier (OCID): ocds-h6vhtk-05aaa1 ([view related notices](#))

Published 8 October 2025, 2:05pm

### **Scope**

### **Reference**

PRC077

### **Description**

WRAP is seeking a production partner to deliver a 30" TVC that shifts recycling from background habit to conscious choice.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Banbury:-Advertising-and-marketing-services./ABT76843Z7>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/ABT76843Z7>

## **Contract 1. CRU004-001 WRAP x Sky Zero Footprint Fund TVC**

### **Supplier**

- Among Equals Limited

### **Contract value**

- £45,000 including VAT

Below the relevant threshold

### **Award decision date**

8 October 2025

### **Earliest date the contract will be signed**

9 October 2025

### **Contract dates (estimated)**

- 10 October 2025 to 18 November 2025
- Possible extension to 31 December 2025
- 2 months, 22 days

Description of possible extension:

WRAP can extend the contract to allow completion of the agreed work. Please note that at this stage we do not anticipate any increase to the original contract value. However, due to unforeseen production costs, this position could change.

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- UK - United Kingdom

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## **Information about tenders**

- 3 tenders received
- 3 tenders assessed in the final stage:
  - 3 submitted by small and medium-sized enterprises (SME)
  - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 2 suppliers unsuccessful (details included for contracts over £5 million)

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## **Procedure**

## Procedure type

Below threshold - limited competition

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## Supplier

### Among Equals Limited

1st & 2nd Floor, 28 Cowper Street

London

EC2A 4AS

United Kingdom

Contact name: Emily Jeffrey-Barrett

Email: [emily@amongequals.co](mailto:emily@amongequals.co)

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. CRU004-001 WRAP x Sky Zero Footprint Fund TVC

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## Contracting authority

**WRAP (Waste and Resources Action Programme)**

- Public Procurement Organisation Number: PCTJ-5948-ZJZV

Ground Floor, Blenheim Court, 19 George Street

Banbury

OX16 5BH

United Kingdom

Contact name: Procurement

Telephone: 01295584100

Email: [Procurement@wrap.ngo](mailto:Procurement@wrap.ngo)

Region: UKJ14 - Oxfordshire

Organisation type: Public undertaking (commercial organisation subject to public authority oversight)