



Food campaign creative tender

December 2025

Ref. 2025/26-02

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1. Overview

This is an invitation to submit a proposal to ReLondon and its partners to develop campaign creative and production for a pan-London food waste recycling and food waste prevention campaign. The campaign, which will launch in June 2026 (shortly after the introduction of the Simpler Recycling policy) and run for one year, is being managed by ReLondon on behalf of the London boroughs. Extensive strategic and insight work has already been done which can be used to develop creative executions (available on request). The work will be awarded as a fixed term, fixed cost project subject to ReLondon’s standard terms and conditions (available on request).

Introduction to ReLondon

[ReLondon](#) is the operating name for the London Waste and Recycling Board (LWARB) that was established in 2008 under the GLA Act. ReLondon is a partnership of the Mayor of London and the London Boroughs to improve waste and resource management and transform the city into a leading low carbon circular economy. Our mission is to revolutionise our relationship with stuff, helping London waste less and reuse, repair, share and recycle more.

2. Background

This is an adaption of the existing pan-London campaign, [Eat like a Londoner](#), which was managed by ReLondon with the input and support of the majority of London’s boroughs and waste disposal authorities. It was initially prompted by work both by ReLondon via the Food Flagship Initiative and by London’s boroughs, via the One World Living (OWL) programme, to identify the waste and carbon hotspots associated with London’s food. There is now a timely opportunity to shift focus toward inspiring people to waste less food and recycle what they can’t eat – with the focus being on food waste recycling for year one of the campaign, in line with the introduction of the Simpler Recycling policy.

The original Eat Like a Londoner campaign ended in April 2025, having achieved year-on-year improvements in engagement and claimed behaviour change. A refreshed campaign will centre on food waste recycling (and eventually food waste prevention), aligning with the Simpler Recycling legislation and practical shifts in how boroughs manage waste. The Simpler Recycling requirements include weekly household food waste collections by March 2026.

A cross-London campaign could tap into the motivations of 21-44 year old Londoners and parents with children under 11 (identified by WRAP as those who waste most food), as many establish a new food recycling routine. The campaign would empower Londoners to see the value in food, connect action with impact and feel part of a collective movement.

A refreshed awareness campaign aimed at boosting citizen motivation as boroughs implement the Simpler Recycling policy will support several strategic aims, including:

- Creating a compelling reason why people should reduce household food waste and recycle it properly.
- Enabling a consistent messaging approach across the boroughs signed up to the campaign.
- Providing boroughs with a campaign toolkit to continue to engage residents in new food recycling routines.

The campaign would be distinct to London's huge population that fall within the target demographic – tapping into cultural pride, practical everyday challenges and diverse food cultures.

3. The brief

Design and deliver the creative and production for a high impact, engaging and focussed pan-London food campaign to shape food waste prevention and recycling. The campaign needs to increase motivation, knowledge and make clear how easy recycling and preventing food waste is for 21-44 year olds and parents with children under 11 years old at home (see audience segments in creative strategy). The campaign should be centred on emotion, identity and shared values to tap into why people should care, not just how to do it, at a time when there is an opportunity to start a new normal and establish new habits. The campaign should motivate individuals to reduce their household food waste and, where waste cannot be prevented, recycle it correctly – with the focus of the messaging for year one being on food waste recycling. The campaign should use inspiring messages and visuals, and practical advice to build on the success of the Eat like a Londoner campaign; as well as build on learnings from TRiFOCAL's '[Small Change, Big Difference](#)' campaign and the more recent EU-funded '[Food Wave](#)' project.

There is an existing campaign brand identity with the Eat like a Londoner campaign which can be adapted for this new campaign. The campaign would need to be renamed to focus on something less related to eating, but the brand colours, tone of voice guidelines and overall identity can continue to be used (along with website and social channels). An example of a new campaign name is included in the creative strategy, but we are open to hearing alternative names if you think there is a better one which we should consider. Please include testing of a new campaign name in your response.

This motivational campaign should play a critical part in motivating residents to recycle unavoidable food waste and adopt new bin routines at home, with clear, relevant messaging tied to upcoming changes. While the [‘Love Food Hate Waste’](#) campaign managed by WRAP (Waste & Resources Action Programme) offers broad, national-level resources that are educational, a London campaign should be grounded in London-specific research, including ReLondon’s [‘London’s food footprint’](#) report, the insights that underpinned Eat like a Londoner, and borough-level data on waste behaviours, emissions, and barriers, available in the creative strategy. It should recognise the diversity of the city and different housing types (including flats and flats above shops), tailored to a fast-moving food economy, as well as representing the scale and mix of London’s food cultures. This is incredibly important to land the messaging with the target audience, as there is evidence to show that people want to see themselves reflected in the marketing they receive.

3.1 Campaign requirements

The campaign is to be delivered over a one-year period, starting in January 2026. The planning phase will start immediately on appointment with a full briefing on progress to date. Our goal is a June 2026 campaign launch. More detailed timings can be found in the creative strategy.

While the campaign may create a wide range of assets on both main topics (food waste prevention and food waste recycling) over the year, some boroughs and waste disposal authorities may choose to focus more on one set of messaging, so the campaign must work and be adaptable on several levels, including potentially:

- Regional – awareness-raising activity across the capital, including outer as well as inner London boroughs;
- Sub-regional – awareness-raising and engagement activity across clusters of boroughs (waste authorities);
- Localised – targeted activity tailored to residents of one or more London boroughs.

3.2 Channels/media

The campaign will launch in June 2026 and media bursts will continue for the duration of the one-year campaign, at which point the campaign assets will need to be handed over to the London boroughs in a toolkit so they can continue the campaign for subsequent years. We would like to hear recommendations on channel mix, but they are likely to include:

- Out-of-home advertising – depending on budgets and media availability, including TFL network (buses, tube, etc), plus owned or price-capped media channels via boroughs (e.g. JCDecaux sites, libraries, community spaces, leisure centres, etc)
- Digital advertising – via social media channels (Instagram and Facebook) and influencers. Additional digital channels (e.g. programmatic) may be explored if relevant and recommended in the media plan
- Audio – such as local radio and podcasts, if recommended in the media plan

We are also keen to explore brand partnerships with likeminded individuals, influencers and organisations to help land and scale the messaging. Recommendations for this should be included in the proposal.

Owned channels include a website and organic social media channels which are updated several times a week. The website would be updated to include a section dedicated to food waste recycling. It's important that this campaign builds trust with citizens in order to encourage them to reduce and recycle household food waste, so all campaign imagery should reflect the reality of different resources and housing (especially flats and smaller spaces), diets, food cultures and traditions that people have in the capital. Food should reflect diets including (but not limited to) meat-based, vegetarian, plant-based and flexitarian diets.

3.3 Campaign KPIs and evaluation

While the ultimate goal of the campaign is to change people's behaviours at home, it is primarily an awareness-raising campaign to motivate Londoners to take an interest in and use their food waste recycling service. The policy goal is to move food out of the rubbish bin, into the food waste recycling. A baseline of current food waste recycling tonnage in each borough can be provided.

Evaluation will take place at the end of year one and will therefore focus on whether people have seen, engaged with and taken an action against the messaging. KPIs will likely include:

- Engagement – how many people have engaged with our ads
- Awareness – how many people recall seeing our ads
- Consideration – has this impacted claimed behaviour

4. Objectives

The objective of the campaign is to:

- **Get:** Younger Londoners, aged 21-44 and those with children under 11 years old at home (the highest food wasters)
- **To:** Reduce household food waste and recycle what they can't eat
- **By:** Connecting with them emotionally and using normative messaging to engage, motivate and empower them to reduce their "food footprint" (the carbon impact of their household food consumption)

This objective will be achieved by fulfilling the following sub-objectives:

- Build on Londoner's belief that wasting food is morally wrong and increase awareness of the relationship between food and climate (for citizens already engaged in the topic of sustainability)
- Increase motivation to reduce household food waste and recycle food that can't be eaten using behavioural nudges

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- Build understanding of how to reduce both household costs and impact on the climate through changed food behaviours at home
 - Drive traffic from the London-wide campaign (on the 'why') through to borough-level service comms (on the 'how')

5. Deliverables

Please provide a written proposal responding to the brief to show how you would achieve the objectives outlined above. Please do not be constrained by our methodology – if you feel there are better ways of achieving our objectives, we would like to see those ideas.

Your response should be no more than 8 x slides or A4 sides and should include:

- Your suggested approach to the campaign (please note, no worked up creatives are required at this stage)
- A cost breakdown showing hours and deliverables (inc;. VAT)
- A project timeline showing how you will meet the deadlines outlined below
- The team being put forward for the project, detailing their experience to be able to deliver the work (this can be an appendix over and above the 8 pages)
- Any relevant case studies showing previous work on translating behavioural insights into an effective communications and/or behaviour change campaign (these can also be an appendix)

The following specific deliverables should be included in your quote:

- a. Attendance at an in-person inception meeting, including a briefing workshop to discuss and agree the detailed requirements of the project;
- b. Regular virtual and/or in-person update meetings with the ReLondon campaign lead and working group;
- c. All planning and delivery of activity outlined above;
- d. A timeline with key dates leading to the launch date(s) agreed in liaison with the campaign lead, media agency and working group;
- e. All content artworked and ready to hand over to the media agency for both digital and out-of-home advertising, and all artwork to ReLondon as editable files;
- f. Presentations to the project board, including Q&A, of (a) draft creatives and (b) final creatives and plan (slide decks to be provided to the project team afterwards);
- g. Attendance at project board meetings at other key moments as identified and agreed with the campaign lead.

6. Budget

The budget allocation for this activity is £60,000 incl. VAT.

Please note, this budget includes a small allocation to update the existing website (new branding assets, URL, etc). Suggestion circa £5,000.

7. Timescales

This is a **two-stage procurement process**. The timetable below shows not just the procurement timeline but also the current draft campaign delivery timeline. It is essential that campaign activity is live in boroughs by June 2026. Please note this timeline is indicative and we reserve the right to change it if deemed necessary for the success of the project.

Stage	Deadline
Brief sent out by ReLondon	16 th December 2025
Questions relating to the brief received	9 th January 2026
Questions relating to the brief answered	14 th January 2026
Submission deadline	23 rd January 2026
Stage 1: Shortlisting	30 th January 2026
Stage 2: Shortlisted agencies to present their response to brief	6 th February 2026
Agencies notified of outcome	11 th February 2026
Agency appointment letter shared and signed	24 th February 2026
Work commissioned and inception meeting scheduled	26 th February 2026
Creative development and testing	February - May
Creative assets finalised and shared with ReLondon and project board for consultation and sign off	June 2026
Campaign go-live	June 2026

8. Interface/Contract management

ReLondon must be satisfied that each potential contractor has the appropriate capabilities and resources available to undertake the work to our requirements and provide the necessary services. The process we use to select contractors is a competitive one. Your tender submission will be evaluated by the following criteria.

Stage 1 evaluation criteria	Weighting
Price ¹ .	20%
Demonstrated understanding of campaign objectives and ability to deliver the brief.	20%
Creativity and relevance of ideas suggested in response.	30%
Experience of agency, as well as allocated personnel, their skills and technical capability (including case studies).	20%
EDI: ReLondon is committed to promoting and encouraging greater Diversity & Inclusion among its workforce, community engagement activities, as well as throughout its supply chain. Please describe your organisation's approach to equity, diversity and inclusion and how you will apply it in the delivery of this contract.	5%
Carbon reduction: Reducing environmental impact is fundamental to ReLondon. We work with local authorities, businesses, and citizens to reduce waste and improve our use of resources to deliver environmental benefits. Please describe your organisational approach and ambition in relation to sustainability.	5%

Stage 2 evaluation criteria	Weighting
Adaptability: We are looking for ideas that are flexible and can evolve across channels, formats and real-world scenarios without losing their core impact	35%
Co-creation: We want concepts that invite genuine collaboration – both with our team during development and with our audiences as active participants	25%
Contextualising our audience: We expect proposals to demonstrate a deep understanding of our audience's behaviours, needs and environments, ensuring the idea feels relevant, timely and tailored	40%

The contract will be formally let by the London Waste and Recycling Board, operating as ReLondon, and ReLondon's standard terms and conditions will apply (available on request).

All fees shall be inclusive of any travel and subsistence incurred to locations in Greater London.

It is the responsibility of the Contractor to ensure all necessary permissions have been granted and all necessary licenses obtained relating to any information gathered or any results of this Project to be published and distributed. This will include all knowledge, data, information, design and artwork in any format and any media.

¹ This will be assessed by deviation from the lowest compliant tender

9. Quality of service

The Service Provider shall provide the services in a competent, timely manner in accordance with recognised industry quality standards. The Service Provider shall ensure an adequate supply of suitably qualified and competent personnel are available to fulfil the requirements of the Contract.

10. Delivery personnel

ReLondon requires Bidders to nominate key personnel with appropriate skills to perform the service for the duration of the contract.

Bidders shall provide a CV for all key personnel as part of their submission. The CV shall demonstrate the individual's experience, competence and capability and their role in the project and should be no more than 1 side.

The Service Provider shall ensure any changes to the key personnel be undertaken with minimal negative impact to the service and at no additional cost to ReLondon.

ReLondon may at, its discretion, request that the Service Provider remove and replace any Key Personnel from the service that ReLondon considers in any respect unsatisfactory in the delivery and performance of the contract. ReLondon shall not be liable for the cost of replacing any Key Personnel.

11. Acceptance of bids

In issuing this invitation to bid, ReLondon is not bound to accept the lowest or any bid and reserves the right to accept the whole or any specified part of the bid unless the bidder expressly stipulates otherwise.

ReLondon will not enter into discussion with non-selected potential suppliers or justify its decision. Potential suppliers are deemed to have accepted these conditions by the act of submitting their quote. The selected preferred supplier cannot assume they have been granted the contract until a formal contract is signed.

12. Period for which bids shall remain valid

Unless otherwise stipulated by the bidder, bids shall remain valid for 30 days from the closing date for receipt of tenders.

13. Submission details

For any questions relating to the brief please email drew.hughes@relondon.gov.uk and katie.moriyama@relondon.gov.uk by 4pm on 9th January 2026.

Please submit your responses to tenders@relondon.gov.uk by 5pm on 23rd January 2026.

For both questions and bids, please use the reference "ReLondon tender 2025/26- 02".

