

## Request for Proposals

### Analysing Urban Influence on Global Food Sustainability

#### Background

The food system contributes to up to 20% of global GDP and employs 1 billion people (40% of the working population) from individual farmers up to powerful global multinationals. It is deeply entwined with climate breakdown (roughly a third of global emissions), poverty and population health, as well as food insecurity and tipping points in planetary boundaries. As the world population grows to 10 billion, feeding everyone is possible, but only if we change the way we eat and produce food.

Laudes is premised on the idea that faster change happens with and through business and we support brave action to inspire and challenge industry to transition to a green, fair and inclusive economy. We believe that we can play a role in supporting the transformation of the food industry and that this is urgent for tackling both the climate crisis and rising inequality.

During 2022 and 2023, we spent time exploring the deep structural issues in the food industry, as well as understanding the unique strengths of our group, areas for philanthropic intervention, and the potential role that Laudes could play from 2024 onwards. Over these 2 years, we selected a series of small learning grants to learn from partners working in food systems transformation.

Having seen the political nature of the global and national challenges in the food system, our attention turned to sub-national and city level dynamics. As well as moving quickly on net zero emissions targets, cities play a pivotal role in the trajectory of global food sustainability, as they desire healthy, affordable food for their citizens, with short, resilient supply chains to ensure food security.

Cities act as central hubs that connect large groups of consumers with the broader food industry, mostly through retailers and food service companies. Urban centres have already started to influence the food industry in recent years, by using tools like territorial markets, direct procurement, strict marketing regulations, food waste directives, and zoning/planning instruments. The influence of urban centres presents both challenges and opportunities in steering the food markets towards more sustainable, affordable and health-conscious practices.

This consultancy project seeks to critically analyse the strategic role cities play in shaping the food industry. The aim is to enhance the synergy between cities and the food sector to foster a shift towards sustainable and healthy food options.

#### Objective

The consultancy project aims to:

- Investigate the relationship and potential for collaboration between urban centres and the global food industry, specifically focusing on retailers and food service companies, to promote sustainable, healthy and affordable food consumption. Identify potential future win-wins beyond current cooperation.

- Identify current practices and positive signs of change, assess the willingness for future collaboration (both among cities, global food retailers and global food services providers),
- Explore mechanisms through which food industry players can adapt their supply chains to be more shorter and more sustainable.
- Propose interventions that could facilitate deeper collaboration between cities and the food industry to shift demand towards sustainable, healthy and affordable products.
- Examine the influence of policy support (national, sub-national or city level) on the industry's capacity to transition towards sustainable practices.

### Scope of Work

The consultancy encompasses the following areas:

- **Collaboration Dynamics:** Examine the existing and potential collaborative efforts between urban centres and the food industry to enhance demand for sustainable, affordable and healthy food. Use case studies wherever applicable. Some examples of interventions that should in any case be included: food procurement by municipalities, food infrastructure, permits, zoning, marketing regulations and school programmes.
- **Intervention Strategies:** Develop actionable recommendations for both urban policymakers and the food industry to strengthen their partnership in promoting sustainable food consumption. Estimate the potential impact of these recommendations and initiatives.
- **Supply Chain Management:** Analyse the current state of supply chains in the food industry and identify opportunities for integrating sustainable practices. Specifically, focus on the ability of food retailers and food services providers to influence their supply chains.
- **Policy Environment:** Assess the impact of local, national, and international policies on fostering or hindering sustainable practices within the food industry. Consider the consequences of the COP 28 agreements on transition pathways for food systems on both cities and industry players. Specifically, focus on the opinion of food retailers and food services providers on existing policies and their effectiveness in driving demand for more sustainable, healthy and affordable food (1) and a quick scan of food policies implemented on national and local levels within the largest food markets (2).

Laudes will provide more detailed information and background about its view on food dynamics in urban centres and the learning grants already made – as well as access to its partners, as needed.

### Expected Deliverables

The consultant is expected to deliver:

- A comprehensive report (preferably in slide deck format) detailing the findings of the research, including an analysis of collaboration dynamics, proposed

interventions for enhanced sustainability (including quantified estimated impact), policy impacts and supply chain adaptability.

- Practical recommendations for fostering effective urban-industry collaborations towards sustainable food practices.
- A presentation summarizing key findings and recommendations for dissemination to stakeholders.

Submission deadline: March 18, 2024, 11:59 CET

Expected time needs: Six weeks in April and May 2024

#### Activities

- Desk research/data analysis/white space analysis
- Engagement with stakeholders (e.g. through interviews, roundtables, etc.), with for example:
  - o Key people from the private sector, specifically food retailers and food services providers
  - o Key people from municipalities, community organisations and other relevant representatives of cities (related to food systems in their cities/regions)
  - o Experts (e.g. from other non-profit organisations, science, etc.) that can provide relevant insights on the scope
- Co-creation with Laudes (Katy Hartley, Silvia Ursu and Bram Kool)
- Internal meetings – with Laudes CEO and wider team and governors as needed.

#### Consultant Profile

The ideal consultant possesses:

- Expertise in the food industry, sustainability, and urban studies. Preferable, the consultant has an interdisciplinary team, that has expertise in a broad range of topics like economics, environmental science and politics.
- Creativity to design new and innovative interventions.
- Proven research and analytical skills, with the ability to synthesize complex information into actionable insights.
- A track record of delivering similar consultancy projects, with demonstrable impacts on promoting sustainable practices.
- Strong communication skills, capable of engaging a wide range of stakeholders.

#### Conclusion

This TOR outlines a critical consultancy project aimed at leveraging the strategic role of urban centres in advancing global food sustainability. By fostering collaboration between cities and the food industry, the project seeks to catalyse a shift towards more sustainable, affordable and healthy food systems. The consultant's work will be instrumental in identifying pathways for innovation and collaboration that can create impact on food systems in cities across the world.