



ReFED

Rethink Food Waste
Through Economics and Data

REQUEST FOR PROPOSAL (RFP)
FOOD WASTE PREVENTION PACKAGING

APRIL 2018

SUMMARY AND ORGANIZATION BACKGROUND

ReFED is currently accepting proposals to develop a multistakeholder project plan to address food waste prevention packaging.

ReFED is a national organization focused on reducing food waste in the U.S. ReFED works with leading food businesses, investors and innovators to implement solutions. Stakeholders engage with ReFED through multistakeholder initiatives, such as standardized date labeling, and through dedicated confidential projects such as food waste analytics and strategy. ReFED's team is comprised of industry experts with experience in grocery retail, foodservice, finance, innovation and communications. ReFED is a fiscally sponsored project of the New Venture Fund, a 501c3 nonprofit.

1. PROJECT PURPOSE AND DESCRIPTION

Project Background:

ReFED's *Roadmap to Reduce U.S. Food Waste by 20%* indicates that 20-25% of residential waste is due to package size or design and that 5-10% of all packaged foods could be optimized. Spoilage prevention packaging and packaging adjustments (i.e. changing pack sizes) are cost-effective and scalable solutions capable of diverting 280,000+ tons of food waste, primarily at the retail and consumer levels where nearly 85% of food waste occurs. Additionally, compostable packaging enables organics recycling, furthering food waste reduction efforts, especially in closed-loop systems (i.e. food service). ReFED seeks to scale packaging solution(s) to increase food waste reduction through a cross-sector collaboration with stakeholders such as packaging experts, suppliers, manufacturers, and food businesses to ensure efficient adoption of the solution(s) and consumer acceptance.

Project Details:

ReFED is seeking a seasoned packaging professional to develop a multistakeholder project plan for food waste prevention packaging. Contracted work includes but is not limited to:

- Consider current landscape and literature to inform the design of the initiative and identify key stakeholders
- Identify, analyze and prioritize packaging solutions with high-volume and/or high-value food waste diversion potential. Final analysis should include the following:
 - Existing solutions in **spoilage prevention packaging, packaging adjustments, and compostable packaging**
 - Recommended food product categories and partners for implementation
 - Feasibility assessment of proposed solutions - current barrier(s) to adoption and recommended action to overcome barrier(s)
 - Ranking of solutions in terms of size of the opportunity (diversion potential, economic value, water conservation, GHG emissions reduction), and feasibility
- Classify recommended solutions as ready-to-scale, ready-to-pilot, and need further research or technical validation
- Coordinate with ReFED's Multistakeholder Initiatives Director and Business Engagement Manager to ensure application in a ReFED working group context

Recommendations must also address sustainability trade-offs, particularly the challenge between packaging reduction and food waste prevention.

The final deliverable includes a packaging solutions Excel data set and a PowerPoint deck recommending the (1) **top three** packaging solutions that are proven, cost effective and scalable, (2) **top three** packaging solutions ready to pilot, and (3) **top three** packaging solutions requiring additional research or innovation. Each solution should include barriers and key stakeholders, as well as recommendations for next steps.

2. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

All proposals in response to this RFP are due no later than **11:59pm PST May 16, 2018**. Evaluation of proposals will be conducted from May 16-23, 2018. If additional information or discussions are needed with any bidders during this time, the bidder(s) will be notified.

ReFED anticipates the contracted project to last for a period of 8-10 weeks.

3. BUDGET

All submission must include proposed costs to complete the tasks described in the project scope, and all costs and fees must be clearly described. Proposed budget should not exceed \$20,000.

4. BIDDER QUALIFICATIONS

ReFED is looking for candidates with the following qualifications:

- Technical experience in food packaging or a closely related field, with a demonstrated point of view on packaging technologies and strategies and their relationship to food waste
- Strong relationships with a diverse set of stakeholders, including but not limited to packaging supply companies, industry associations, food businesses, and research institutions
- Strong project management skills with the ability to work independently and with a remote project team
- Strong capabilities in gathering information, synthesizing, and crafting compelling and relevant recommendations; knowledge of data collection and management
- Impeccable written and verbal communication skills
- Strong understanding of food systems, the food packaging landscape, and strategies and technologies with the potential to reduce food waste

5. PROPOSAL INCLUSIONS & EVALUATION CRITERIA

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in packaging and sustainability

- Anticipated resources you will assign to this project (total number, role, title, experience)
- Timeframe for completion of the project
- Project management methodology

ReFED will evaluate all proposals based on the following criteria. To ensure consideration for this RFP, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed methodology must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: bidders will be evaluated on their experience as it pertains to the scope of this project
- Value and cost: bidders will be evaluated on the cost of their proposal based on the work to be performed in accordance with the scope of this project

Each bidder must submit their proposal to Jackie Suggitt, Multistakeholder Initiatives Director, at jackie.suggitt@refed.com by May 16, 2018 at 11:59pm PST.