



**GUARDIANS**  
— OF GRUB —

**FOOD WASTE ACTION WEEK**  
**CAMPAIGN PACK FOR PARTNERS**


















2021







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# THE BRIEFING

## FOOD WASTE ACTION WEEK

Our planet is in peril.

There's a growing danger that's harming the world.

The enemy lurks in our kitchens and in our organisations. Wasted food represents a threat we must defeat. Over one million tonnes of food is discarded by our industry every year, damaging the environment, wreaking havoc on the climate and eating into our profits. It's time for our industry to rise up and take a stand.

During Food Waste Action Week – taking place from 1st to 7th March 2021 – we're calling on the Hospitality and Food Service industry to take action and become Guardians of Grub.

This document gives you all the information, tools and tips you need to join the movement and defeat wasted food once and for all.

# FOOD WASTE ACTION WEEK

## THE CAMPAIGN

Food Waste Action Week is taking place from 1st to 7th March 2021. The week of activity is designed to raise awareness of the impact that wasting food has on the planet. 30% of man-made global greenhouse gases are created from the production and consumption of food and there's never been a better time to take a stand.

To mark Food Waste Action Week, WRAP is launching a nation-wide PR and advertising campaign to raise awareness of the issue, and demonstrate how people can rise up, and take action. During the week, you can prove yourself to be a true Guardian of Grub joining the conversations about wasted food and show your staff and customers how you're part of the movement.

Partner Plans for Operators and Influencers on the following pages describe exactly how you can get involved with your sites or clients during Food Waste Action Week, with links to all the materials you need.



# HOW TO GET INVOLVED

## OPERATOR BUSINESS PARTNER

If you're the owner of or employed by a business that serves food, this guide to getting involved in Food Waste Action Week is for you. Choose the level of support that suits your organisation.

Level of support	GOOD Become a supporter	BETTER Take action	BEST Share your success
	In the run up to and during Food Waste Action Week (1 <sup>st</sup> – 7 <sup>th</sup> March):		
<b>Guardians of Grub engagement</b>	Sign up to receive newsletters and latest news about the campaign on <a href="http://www.guardiansofgrub.com">www.guardiansofgrub.com</a> Use our <a href="#">Cost Saving Calculator</a> to see how much money, food and carbon emissions you could save. Take our 15-minute <a href="#">Cost Saving Skills Course</a> to get the skills you need to target, measure and act on reducing wasted food.	<a href="#">Take the pledge</a> to show you are a Guardian of Grub. Measure food waste at one or multiple sites for four weeks using the <a href="#">Tracking Sheet</a> and add data to the <a href="#">Tracking Calculator</a> . Share your results confidentially by sending them to <a href="mailto:guardiansofgrub@wrap.org.uk">guardiansofgrub@wrap.org.uk</a> Share ideas within industry/ groups and create dialogue via online channels e.g. LinkedIn.	Sign up to the free Guardians of Grub: <a href="#">Becoming a Champion online learning course</a> to develop your skills to fight food waste across your business. Provide a minimum of one case study of your activity to WRAP to support the activity calendar.
	In the run up to and during Food Waste Action Week (1 <sup>st</sup> – 7 <sup>th</sup> March):		
<b>Internal comms</b>	Encourage your sites and staff to use the Guardians of Grub tools and get involved with the Week by including the ' <a href="#">how to get involved in Food Waste Action Week</a> ' copy in internal comms and on intranets.	Encourage your sites and staff to use the Guardians of Grub tools, such as the <a href="#">Cost Saving Skills course</a> and get involved by including the ' <a href="#">how to get involved in Food Waste Action Week</a> ' copy in internal comms and on intranets.	Celebrate success with colleagues and demonstrate the actions you take to reduce the amount of wasted food. Consider chef top tips sharing / cooking masterclasses with staff and onsite customers. Use #FoodWasteActionWeek and #GuardiansOfGrub to join the conversation. Encourage staff and colleagues to say they are a Guardian of Grub externally e.g. social media
	During Food Waste Action Week (1 <sup>st</sup> – 7 <sup>th</sup> March):		
<b>External comms</b>	Share what you are doing during the Week with your customers through social media posts, including directing them to <a href="http://www.lovefoodhatewaste.com/fwaw">www.lovefoodhatewaste.com/fwaw</a> .	Share your support for the Week on social media using <a href="#">Food Waste Action Week copy</a> , and describe the actions you're taking on food waste with Guardians of Grub tools.	Share your support for the Week on social media, using <a href="#">Food Waste Action Week copy</a> , describe the actions you're taking on food waste with Guardians of Grub tools, and share monthly follow ups on your progress post-Food Waste Action Week.

# HOW TO GET INVOLVED

## INFLUENCER / SPECIALIST PARTNER

If you interact and engage directly with businesses that serve food, this guide to getting involved in Food Waste Action Week is for you. Choose the level of support that suits your organisation.

Level of support	GOOD Spread the word using toolkit assets. Signpost to <a href="http://www.guardiansofgrub.com">www.guardiansofgrub.com</a>	BETTER Create own content to endorse and support the campaign	BEST Champion, engage and support through your networks
	In the run up to Food Waste Action Week (taking place 1 <sup>st</sup> – 7 <sup>th</sup> March 2021)		
Website	Share this copy on your website to raise awareness of the Week.	Share this copy on your website, along with a case study / quote example to endorse this approach to food waste prevention (this could be a Guardians of Grub case study, or even better, one of your own contacts / members).	Launch a dedicated web page during the Week, highlighting how your contacts can get involved and include some of your own food waste actions / pledges to encourage engagement. This can live beyond 7 <sup>th</sup> March as a legacy piece.
	In the run up to Food Waste Action Week (taking place 1 <sup>st</sup> – 7 <sup>th</sup> March 2021)		Post-Food Waste Action Week
Membership comms	Raise awareness of the Week with your contacts, telling them how to get involved, using this copy.	Send a dedicated email sent to your database highlighting how to get involved, using the copy provided in our partner pack, or by sharing Guardians of Grub newsletters – register here: <a href="https://guardiansofgrub.com/join-us">https://guardiansofgrub.com/join-us</a>	Write and share a follow up article highlighting what members did and what they plan to do in the future. This could include messaging around linking to net zero, COP26, etc..
	In the run up to Food Waste Action Week (taking place 1 <sup>st</sup> – 7 <sup>th</sup> March 2021)		
Social Media	Share at least 1 x Guardians of Grub social media post during Food Waste Action Week (1 <sup>st</sup> – 7 <sup>th</sup> March.)	Write a blog about the campaign and how Hospitality and Food Service businesses can get involved during the Week. Use the copy provided and link to case studies / quotes.  Share Guardians of Grub social posts during the Week	Share at least 3 x Guardians of Grub social media posts and showcase members' successes during Food Waste Action Week on your social channels.
Virtual/Event	Include campaign video at member events.	Include our Business Operator how to get involved grid at member events.	Invite Guardians of Grub speaker for major events or consider holding an 'Ask the Expert' session for members in the run up to Food Waste Action Week.
External comms	Encourage members to try the Guardians of Grub Cost Saving Calculator to see how much money and carbon emissions they could save by reducing their food waste.	Encourage members to complete the Guardians of Grub Cost Saving Skill Course.  Encourage membership to share good practice amongst peers in groups/webinars etc..	Identify success stories to be case studies and share their stories with WRAP through social posts or by submitting case studies to <a href="mailto:guardiansofgrub@wrap.org.uk">guardiansofgrub@wrap.org.uk</a>



# HOW TO GET INVOLVED

The Guardians of Grub materials and online courses are available to all UK Hospitality and Food Service sector operators. We know these are tough times for many in the sector, and as such you may not be operating right now, but all tools are available for you to use right now.

The Guardians of Grub Becoming a Champion course provides online learning with knowledge checks and certificates to prove your skills as soon as you get back on site.

Now's a great time to upskill and find out how tracking and reducing wasted food could protect profits and the planet.

See page 12 for more details on the Becoming a Champion course, or if you're an individual who's not currently operational, click [here](#) to register your interest.



## BECOMING A CHAMPION

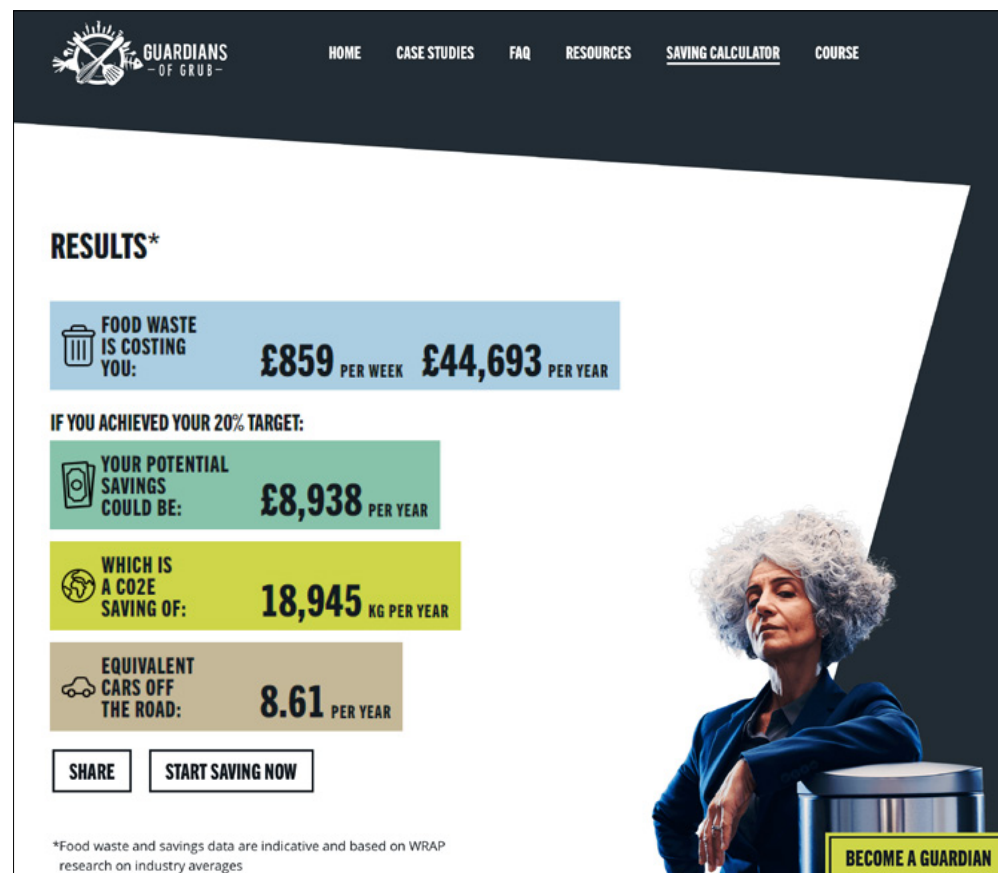


# GUARDIANS OF GRUB COST SAVING CALCULATOR

## SEE WHAT YOU COULD SAVE

Want to guard your profits against wasted food? In just a few easy steps, you can find out how much money and carbon equivalent you could save if you started reducing your wasted food; let's feed people not bins.

 TRY IT NOW

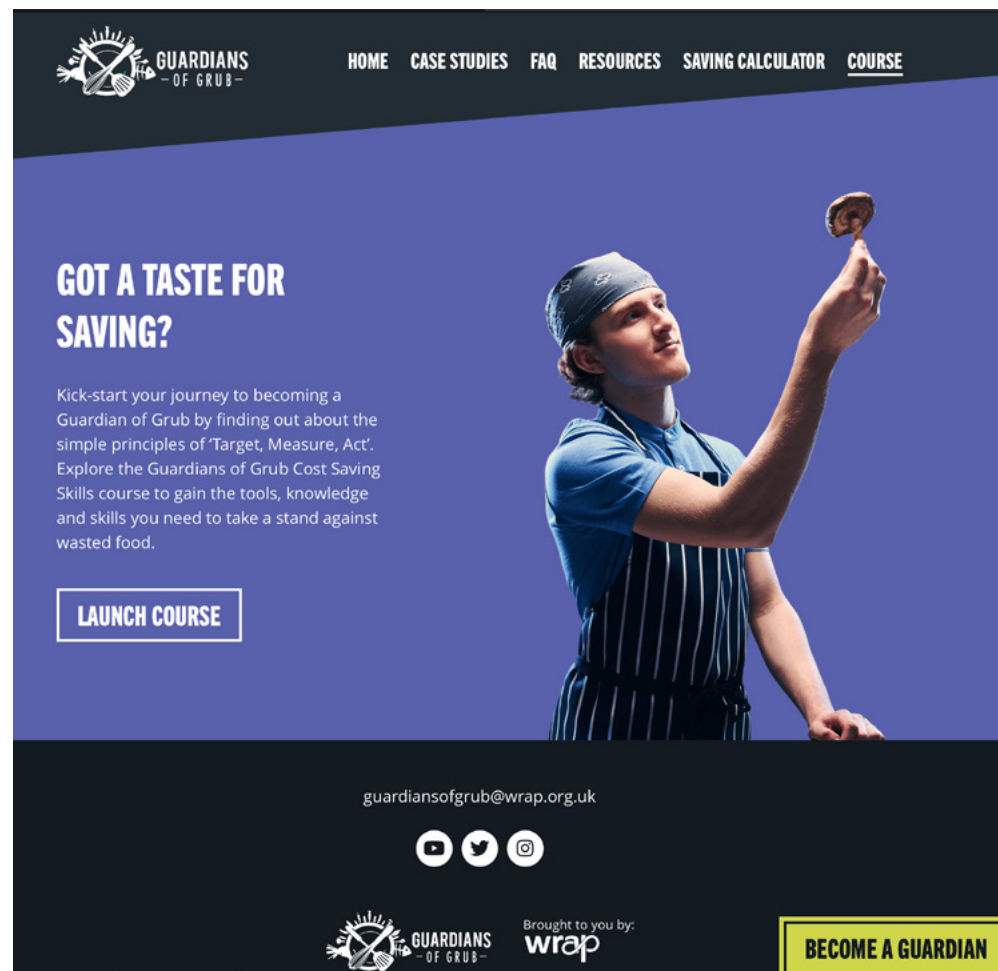


# GUARDIANS OF GRUB COST SAVING SKILLS COURSE

## GIVE IT A GO

Take our quick and easy 15 minute course to get going with tracking food waste, finding hotspots and taking action to protect profits and the planet.

 **FIND OUT MORE**



**GUARDIANS OF GRUB**




HOME CASE STUDIES FAQ RESOURCES SAVING CALCULATOR **COURSE**

## GOT A TASTE FOR SAVING?

Kick-start your journey to becoming a Guardian of Grub by finding out about the simple principles of 'Target, Measure, Act'. Explore the Guardians of Grub Cost Saving Skills course to gain the tools, knowledge and skills you need to take a stand against wasted food.

**LAUNCH COURSE**

guardiansofgrub@wrap.org.uk

**GUARDIANS OF GRUB**

Brought to you by: **wrap**

**BECOME A GUARDIAN**

# GUARDIANS OF GRUB BECOMING A CHAMPION

## TAKE IT TO THE NEXT LEVEL

Knowledge is power! Guardians of Grub: **Becoming a Champion** pilot course is a behaviour change programme ideal for those organisations committed to taking action through a combination of learning and food waste measurement. Developed by industry professionals, this course is free to access right now.

Learning can still be completed even if sites are not operational.

Participants have access to:

- Certificates
- Resource Toolkit of templates and how to guides
- Access to fortnightly Surgery sessions
- Weekly motivational messaging and notifications
- Monthly progress reports on learning and impact (£, weight, CO2e)

This course will take your skills to the next level and make a positive difference to you, your profits and the planet.

If you're a business that wants to take part, contact [guardiansofgrub@wrap.org.uk](mailto:guardiansofgrub@wrap.org.uk). The deadline to register for the full course, including measurement, is 19th February, but you can still register for the learning until 12th March.

If you're an individual wanting to take part, please click [here](#) to fill in this survey. The deadline to register is 12th March.



FIND OUT MORE



**BECOMING A  
CHAMPION**

*"I am really impressed with the quality of the Guardians of Grub: Becoming a Champion training materials. I am enjoying the online course, and find the case studies and podcasts inspirational, you can't beat hearing success stories from industry experts and respected chefs and businesses. The savings on the bottom line and positive impacts on sustainability are there for the whole industry to maximise, Guardians of Grub is a great platform to get involved and get results"*

**Marten Lewis – Bluestone**

*"Using the Becoming a Champion tools, I have taken staff through a short introduction and they are responding very positively. All the information is very straightforward, easy to understand and it's adaptable to the way we work here. I can show staff our measurements of the wasted food we collect and it will lead to behaviour change, it's as simple as that."*

**Cameron White – Assistant Catering Manager, Bettys**





# BEAT THE DRUM

## SHORT AND LONG COPY

Spread the word of the Guardians of Grub far and wide. We've drafted two pieces of copy, one short and one long. The copy summarises the Food Waste Action Week campaign and explains how your staff and contacts within the industry can get involved. You can use this copy now in the run up to Food Waste Action Week.

You can choose the length of copy that best suits your purpose. Use it in emails, newsletters or on intranets to show your support for the campaign.



Download

## SHORT COPY VERSION

### Calling all Guardians of Grub

Did you know that food waste contributes to climate change? In fact, 30% of man-made global greenhouse gases are created from the production and consumption of food, and there's never been a better time to take a stand and stop it going to waste.

During Food Waste Action Week – taking place from 1st to 7th March 2021 – WRAP is calling on citizens and businesses of the UK to take action. We all have a role to play to value our food and stop it from being wasted.

Join the Guardians of Grub and the conversations about wasted food:

- If you're new to tackling wasted food, try our [Cost Saving Calculator](#) to see what you can save – it couldn't be easier.
- [Take the pledge](#) to become a Guardian of Grub today.
- If you are ready to get going now, find out exactly how you can Target, Measure, Act on your site to start saving today with the Guardians of [Grub Cost Saving Skills Course](#) – a 15 minute online course to show you how to start measuring wasted food.
- Already measuring wasted food? Rise up and [Become a Champion with Guardians of Grub's online course](#) [LINK] that will take your food waste reduction skills to the next level.
- Step up to the plate by encouraging your staff and customers to visit [lovefoodhatewaste.com](https://lovefoodhatewaste.com) to find out how they can reduce the amount of food they waste at home.

Let's make a stand together this Food Waste Action Week, so we can all help save food, our profits and the planet.

## LONG COPY VERSION

**Calling all Guardians of Grub**

Did you know that food waste contributes to climate change? In fact, 30% of man-made global greenhouse gases are created from the production and consumption of food, and there's never been a better time to take a stand and stop it going to waste. In the Hospitality and Food Service sector, 1.2 million tonnes of food are thrown away every year, and 75% of that could have been eaten. Wasted food costs our industry £3.2 billion every year.

During Food Waste Action Week – taking place from 1st to 7th March 2021 – WRAP is calling on citizens and businesses of the UK to take action. We all have a role to play to value our food and stop it from being wasted. The week of activity will raise awareness of the impact that wasting food has on the planet.

UKHospitality CEO, Kate Nicholls, says: *“WRAP have done some fantastic work in recent years to highlight and tackle the problem of food waste in the hospitality sector. This is a hugely important issue for businesses, individuals and for us all as a society. Tackling food waste will be a major step in addressing climate change, which is arguably the single biggest issue of our time. Guardians of Grub is a great initiative, highlighting the issue of food waste and providing solutions to tackle it. Even during this time of crisis in the hospitality sector, food waste reduction is important, not only for its environmental benefits but also in protecting businesses financially. We will continue to enthusiastically support WRAP, and encourage you to get involved with Food Waste Action Week and the Guardians of Grub Campaign this year. We recommend that all hospitality businesses utilise the tools that WRAP has made available to monitor and reduce their food waste.”*

- Join the Guardians of Grub and the conversations about wasted food:
- If you're new to tackling wasted food, try our [Cost Saving Calculator](#) to see what you can save – it couldn't be easier.
- [Take the pledge](#) to become a Guardian of Grub today.
- If you are ready to get going now, find out exactly how you can Target, Measure, Act on your site to start saving today with the [Guardians of Grub Cost Saving Skills Course](#) – a 15 minute online course to show you how to start measuring wasted food.
- Already measuring wasted food? Rise up and [Become a Champion with Guardians of Grub's online course](#) that will take your food waste reduction skills to the next level.
- Step up to the plate by encouraging your staff and customers to visit [lovefoodhatewaste.com](https://lovefoodhatewaste.com) to find out how they can reduce the amount of food they waste at home.

CONTINUED

**LONG COPY VERSION (CONTINUED)**

**Chef Adam Handling says:** *"I'm so excited to be supporting WRAP's first ever Food Waste Action Week to help spread awareness of our wasted food and how it's impacting our environment. It's an issue that has always been close to my heart when running my restaurants, and I'm really looking forward to sharing some of my tips for reducing food waste as part of this campaign, both for inspiring home cooks and for other bar and restaurant owners. As a population, we waste so much food needlessly when all it takes is a bit of creativity to turn ingredients that may have been thought of as waste into delicious meals! That's why this campaign is so important, so that we can all learn more and play our part in the food waste fight."*

**Peter Ducker FIH, CEO, Institute of Hospitality, says:** *"The Institute of Hospitality has been committed to supporting our members to combatting food waste and making a positive impact on profits and the planet. We fully support WRAP's Guardians of Grub campaign and tools which help our sector to develop skills on taking action, and we encourage our members to get involved with the UK's first Food Waste Action Week 1st to 7th March 2021."*

**Juliane Caillouette Noble, Managing Director, Sustainable Restaurant Association, says:** *"Creating a week in the calendar dedicated to reducing food waste is long overdue. We wholeheartedly support Food Waste Action Week and would urge all foodservice businesses to take this opportunity to tool up with WRAP's excellent Guardians of Grub resources so they maximise the amount of food they feed people and not bins, while minimising costs and their impact on the planet."*

So rise up and pledge your allegiance to the Guardians of Grub at the website [www.guardiansofgrub.com](http://www.guardiansofgrub.com) and join us; the carers, protectors and defenders of food, to make sure we stay on top of the challenge for good.

**Download**



# A BADGE OF HONOUR

## CAMPAIGN SYMBOL

As Guardians of Grub, we are proud to be the protectors and preservers of food. Therefore, we have developed a campaign badge to enable partners to pledge their allegiance to the Guardians of Grub campaign.

For example, you may wish to use this badge alongside the copy on the previous page. Or you can place it across your social channels. You can even print it on your chef whites and really bring it to life.



Download



# GUARDIANS

— OF GRUB —

# RALLYING CRY

## SOCIAL VIDEOS AND COPY

During Food Waste Action Week, you can take part in the conversation by using #FoodWasteActionWeek and #GuardiansOfGrub.

Social media is one of the best ways to circulate the campaign and talk directly to your customers. We've drafted some social posts to help you communicate to your followers, staff and customers.



Download

## POSTS FOR CUSTOMER-FACING CHANNELS

### Copy #1

It's #FoodWasteActionWeek, and we're committed to rising up against wasted food, for the good of the planet. We've signed the #GuardiansOfGrub pledge, and we're doing our bit to ensure we're feeding people, not bins.

### Copy #2

Wasted food is costing the UK Hospitality and Food Service industry £3.2 billion every year. This #FoodWasteActionWeek, we've signed the #GuardiansOfGrub pledge and we're committed to doing our bit to reduce the amount of food we throw away.

### Copy #3

Carefully crafted food is too good to go to waste. It's #FoodWasteActionWeek and we're joining the #GuardiansOfGrub, pledging our support, and working to reduce the amount of food we throw away, for the good of the planet.

## POSTS FOR INDUSTRY-FACING CHANNELS

### Copy #1

Wasted food is costing the UK Hospitality and Food Service industry £3.2 billion every year. This #FoodWasteActionWeek, take the #GuardiansOfGrub pledge to show your staff and customers that you're committed to doing our bit to reduce the amount of food that gets thrown away [www.guardiansofgrub.com/become-a-guardian](http://www.guardiansofgrub.com/become-a-guardian)

### Copy #2

It's #FoodWasteActionWeek, and we're committed to rising up against wasted food, for the good of the planet. Join us and try the #GuardiansOfGrub Cost Saving Calculator to see what you can save [www.guardiansofgrub.com/cost-saving-calculator](http://www.guardiansofgrub.com/cost-saving-calculator)

### Copy #3

It's #FoodWasteActionWeek and there's never been a better time to take a stand against wasted food. Find out exactly how you can Target, Measure, Act to start saving today with the #GuardiansOfGrub Cost Saving Skills Course [www.guardiansofgrub.com/course](http://www.guardiansofgrub.com/course)

### Copy #4

Carefully crafted food is too good to go to waste. This #FoodWasteActionWeek, take your food waste reduction skills to the next level with the #GuardiansOfGrub Becoming a Champion online course, [www.guardiansofgrub.com/become-a-champion](http://www.guardiansofgrub.com/become-a-champion)

# FLY THE BANNERS

## DIGITAL BANNERS

Here is a collection of digital MPU, skyscraper and leaderboard banners that you can place across your website. There is a range of designs to choose from. Feel free to use the one that's most relevant to your organisation. We also have a screensaver that you can use.



Download



**TV screensaver** available at 1024 x 768 and 1920 x 1080.



**MPU** 300 x 250. Static and animated versions.



**Leaderboard** 728 x 90. Static and animated versions.



**Skyscraper** 120 x 600 and 160 x 600. Static and animated versions.



# ENLIST NOW

## EMAIL SIGNATURE

Let everyone know that you are a Guardian of Grub by using the campaign email signature. It's a good way of showing your support.

Embed them in emails that you send to the rest of your team. Incorporate the URL within the image to make it clickable. You'll find the instructions within the download file.



Email signature 420 x 110

# PUT IT IN PRINT

## CORE POSTER

The following posters can be printed and displayed across your organisation. Place the posters where your staff will see them to remind them of what it means to be a Guardian of Grub, for example in kitchens, staff rooms, changing rooms or even staff toilets.



Download



## PORTRAIT POSTERS

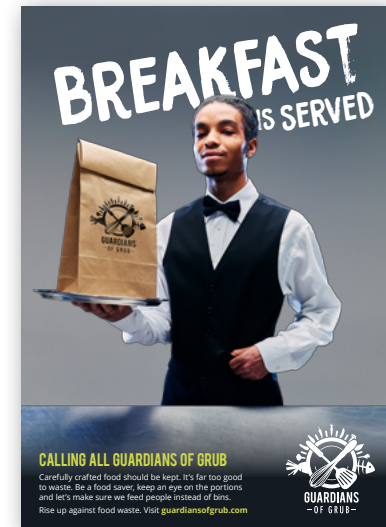
To help you call out to specific members of your team, we have also included six portrait posters that bring to life common roles in a hospitality and food service business.



Download



Download editable posters to add your own logo



# CALL TO ARMS

## VIDEO CONTENT

Videos are a good way of drumming up support, getting people excited and spurring our industry into action. The following video tells the story of the Guardians of Grub, who we are and what our mission is – to fight for food. You can email the video to your team, share it on social media channels or you can even present it during all-staff-meetings.



Download





# ON THE FRONTLINE

## VIDEO CONTENT

Get up close and personal with leading Guardians of Grub. We have videos of amazing Guardians who share their skills, tips and expertise with the rest of us. They include everything from how to create sustainable menus, through to using the tools to measure your wasted food. Feel free to share these videos on your social channels or with your teams. For more inspiring stories like these, visit the [Guardians of Grub case studies page](#)



**Adam Handling**

View Adam's video [here](#)

View the shorter version of Adam's video [here](#)

*"I'm so excited to be supporting WRAP's first ever Food Waste Action Week to help spread awareness of our wasted food and how it's impacting our environment. It's an issue that has always been close to my heart when running my restaurants, and I'm really looking forward to sharing some of my tips for reducing food waste as part of this campaign, both for inspiring home cooks and for other bar and restaurant owners. As a population, we waste so much food needlessly when all it takes is a bit of creativity to turn ingredients that may have been thought of as waste into delicious meals! That's why this campaign is so important, so that we can all learn more and play our part in the food waste fight."*

Adam Handling,  
Chef/Owner, Adam Handling Restaurant Group

# FAQs

## What is Food Waste Action Week?

Food Waste Action Week takes place from 1st to 7th March 2021, and aims to raise awareness of the impact that wasting food has on climate change and the planet. It takes a huge amount of energy, land and water to produce our food, and when we don't eat it, it's a waste of those resources. WRAP, which has years of experience in helping businesses and citizens to reduce the amount of food they throw away, has developed the Food Waste Action Week campaign to highlight the issue, and encourage action.

## What happens beyond Food Waste Action Week?

The Guardians of Grub campaign, which supports the UK Hospitality and Food Service sector to reduce the alarming amount of food wasted every year, will continue beyond Food Waste Action Week. Our tools, tips and resources are free to use, and designed to help you target, measure and act on wasted food. From quick start guides to tracking sheets, to poster and presentations to make the business case for reducing wasted food, we've got everything you need to take action. Find out more at [www.guardiansofgrub.com](http://www.guardiansofgrub.com).

## How can I get more involved?

Easy. Visit [guardiansofgrub.com](http://guardiansofgrub.com), where you can take our Cost Saving Skills Course – a 15 minute online course which will get you started. You can also sign the pledge to become a Guardian and join us to rise up against food waste.

Got more questions? Contact us at [GuardiansofGrub@wrap.org.uk](mailto:GuardiansofGrub@wrap.org.uk)

# THANK YOU FOR TAKING A STAND

Take part in the Food Waste Action Week  
by using #FoodWasteActionWeek and  
#GuardiansOfGrub

To find out more about the  
Guardians of Grub campaign, visit  
[guardiansofgrub.com](https://guardiansofgrub.com)

