

How to get involved in Guardians of Grub: Industry Partners

Help us to feed people not bins: individuals, industry partners, trade bodies, associations and consultancies with an interest in the Hospitality and Food Service (HaFS). By acting together, we can create the momentum to make measuring and reducing wasted food everyday practice in the sector. This will support the United Nations Sustainable Development Goal 12.3; to halve food waste by 2030. In the UK this means tackling over 1m tonnes of food thrown away by the sector every year; 75% of that could have been eaten.

The [Guardians of Grub](#) campaign provides a food saving framework to help individuals and businesses operating in the sector to gain traction to reduce wasted food; protecting profit and reducing food-related GHG impact.

We've worked closely with the industry to create operational [tools](#) with the wider campaign providing the hook (and the promotional [assets](#)) to help you get your teams and networks on board and excited to get involved and take action.

This checklist sets out how our hospitality and foodservice operator partners can support the [Guardians of Grub](#) campaign through different channels to make a vital difference to reducing wasted food.

Internally	<ul style="list-style-type: none"> <input type="checkbox"/> Recruit marketing, comms, senior management and other key people in your organisation to support and endorse ongoing promotion and support of the Guardians of Grub campaign <input type="checkbox"/> Create a calendar of Guardians of Grub events and comms to ensure ongoing activity throughout the year, and during key campaign events like Food Waste Action Week every March <input type="checkbox"/> Join our new Partnership badge scheme to become an official Ambassador
Web	<ul style="list-style-type: none"> <input type="checkbox"/> Feature your support of Guardians of Grub on your website including the logo and www.guardiansofgrub.com <input type="checkbox"/> Explain the campaign and why your members/networks should get involved – this copy, case studies and quotes from our Wall of Fame can help <input type="checkbox"/> Commit to regular Guardians of Grub content – WRAP may be able to supply guest blogs contact guardiansofgrub@wrap.org.uk
Comms and social media	<ul style="list-style-type: none"> <input type="checkbox"/> Proactively create content (posts/article/blog/case studies etc.) about your food saving efforts and successes and the Guardians of Grub campaign through your social media and other channels, such as Instagram, Twitter, LinkedIn, TikTok (including FoodTok), Snapchat and email marketing, tagging #GuardiansOfGrub, @WRAP_UK and www.guardiansofgrub.com. Some social post ideas and imagery to support this can be found here <input type="checkbox"/> Plan social media campaigns for events such as Food Waste Action Week every March to highlight what members did or are planning during campaigns <input type="checkbox"/> Commit to featuring regular Guardians of Grub news, events and updates in newsletters and other comms channels, tagging #GuardiansOfGrub, @WRAP_UK and www.guardiansofgrub.com <input type="checkbox"/> Highlight what you did or are planning during campaigns, such as Food Waste Action Week every March, as well as the success of your/your network's food saving activities, and your/their plans for the future
Virtual/ events	<ul style="list-style-type: none"> <input type="checkbox"/> Feature Guardians of Grub and food waste at member and external events, and feature the Business Case presentation, video and logo <input type="checkbox"/> Include representation from Guardians of Grub supporters or the WRAP engagement team in panels, speaker line ups and presentations

JOIN US TO RISE UP AGAINST FOOD WASTE



Amplify member/network efforts	<input type="checkbox"/> Identify success stories and share these case studies with WRAP <input type="checkbox"/> Encourage your members/network to measure food waste using the Guardians of Grub Food Tracking Calculator or their own tracking system and to submit data to guardiansofgrub@wrap.org.uk . <input type="checkbox"/> Encourage your membership/network to share good practice amongst peers in forums and webinars
Campaign reach	<input type="checkbox"/> Provide a quote of support and/photo/logo for use in Guardians of Grub comms channels <input type="checkbox"/> Tell us in confidence how many members/contacts you've engaged and the feedback you've had <input type="checkbox"/> If hosting materials, share your download data in confidence with WRAP

Key dates, **free** tools and resources:

- [Food Waste Action Week](#) every March. **For 2022 week commencing 7-13 March**
- [Cost Saving Calculator](#): calculates how much money and CO₂e operators could save in three clicks
- 15 minute [Cost Saving Skills Course](#): inspires and trains staff to measure and reduce food waste
- [Becoming a Champion](#) e-learning course: five levels with a certificate for each completed. Guides individuals and businesses through every stage of reducing wasted food across operations from kitchen to supply chain and menu design
- **New!** Updated [Food Tracking Calculator](#): enables businesses to easily track CO₂e and cost savings
- **New!** [Partnership badge scheme](#): become an official Ambassador and get kudos for your efforts
- **Coming soon!** People, Planet, Profit on-demand webinar series: in-depth and full of practical advice from industry leaders. Full webinars available here [Skills for the Future](#), [Serving Net Zero](#) and [Plate Waste](#)
- **New!** [Café Rouge](#) and [Adam Handling](#) two-minute masterclasses
- [Case studies](#): real-life examples of the savings and benefits of measuring and reducing food waste
- Editable [Business Case Presentation](#): sets out the business case for food waste measurement
- [Getting started guide](#): walks foodservice teams through the steps to set up
- [Campaign guide](#): walks teams through the promotional resources available
- [Menu planning guide](#): a guide to smart menu planning to save money, food and satisfy customers

Together let's feed people, not bins!

