

How to get involved in Guardians of Grub Operator Partners

Help us to feed people not bins; whether you're an individual, independent business, single site or larger operator working to serve food in 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 sector operator partners can support the [Guardians of Grub](#) campaign through different channels to make a vital difference to reducing wasted food.

Personally	<ul style="list-style-type: none"> <input type="checkbox"/> Proudly pledge to become a Guardian of Grub to keep working to keep good food from being wasted <input type="checkbox"/> Complete the 15 minute Cost Saving Skills Course or Becoming a Champion course to get the key facts on why saving food is great for profit and planet, and how to do it <input type="checkbox"/> Proactively use and share the Guardians of Grub tools, resources and news, as well as your own food-saving ideas with your colleagues and more widely, including via social media, flagging #GuardiansOfGrub and www.guardiansofgrub.com
Within your organisation	<ul style="list-style-type: none"> <input type="checkbox"/> Recruit marketing, comms, senior management and other key people in your organisation to get behind ongoing promotion and support of Guardians of Grub <input type="checkbox"/> Create a calendar of Guardians of Grub events and comms to ensure ongoing activity throughout the year, including during key campaign events like Food Waste Action Week every March <input type="checkbox"/> Recruit colleagues to do the free, online 15 minute Cost Saving Skills Course or the more detailed Becoming a Champion course <input type="checkbox"/> Commit to measuring your food waste, either for a short audit period or on an ongoing basis, at one site or many. Use the Guardians of Grub Food Tracking Calculator or your own tracking system and to submit data in confidence to guardiansofgrub@wrap.org.uk <input type="checkbox"/> Share details of the campaign and how you're getting involved with all staff members - this copy can help - and link to www.guardiansofgrub.com
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 HaFS business is signing up and committing to measuring and reducing food waste - this copy, case studies and quotes from our Wall of Fame can help <input type="checkbox"/> Commit to regular Guardians of Grub content and food waste achievement updates - WRAP may be able to supply guest blogs email guardiansofgrub@wrap.org.uk

Customers, clients & key contacts	<input type="checkbox"/> Include an overview of the campaign within existing email marketing using this copy (or your own wording) and link to www.guardiansofgrub.com <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"/> Proactively create content (article/blog/case studies etc.) about the campaign and your food waste efforts and share it with key contacts. Highlight what you did or are planning during campaigns, such as Food Waste Action Week every March, as well as successes, plans for the future and links to action on climate change and SDG 12.3
Social media and comms channels	<input type="checkbox"/> Proactively engage your networks and showcase your efforts and successes through your social media and other channels, such as on Instagram, Twitter, LinkedIn, TikTok (including FoodTok), Snapchat and email newsletters, tagging #GuardiansofGrub, @WRAP_UK and www.guardiansofgrub.com <input type="checkbox"/> Proactively share and create regular Guardians of Grub news, events, tools and updates in ongoing posts and comms to keep the conversation going. Draft post ideas and imagery to help can be found here . <input type="checkbox"/> Plan media campaigns for events such as Food Waste Action Week every March to highlight you did or are planning during campaigns
Virtual/ events	<input type="checkbox"/> Feature Guardians of Grub and food waste at internal and external events - the Business Case presentation , video and logo can help. <input type="checkbox"/> Include representation from your own Guardians of Grub or the WRAP engagement team in panels, speaker line ups and presentations
WRAP	<input type="checkbox"/> Share success stories and case studies with WRAP <input type="checkbox"/> Share food waste data in confidence with guardiansofgrub@wrap.org.uk .
Campaign reach	<input type="checkbox"/> Provide a quote of support and/photo/logo for use in Guardians of Grub comms <input type="checkbox"/> Tell us in confidence how many 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

