

Operator Partners

We need **YOU**: whether you're an individual, independent business, single site or larger operator working to serve food in hospitality and foodservice.

By acting **together**, we can create the **momentum** to make measuring and reducing food waste standard, everyday practice in Hospitality and Foodservice (HaFS). This will support the SDG 12.3 goal of halving food waste by 2030 by tackling the 1.1m tonnes of food thrown away in HaFS every year.

The **Guardians of Grub** campaign provides a food saving framework to help individuals and businesses operating in HaFS to gain traction to save food, profit and food-related GHG emissions.

We've worked closely with the industry to create the **tools** HaFS said it needed while the wider campaign provides the **hook** (and the promotional **assets**) to help you get your teams and your 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 through different channels to make a vital difference to tackling food waste.

Personally	<input type="checkbox"/> You complete the 15 minute Cost Saving Skills Course or the more detailed 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"/> You 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/www.guardiansofgrub.com
Within your organisation	<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	<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 foodwaste – 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
Customers, clients and other 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 tag us on Facebook and Instagram

	<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 Net Zero and SDG 12.3
Social media and comms channels	<input type="checkbox"/> Proactively engage your networks and showcase your food waste efforts and successes through your social media and other channels tag us on Facebook and Instagram and for 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 <input type="checkbox"/> Follow us on Facebook and Instagram and like, comment and share where you can
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"/> Become a Guardian of Grub Partner and feature on our Wall of Fame <input type="checkbox"/> Feedback your thoughts and get in touch with us guardiansofgrub@wrap.org.uk

Quick links:

- [Food Waste Action Week](#) every March. **2023 date: 6-12 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. Designed for individuals and businesses through every stage of reducing food waste including progress reports (kg /£ and CO₂e)
- [Food Tracking Calculator](#): enables businesses to easily track CO₂e and cost savings
- [Partnership badge scheme](#): become an official Guardian, Champion, Ambassador or Supporter and get kudos for your efforts
- [People, Planet, Profit on-demand webinar series](#): in-depth and full of practical advice from industry leaders.
- [Café Rouge](#) and [Adam Handling](#) two-minute masterclasses
- Guardians of Grub social media – follow us on [Facebook](#) and [Instagram](#)
- [Partner blog copy resource](#) available for you to use on your website
- [Feed the Bottom Line not the bin blog copy](#) (a timely cost of living focused article) available for you to use on your website
- [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 personnel through the steps to set up
- [Campaign guide](#): walks personnel through the promotional resources available
- [Menu planning guide](#): a guide to smart menu planning to save money, food and satisfy customers