



Guardians of Grub – Influencer / Specialist Partner – How to get involved

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 www.guardiansofgrub.com	BETTER Create own content to endorse and support the campaign	BEST Champion, engage and support through your networks
Website	In the run up to Food Waste Action Week (taking place 1 st – 7 th March 2021)		
	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 th March as a legacy piece.
Membership comms	In the run up to Food Waste Action Week (taking place 1 st – 7 th March 2021)		
	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: https://guardiansofgrub.com/join-us	Post-Food Waste Action Week 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..
Social Media	In the run up to Food Waste Action Week (taking place 1 st – 7 th March 2021)		
	Share at least 1 x Guardians of Grub social media post during Food Waste Action Week (1 st – 7 th 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 guardiansofgrub@wrap.org.uk

JOIN US TO RISE UP AGAINST FOOD WASTE

