# HOW TO GET INVOLVED

## INFLUENCER / SPECIALIST PARTNER

The Guardians of Grub campaign brings the Hospitality and Food Service industry together so we can all play our part in keeping food from being wasted, reducing costs and helping to achieve the SDG 12.3 goal of halving food waste by 2030. This plan sets out how our operator partners in the sector can support the Guardians of Grub campaign with varying levels of commitment, linking to the key actions and resources available.

| | GOOD Your commitment: spreading the word using toolkit assets. Signpost to: www.guardiansofgrub.com | BETTER Your commitment: creating your own content to endorse and support the campaign | BEST Your commitment: To champion, engage and support through your networks |
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| **Web** | Feature your support of Guardians of Grub on your website using the logo, the 'we are supporting' copy (or your own wording if preferable) and website link www.guardiansofgrub.com. | Add a Guardians of Grub page to your site explaining why your members should get involved. Use this copy, (or your own wording if preferable) along with case study / quote example(s) to endorse this approach to food waste prevention, the logo and link to www.guardiansofgrub.com. Consider future follow up content and Guardians of Grub-related blogs - WRAP may also be able to supply guest blogs. | Create your own content pages about the Guardians of Grub campaign explaining why members should get involved. Send your case studies / quote example(s) to guardiansofgrub@wrap.org.uk Use the Guardians logo and a link to www.guardiansofgrub.com. Commit to regular content and Guardians of Grub-related blogs - WRAP may also be able to supply guest blogs. |
| **Membership comms** | Include an overview of the campaign within existing email marketing using this copy (or your own wording if preferable) and link to www. guardiansofgrub.com. Commit to featuring regular Guardians of Grub news, events and updates in newsletters. | Send a dedicated email about the Guardians of Grub campaign to your database, highlighting how to get involved and the resources available. Use this copy (or your own wording if preferable) and link to www.guardiansofgrub.com. Commit to featuring regular Guardians of Grub news, events and updates in newsletters. | Write an article about the campaign and share it with your members via email. This could highlight what members did during campaigns, such as Food Waste Action Week, as well as the success of their activities and their plans for the future. This could include messaging around linking to Net Zero, COP26 and SDG 12.3 Promote the campaign face-to-face with your members (where possible). Commit to featuring regular Guardians of Grub news, events and updates in newsletters and member communications. |
| **Social Media** | Share social media posts promoting the Guardians of Grub campaign using social assets and linking to the Cost Saving Calculator. Share regular Guardians of Grub news, events and updates in future posts. Use **#GuardiansofGrub** and tag **@WRAP_UK** | Share social media posts highlighting how to get involved: e.g. promoting the Cost Saving Calculator and promoting the Cost Saving Skills Course. Proactively engage members through social media, such as Twitter polls and Instagram Stories and share regular Guardians of Grub news, events and updates in future posts to keep the conversation going. Some social post ideas and imagery to support this activity can be found here. Use **#GuardiansofGrub** and tag **@WRAP_UK** | Share social media posts: e.g. promoting the Cost Saving Calculator, the Cost Saving Skills Course and the Becoming A Champion program. Showcase members' successes on your channels. Proactively engage members through social media, such as Twitter polls and Instagram Stories. Share regular Guardians of Grub news, events and updates in future posts to keep the conversation going. Some social post ideas and imagery to support this can be found here. Use **#GuardiansofGrub** and tag **@WRAP_UK** |
| **Virtual/ Event** | Include the Guardians of Grub campaign video and logo at member events. | Include the Guardians of Grub Business Case presentation, video and logo at member events. | Feature Guardians of Grub and food waste at member and external events, and feature the Business Case presentation, video and logo. Include representation from Guardians of Grub supporters or WRAP engagement team in panels, speaker line ups and presentations. |
| **User Actions** | Encourage members to try the Cost Saving Calculator to see how much money and carbon emissions they could save by reducing their wasted food. | Encourage members to measure food waste using the Guardians of Grub Tracking Calculator or their own tracking system and to submit data to guardiansofgrub@wrap.org.uk. Encourage membership to share good practice amongst peers in forums and webinars. | Identify success stories to share their case studies with WRAP. Encourage members to measure food waste using the Guardians of Grub Tracking Calculator or their own tracking system and to submit data to guardiansofgrub@wrap.org.uk. Encourage membership to share good practice amongst peers in forums and webinars. |
| **Cascade data** | Tell us in confidence how many members you've engaged (so we can monitor campaign reach). | Tell us in confidence how many members you've engaged and the feedback you've had (so we can monitor campaign reach). | If hosting materials, share data in confidence with WRAP on a monthly/quarterly basis. Tell us how many members you've engaged and the feedback you've had. |