

# HOW TO GET INVOLVED

## OPERATOR BUSINESS 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 Become a supporter	BETTER Take action	BEST Share your success
Internal comms	<p>Show your support to reduce wasted food by including the 'Guardians of Grub' <a href="#">logo</a> on internal comms with 'we are supporting' <a href="#">copy</a> (or your own wording if preferable) and website link <a href="http://www.guardiansofgrub.com">www.guardiansofgrub.com</a>. Download free measurement <a href="#">resources</a> and share with those preparing food and recording food waste. Download and <a href="#">print posters</a> for display in kitchen and staff areas.</p> <p>Encourage staff to try the <a href="#">Cost Saving Calculator</a> to see how much money and carbon emissions they could save by reducing food waste.</p>	<p>Commit to a Target, Measure, Act approach at a minimum of one site. Set a Target for reducing food waste at that site, start Measuring your waste, then Act to tackle it. A 20% reduction target is a good place to start.</p> <p>Run a staff briefing session using the information provided within the campaign toolkit, including the <a href="#">Getting Started Guide</a>, <a href="#">business case presentation</a>, the <a href="#">90 second video</a>, <a href="#">posters</a>, and <a href="#">15-minute Cost Saving Skills course</a>. Show staff how much money and carbon emissions they could save by reducing food waste by using the <a href="#">Cost Saving Calculator</a>. Download and print posters for display in kitchen and staff areas. Download and distribute the free <a href="#">Food Tracking Calculator</a> and the <a href="#">7 day tracking sheet</a>. Then get staff measuring and inputting their waste figures.</p>	<p>Commit to a Target, Measure, Act approach to be rolled out at multiple sites. Set a Target for reducing food waste at those sites, start Measuring your waste, then Act to tackle it.</p> <p>A 20% reduction target is a good place to start.</p> <p>Run a staff briefing session using the information provided within the campaign toolkit, including the <a href="#">Getting Started Guide</a>, <a href="#">business case presentation</a>, the <a href="#">90 second video</a>, <a href="#">posters</a>, and <a href="#">15-minute Cost Saving Skills course</a>. Show staff how much money and carbon emissions they could save by reducing food waste by using the <a href="#">Cost Saving Calculator</a>. Download and print posters for display in kitchen and staff areas. Download and distribute the free <a href="#">Food Tracking Calculator</a> and the <a href="#">7 day tracking sheet</a>. Then get staff measuring and inputting their waste figures.</p>
External comms	<p>Showcase the 'Guardians of Grub' <a href="#">logo</a> on external comms with 'we are supporting' <a href="#">copy</a> (or your own wording if preferable) with #GuardiansOfGrub and link to <a href="http://www.guardiansofgrub.com">www.guardiansofgrub.com</a>.</p> <p>Share at least 1 x social media post promoting the Guardians of Grub campaign using <a href="#">social assets</a> and <a href="#">#GuardiansOfGrub</a>, tag <a href="#">@WRAP_UK</a>.</p> <p>Commit to featuring relevant ongoing Guardians of Grub campaign news, events and updates in future communications.</p>	<p>Share social posts using our <a href="#">suggested copy and assets</a> or your own content using #GuardiansOfGrub, <a href="#">logo</a> and linking to <a href="http://www.guardiansofgrub.com">www.guardiansofgrub.com</a> on external channels to show your support for campaign, and to describe the actions you're taking on food waste with Guardians of Grub tools.</p> <p>Proactively engage through social media, such as Twitter, Instagram Stories, etc. and share relevant ongoing Guardians of Grub results, news, events and updates in future posts to keep the momentum going. Some social post ideas and imagery to support this activity can be found <a href="#">here</a>. Use <a href="#">#GuardiansOfGrub</a> and tag <a href="#">@WRAP_UK</a>.</p>	<p>Include mentions of Guardians of Grub within existing paid and unpaid marketing and advertising activity, on social media and on kitchen materials.</p> <p>Go public and talk about your savings and successes and your support of the campaign through all available channels – use <a href="#">#GuardiansOfGrub</a>, tag <a href="#">@WRAP_UK</a> on socials, <a href="#">logo</a> and link to <a href="http://www.guardiansofgrub.com">www.guardiansofgrub.com</a>.</p> <p>Provide a case study to spread the word by emailing <a href="mailto:guardiansofgrub@wrap.org.uk">guardiansofgrub@wrap.org.uk</a>.</p> <p>Consider signing up to the <a href="#">UK Food Waste Reduction Roadmap</a> and <a href="#">Courtauld Commitment 2025</a> to publicly demonstrate your commitment. Include the Guardians of Grub materials such as <a href="#">campaign video</a>, <a href="#">logo</a> and other assets at events.</p>
Becoming a Guardian of Grub	<p>Sign up to receive newsletters and latest news about the campaign on <a href="http://guardiansofgrub.com">guardiansofgrub.com</a>.</p> <p>Use our <a href="#">Cost Saving Calculator</a> to see how much money and carbon emissions you could save. Take our <a href="#">15 minute Cost Saving Skills Course</a> to get the skills and the motivation to target, measure and act on food waste.</p>	<p><a href="#">Sign up</a> to our newsletters and pledge to become a Guardian of Grub.</p> <p>Take our <a href="#">15 minute Cost Saving Skills Course</a> to understand how you can get the skills and the motivation to target, measure and act on food waste. Follow the steps in the <a href="#">Getting Started Guide</a> to measure food waste at one site for at least four weeks. Share your results confidentially by sending them to <a href="mailto:guardiansofgrub@wrap.org.uk">guardiansofgrub@wrap.org.uk</a>.</p>	<p><a href="#">Sign up</a> to our newsletters and pledge to become a Guardian of Grub.</p> <p>Follow the steps in the <a href="#">Getting Started Guide</a> and <a href="#">Cost Saving Skills Course</a> to measure food waste at multiple sites on an ongoing basis. Share your results confidentially by sending them to <a href="mailto:guardiansofgrub@wrap.org.uk">guardiansofgrub@wrap.org.uk</a>.</p> <p>Sign up to the comprehensive, free <a href="#">Guardians of Grub: Becoming a Champion behaviour change programme</a> by emailing <a href="mailto:guardiansofgrub@wrap.org.uk">guardiansofgrub@wrap.org.uk</a>. Provide a minimum of 1 case study of your activity to WRAP to support the comms calendar.</p> <p>Become an Ambassador by sharing food saving ideas with the industry, create dialogue and encourage others to join the campaign via online and offline channels such as LinkedIn, forums and working groups.</p>