

How to get involved in Guardians of Grub – Industry Partners

We need **YOU**: individuals, industry partners, trade bodies, associations and consultancies.

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](#) the HaFS said it needed while the wider campaign provides the **hook** (and the promotional [assets](#)) to help you get your people and your networks on board and excited to get involved and take action.

This document sets out how our industry partners can support the Guardians of Grub through different channels to make a vital difference to tackling food waste.

Internally	<input type="checkbox"/> Recruit marketing, comms, senior management and other key people in your organisation to get behind ongoing promotion and support of the Guardians of Grub campaign <input type="checkbox"/> Create a calendar of Guardians of Grub events and comms to ensure ongoing activity throughout the year, and during key campaign events like Food Waste Action Week every March <input type="checkbox"/> Join our new Partnership badge scheme to become an official Ambassador
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 members/networks should get involved – this copy , case studies and quotes from our Wall of fame can help <input type="checkbox"/> Commit to regular Guardians of Grub content – WRAP may be able to supply guest blogs
Comms and Social media	<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; feature 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"/> Highlight what you did or are planning during campaigns, such as Food Waste Action Week every March, as well as the success of your/your network's food saving activities, and your/their plans for the future
Virtual/events	<input type="checkbox"/> Feature Guardians of Grub and food waste at member and external events, and feature the Business Case presentation , video and logo <input type="checkbox"/> Include representation from Guardians of Grub supporters or the WRAP engagement team in panels, speaker line ups and presentations
Amplify member/network efforts	<input type="checkbox"/> Identify success stories and share these case studies with WRAP <input type="checkbox"/> Encourage your members/network to measure food waste using the Guardians of Grub Food Tracking Calculator or their own tracking system and to submit data to guardiansofgrub@wrap.org.uk . <input type="checkbox"/> Encourage your membership/network to share good practice amongst peers in forums and webinars
Campaign reach	<input type="checkbox"/> Provide a quote of support and/photo/logo for use in Guardians of Grub comms channels <input type="checkbox"/> Tell us in confidence how many members/contacts you've engaged and the feedback you've had (so we can monitor campaign reach) <input type="checkbox"/> If hosting materials, share your download data in confidence with WRAP.

Free tools and resources:

- [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 quick clicks
- 15 minute [Cost Saving Skills Course](#): gets kitchen staff trained and inspired 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 food waste auditing and reducing across a HaFS business from kitchen to supply chain and menu design
- [Food Tracking Calculator](#): now enables businesses to easily track CO₂e and cost savings from reducing food waste
- [Partnership badge scheme](#): join to become an official Ambassador and kudos for the work you're doing
- [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](#): powerful real-life examples of the savings and benefits of measuring and reducing food waste in practice
- Editable [Business Case Presentation](#): sets out the business case for food waste measurement and management
- [Getting started guide](#): walks foodservice personnel through the steps to set up and start measuring food waste, highlighting the Guardians tools and inspiration available
- [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