



Take a Stand against Wasted Food Partner Roles Pack May 2022

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GUARDIANS
- OF GRUB -

TAKE A STAND AGAINST WASTED FOOD:

We can all be Guardians of Grub and make wasted food a thing of the past. Becoming a Guardians of Grub Partner will help to:

Protect your profit

Protect our planet

Feed people not bins

The Guardians of Grub campaign brings the Hospitality and Food Service (HaFS) industry together so we can all play our part in keeping food from being wasted, reducing costs and helping to achieve the Courtauld Commitment 2030 and SDG 12.3 goals of halving food waste by 2030.

This pack will explain how Partners – whether you're a HaFS business, industry partner or an individual – can support the Guardians of Grub and make a vital difference.



Guardians of Grub Partner Roles



We need **YOU** – individuals, businesses and industry partners – across the sector to become **partners** who commit to creating **momentum** to drive a sea change so that measuring, managing and working to reduce food waste becomes standard business practice.

The **Guardians of Grub** campaign provides a framework to help individuals and businesses tackle food waste.

We've worked closely with the industry to create a suite of easy-to-use and free to access **tools**. The campaign provides the **hook** (and the **assets**) to help you get your people, your customers and your networks on board and excited to take action.



Guardians of Grub – Partner Roles



***Who can be a Guardians of Grub **Guardian**?** Individuals and businesses (including individual sites) committed to reducing food waste that have completed the Cost Saving Skills Course*



***Who can be a Guardians of Grub **Champion**?** Individuals and businesses (or individual sites) who have completed the Becoming a Champion course*



***Who can be a Guardians of Grub **Ambassador**?** High profile individuals representing industry bodies and businesses committed to inspiring action in the sector*



***Who can be a Guardians of Grub **Supporter**?** Organisations that are dedicated to raising awareness of sustainability issues and how to take action*

Why become a Partner?



Being a **Guardian**, **Champion**, **Ambassador** or **Supporting Partner** allows **you** to:

- Play a vital and active part in helping the sector to embrace food saving by educating colleagues, contacts, customers, clients, competitors and suppliers
- Gain kudos from your peers by providing a vehicle to showcase your continued efforts to drive food saving behaviour and evolve your knowledge, skills and practices
- Save your business and the sector food and money. All the evidence shows that measuring and monitoring food waste triggers food waste prevention behaviours, helping operators to see evidence of savings, creating a more profitable responsible businesses



Who can become a Partner?



Partnership is open to **all individuals working in the sector**, as well as to **businesses** and **organisations as a whole**.

No matter what your role is in the industry, from CEO to kitchen porter, from single site or independent to chain, industry partner or contract caterer, **you** can join the Guardians of Grub and **make a difference**.



Partnership roles



These roles reflect our different types partner and levels of commitment:

Guardian



Champion



Ambassador



Supporting Partners



Guardians of Grub Guardian

Who? Individuals and businesses (including individual sites) committed to reducing food waste that have completed the Cost Saving Skills Course



What's in it for **Guardians**?

(apart from cost, food and carbon savings of course!)

- **Official Guardians badge** to display in all of your comms (inc. website, intranet, email signature, newsletter, social media), signifying your commitment to reducing wasted food
- **Regular updates, tools and inspiration** from Guardians of Grub via our newsletter and other channels
- **Skills and training** to create even bigger impacts by taking our Becoming a Champion learning course and progressing to the next level
- **Feel-good glow** from saving food in your business and inspiring change across the sector

What we ask of **Guardians**:

- **Complete** the 15 minute Cost Saving Skills Course
- **Use and share the Guardians of Grub tools, resources and news**, as well as ideas to save food with your colleagues and more widely, including via social media, flagging #GuardiansofGrub www.guardiansofgrub.com . Find out more Operator Partner Plan
- **Share** your passion, achievements and food saving tips with everyone and actively try to get others involved in saving food with Guardians of Grub
- **Gain recognition** during Food Waste Action Week every March

Guardians of Grub **Champion**



*Who? **Individuals and businesses (or individual sites) who have completed the Becoming a Champion course***

What's in it for **Champions?**

(apart from cost, food and carbon savings of course!)

- Quality **training** and **knowledge** from the **Becoming a Champion** course
- **Official Champions badge** to proudly display in your comms (inc. website, intranet, email signature, newsletter, social media), signifying your commitment to saving food
- **Becoming a Champion certificate** for every completed level to officially prove your food saving credentials
- Your image and quote is displayed on the **Champions Wall of Fame**
- **Regular updates, tools and inspiration** via our newsletter and other channels
- Become an active part of a **network of businesses and organisations** taking a stand against food waste

What we ask of **Champions:**

- **Provide a message of support** for use on websites, in newsletters, media etc.
- **Recruit** contacts/colleagues to do the **Cost Saving Skills Course** or **Becoming a Champion**
- **Put into practice the knowledge** gained from the **Becoming a Champion Course** to implement food saving and waste measurement behaviours, and display the certificate on site
- **Attend Guardians of Grub webinars**, potentially speaking on panel(s)
- Regularly and proactively **use** and **share** the **Guardians of Grub** tools and resources, and ideas to save food with colleagues and more widely, including via social media, flagging #GuardiansofGrub and **www.guardiansofgrub.com** using the **Operator Partner Plan**
- **Post** during and **publicise Food Waste Action Week** every March

Guardians of Grub Ambassador



Who? High profile individuals representing industry bodies and businesses committed to inspiring action in the sector

What's in it for Ambassadors?

- An **official Ambassador badge** to display in your comms (incl. website, intranet, email signature, newsletter, social media), identifying you as a food-saving industry leader
- **Profiling via Guardians comms** (e.g. quotes in press releases) as part of campaign activity e.g. **Food Waste Action Week** in March
- Your image, logo and quote is displayed on the **Ambassadors Wall of Fame**
- **Guardians of Grub apron** to wear to events
- Updates, tools and inspiration via our newsletter, direct emails and other channels
- Access to our Ambassador Group and become part of a network of businesses and organisations inspiring vital food saving change across the sector

What we ask of Ambassadors:

- Proactively **share Guardians of Grub content** (inc. blogs/webinars/videos) and **campaigns** at multiple key points throughout the year (e.g. during **Food Waste Action Week** every March)
- **Create** and **post** content using Guardians messaging, using your influence to highlight cost and environmental savings through action and the **Guardians of Grub** campaign **whenever** and **wherever** you can
- **Recruit** marketing, senior management, chefs and kitchen teams and other key people in your organisation to get behind promoting and supporting the Guardians of Grub campaign
- **Provide a quote of support** and **photo** for the website, newsletter, **Wall of Fame** etc.
- **Recruit** people to do the **Cost Saving Skills Course** or **Becoming a Champion**
- **Support Guardians of Grub events/webinars** (potentially speaking on panels) and share learnings

Guardians of Grub **Supporting Partners**



*Who? **Organisations that are dedicated to raising awareness of sustainability issues and how to take action***

What's in it for **Supporting Partners**

- Resources, copy and images to share with your networks illustrating your commitment to reducing wasted food, cost and environmental savings
- Potential for WRAP expert **speakers for webinars and events***
- **Regular updates, tools and inspiration** from Guardians of Grub via our newsletter and other channels
Access to **skills and training for your operator network** to create even bigger impacts by taking our **Becoming a Champion** learning course
- COMING SOON! List of all Supporting Partners to highlight commitment across the sector

*dependent on audience type, numbers and WRAP availability

What we ask of **Supporting Partners**:

- **Use and share the Guardians of Grub tools, resources and news**, as well as ideas to save food with your colleagues and more widely, including via social media, flagging #GuardiansofGrub www.guardiansofgrub.com and using the **Influencer Partner Plan**
- **Encourage operators to complete** the 15 minute **Cost Saving Skills Course**
- **Case studies** from your network
- You **share** your passion, achievements and food saving tips with your networks and actively try to get others involved in reducing and reporting wasted food with **Guardians of Grub**
- You **post** during and **publicise Food Waste Action Week** every March

How we communicate with partners



Guardians – via newsletter

Champions – via newsletter and email

Ambassadors – via newsletter and 1-2-1 direct email contact

Supporting Partners – via newsletter and 1-2-1 direct email contact



How to use the badges



Once you're signed up as a **Guardian**, **Champion** or **Ambassador**, you'll receive a Pack that details on how to use your badge of honour and **Supporting Partners** should use their logos consistently with this guidance.

We ask our partners to integrate the badge into comms (e.g. email signatures, newsletters, website, social media).

Showcasing the badge shows the public and the rest of the industry that you are:

- Proud to support Guardians of Grub
- Protecting our planet
- Feeding people not bins

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HOW TO USE YOUR GUARDIANS OF GRUB PARTNER BADGE

In this document we've put together some examples on how you might put your badge to work, followed by a brief style guide.

But before we get started two things.

1. Please don't alter the design of the badges without asking permission in writing at: guardiansofgrub@wrap.org.uk
2. All three Partnership badges are included in this doc. (When it comes to climate change we're trying to cut down on paper as well as wasted food!).



OVERVIEW

GUARDIANS OF GRUB | HOW TO USE YOUR GUARDIANS OF GRUB PARTNER BADGES



The badges of honour



Alternative colour options



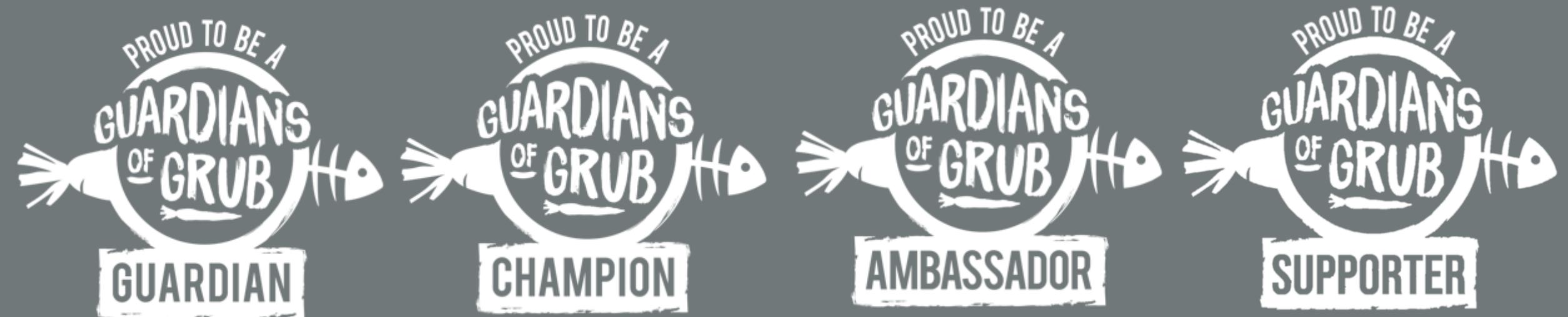
Email Signatures



'Proud to be a' badges



Alternative colour option



Email Signatures 'Proud to Be'





GUARDIANS
— OF GRUB —

Ready to sign up or want to
find out more?

Get in touch today!

guardiansofgrub@wrap.org.uk

guardiansofgrub.com **#GuardiansOfGrub**