

WORKING TOGETHER TO REDUCE WASTED FOOD

CASE
STUDY

Tourism NI is responsible for the development of tourism in Northern Ireland, supporting the tourism industry and for marketing Northern Ireland as a tourist destination.

WRAP worked collaboratively with Tourism NI to help support the industry address the issues associated with resource efficiency, food waste reduction and cost saving measures.

Tourism NI aimed to develop a food waste reduction support programme for the sector over the long term to achieve a reduction in carbon emissions, and increase resource efficiency for businesses by 2030.

Key Facts

- Tourism NI became [Supporting Partners](#) of the [Guardians of Grub](#) campaign to co-create a place based project that would help to achieve local level insights and implementation within the Northern Ireland tourism and hospitality sectors.
- The aim of the partnership was to help address a number of key areas within the sector:
 - Help the sector reduce its carbon footprint
 - A rapidly changing marketplace for travellers who are keen to engage with providers who provide sustainable policies and practices.
 - Help the sector become more resource efficient
 - Help the sector to save money
- Tourism NI supported and co-branded the Guardians of Grub resources, sharing the materials via:
 - A new 'Leaner and Greener Guide to Food Waste' section on the website
 - A NI Hotels Federation (NIHF) event
 - Webinar
 - Ezine



TOURISM NORTHERN IRELAND

"We were really keen to address the issue of food waste within the industry as we were aware that businesses across the region can be saving money, as well as producing a massive carbon footprint across the sector.

We were delighted to have the opportunity to partner on the campaign as the partnership helped us address a massive problem for our businesses, and our local environment, and the materials were so just to clear and straightforward to follow, as well as being really informative and practical."

Tourism NI Representative

If you are interested in becoming a Supporting Partner and featuring on our [Wall of Fame](#) email guardiansofgrub@wrap.org.uk



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Benefits of collaboration:

- The wide range of practical, well designed and free resources made it straightforward for the Tourism NI team to get onboard and provide support and advice to the NI tourism sector.
- Tourism NI offered a trusted relationship between the sector and the business which was key to maximising awareness raising, brand recognition and customer engagement.
- Co-branding and sharing the resources through the Tourism NI website, whilst also offering additional signposting back to the Guardians of Grub campaign website, offered maximum opportunities for campaign reach and accessing the tools necessary to encourage behaviour change across the region.

Check out our free resources at www.guardiansofgrub.com including [free online courses](#), tracking sheets and calculator. You can also contact us at GuardiansofGrub@wrap.org.uk

IMPROVEMENTS MADE

- **Through the campaign partnership, this placed based project approach for Northern Ireland has achieved the following reach and impact:**
 - Information on the new 'Leaner and Greener Guide to Food Waste' and Guardians of Grub materials has been shared with over 4000 contacts and businesses via Tourism NI's database.
 - The NIHF live event presentation was shared with over 200 attendees
 - A Guardians of Grub presentation was included as part of a Tourism NI webinar series that has, to date, engaged over 600 live attendees and a further 567 online views.
 - The food waste webinar and 'Guide to Food Waste' have been the most widely accessed resources to date for the Tourism NI team.



[Find out more](#) about how to understand where your food waste is coming from so that you can find the right solution for your business by getting started with Guardians of Grub operational tools



"Guardians of Grub" has been developed by WRAP under the Courtauld Commitment 2025. We would like to thank [Love Food Hate Waste New South Wales](#) and [FoodSave London](#) for their permission to reproduce material.

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