



**LOVE  
FOOD**  
hate waste

a 5-step guide to engaging  
employees on food waste.

# There is a growing desire to reduce the amount of food wasted in the UK.

7.1 million tonnes of food is wasted from homes in the UK every year, most of which is perfectly good food that could have been eaten. For the average UK family with children, this equates to wasting £800 worth of food each year.

The Love Food Hate Waste campaign aims to raise awareness of the need to reduce food waste and help people take action. It shows that by doing some easy practical everyday things we can all waste less food, which will ultimately benefit our purses and the environment too.

More and more employers are now recognising that there is a powerful role they can play in helping to address this challenge with their staff. Running a food waste campaign in the workplace has benefits for both employers and employees, including helping people to understand the significance of food waste, its causes and consequences, and where to access resources and information.

## What you can expect from this guide

This 5-step guide accompanies a toolkit of resources we developed for use by partners and organisations wanting to promote the value of food, the cost of food waste and the behaviours that can be adopted in the home to tackle the issue. Included are recommendations and case study examples for each step, so that you can build on our learnings when running your own campaign.

Please click on each of the titles to access the resources, all of which are available bilingually:

- [Launch email](#)
- [Posters](#)
- [A5 leaflet](#)
- [Recipe cards](#)
- [Recipe videos](#)
- [A food diary](#)
- [Animated infographics](#)
- [Static infographics](#)
- [A quiz](#)
- [Social media copy & assets](#)
- [Blog posts](#)
- [A5 'Table Talker'](#)



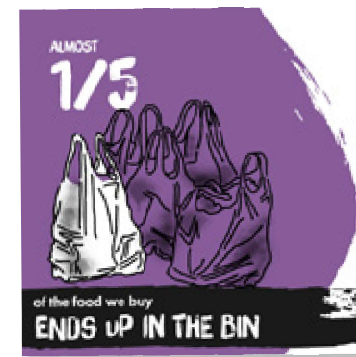


“The Intellectual Property Office were delighted to get involved in the Love Food Hate Waste campaign as it fits perfectly with our commitment to help build a sustainable future for all. We received many positive comments about the campaign and it started some interesting conversations. The visual noticeboard and TV screen with infographics playing on a loop generated a fair bit of interest with people stopping every day to read/view the information.”

**Corinne Cope,**  
**Sustainability Officer**

Love Food Hate Waste has run pilots with partner organisations Cardiff Council, the Intellectual Property Office, and the Office for National Statistics. These explored how best to use our toolkit of resources at work.

This 5-step guide outlines the approach we took and lessons learned in running the pilots. It is designed for employers looking to engage with their employees in the workplace about reducing food waste at home.



## STEP 1. INITIAL MEETING:

get the right people in the room

The best way to kick off planning the campaign is to have an initial meeting with all the right people involved, including representatives from the following:

- Communications team
- Sustainability team
- Any key decision makers who need to approve it from a wider business perspective (e.g. senior management)
- Catering – if you have a staff restaurant it's a great place to reach people at the right time so we'd recommend involving them too

Having 1-2 months' lead time between the initial meeting and launching the campaign is ideal. This gives enough time to get familiar with the resources, think about how to use them most effectively, plan any extra activities that can make the campaign stand out and schedule it around any existing communications.

## AGENDA

1. The context of the issue of food waste
2. The purpose of the campaign and why to get involved
3. What resources are available
4. What will motivate staff to be interested, e.g. a competition, organisation culture
5. Timings and length of the campaign
6. How it fits around other upcoming campaigns
7. Team roles and responsibilities, including identifying a delivery lead



## IDEAS FOR ENGAGING EMPLOYEES IN THE STAFF RESTAURANT



Involving catering upfront means there is more time to arrange elements that will bring the campaign to life, situated in an environment where the conversation about wasting less food is most relevant. Here is what we learnt from the pilots:

- Involve both the catering managers and chefs from the beginning as this will give them more remit to do something engaging. For example, making something from the recipe cards, or making a meal out of food that would have otherwise gone to waste
- The bigger the better – doing something physical, for example having a stand with leaflets and recipe cards, offering a free sample of a menu item or tying in a competition can draw people in and help with campaign engagement
- Posters, leaflets & recipe cards are the most useful resources for the staff restaurant. If your caterer is an external contractor, find out if they need you to provide them with the printed materials as they may not have the facilities to print themselves

### **'YOUR BUSINESS IS FOOD; DON'T THROW IT AWAY'**

also provides simple tools and techniques that catering companies and food businesses can adopt to help them boost profits and reduce food waste.

If you don't have a staff restaurant in your office, think about whether there are other relevant spaces you could use, for example team kitchens or breakout areas.

## STEP 2. COMMUNICATION PLANNING:

assess your available channels

You may well have a tried and tested set of communications channels for engaging employees, but it's worth considering whether there are particular channels that might be relevant to communications about food waste and the resources we have created.

### *The basics:*

- What channels do you have access to?
- What is the best way to reach people in your organisation?

### *In addition, you could think about:*

- Whether there are any additional mechanisms for distributing material that you don't usually use, such as delivering leaflets to people's desks?
- Can you post resources online in a way that people can like, comment on or interact with them?
- Do you have anywhere you can display moving images, such as video screens around the office?

## EXAMPLES AND TIPS FROM THE PILOTS

The various communication channels that were used and examples of what worked well for each include:



- **Intranet** – quiz, blog posts and food diary
- **Staff app** – blog posts
- **Staff email** – blog posts
- **Video screens around the office** – animated infographics
- **Poster spaces in breakout areas, team kitchens and the canteen** – posters
- **Stand/table in reception** – leaflets
- **Stand/table in the canteen** – leaflet and recipe cards
- **A-boards** – posters
- **Display in the staff common room** – posters, leaflet and recipe cards

- The intranet is often the most used communication channel. Even if your organisation's intranet is not the most sophisticated, static resources such as blog posts, the leaflet, quiz and infographics used as images, work well online.
- However, the intranet alone may not be sufficient to cut through. One of our partners ran their pilot mainly on their intranet and this resulted in 31% recalling the campaign. This more than doubled to 67% in the two partner organisations where physical materials such as posters and leaflets were used as well.
- Consider which channel is most appropriate and will reach more people. For one partner, the same blog post had 80 views when it was posted on the intranet compared to 759 views when posted on their staff app.
- One partner distributed 200 recipe cards with a free copy of the local newspaper, which was a good way of ensuring that they were taken home.
- Another found that the animated infographics played on loop on the video screens were a great way to catch people's attention and prompt conversation. These played for 12 hours each day of the campaign, in an area with high footfall.

### STEP 3. PREPARING THE GROUND:

get a delivery plan in place

With the amount of resources available and the different teams involved, it's important to set out a simple delivery plan to prevent anything slipping through the net, including agreed timelines. This could be a day, a week, a fortnight or a month, however a fortnight is often a good length of time.

**Love Food Hate Waste pilot: Delivery Plan**

**Pilot date: 19<sup>th</sup> March – 29<sup>th</sup> March**

**Toolkit resources**

Resource	Owner	Channels							
		Intranet	Caricoms	Tea golets	Notice boards	Video screens	Poster spaces	Reception area stand	Wellbeing suite
Posters See below [print]	Caroline		X	X	X		X	X	X
Leaflet 500 [print]	Caroline		X (400)	X				X	X
Recipe cards 600 [print]	Caroline		X (500)					X	X
Food trays	Ben	X							

[Click here](#) to download the full delivery plan template.

It's also helpful to have all the printed resources ready and distributed before the campaign starts, confirming that everyone has what they were expecting to receive.



### STEP 4. START WITH A BIG BANG:

create momentum at launch

Starting the campaign with a launch email or article on the intranet is an important means of explaining why the campaign is happening by providing context of the food waste challenge, and giving more details about what campaign activity people can expect.

However, people are understandably busy at work and may not open it or read it fully if they don't think it is applicable to them.

Consider if there is anything you can do to complement a launch article and capture more people's attention. Some ideas include:

- Communication from top management via a video on the intranet or a lunch time briefing, giving the campaign a sense of importance
- A competition to draw people in who may not have engaged with it otherwise. You could also tie the competition into the other resources, e.g. using the quiz as the competition mechanic, so that by entering people engage with the material
- Prizes incentivise people to take part in competitions, however if you don't have a budget, there are ways to be creative in how you can reward people, e.g. recognition from senior management



## STEP 5. GET FEEDBACK:

keep track of how staff are responding to the campaign

Engaging with employees throughout the campaign and getting their perspective on the communications allows you to see if there have been changes in awareness and whether the campaign has achieved its purpose.

- Talking to staff about the resources they've seen and anything they've learnt helps to understand what messages are resonating with people the most
  - For example, in one pilot there was discussion between staff around whether or not everyone already knew that you could toast bread straight from the freezer (which in itself showed that the tip was not necessarily common knowledge!)
- Starting questions with 'did you know...' or 'when was the last time you...' encourages comments on any resources posted on the intranet or staff app, which helps get the conversation going

- Keeping track of how many employees have engaged with resources helps to further understand how people are engaging with the campaign. Things to have a look at include:

- Survey completion rates
- Intranet page views
- Downloads of content
- Competition entries
- Number of leaflets and recipe cards taken
- Reach of digital assets

Feedback from the campaign can then be shared with staff and management, for example via a short article, which helps build momentum around tackling the issue of food waste.



Surveying people before and after the campaign can also allow you to establish whether the it has had any effect on people's attitudes and behaviours towards food waste at home:

- For the pilots, we used SurveyMonkey to create a pre-survey and post-survey for the pilots. It's cheap and easy to use, so is a good option if your organisation doesn't have its own survey format
- If your budget allows, we found that prizes work well to incentivise survey completion
- From our survey, we learnt that of the people who recalled seeing the resources around the office:
  - 79% agreed that the communications were easy to understand
  - 63% agreed that they made them aware of the scale of the food waste challenge in the UK
  - 61% agreed that the campaign made them want to do more to reduce food waste at home
  - Only 6% thought it wasn't an appropriate topic to communicate at work
- We also learnt that running the campaign both physically and digitally significantly increased how much it was remembered compared to running it just digitally, although resources on the intranet and staff app were the most noticed overall.

Good luck with running your campaign. If you have any questions, please contact [ailsa.guard@wrap.org.uk](mailto:ailsa.guard@wrap.org.uk). We'd also love to hear how you have found this resource and the successes of your own delivery.

If you're interested in running a regular campaign there are also opportunities to link in with the LFHW campaign moments that we run nationally throughout the year, get in touch if you'd like more information.



Love Food Hate Waste is a consumer campaign run by WRAP that aims to raise awareness of the issue of food waste.

It offers practical advice, solutions, reference and communication material to help the public reduce their food waste.

[lovefoodhatewaste.com](http://lovefoodhatewaste.com)  
[hoffibwydcasaugwastraff.com](http://hoffibwydcasaugwastraff.com)

WRAP works with governments, businesses and communities to deliver practical solutions to improve resource efficiency.

Their mission is to accelerate the move to a sustainable, resource-efficient economy.