



KEEP

CRUSHING IT

Campaign Playbook for Partners



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INTRODUCTION 'KEEP CRUSHING IT' CAMPAIGN

Where we are now

If global food waste were a country, it would be the third largest emitter of greenhouse gases after China and the US. UK households waste 6.5 million tonnes of food every year, 4.5 million of which is edible. We need to encourage UK citizens to reduce the food they waste for the good of the planet, and their pockets.

The lockdown caused by the Covid-19 pandemic has impacted citizen food management behaviours. While our research conducted in June 2020 shows people have found ways to manage their food better, self-reported waste has increased by 30% compared to the early stages of lockdown.

While concerns about going to the shops and running out of food motivated people to waste less in April, those motivations are weakening with restrictions lifting.

Combined with the added time pressures of some 'normal' life resuming, people's commitment to wasting less food is waning. Read more about our latest research into citizen food waste behaviours [here](#).

The campaign

To re-energise the nation to waste less, Love Food Hate Waste is launching a new campaign called 'Keep Crushing It'. Running from 7th August to October 2020, the campaign will encourage people to keep up their pre-shop planning, smart storage, and creative cooking, as well as raising awareness of food waste contributing to climate change, and impacting on the cost of their food shop.

The campaign will run across high reach digital channels: VOD, digital video, YouTube, Facebook, Instagram and PR.

HOW TO GET INVOLVED

Get involved in the campaign

Our research shows that citizens who have seen our messages are effective at changing behaviours, but we need to increase their reach to more citizens across the UK.

Your organisation has a key part to play in this campaign. We need your organisation to lend its voice to the Keep Crushing It campaign to encourage citizens to do their bit to keep up the good work when it comes to wasting less food.

Help us to amplify our messaging to your extensive customer and employee audiences, and help us to ensure that the good work we've seen during lockdown continues as we move towards a new normal.

This campaign playbook contains all the information you need to get involved. To help you make the commitment you and your organisation feel you can best make, we've outlined three levels of opportunity:

Good

- Share the Keep Crushing It videos and images on your social media channels using **#lovefoodhatewaste**
- Share, like and comment on the social posts and messages from **@lfhw_UK** on Instagram, Twitter and **@LoveFoodHateWasteCommunity** on Facebook

Better

- Use the free campaign assets – including videos and posters – to promote key messages in your stores, food service areas, and on your communication channels
- Create or update your corporate and citizen facing webpages to tell people to Keep Crushing It
- Reach out to your network of influencers to amplify campaign key messages in as creative a way as possible

Best

- Include articles in your newsletters and magazines about the campaign, providing easy tips and tricks people can do to waste less food and Keep Crushing It

THE AUDIENCE

UK citizens aged 18-34.

This audience:

- Has taken up good food management habits in lockdown, but these are starting to wane
- Are more likely to agree that climate change is the biggest threat to civilisation than the general population, so we can motivate them to reduce the amount of food they waste by making the connection to climate change
- Are highly digital; their second screening behaviour and high use of digital channels give us multiple opportunities to provide timely prompts



THE BEHAVIOURS WE WANT TO CHANGE

WRAP research conducted in June 2020 shows this is a key moment in the fight against food being wasted at home. Now is the time to offer support to help everyone keep up and build on their good food behaviours.

Our six key behaviours this campaign will address are:

- Pre-shop planning (e.g. checking cupboards and the fridge pre-shop, making a list)
- Better in-home food storage (e.g. turning down your fridge temperature, knowing what should be stored in the cupboards versus the fridge)
- Freezing (e.g. freezing raw and cooked meat, freezing leftover bread)
- Defrosting (e.g. defrosting previously frozen food in the fridge overnight, or using your microwave's defrost setting)
- Using up lockdown larders (e.g. pasta, rice, other cupboard essentials, knowing the right portion sizes for these items)
- Creative approaches to cooking (e.g. using up leftovers, swapping ingredients)

For more information on how citizens can take action, see the key messages section.

CAMPAIGN ASSETS

AND MESSAGING



KEY MESSAGES

INTRO AND THE LINK BETWEEN FOOD WASTE AND CLIMATE CHANGE

The following messages can be lifted and used in your comms to promote the Keep Crushing It campaign.

Campaign intro

If there's good to be found from lockdown, it's that many of us have had time to stop, pause and think about how we do things. Across the UK, we've wasted a third less food than we usually would. We've saved leftovers, written detailed shopping lists containing only what we need, and we've baked a LOT of banana bread. And though life is beginning to go back to a form of normal, we're on a mission to help you to Keep Crushing It and reduce the amount of food being wasted for good.

Food waste and climate change

With over 4.5 million tonnes of edible food wasted from UK homes every year, it's not just our bank accounts that are affected by food waste – it's our planet too. Food production is big business - the process of growing, making, distributing, storing and cooking our food uses loads of energy, fuel and water and this process generates 30% of the world's CO₂e greenhouse gas levels.

With 90% of the UK's fruit and 50% of vegetables coming from overseas*, distribution alone means your green beans could have travelled all the way from Kenya, and your grapes from Greece or Egypt! And the huge amount of resources that goes into the production of all this food amounts to the same amount of CO₂e as 4.6 million return flights from London to Perth, Australia! So really, it's a no-brainer to keep as much food out of the bin as possible, and to start wasting less and saving more – both money and the environment.

*excluding potatoes

KEY MESSAGES

FOOD WASTE STATISTICS

The following messages can be lifted and used in your comms to promote the Keep Crushing It campaign.

Food waste statistics

- We waste over **4.5 million tonnes** of food each year in the UK. That equates to the same CO₂e as us taking 4.6 million return flights from London to Perth
- Over a quarter of a million tonnes of milk is wasted at home in the UK every year. That generates the same CO₂e as us taking over **450,000 return flights** from London to Shanghai. So keep your fridge at 0-5°C to keep your milk fresh for longer.
- If the UK stopped wasting uneaten bread, it would be like saving the CO₂e of us taking over half a million London to NYC return flights each year. So when you get a fresh loaf in **freeze it!** Toast it! Eat it!
- It takes **480 billion** litres of water to farm the poultry we waste at home in the UK each year. That's the same as everyone wasting **90 baths** worth of water a year!
- If we stopped wasting potatoes at home in the UK, we'd save the equivalent of us taking over **half a million** London to NYC return flights worth of CO₂e each year.
- We pour **3.1 million** glasses of milk down the sink each day. Stop it going sour before its time, keep the fridge between **0-5°C**.
- It takes nearly **4,000** football pitches worth of land to produce all the bananas we waste each year, so keep on mashing those old ones into banana bread, pancakes, muffins and smoothies.

KEY MESSAGES

THE BEHAVIOURS WE WANT CITIZENS TO ADOPT

6 easy ways to reduce food waste at home and Keep Crushing It

- **Write a list and snap a shelfie!** Before you head to the shops, or start an online grocery order, check what's in your cupboards, fridge and freezer. Make and update lists on what you've got and what you need to reduce duplicates and overspending. And if you're not a list-maker, snap shelfies (yup, that's a thing) to refer back to on your phone when you're out shopping!
- **Optimise your at-home storage:** You'll probably know that storing your fresh produce in the fridge will keep things fresher for longer, and that storing leftovers in the freezer can be an easy way to get a pre-made lunch or dinner on demand. But it turns out that only half of us know that our fridge temperature should always be set between 0 and 5°C. Turn the temperature down to keep your food fresher for longer, and find other tips on what to store where (like the best place to store your potatoes) with our A-Z of Food Storage.
- **Freezy does it:** Now that everything's on demand, it's easy to forget that the freezer was the original pause button. Not got around to eating that meal you were sure to gobble down this week? Pop it in the freezer! If your grand plans go awry, you can freeze raw (and cooked) meat and poultry right up until the Use By Date – just wrap it in a freezer bag or air-tight container and label it.
- **Save cost with a defrost:** Once you know what's in the freezer, it's just about a little bit of forward planning to save money and a last-minute dash to the shops. For the least amount of hassle, pop the food you've previously frozen in the fridge overnight to defrost it. If you're defrosting chicken, check the on-pack guidance and make sure you've left enough time for it to defrost properly in the fridge. And if you're defrosting in the microwave, just make sure you've got no frozen or cold spots in the middle. Once defrosted, cook it within 24 hours. And once cooked, you've got a couple of days for it to stay in the fridge, or you can freeze it again if you need to.

KEY MESSAGES THE BEHAVIOURS WE WANT CITIZENS TO ADOPT (CONTINUED)

- **Show the cupboard some love:** Hey, if you bought a load of pasta, rice, chickpeas and other cupboard essentials at the start of lockdown, and haven't touched them since – you're not the only one - now's the time for them to shine in new recipes and creative creations! And if you're not sure how much rice or pasta a person actually needs, finally find the answer with our Portion Planner.
- **Swing by the Inspiration Station:** Get creative with your kitchen creations and find ingredient swaps, recipe ideas and leftover hacks on our recipe finder here. By combining fresh food from the fridge with frozen time-savers and cupboard staples, you'll feed family and friends for less and impress them with your new savvy cookery skills!



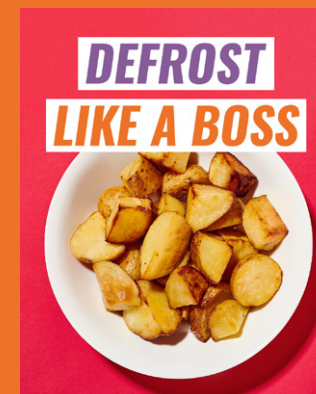
SOCIAL MEDIA

We've produced a bank of social media imagery and videos for you to use which can be accessed [here](#).

When posting, please make sure you tag us in your social posts and use #lovefoodhatewaste. You can find us on Instagram and Twitter at @lfhw_uk and on Facebook at @lovefoodhatewastecommunity.

Directing your followers to our website to find out more?
Send them to <https://bit.ly/keepcrushingit>

Feel free to use our key messages in your social posts, or head over to our feeds for inspiration.



WEBSITE AND NEWSLETTER

Update your website with our campaign content on this page and the next. You'll also find a selection of web banners that you can use here: <https://partners.wrap.org.uk/collections/286/>



Short copy

If there's good to be found in Lockdown, it's that many of us have had time to stop, pause and think about how we do things. Across the UK, we've wasted a third less food than we usually would. But now life is beginning to go back to a form of normal, motivations to waste less food are waning as restrictions ease. With over 4.5 million tonnes of edible food wasted from UK homes every year, it's not just our bank accounts that are affected by food waste – it's our planet too.

The process of growing, making, distributing, storing and cooking our food uses loads of energy, fuel and water and this process generates 30% of the world's CO₂e greenhouse gas levels. The huge amount of resources that goes into the production of all this food amounts to the same amount of CO₂e as 4.6 million return flights from London to Perth, Australia!

So really, it's a no-brainer to keep as much food out of the bin as possible, and to start wasting less and saving more – both money and the environment.

So check your fridge temperature is between 0 and 5°C, freeze more food, use up those leftovers, make shopping lists and snap shelfies so you know what you already have at home. Together we can beat, blitz, boil, smash, slice, freeze and boss our way to a less wasteful world.

WEBSITE AND NEWSLETTER

Long copy

If there's good to be found in Lockdown, it's that many of us have had time to stop, pause and think about how we do things. Across the UK, we've wasted a third less food than we usually would. But now life is beginning to go back to a form of normal, motivations to waste less food are waning as restrictions ease. With over 4.5 million tonnes of edible food wasted from UK homes every year, it's not just our bank accounts that are affected by food waste – it's our planet too.

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So really, it's a no-brainer to keep as much food out of the bin as possible, and to start wasting less and saving more – both money and the environment.

Six easy ways to reduce food waste at home:

1. Before you head to the shops, check what's in your cupboards, fridge and freezer. Make a list or snap a shelfie so you know what you have at home.
2. Turn your fridge temperature down to between 0 and 5°C to keep food fresher for longer.
3. Not got around to eating that meal you were sure to gobble down this week? Pop it in the freezer. You can freeze more than you think, check out the Love Food Hate Waste [A-Z of Food Storage](#) for help with all your freezing questions.
4. Defrost like a boss! Once you know what's in the freezer, it's just about a little bit of forward planning to save money and a last-minute dash to the shops.
5. If you bought a load of pasta, rice, and other cupboard essentials at the start of lockdown, now's the time for them to shine. Not sure how much rice or pasta a person actually needs? Find the answer with the Love Food Hate Waste [Portion Planner](#).
6. Get creative with your kitchen creations and find ingredient swaps, recipe ideas and leftover hacks on the Love Food Hate Waste website [here](#).

POSTERS

We've produced four different, editable posters for you to use in digital and print-ready formats. Use CMYK with crop marks for professional print, and RGB for digital and non-professional print. The partner logo positioning is highlighted below with a white square. You can access them [here](#).

Note: usage rights on our posters mean they can only be used indoors, or online. If you'd like to put up posters outdoors, or on paid-for poster sites, please contact rosie.wyatt@wrap.org.uk so we can organise usage for you.



VEHICLE LIVERY

We've designed vehicle livery which can be added to your vans, cars and lorries. This has been designed as a 48 sheet, and can scale down. Download it here <https://partners.wrap.org.uk/collections/286/>



The image shows a vehicle livery design on a yellow background. On the left, there is a circular logo with the text 'LOVE FOOD hate waste'. To its right is a rectangular box with the text 'Insert partner logo here'. In the top right corner, there are four social media icons: Facebook, Twitter, YouTube, and Instagram. The central focus is a banana peel, with one part broken into pieces. Overlaid on the left side of the banana peel are three lines of text in white boxes with red and green lettering: 'TOGETHER WE CAN', 'CRUSH WASTING FOOD AND', and 'HELP SAVE THE PLANET'. Below this text, there is a paragraph of text: 'In the UK each year, we waste 4.5 million tonnes of food at home which generates 14 million tonnes of CO2e. For hints and tips on how you can reduce food waste at home visit'. At the bottom left, there is a white box with the website address 'LOVEFOODHATEWASTE.COM' in red text.

GET IN TOUCH

Got any questions about the campaign or how to use these assets?

Contact Consumer Campaign Project Manager

[**rosie.wyatt@wrap.org.uk**](mailto:rosie.wyatt@wrap.org.uk)

Please tell us how you're supporting the **Keep Crushing It** campaign, so we can shine a light on your great support and say a massive thank you.



APPENDIX: SOURCES

There's lots of interesting facts and figures in here, if you'd like to see the sources of any of these just contact us on rosie.wyatt@wrap.org.uk.

For further information you can find the results of WRAP's Trends and KPI trackers at the links below:

[**April Trends and KPI tracker**](#)

[**June Trends and KPI tracker**](#)

