STEP UP TO THE PLATE
STOP FOOD WASTE

MY PLEDGE:
THE Q&A
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GENERAL

Q. How do I sign and when?
A. Please sign the Pledge with your e-signature (company name/CEO/individual name) and send back to foodwaste@defra.gov.uk.

Q. Will the Pledge and names of signatories be published?
A. The Pledge has been published and the names of the signatories will be published after the event.

Q. For how long will the Pledge be ‘live’ – is it just for the event or beyond?
A. The Pledge will leave a legacy for the event, ensuring that concrete action is delivered. The Pledge will be live after the event and more signatories will be encouraged to sign to create the largest impact possible.

Q. How will you be monitoring adherence to the Pledge, and will you be publishing an update of actions?
A. The Pledge is a public declaration of a signatory’s commitment to ‘step up the plate’ to address food waste. The precise actions taken forward by each signatory will vary and we look forward to seeing significant outcomes. WRAP, Defra and the Food Surplus and Waste Champion will be in touch with signatories to support progress and to keep all partners updated in preparation for the Food Conversation week.

Q. As a trade body / membership-based organisation are we being asked to sign the Pledge on behalf of our members or ourselves as an organisation?
A. The Commitments in the Pledge would apply to the organisation signing it, and therefore as a trade body/ membership organisation you would not be signing on behalf of your members, but your own organisation. One important action you can take is to encourage your members and others to separately sign the Pledge.

Q. Can we sign up to specific parts of the Pledge, rather than the whole thing?
A. No, we are asking organisations and individuals to sign the Pledge as a whole. The commitments are a mix of actions for signatories who can make changes as leaders within their own organisations to support their customers and employees to reduce food waste and/or those signatories who can use their media profile and influence to raise understanding of the impacts of food waste and actions which can be taken by all. Different organisations and individuals may be able to make a greater impact or engage more fully on specific aspects of the Pledge.
COMMITMENT 1: TARGET MEASURE ACT

Q. Does this duplicate the Food Waste Reduction Roadmap?
A. This Pledge does not duplicate the WRAP and IGD Food Waste Reduction Roadmap but supports it. The Pledge asks organisations to Target, Measure and Act on food waste, and the Roadmap shows how the food industry will implement Target, Measure and Act, and the associated guidance facilitates this. There is complete alignment between the Pledge and Roadmap.

If you are already support the Roadmap, you have already made this commitment. Food businesses who have not yet started implementing Target, Measure, Act should contact WRAP who will be responsible for assessing progress. If your organisation is not a food business, you can still carry out this commitment by setting an internal food waste target for your organisation and acting on food waste.

Q. What is an ‘ambitious target’ – and why not SDG12.3?
A. The UK is fully committed to achieving UN SDG 12.3, and we would like organisations to set targets that align and contribute to that goal. However, we know that different companies produce different levels of food waste and are in different stages of tackling food waste. If you have already acted on reducing food waste, you may wish to set a historic baseline that a target can be measured against. Guidance is available here.

Q. Are you asking organisations to publicly report?
A. We would encourage all organisations who wish to publicly report to do so. The Champions 12.3 Group has called for all food businesses to do this, and WRAP/IGD identify this as best practice. The Government will be consulting in 2019 on introducing regulations to make reporting mandatory for businesses of an appropriate size. We want to see food businesses set a reduction target in line with UN SDG 12.3 and to report their food waste transparently on an annual basis.

Q. How and when are you asking organisations to report?
A. There is extensive guidance for food businesses on measurement and reporting, and templates, on the WRAP and IGD Food Waste Reduction Roadmap webpage. WRAP will also contact food businesses signing the Pledge with details of how implementation will be assessed. We are not prescribing the channel through which organisations report if they do so publicly, but options include publishing the report on your own website or alongside your annual business report and/or via the Food Waste Atlas.

Q. Why have you not adopted / referenced the Champions 12.3 interpretation of SDG12.3 (i.e. farm to fork rather than retail and consumer)?
A. We have adopted the formal definition agreed by the UN, and support action on food waste from farm to fork. WRAP will be reporting progress on food waste reduction along the whole supply chain and in the home.

Q. We are not a food business, and can’t see that this Commitment is relevant to us?
A. Whilst there is a specific Roadmap and guidance for the food industry to implement Target, Measure, Act, the basic principles can apply to any organisation or indeed individual. Everyone can set a target to
reduce their food waste, assess what they are wasting and use this information to decide how to take action (which could be around planning, storing food in the right place and at the right temperature, improved portion control or freezing for example). Formal reporting may not be relevant to everyone, but progress can be shared with employees, members and family. An example of a non-food business implementing Target, Measure, Act can be found here (from WRAP).

Q. What is the Hospitality and Food Service ‘Guardians of Grub’ campaign?

A. The Hospitality and Food Service industry (HaFS) produces around one million tonnes of food waste per year, which costs the sector nearly £3billion. The shocking reality is that nearly 75% of that food could have been eaten. Guardians of Grub is a brand new campaign developed by WRAP as part of its work to reduce food waste in the UK, from farm to fork. The campaign has been designed to respond to the situation specifically within the HaFS sector, and is a UK wide. It was launched at the Step up to the Plate event organised by Defra and the Government’s Food Surplus and Waste Champion Ben Elliot. It will help the sector by both highlighting why food waste reduction matters, and giving people and businesses the support necessary to take action with free tools, materials, information and best practice guidance. A dedicated month of action is planned for September 2019 to further bring the sector together in unified action, and help accelerate progress.

The simple fact is, keeping food out of the bin makes good business sense, is better for society, and helps to reduce the impact of global warming by reducing harmful greenhouse gas emissions associated with food being wasted.

To find out how to be part of this exciting approach you can contact WRAP GuardiansOfGrub@wrap.org.uk
COMMITMENT 2: COLLABORATE ON TACKLING CITIZEN FOOD WASTE

Q. What is the Food Conversation week?

A. As part of the Resources and Waste Strategy, Defra publicly committed to starting a national conversation about food waste. This will mobilise a movement for change which will engage with, and motivate the millions of citizens not yet aware of the issue or acting to reduce food waste. This will not happen overnight; the Food Conversation is a longer-term initiative, launching in November 2019. This will complement the existing Love Food Hate Waste (LFHW) campaign, which will continue to provide guidance and resources for those who are motivated to act.

The major success factor for the Food Conversation is that food waste is talked about on the same scale (and with the same degree of urgency) as plastics packaging, catalysing people to want to change their own behaviour. In order to do this, we must use consistent messaging, facts and insights through a variety of channels aimed at the citizen.

Partner resources will be produced and circulated for the Food Conversation, ensuring consistent messaging is used by all partners but with the versatility to be tailored. We are conscious that partners will need scope to modify delivery to suit their own organisations. Existing and new LFHW materials will also be available to use, especially to direct people to more information, but the Food Conversation will be branded differently.

Q. What is the timeline for the Food Conversation week?

A. The following table outlines the process for developing the Food Conversation resources and provides more detail on the launch week in November.

<table>
<thead>
<tr>
<th>Jun</th>
<th>Courtauld 2025 Marketing &amp; Communications Task Group meeting (with Defra Communications) to review options for Food Conversation branding and resources.</th>
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<tbody>
<tr>
<td>Jul</td>
<td>Update for partners - WRAP will look to host a webinar to share the draft messaging and collateral including partner materials, videos and the latest LFHW insights which partners can also use in their communications during the Food Conversation week.</td>
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<tr>
<td>Aug</td>
<td>Partner resources will be circulated. The exact content of these will be agreed in June/July. It is envisaged that these packs may be tailored to specific sectors such as retail, community, hospitality etc. but appetite for these will be checked at June/July meetings.</td>
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<td>Sept – Oct</td>
<td>WRAP will undertake a survey to determine a pre-Conversation week baseline.</td>
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<td>Nov</td>
<td>The campaign identity will be launched on the opening day of the Food Conversation week, alongside launch activities undertaken by partners. These could be videos, events in the community, PR opportunities etc.</td>
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The week will also include several food-related announcements from Defra and WRAP.

As Food Waste Champion, Ben Elliot will launch the Food Conversation vision.

| Post Nov Onwards | Post-November, partners will be expected to continue with a programme of activity designed to interact with citizens, all designed to raise awareness about the issue and/or providing guidance on how people can change their behaviour. |
| Jan 2020        | Evaluation of the launch of the Food Conversation week                                      |
**Q. What is the focus for the week?**

**A.** The focus of the week is to raise awareness about food waste and its impact on a large scale. We want to use the Food Conversation week to establish a common social mind-set around the value of food and mobilise a wide range of organisations and individuals to act.

It is vital that we create a Food Conversation that stands out in a crowded landscape and captures the imaginations and hearts of several different stakeholder groups.

**Q. What are the dates for the week?**

**A.** The Food Conversation week will take place in November 2019. Firm dates will be confirmed to all signatories after the event. If the week is a success, it could become an annual fixture.

**Q. What are the Behaviour Change Interventions?**

**A.** Working with Ogilvy Change, WRAP are creating a pipeline of behaviourally informed interventions that tackle the UK food waste problem. These interventions will be developed, tested as appropriate then piloted in a real life situation, with the aspiration of rolling these out on a large scale. The interventions have been developed to target the following:

- Behaviours: Buy What You Are Likely To Eat (BWYE) and Eat What You Buy (EWYB)
- Age: 18-34
- Food: Milk, Potatoes, Chicken and Milk, although some interventions capture all foods
- Location: Urban Living

Applying a robust rating criteria, the project team have turned an initial 1162 ideas into 50 behaviourally informed food waste interventions to take forward; we now have several interventions at various stages in our pipeline.

For more information, please contact your usual WRAP contact if applicable or contact Leah Wistrand, WRAP’s Consumer Project Manager at [leah.wistrand@wrap.org.uk](mailto:leah.wistrand@wrap.org.uk).
COMMITMENT 3: INSPIRE CONTINUED ACTION

Q. What does ‘work alongside’ Ben Elliot mean? How will this be organised?

A. Ben Elliot has been appointed as government’s first Food Surplus and Waste Champion to help promote awareness of the issue of food waste. The main functions of the Food Surplus and Waste Champion is to support and champion the food waste and redistribution commitments in the Resources and Waste Strategy and encourage the food sector to work together to generate ideas and workable solutions on food waste and redistribution issues.

Ben Elliot will work with the individual signatories of the Pledge after the event to outline a plan in the build up to the Food Conversation week.

COMMITMENT 4: CHANGE MY HABITS

Q. Why have you included this commitment?

A. In order to influence consumers, we all need to lead by example. All members of the food and environment sector need to reduce their own food waste footprint, if they expect others to do so. Love Food Hate Waste is the perfect place to start if you are looking for tips on how to reduce your own food waste to the Food Conversation week.