MY PLEDGE
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Wasting food is an environmental, moral and financial scandal. If global food waste were a country, it would be the third largest emitter of greenhouse gases after the USA and China. An estimated 800 million people in the world do not have enough to eat, and in the UK we squander 10 million tonnes of food and drink every year. Businesses throw away food worth an estimated £5 billion and £15 billion is wasted from our homes (on average around £500 a year)\(^1\). We ask all event attendees to join together, raise their voices and commit to real action to stop food being wasted. **It is time to step up to the plate.**

\[\text{I} \quad \text{will step up to the plate to stop the food waste crisis by adopting the following commitments.}\]

**AS AN ORGANISATION:**

**Commitment 1: Target Measure Act**

My organisation will set an ambitious food waste reduction target, report on progress and prioritise action. We will support collaboration with our partners, playing our part in helping the UK deliver UN Sustainable Development Goal 12.3 target\(^2\), helping to reduce our impact on climate change. As a food business, my organisation will adopt the WRAP and IGD Food Waste Reduction Roadmap\(^3\).

**Commitment 2: Collaborate on tackling citizen food waste**

My organisation will embrace a Food Conversation week of action in November 2019 by spearheading activities and engagement with citizens, including the younger generation, to highlight the changes we can all make. In preparation for that week and beyond, we will work with WRAP to develop messaging, coordinate announcements, pilot and implement proven interventions to spark a new movement to change the social norm around valuing food.

**AS AN INDIVIDUAL:**

**Commitment 3: Inspire continued action**

I will use my voice and profile to empower and encourage citizens, including the younger generation. I will work alongside Ben Elliot, the Government Food Surplus and Waste Champion, to inspire action to reduce the amount of food being wasted, reaching a crescendo of action during the Food Conversation week and thereafter.

**Commitment 4: Change my habits**

I will be a Food Value Champion at work and at home, buying only what I need and eating what I buy, wherever I am.

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2. By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.
‘HOW TO’ GUIDE:
STEPS TO FULFILLING THE COMMITMENTS

AS AN ORGANISATION:

Commitment 1: Target Measure Act
• My food business will set a food waste reduction target for our own UK operations, measure in a consistent way and share what we have learnt, and take action to reduce our own food waste, adopting the WRAP and IGD Food Waste Reduction Roadmap4.
• If I am a Hospitality and Food Service business I will amplify WRAP’s Guardians of Grub campaign, and embed the campaign into my organisation’s plans.
• As a non-food business I will set an internal food waste target and take action.

Commitment 2: Collaborate on tackling citizen food waste
• My organisation will work with WRAP to share data from existing interventions and/or pilot new Behaviour Change Interventions.
• My organisation will tie in new and existing announcements and activities into the Food Conversation week in November, to raise the profile of food waste prevention and accelerate serious action.
• My organisation will tailor WRAP/partner developed consumer messaging to resonate with our customers and underpin our own activities during the Food Conversation week, creating a consistent narrative for citizens.
• My marketing team will work closely with WRAP in order to develop activity to provide ongoing support to Love Food Hate Waste and for the Food Conversation week.

AS AN INDIVIDUAL:

Commitment 3: Inspire action
• I will use my influence, through media and during public appearances to promote the value of food and spread the message of prevention to consumers.
• I will use messaging developed by WRAP for the Food Conversation week during all media related activities.
• I will work with Ben Elliot, the Government Food Surplus and Waste Champion, to create content for the Food Conversation week.
• I will embed food waste prevention messages when communicating with my colleagues, and encourage everyone to participate and amplify the Food Conversation week.

Commitment 4: Change my habits
• I will buy only what I need: checking my fridge before I go shopping, using a shopping list and planning my meals5.
• I will eat what I buy: storing my food correctly, freezing what I cannot eat and checking my fridge is set at 0 – 5C.
• I will strive to achieve the behaviour I want to see in others.

4 Further details and guidance can be found at http://www.wrap.org.uk/food-waste-reduction-roadmap
5 For tips and tools see https://www.lovefoodhatewaste.com/