

A TOOLKIT FOR COMMUNICATING FOOD WASTE TO GUESTS

Step by Step Guide:

This open-source toolkit can be used according to your organization's needs. Some people may make use of the turnkey messages included, while others will find inspiration to create their own branded campaigns.



Acknowledgements

WWF would like to thank Ziba Design for their leadership on this project; Sally Mead Hands Foundation for their generous support; the companies, partners, and individuals who gave their time to help inform this effort; and all the reviewers who provided invaluable feedback on the contents of this document.

DEVELOPED BY



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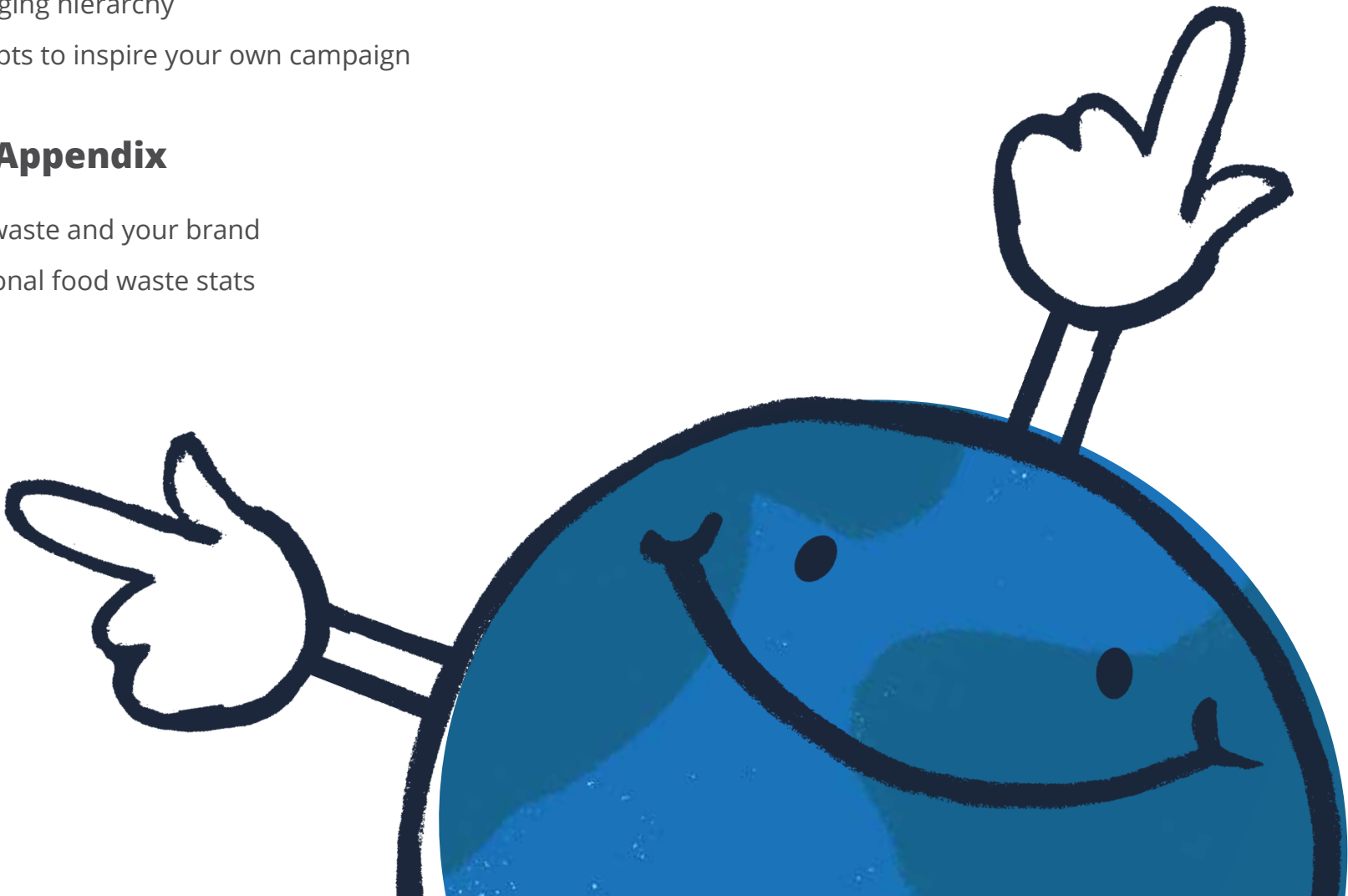
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Why this toolkit?

This toolkit was put together by World Wildlife Fund to provide better tools and resources for communicating with guests about food waste.

Food waste is an industry-wide challenge in the hospitality sector, and chances are you've seen the scope of the problem yourself. Reducing food waste is one of the most effective ways the hospitality sector can make a positive environmental impact, but the effect goes beyond just sustainability. It also impacts your bottom line and shapes your brand image; guest research tells us that people prefer brands that are actively trying to go more green – especially luxury brands!

The information and assets included in this toolkit are designed to create awareness of the problem and gently shift guest behaviors. It uses insights gathered over several months of research, and talking with and observing dozens of guests at hotels, resorts and cruise

“There are many positive benefits to reducing food waste – saving money and reducing your environmental impact while also increasing guest engagement. By working together, businesses and their guests can help create a more sustainable future.”

MADHU RAJESH, CEO, SUSTAINABLE HOSPITALITY ALLIANCE

ships in North America. More importantly, the concepts and messages have been tested with real people, so we can say with confidence: it works!

If you would like to learn additional strategies and recommendations for tackling food waste on your property, please check out hotelkitchen.org. The platform, published by WWF in 2016, offers comprehensive guidance for addressing operational food waste. Hotels piloting this program have shown a reduction of food waste of up to 38%.

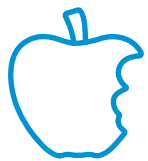
Who is it for?

The toolkit is designed to help anyone who makes decisions on how to talk to guests about the topic of food waste. This includes:

- **Food and Beverage Program Directors**
- **Restaurant General Managers**
- **Chefs and Food Service Personnel**
- **Guest Services Managers**
- **Guest Communications Directors**

If you're in one of these roles, you've probably already thought about how to reduce food waste, both in front and back of house. And you may have concerns about how to talk to guests about the issue without alienating them or sounding preachy. That's exactly what this toolkit is designed to help you do.

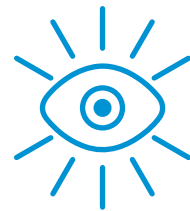
How do I use it?



Understand the problem and the connection between food waste and our planet



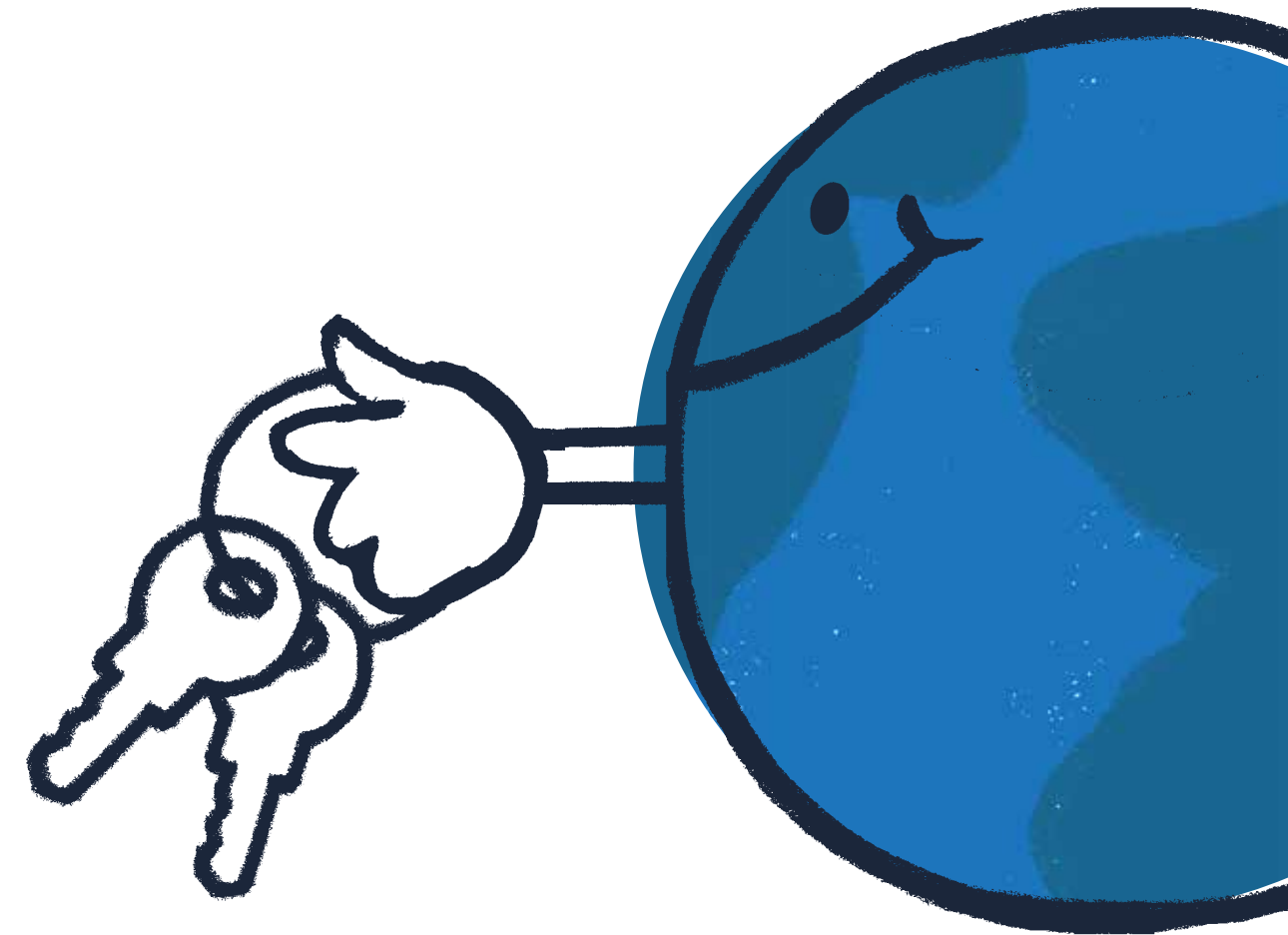
Explore two campaign directions and find downloadable assets



Learn how and when to engage guests with food waste messaging during their experience



Get inspired to customize a campaign for your brand



Who is WWF, and why do they care about food waste?

WWF is the world's leading independent conservation organization. Our mission is to create a world where people and wildlife can thrive together. We partner with businesses, strategists and communities to find ways to help transform the future for the world's wildlife, rivers, forests, and seas: pushing for a reduction in carbon emissions that will achieve healthy planet solutions, and pressing for measures to help people live sustainably, within the means of our one planet.

Food waste is more than just a loss of food for people who need it. It's also wasted energy, land, labor, and resources. So reducing food waste is a key step in reducing the environmental impact of the tourism industry.

SECTION 1

Guest Insights

Food waste attitudes and COVID-19

The effort to create this toolkit began before the 2020 COVID-19 pandemic and was completed in early 2021. The pandemic has pushed people around the world to recognize how interconnected we are, with each other, and with the planet. This has shifted guest mindsets and attitudes, too.

Food is precious and food consciousness is on the rise.

Due to COVID-19, people are more engaged with food and its importance in their lives. The threat of shortages increased awareness of how fragile food systems are, and that easy access to food can't always be taken for granted.

People are increasing engagement with food.

Many have reengaged with food; people are making more of their own food, baking bread, learning new recipes, and some even learning to cook for the first time. This awakening around food has redefined what food is and can be: food is fun, food is nourishment, food is joy, food is engagement with family and friends, food is not something that should be wasted.



COVID-19 TAKEAWAY OPPORTUNITIES

The time is now

We are standing at the threshold of a potentially tectonic change in how the world conducts business and life – including how we think about food. The industry was swift to promote safety by making drastic changes to buffets. Let's not miss this opportunity to introduce new protocols and rethink how we talk about food waste with guests.

Connect the dots

These messaging campaigns seek to tap into the current hyper-awareness of food as a precious resource, and about the connection between food and the health of the climate. More importantly, they help people know what they can do to help.

Stretch food costs

Addressing food waste offers an opportunity to drive down food costs, which may comprise 35% of a restaurant's budget¹. By cutting food waste, food procurement dollars can be maximized without compromising the quality of offerings – a key strategic step for businesses recovering from COVID-19 disruptions.

Four myths about guests and food waste



Everyone knows food waste is a problem.

People might be vaguely aware, but most don't recognize the magnitude of the problem, or how much of an impact their actions can have on it. Repeating the message and tying it to issues guests care about is critical to changing this.



Guests will get upset or question your motives if you bring up the subject of food waste.

Most people want to do the right thing. They're happy to play a role if they feel like they're part of a larger effort and that their actions will actually make a difference. The success of towel reuse initiatives in hotels is a great example of how this can be implemented and embraced.



Sustainability has no place in a luxury or resort setting.

The rules of luxury have been changing for a long time, and there's plenty of room for overlap between being eco-aware and pampering yourself. After all, both make you feel good! Many mainstream brands are embracing sustainability as a wellness and lifestyle proof-point for guests.



People will do the right thing as long as you give them the facts.

Not necessarily. They might agree in theory, but turning that into action often requires a clear understanding of how it aligns with their emotions and personal priorities – that could be a healthier world, cleaner oceans, or even just a personal reward.

Understanding the guest mindset

We observed and spoke to dozens of hotel and cruise guests with diverse backgrounds at a wide range of price points to learn their perspectives on travel, hospitality, and food waste. Here's what we learned.

Most people know that wasting food isn't great, but don't know the specifics.

- Some guests notice food waste, especially at buffets, and are curious about what happens to it.
- "Don't waste food" has been drilled into our heads since childhood.

Tip

Do offer concrete stats about food waste.

Do Not talk in mushy euphemisms and generalities.

Many instinctively connect food waste with food scarcity.

- "Saving food for hungry people" is a more common association than environmental issues and climate change.
- Most guests are aware of "climate change" in general and believe people should do what they can to positively impact the situation.

Tip

Do frame food waste as a problem for the planet.

Do Not use guilt or shame as a motivator.

Sustainability is expected, especially within certain segments.

- People are vocal to friends and family about the importance of sustainability and increasingly expect "green" from brands they choose.
- Social media and news feeds are spotlighting the problem of plastic waste, and the harm it can do to wildlife and our planet.

Tip

Do educate your staff with talking points about your company's response to food waste.

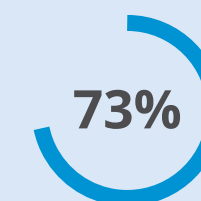
Do Not politicize the issue and alienate segments.



of guests surveyed by WWF favored or did not mind the use of signage on a buffet that encouraged less wasteful consumption in the face of abundance.



of travelers believe that people need to act now and make sustainable travel choices to save the planet for future generations.



of global travelers intend to stay at least once in an eco-friendly or green accommodation when looking at the year ahead.

Booking.com (2019). 2019 Sustainable Travel Report.

Understanding the guest mindset

Guests desire an ample and unlimited food experience.

- Hotel and especially cruise guests are ready to kick back, unwind, and let go of the worries of everyday life; they don't like any suggestion that they should limit their enjoyment.
- They're driven to discover and test things that aren't part of their every day options.

Tip

Do encourage people to enjoy all they want. Reassure them they are not being constrained.

Do Not make them feel limited or forced.

Guests appreciated being made aware of the problem and the simple actions they can take.

- Most were shocked to learn about the magnitude of the food waste problem.
- Simple messages about being mindful to not overfill their plates were direct and effective.

Tip

Do emphasize that they're a part of a larger collective.

Do Not overcomplicate communications.



of global travelers admit their vacation is a special time during which they do not want to think about sustainability.



of travelers think that travel companies should offer consumers more sustainable travel choices.

Booking.com (2019). 2019 Sustainable Travel Report.

Guests have varying motivations

It's useful to know which kind of guests you're speaking to and to keep that in mind as you decide how to implement messaging.

We identified three different guest mindsets, characterizing the type of experiences guests expect from their stay. These mindsets also capture beliefs and motivations that inform the types of messages each guest might respond to the best.

“Everybody is willing to do the right thing but only for their own good reasons.”

SAM HAM, COMMUNICATION PSYCHOLOGIST



THE VALUE SEEKER



THE INDULGER



THE EXPLORER

They're probably thinking

"I paid for this, and I'm going to get my money's worth."

"I deserve this, and I'm going to make every meal a feast."

"There are so many options. I have to try everything!"

They might take/order more than they need because

...more on their plate means more value for their money.

...it's a special occasion, and this is not the time for restraint!

...it's the only way to make sure they don't miss out on something they might love.

We might convince them to take less when we

...reassure them they are getting great value because of the quality of what they're eating.

...create a sense of indulgence through variety and experience, and by equating sustainability with luxury.

...emphasize exploration through variety, not quantity—taking less means you can try more, and savor it.

AND WHEN WE
increase their awareness of the issue of food waste.

SECTION 2

Communication Strategy

Cruises and hotels offer unique activation opportunities



CRUISE EXPERIENCE

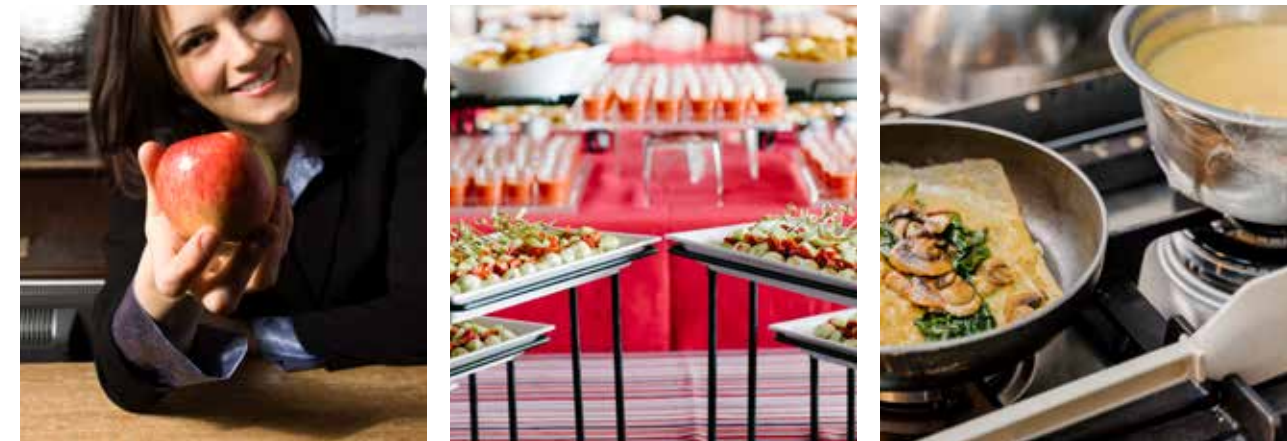
Cruise guests are a captive audience in a fully immersive, highly sensorial setting intended to wow and delight. That means there are more opportunities for communication of different types – and more opportunities to overdo it.

Food is central to the cruise experience, and frequently promoted throughout the ship on **digital displays** and restaurant **signage**. From quick-serve, to buffet, to formal dining options, it's okay to talk about it more often and in ways that are aligned to the guest's desired experience.

Education and entertainment opportunities abound, so look for creative ways to inspire and engage guests through food-related **programs** and **events**. This could be anything from a **kitchen galley tour**, to a **mini-class**, to a fun event like a **Food Waste Face Off: Creative Cooking Competition**.

I would totally see a food waste Chef Challenge with my family! It reminds me of "Iron Chef."

I like captain's tours where I learn about the ship and how it operates.



HOTEL EXPERIENCE

Hotel guests generally value the ease and convenience of on-site dining options. Choose the right place to deliver the message – ideally, at the moment of decision around what to order or put on the plate.

Room service collateral could be a place to incorporate a food waste message. For example, creating a piece of communication that mimics the Do Not Disturb **door hanger**, or embedding a simple message onto the **room service menu**.

Hotels have incentivized guests to participate in green initiatives via **reward points** and **credits**. Consider a **Clean Plate Challenge** promotion on **social media** to engage guests and broaden visibility within their social networks.

The elevator is a quiet space where you're likely to notice and read posters and messages.

If I saw signage by the plates at the buffet, it would trigger my mind before it's too late.

Six tips for getting guests to engage with (and listen to!) communication:

1

Keep it brief and clear – you often only get 3 seconds of someone's attention.

2

Use positive messages (do, try, help) rather than negative ones (don't, avoid) – encouragement works better than shaming.

3

Use compelling facts and simple data points – it's eye opening and adds credibility.

4

But don't be afraid to use emotion to earn engagement – capture both the heart and the head.

5

Use Social Influence – let them know they are joining you and others. Help them feel good about their actions and even get kudos by sharing their participation with others.

6

Engage staff members as ambassadors – they should be able to answer questions and offer encouragement.

Where do you place messages?

Persuading guests to reduce waste depends just as much on when and where you communicate as on what you say.

If you look at the typical journey a guest goes through during their stay, there are a mix of active and idle moments where people view and interact with information. Knowing this, you can create a seamless strategy for introducing food waste messages.

Key stages of the guest journey



PRE-VISIT

Planning, and prepping for your trip. This is the anticipation phase.



ARRIVAL

Arrival on property, checking in, and getting oriented. This is their first impression.



SETTLE & PLAN

Unpacking, unwinding, learning about the property and its amenities. This is where activities such as meals and play are planned.



MEAL SERVICE

Checking in, learning about specials, ordering entrees and desserts, and closing out the check.



POST-VISIT

Checking out, returning home, reflecting on stay.

Target messaging opportunities

Prime guests by celebrating the richness of food, introducing the problem, and reminding guests we're all part of the solution

Prompt guests with the actions they can take, and show immediate and ongoing impact



E-correspondence, reservation site, pre-check, in-app messaging



Check-in desk, key card/folio, posters, digital signs



TV monitor, in-room collateral, newsletter, itinerary/events, room service card, magazine



Arrival: posters, signage, host/staff, kids coloring pages

Service: wait staff, menus and specials, wayfinding, other messages

Wrap: to-go container, bill, requests for feedback

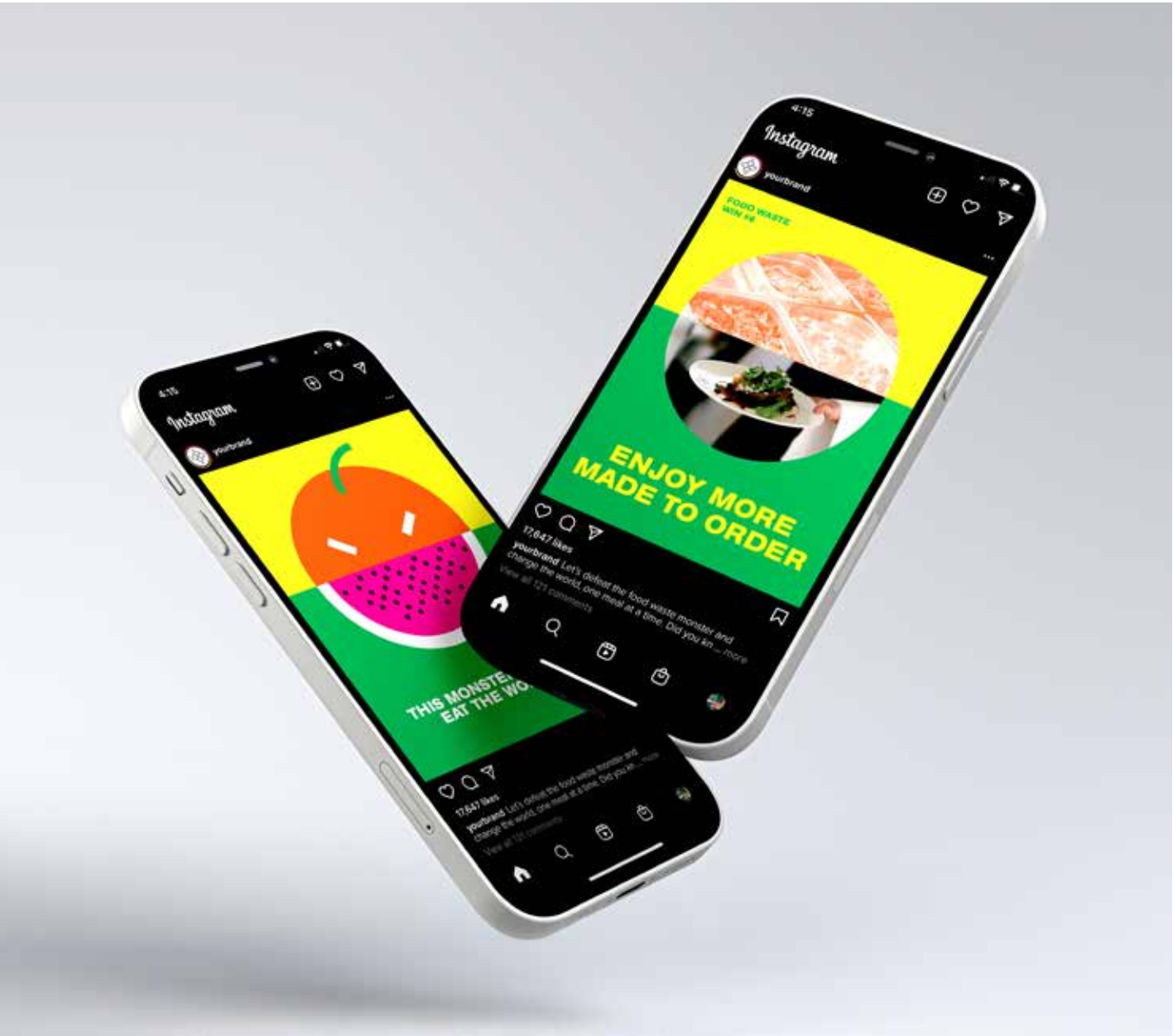


Social share: social media, word of mouth

Check-out, e-correspondence, survey, online reviews

Design inspiration

Digital



Social media posts introduce the campaign and showcase the steps you're actively taking as a business.



Digital engagement makes it easy and fun for guests to discover, learn, and connect to the cause.

Design inspiration

Signage & Collateral



Elevator posters are perfect for idle moments when guests have time to read.



Key folio 'inserts' promote awareness and can provide tips and stats.



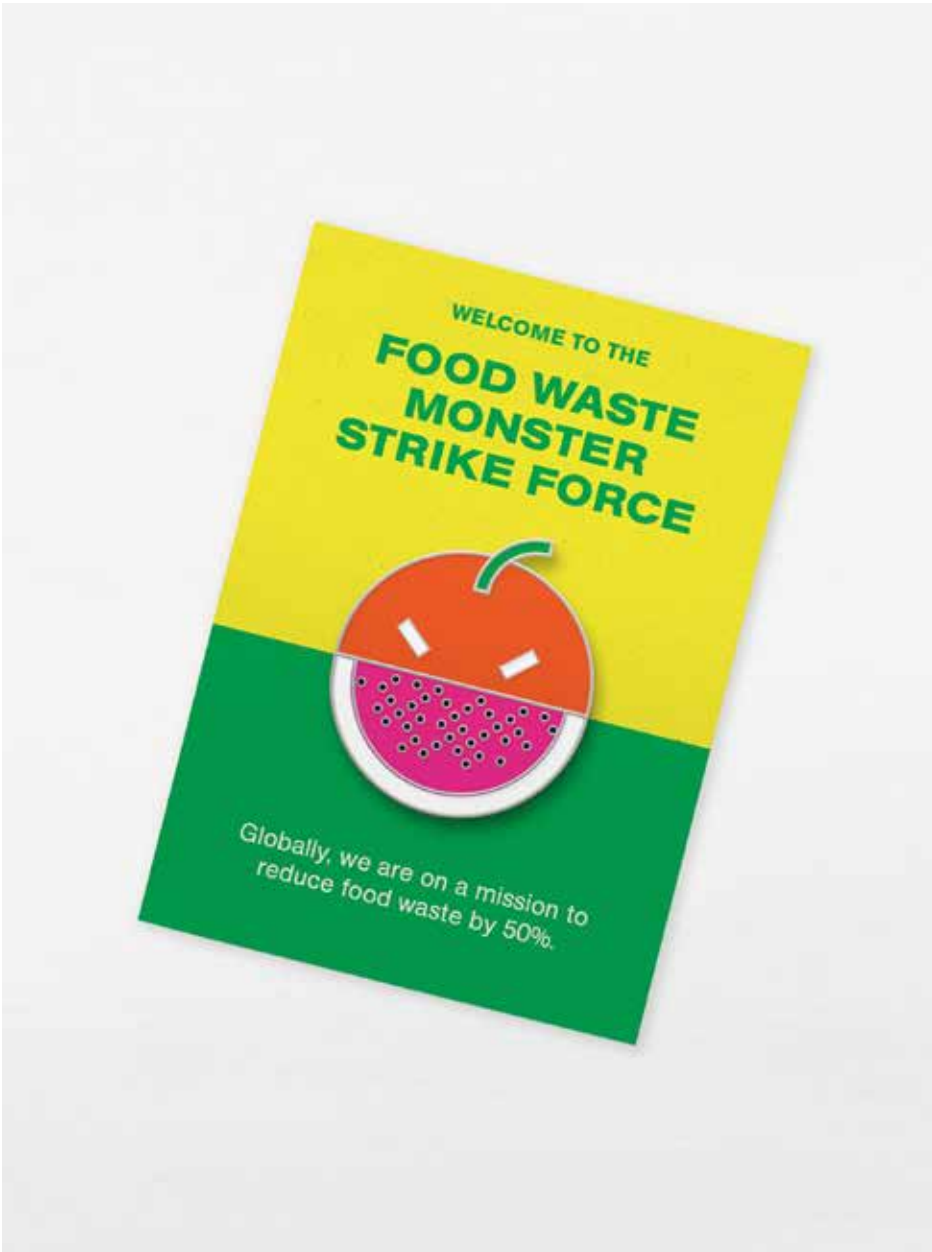
Dining and buffet signage is ideally placed at a relevant moment, when guests are deciding what to order or put on the plate.

Design inspiration

Collateral



Coloring pages and competitions engage youth and provide teaching moments for families.



Pins can be offered to children and guests to celebrate clean plates and extend membership to the global Food Waste Monster Strike Force.



Reusable tote bags have long lives beyond the guest's stay and continue to spread the word.

SECTION 3

Two Turnkey Campaigns

Choose a campaign to get started

We developed and tested over a dozen messaging campaigns that expressed a wide range of emotion – from playful, to serious, to sophisticated. Based on the interview findings with guests, hospitality managers and communication directors, we identified two lead campaign directions. They both target guests’ beliefs about food waste, and present messages in a way that’s engaging and easy to understand.

“These concepts address the problem of food waste with a creative spin that isn’t judgemental. It’s a soft touch to a polarizing issue. Well done!”

CRUISE GUEST

PLANET PLENTY



Planet Plenty is a positive message about the world we share and the food that gets wasted.

With our happy planet as the star, this friendly campaign reminds us that we all share this home together, and we can make positive change through simple actions of care.

FOOD WASTE MONSTER



The Food Waste Monster is a bold and playful approach to fighting food waste.

Vibrant, colorful food shapes are arranged to create mischievous food waste monsters. It invites guests to join the good fight against this beast of a problem.

Welcome to

PLANET PLENTY

Travel opens our eyes to the wonders of this amazing planet. Ironically, food that's wasted while traveling is a huge problem for the health of nearly every ecosystem on Earth.

The shocking truth is that 1/3 of all food goes to waste, putting a major strain on the earth's resources, from wildlife habitat to farmland, fuel, labor, clean air, water, and much more.

That's why we're changing the way we buy, cook and dispose of the food we use. We've made a commitment to reduce waste every step of the way. Join us in our effort to become better guests of this beautiful planet, one meal at a time.



Planet Plenty – Awareness

Awareness messages introduce the topic of food waste and its connection to the planet. Use them in areas where guests are likely to be idle, such as in an elevator, sitting down, or standing in line, and also in places they encounter repeatedly, like a dining area wall.



Lead message: Food waste is not cool.

Support message: Our food is as precious as our planet. So why do we keep throwing it away? With as much as 1/3 of food going uneaten, limited resources like water, land and energy get wasted, too. Together, we can reduce food waste at every meal.

Call to action: Keep our planet happy by taking only as much as you can eat.

[⬇ Download assets](#)



Lead message: We are all guests here.

Support message: Travel opens our eyes to the wonders of this amazing planet. Ironically, food that's wasted while traveling is a huge problem for the health of the whole ecosystem.

The shocking truth is 1/3 of all food goes to waste, putting a major strain on the earth's resources, from wildlife habitat to farmland, fuel, labor, clean air, water, and much more. That's why we're changing the way we buy, cook and dispose of the food we use. We've made a commitment to reduce waste every step of the way, and you can help by taking only as much as you can eat.

Call to Action: Let's work together to become better guests of this beautiful planet we all call home, one meal at a time.

[⬇ Download assets](#)



Planet Plenty – Take action

Take action messages tell guests what they can do in the moment. Use them in places like the restaurant entrance and at the buffet.



Lead message: Let's do our part to reduce food waste at every meal.

Call to action: Keep our planet happy by taking only as much as you can eat. You're always welcome back for seconds.

[⬇ Download assets](#)



Lead message: Take care by wasting less.

Call to action: Try what you want, but don't take more than you can eat. You're always welcome back for seconds.

[⬇ Download assets](#)

Campaign in action



Digital screen



Elevator poster



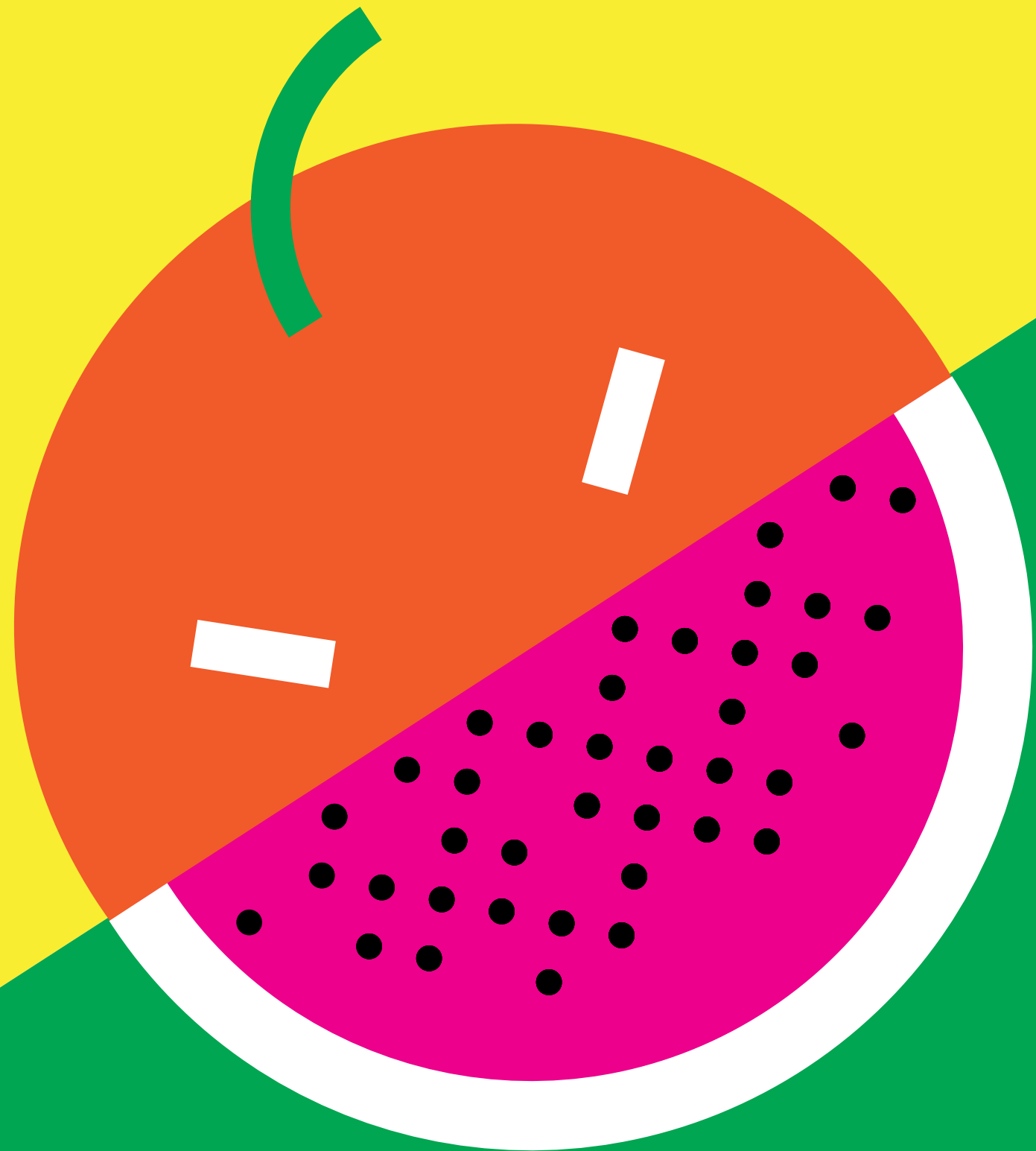
Dining and buffet signage

Don't feed the **FOOD WASTE MONSTER**

Few people know that 1/3 of all food produced goes to waste, and the amount of resources used to produce and dispose of all that extra food is now a monster-sized ecological problem.

From air and water pollution to deforestation and fossil fuel dependency, food waste contributes in a big way to environmental problems. But together, we can outsmart this beast. Our culinary leaders are rethinking how we source, buy and cook our ingredients to reduce waste every step of the way.

You might be surprised how easy it is for you to help. Simply enjoy the food you want but don't take more than you can eat. Boom. You're a hero. Let's defeat the waste monster and change the world, one meal at a time.



Food Waste Monster – Awareness

Awareness messages introduce the topic of food waste and its connection to the planet. Use them in areas where guests are likely to be idle, such as in an elevator, sitting down, or standing in line, and also in places they encounter repeatedly, like a dining area wall.



Lead message A: This monster could eat the world **Lead message B:** You can tame the food waste monster

Support message: Our food system ends up producing 1/3 more food than gets eaten, leaving a beast of an environmental problem in its wake. But we can make a big difference in how much goes to waste. Won't you join us? It's simple.

Call to action: Try what you want, but take only as much as you'll eat. Boom, you're a hero.

[Download assets](#)



Lead message A: This monster could eat the world **Lead message B:** You can tame the food waste monster

Support message: Our food system ends up producing 1/3 more food than gets eaten, leaving a beast of an environmental problem in its wake. But we can make a big difference in how much goes to waste. Won't you join us? It's simple.

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[Download assets](#)



Lead message A: This monster could eat the world **Lead message B:** You can tame the food waste monster

Support message: Our food system ends up producing 1/3 more food than gets eaten, leaving a beast of an environmental problem in its wake. But we can make a big difference in how much goes to waste. Won't you join us? It's simple.

Call to action: Try what you want, but take only as much as you'll eat. Boom, you're a hero.

[Download assets](#)

Food Waste Monster - Awareness



Lead message: Let's slay the food waste monster / Don't feed the food waste monster

Support message: Few people know that 1/3 of all food produced goes to waste, and the amount of resources used to produce and dispose of all that extra food is now a monster-sized ecological problem.

From air and water pollution to deforestation and fossil fuel dependency, food waste is a major factor in harming the environment. But together, we can outsmart this beast. Our culinary leaders are rethinking how we source, buy and cook our ingredients to reduce waste every step of the way. You might be surprised how easy it is for you to help. Simply enjoy the food you want but don't take more than you can eat. Boom. You're a hero.

Call to Action: Let's defeat the waste monster and change the world, one meal at a time.

[⬇ Download assets](#)

Food Waste Monster – Take action

Take action messages tell guests what they can do in the moment.
Use them in places like the restaurant entrance and at the buffet.



Lead message: Food waste monster, go away

Call to action: It's simple. Enjoy all the food you want, but don't take more than you can eat. Boom. You're a hero.

[⬇ Download assets](#)



Lead message: Scram, food waste monster

Call to action: Try what you want, but take only as much as you'll eat. You're always welcome back for seconds.

[⬇ Download assets](#)



Lead message: Food waste monster, you'd better split

Call to action: Try what you want, but take only as much as you'll eat. You're always welcome back for seconds.

[⬇ Download assets](#)

Campaign in action



Digital screen



Elevator poster



Dining and buffet signage

SECTION 4

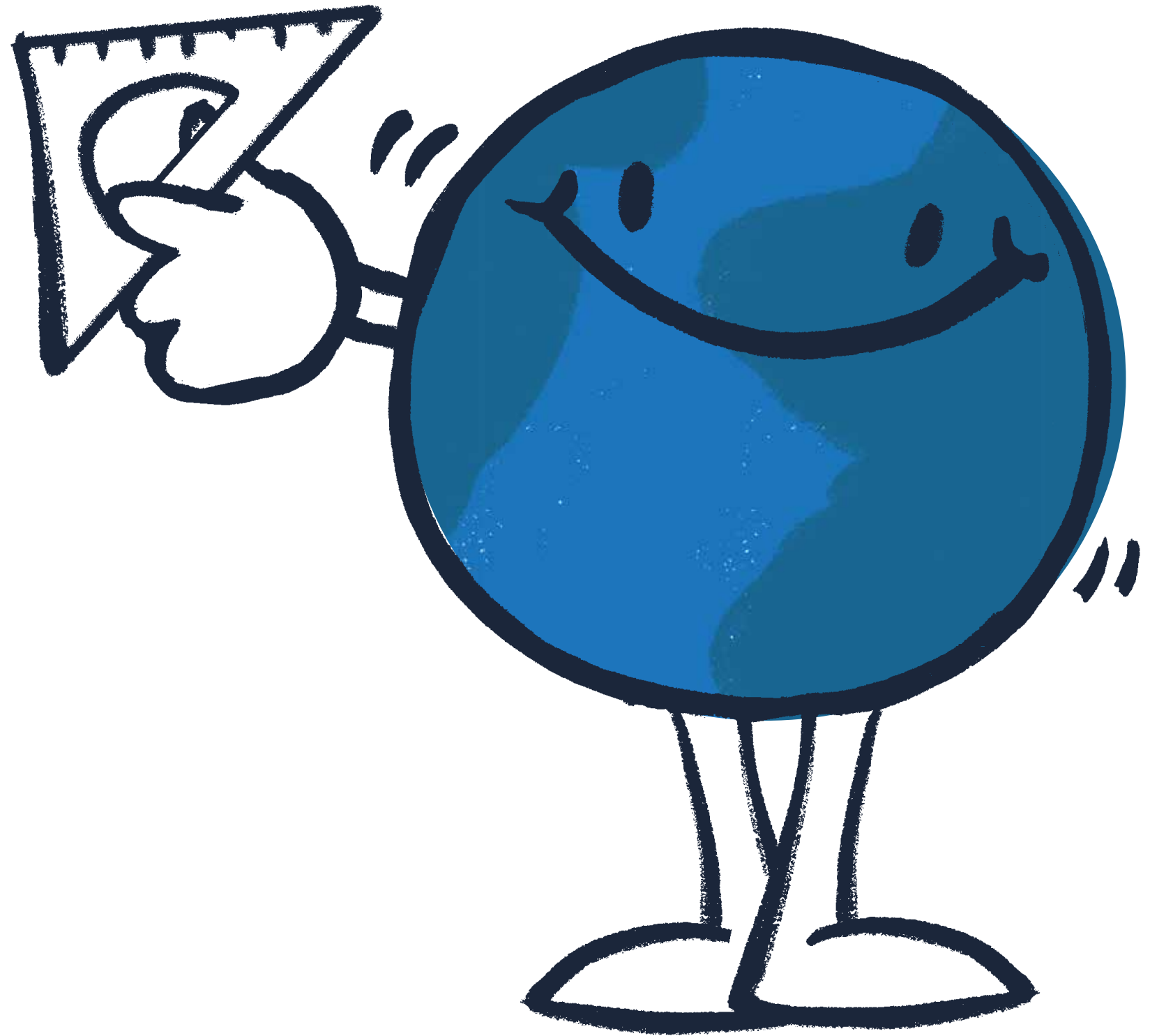
Customizing the Campaign

Tailoring communications for your brand

The two campaigns in the last section are provided to help your brand communicate a turnkey food waste message.

Whether you want to customize or refine the sample campaigns or create something unique for your brand, this section contains:

- A gallery of additional Food Waste campaign concepts
- Guidance for customizing messages
- Executional ideas to engage guests and extend your campaign



Food waste concept gallery

Different guests responded positively to elements in each of the concepts. The six campaigns at right were the most successful, and revealed three patterns for framing the message.

Typically, younger and more lifestyle-oriented audiences were attracted to vibrant, eye-catching, creative solutions that made them stop and think. Mature audiences preferred more straightforward messages that were informative and to the point.

Corporate communications and hospitality managers tended to be more conservative in thinking about brand messaging and thought some of the concepts would offend or turn off guests. But this was often not the case! The lesson: creativity and visual impact is a smart way to attract people to the conversation.



An invitation to indulge

- Encourage a positive, plentiful experience
- It's about intention, not moderation



A call to do your part

- We're all in this together, all have a role to play
- Take what you'll eat, come back for more



An issue to fight

- A menacing cause we can tackle together
- Do the right thing, be personally accountable

Messaging hierarchy

Getting your messaging right is critical to engaging with your audience and imparting clear and useful information.

Both turnkey campaigns use the same structure to engage guests. Here is how we break down every message:

Lead message that inspires

This should command attention and captivate the head and heart. We recommend a positive, upbeat tone. Never negative or preachy.

Support message that explains

The support message provides an opportunity to further explain the headline. This is useful where the headline may be cheeky and intriguing but does not specify how to help.

Call to action that concludes

The call to action should go even further than the support message and offer actionable steps that you can take.

Lead message

**FOOD WASTE
IS NOT COOL.**



Support message

Our food is as precious as our planet. So why do we keep throwing it away? With as much as 1/3 of food going uneaten, limited resources like water, land and energy get wasted, too. Together, we can reduce food waste at every meal.

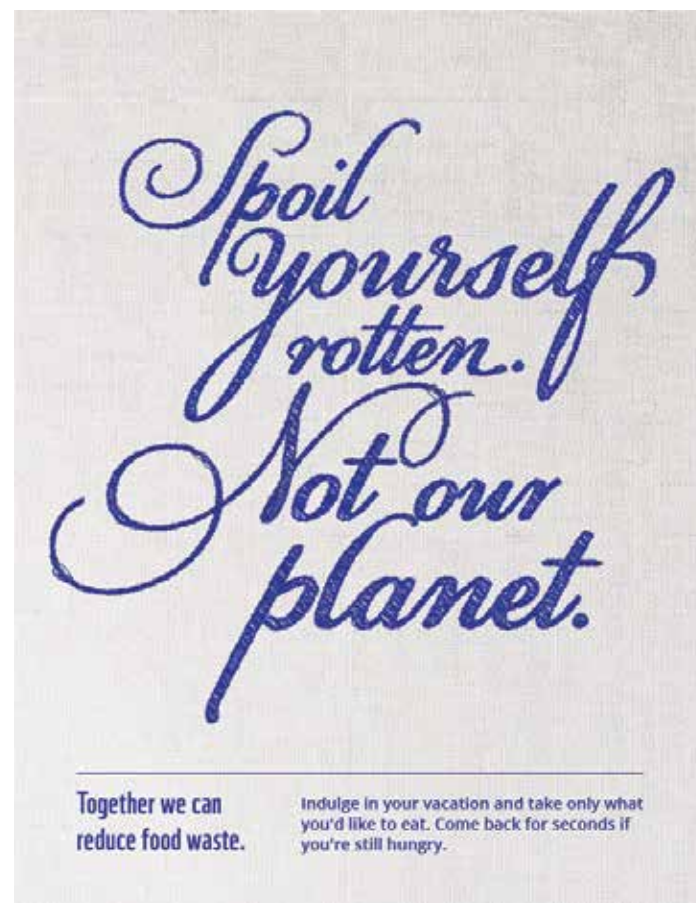
KEEP OUR PLANET HAPPY BY TAKING ONLY AS MUCH AS YOU CAN EAT.

Call to action

Use these concepts to inspire your own campaign messaging

These additional campaign approaches were tested with consumers and received positive feedback.

Spoil Yourself Rotten



Lead message: Spoil yourself rotten. Not our planet.

Support message: Together we can reduce food waste. Indulge in your vacation and take only what you'd like to eat. Come back for seconds if you're still hungry.

GUEST RESPONSE

What works: The fanciful and pampered messaging provided an invitation to be indulgent with a reminder to be conscientious.

What to refine: Simplify script to enhance legibility. 'Rotten' was polarizing to some.

Zero Waste, Zero Guilt



Lead message: Eat me, every last bite

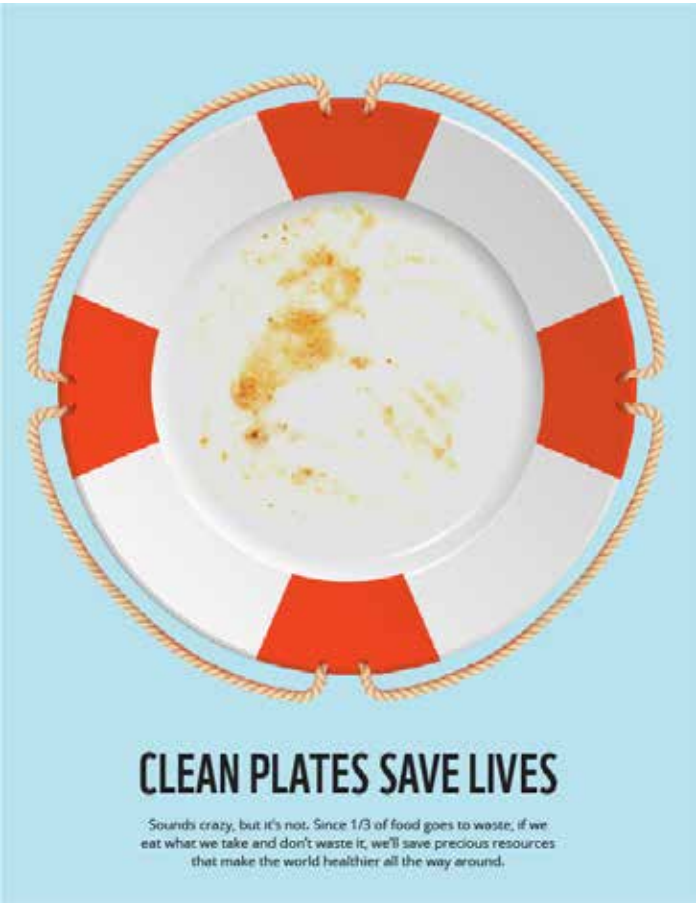
Support message: Zero food waste, zero guilt. Did you know 1/3 of all food produced goes to waste? By enjoying every last bite, there's zero waste, and zero guilt.

GUEST RESPONSE

What works: The cheeky and fun nature of the campaign speaks to the issue in a lighthearted way while providing an eye-opening statistic.

What to refine: The use of 'guilt' muddled the message and made people feel gluttonous.

Clean Plates Save Lives



Lead message: Clean plates save lives

Support message: Sounds crazy, but it's not. Since 1/3 of food goes to waste, if we eat what we take and don't waste it, we'll save precious resources that make the world healthier all the way around.

GUEST RESPONSE

What works: Clever graphics and headline with nautical reference captures attention and invites guests to take part in making the world healthier.

What to refine: The food residue was seen as unattractive and off-putting.

Food Fight



Lead message: Food waste is not a good look. Join our mission to fight food waste.

Support message: 1/3 of food produced in the U.S. goes to waste. That's just tacky. We're doing our part to reduce food waste and you can help. Simply take what you'll eat, not more, and boom, you've done your part!

GUEST RESPONSE

What works: Bright, modern, and eye-catching graphics provoke fighting food waste and provide affirmation of doing right thing by being "food waste hero."

What to refine: The slap stick approach was well liked by younger audiences but viewed as offensive to older audiences.

SECTION 5

Appendix

Food waste and your brand

Reflect on the following questions alone or with your team. Develop talking points to empower your team members to celebrate your food waste initiative when prompted by guests.

1. What is our team's Food Philosophy? How does food waste tie into our corporate responsibility and sustainability strategy?
2. What are our local/site-specific goals and strategy?
3. What steps are we taking now to combat food waste?
4. What can I do personally?
 - a. To influence our operations
 - b. To influence our guests
5. What's in it for me and my team?

RESOURCE LIST

Find comprehensive guidance and resources to address food waste in your foodservice operations at [HotelKitchen.org](https://www.hotelkitchen.org).

For more information on how World Wildlife Fund is fighting food waste, see [WorldWildlife.org/FoodWaste](https://www.worldwildlife.org/foodwaste).

Additional food waste stats

Use the following points and statistics to share this topic with your team members and develop shared talking points.

Preventing food waste is critical to reducing pressure on land, water, and other natural resources, to taking care of our communities, and to your bottom line.

The more resources invested in producing and transporting food, the more impactful it is to waste it. For example, animal proteins, coffee, and cocoa require more energy and other resources to produce than fruits and vegetables. It's important to make the most of these resource-intensive foods and not waste them.

Wasted food often ends up landfilled, dumped, incinerated or, in the case of cruises, discharged into the ocean. In those cases, all the land, water, chemicals, energy, and other resources invested in the food's production and transport are wasted, too. Additionally, improperly disposed food waste can pollute natural systems and emit potent greenhouse gases.

There is work to be done throughout the supply chain to reduce food loss and waste, from the farm all the way to our plates. Food is always food, and its nutrients can feed people, animals, or contribute to healthier soils. When we prevent food waste, we can reduce pressure on land, water, and other natural resources.

BY THE NUMBERS:

- An estimated 30% of all food produced globally is lost or goes to waste along the chain from farm to fork.³
- The waste of food is responsible for around 6% of global greenhouse gas emissions.⁴
- The population sizes of mammals, birds, fish, amphibians, and reptiles have seen an alarming average drop of 68% between 1970 and 2016. Drivers linked to food production cause 70% of terrestrial biodiversity loss and 50% of freshwater biodiversity loss.⁵
- In 2019, almost 690 million people, or 8.9 percent of the global population, were undernourished. A preliminary assessment suggests that the COVID-19 pandemic may have added between 83 and 132 million people to the total number of undernourished in 2020.⁶
- Based on 2014 calculations, the global full costs of food wastage amount to about 2.5 trillion USD per year, including USD 700 billion of environmental costs and USD 900 billion of social costs.⁷
- A business case developed by Champions 12.3, a multi-lateral group working to achieve SDG Target 12.3, showed a 7:1 return on investment for hotels addressing food waste. Other food service business achieved a 14:1 return on investment.⁸

³ Searchinger, T, et al. (2018) *Creating a Sustainable Food Future*. World Resources Institute.

⁴ Poore, J., & Nemecek, T. (2018). *Reducing food's environmental impacts through producers and consumers*. *Science*, 360(6392), 987-992.

⁵ WWF. (2020). *Living Planet Report 2020 - Bending the curve of biodiversity loss*. Almond, R.E.A., Grooten M. and Petersen, T. (Eds). WWF, Gland, Switzerland.

⁶ FAO, IFAD, UNICEF, WFP and WHO. (2020). *The State of Food Security and Nutrition in the World 2020. Transforming food systems for affordable healthy diets*. FAO, Rome, Italy.

⁷ Scialabba, NE. (2014). *Full-Cost Accounting of Food Wastage: The Hidden Costs [Conference Presentation]*. 29th FAO Regional Conference for Europe. FAO, Bucharest, Romania.

⁸ Hanson, C. (2017). *The Business Case for Reducing Food Loss and Waste: Hotels*. Champions 12.3.

⁹ Hanson, C. (2017) *The Business Case for Reducing Food Loss and Waste | Champions 12.3*. Champions 12.3.

Thank you.

We hope that you have found the toolkit useful. If you are interested in testing and adapting some of the creative ideas and assets in your business, please contact foodwaste@wwfus.org.



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