

**LOVE  
FOOD**  
hate waste  
NEW ZEALAND

# BEAT THE BIN



4 - 31 AUGUST 2025

**CAMPAIGN TOOLKIT**

# CONTENTS

## WHY TAKE PART?

The campaign goals and objectives and the insights that shaped them

**Kia ora!**

This August, we are excited to launch a fun, three-week email challenge designed to make lasting behaviour change simple, fun and rewarding. Beat the Bin will guide participants to build lasting habits through simple, structured challenges focused on storage, planning, loving leftovers & completing reinforced by progress check-ins and handy tips along the way.

To support the launch, we're running a month-long campaign from 4.31 August 2025, packed with engaging content and real-life success stories showing just how easy it is to save money, reduce waste, and protect the planet. Those who sign up in August, will have the chance to win some awesome spot prizes and one of three \$500 grocery vouchers!

This toolkit has everything you need to take part, including a suite of engaging, ready-to-use assets and copy.

**So gather your team, get ready to take on the challenge together, and let's spread the word to make Beat the Bin a success!**

## CAMPAIGN ASSETS

Creative assets & copy inspiration ready for you to download and use

**TEASER POSTS**

Build excitement with our teaser posts for use from July 21<sup>st</sup> 2025

- Click here for suggested copy
- Click here to download the teaser post assets

Change coming soon to REGISTER NOW on the 1. Remove on the 2&3

**PRESS RELEASE**

We'll be releasing our press release on XXX.

You are welcome to adapt our press release to showcase your commitment to the campaign - perhaps you can challenge a local councillor to take on the challenge!

Please contact Juno [juno@wasteminz.org.nz] ahead of approaching media to ensure XXX

**WAIKATO TIMES**  
Council teams slash family food bills by Beating the Bin!

## CAMPAIGN OVERVIEW

An in depth look at the structure and key elements of the campaign

**CAMPAIGN STRUCTURE**

The four-week campaign will bring the challenge themes to life with daily content designed to drive sign-ups and showcase the tangible benefits of the challenge, inspiring others to join.

- 5 channels to recruit & inspire action**
  - Radio campaign with The Hits to drive sign-ups and awareness of LFHWNZ
  - Influencer campaign to showcase impact & reach new audiences
  - Social media content to spark conversations and UGC, all while driving traffic to our website
  - Dedicated campaign page will make signing up & taking action a breeze
  - Enlightening blog posts with downloadable tools will enable & reinforce behaviours

The discreet red thread of Eat Me First will continue through our communications and influencer partnerships

## BEHIND THE CAMPAIGN

Who we are & how we are making a difference

**ABOUT LOVE FOOD HATE WASTE NZ**

Love Food Hate Waste NZ is the trusted voice in NZ when it comes to reducing food waste. Underpinned by research, we run insightful and fun campaigns that show practical, achievable ways to reduce food waste saving Kiwi households money and the planet.

Part of WasteMINZ, we are backed by 52 councils around Aotearoa and funding from the Ministry for the Environment. We work with community groups, schools, organisations and individuals to amplify our messages and get Kiwis started on their food waste reduction journey.

Our mission is simple: to inspire and enable New Zealanders to waste less food. By changing the way we shop, cook, and consume, we can save Kiwi families money, reduce our carbon footprint, and help create a sustainable future for all.

## GETTING INVOLVED

Easy & inspiring ways to join the campaign & our key messages

**GET INVOLVED TODAY!**

Your support is key to the success of our campaign. By sharing Beat the Bin, you'll not only help inspire change, but give your audience a chance to win amazing prizes! Every sign-up during the campaign enters to win one of five \$500 grocery vouchers, plus weekly spot prizes!

- Rally Your Team and Take on the Challenge Together!**  
Use our Team Challenge Pack, which includes everything you need to recruit participants and get started. You'll find template emails alongside ideas for sharing the challenge, celebrating progress, and keeping everyone motivated along the way!
- Post on socials using the assets in this toolkit!**  
Don't forget to tag @lovefoodhatewaste and use the hashtags #BeatTheBin #FoodWasteChallenge #LoveFoodHateWasteNZ
- Promote sign ups on your website!**  
Use our campaign banners and messaging to direct people to the Beat the Bin page, where they can take the challenge anytime, even after the campaign ends
- Promote Beat the Bin in your next newsletter!**  
Made easy with our ready-to-use template copy and assets — simply plug them into your next newsletter and encourage your readers to take the challenge!

**QUICK WINS IN UNDER 10 MINUTES**

- Update your email signature!**  
Make every email count by adding a quick, easy reminder to join Beat the Bin — it's a simple way to spread the word and inspire action with every message you send.
- Print and put up posters!**  
Print & display Beat the Bin posters — it's an easy, eye-catching way to inspire action and raise awareness in high-traffic areas.
- Engage with LFHW NZ content!**  
Liking, commenting and sharing helps us reach a wider and more diverse audience. View our content plan here.

## CONTACT

Contact details & info on LFHW NZ

**THANK YOU FOR YOUR SUPPORT!**

If you need any help with your campaign, need advice on writing up a new web page, reaching out to media, or posting online; please don't hesitate to get in touch at [info@lovefoodhatewaste.co.nz](mailto:info@lovefoodhatewaste.co.nz)

And remember, please tag us, and use the hashtags #lovefoodhatewaste #beatthe bin on social media!

- [/lovefoodhatewaste/](#)
- [/lovefoodhatewaste/](#)
- [/lovefoodhatewaste](#)



## Kia ora!

This August, we are excited to launch a fun, three-week email challenge designed to make lasting behaviour change simple, fun and rewarding. ***Beat the Bin*** will guide participants to build lasting habits through simple, structured challenges focused on storage, planning, loving leftovers & completing reinforced by progress check-ins and handy tips along the way.

To support the launch, we're running a month-long campaign from 4-31 August 2025, packed with engaging content and real-life success stories showing just how easy it is to save money, reduce waste, and protect the planet. Those who sign up in August will have the chance to win some awesome spot prizes and one of three \$500 grocery vouchers!

This toolkit has everything you need to take part, including a suite of engaging, ready-to-use assets and copy.

**So gather your team, get ready to take on the challenge together, and let's spread the word to make Beat the Bin a success!**

## BENEFITS OF TAKING PART

### For Your Organisation:

- Showcase sustainability leadership by visibly supporting a national initiative tackling food waste.
- Boost your reputation by aligning with Love Food Hate Waste's trusted brand and goals.
- Enhance staff engagement and morale by involving teams in a meaningful and fun challenge.

### For Your People:

- Empower your teams with practical tools to reduce food waste, save money, and contribute to a healthier planet.
- Support positive behaviour change through simple, structured steps designed for busy lifestyles.
- Strengthen your internal community through shared experiences and collective achievements.

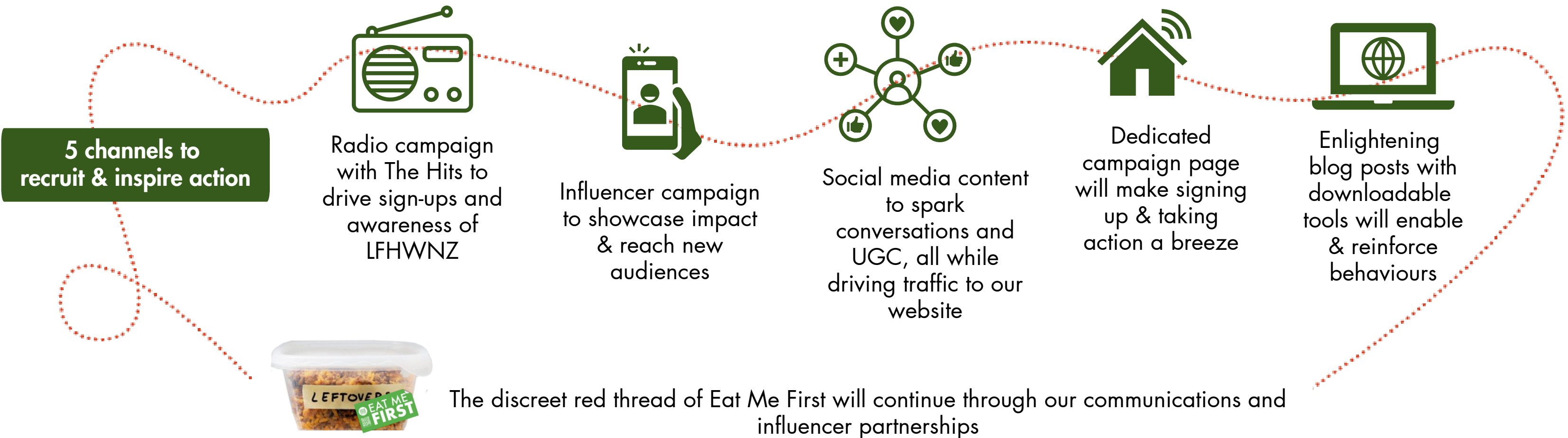
### For Your Communication Channels:

- Access ready-to-use, impactful content for your social media, EDMs, intranet, and website.
- Demonstrate your environmental commitment clearly and effectively across your channels.
- Engage your audience with compelling, professionally designed assets, reducing your content workload



# CAMPAIGN STRUCTURE

The four-week campaign will bring the challenge themes to life with daily content designed to drive sign-ups and showcase the tangible benefits of the challenge, inspiring others to join.



# CHALLENGE STRUCTURE

Over three weeks participants will receive four challenges with two options to tackle food waste alongside valuable tips, insights and encouragement.

Participants can choose between a 'Quick Win' challenge which takes less than 10 minutes or the 'Waste Warrior' challenge which take a little more effort but pack a greater punch. Check in emails with incentives will keep participants motivated while providing us with valuable data.



After the campaign ends, the challenge will remain on our website, providing an accessible first step for anyone looking to reduce their food waste at home.

# GET INVOLVED TODAY!

Your support is key to the success of our campaign. By sharing Beat the Bin, you'll not only help inspire change, but give your audience a chance to win amazing prizes! **Every sign-up during the campaign enters to win one of three \$500 grocery vouchers, plus weekly spot prizes!**

- 1. Rally Your Team and Take on the Challenge Together!**  
 Use our Team Challenge Pack, which includes everything you need to recruit participants and get started. You'll find template emails alongside ideas for sharing the challenge, celebrating progress, and keeping everyone motivated along the way!
- 2. Post on socials using the assets in this toolkit!**  
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- 3. Promote sign ups on your website!**  
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- 4. Promote Beat the Bin in your next newsletter!**  
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ONLINE



### **Update your email signature!**

Make every email count by adding a quick, easy reminder to join Beat the Bin — it's a simple way to spread the word and inspire action with every message you send.



### **Print and put up posters!**

Print & display Beat the Bin posters — it's an easy, eye-catching way to inspire action and raise awareness in high-traffic areas.



### **Engage with LFHW NZ content!**

Liking, commenting and sharing helps us reach a wider and more diverse audience. View our content plan [here](#).



## KEY MESSAGES / INSIGHTS

On the following pages, you'll find a selection of ready-to-use campaign assets. These can be used alongside LFHWNZ suggested copy or create your own with the key messages below!

- The average Kiwi household wastes \$1,200 worth of food a year — often because we buy more than we need, life gets in the way, plans change, and we forget to use what we have.
- Beat the Bin helps you see the small habits behind big waste—and how to change them without overhauling your life! Begin the challenge in August and you'll have the chance to one of three \$500 grocery vouchers and some awesome Love Food Hate Waste merch!
- Reducing food waste doesn't mean doing everything perfectly—it means building momentum. Through weekly emails, check-ins, and positive reinforcement, Beat the Bin meets people where they're at. It focuses on progress over perfection, making it easier for households to build new habits that stick and feel proud of the changes they're making.
- Begin today and come next winter you could have saved yourself up to \$1,200 worth of food – that's enough to buy a family of four 12 months of movie nights at the cinemas or annual zoo, and MOTAT memberships with ice cream and gifts on top!

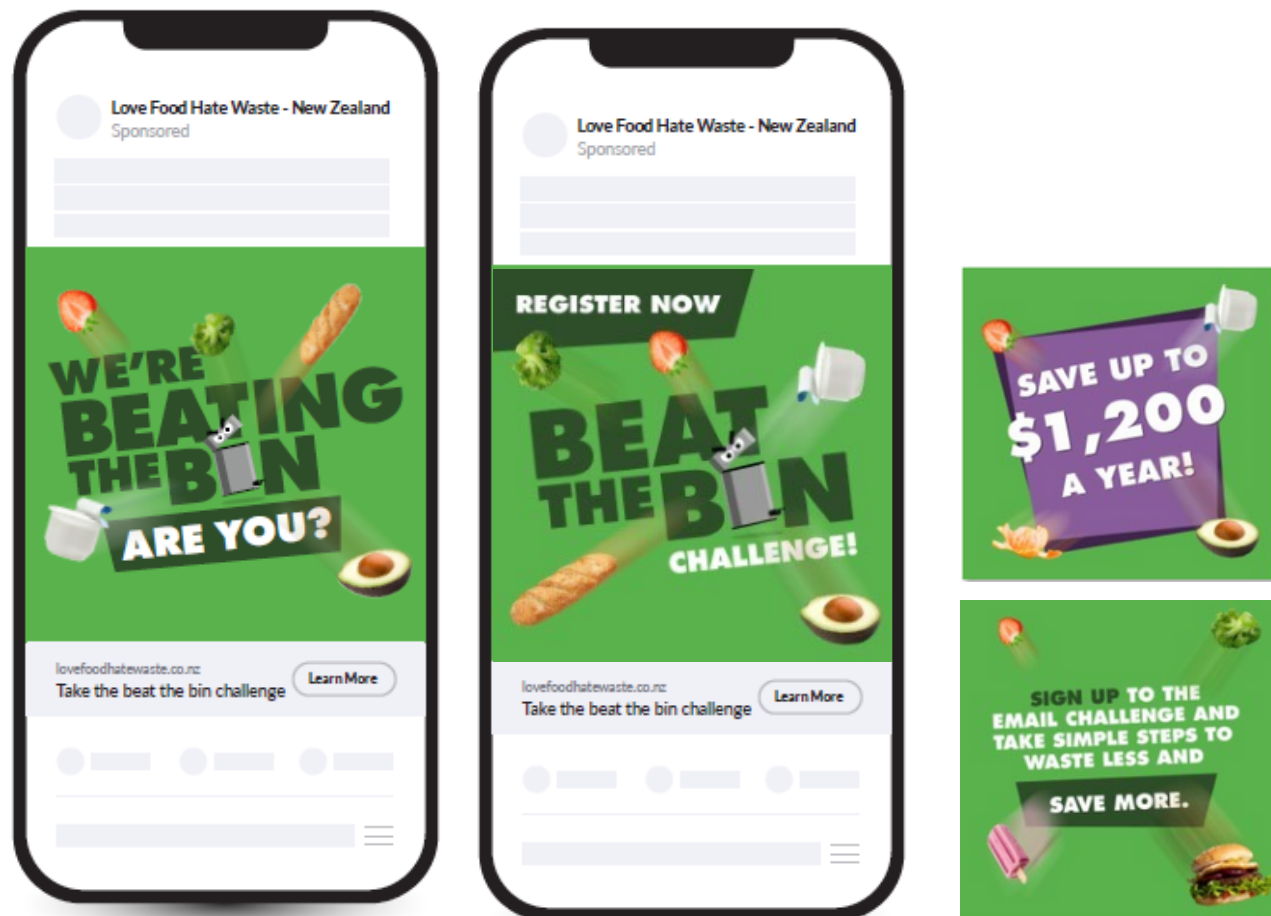


- Positive language and familiar phrasing around food waste is most effective.
- Catchy titles and straplines can reinforce a call to action.
- Use of the Love Food Hate Waste logo improves the perception of trustworthiness.
- Suggestions or questions that involve individuals in the action or asking them to try something can be effective.

# TEASER POSTS

Build excitement with our teaser posts for use from 21st July 2025

- [Click here](#) for suggested copy
- [Click here](#) to download the teaser post assets



# PRESS RELEASE

We'll be releasing our press release to media nationwide on **13th July 2025!**

You are welcome to adapt our **press release** to showcase your commitment to the campaign locally - perhaps you can challenge a local councilor to take on the challenge, and share their results!

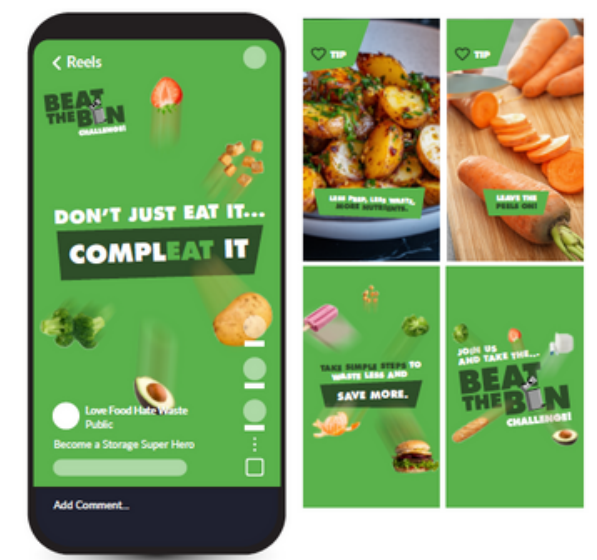
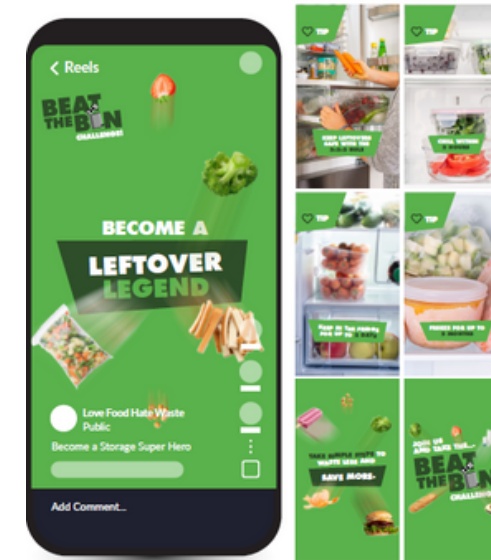
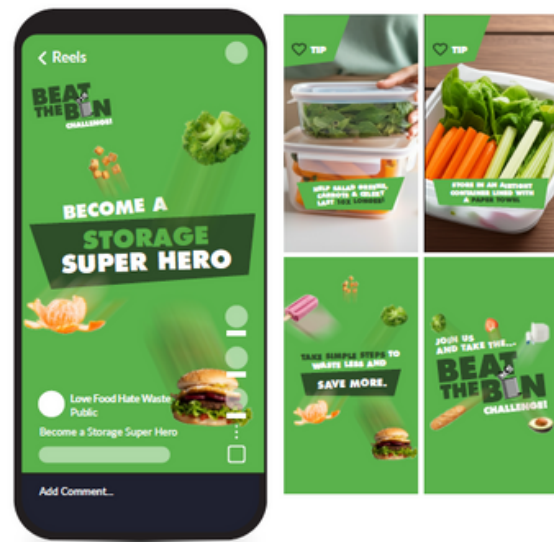
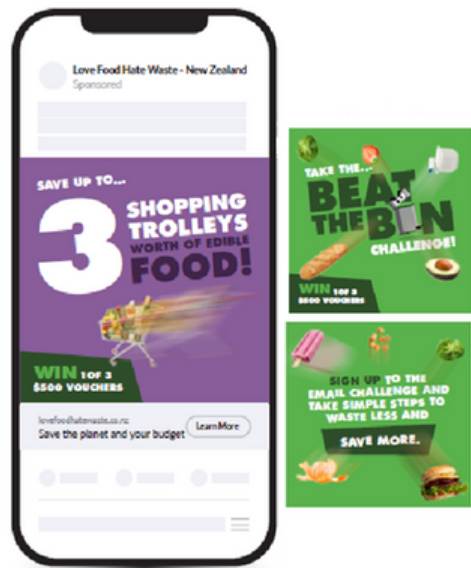
Please contact Juno (juno@wateminz.org.nz) before reaching out to media, to avoid any duplication of communications.



# SOCIAL MEDIA POSTS

Enhance your social media presence with our assets for Facebook and Instagram. Pair with our [ready-to-go copy](#) or craft your own captions to suit your audience.

- All assets can be used anytime from August 4th 2025. The teaser post can be used from w/c 21<sup>st</sup> July.
- Don't forget to tag us @lovefoodhatewastenz, and use the hashtags #lovefoodhatewastenz #beatthebin #foodwastechallenge on social media!



Overall impact post is available as a static carousel in 1x1 squares (great for Facebook) and 4x5 (best for Instagram).

**Challenge Themes: Static carousels:** 1x1 squares (great for Facebook) and 4x5 (best for Instagram)

**Challenge Themes: 9x16 reels:** Can be used for both platforms.

We encourage partners to post one a week from August 4th, starting with Smart Storage. See the suggested copy doc for recommended timings.

If you'd prefer to share from our channel, check out when we are posting [here](#).

[VIEW ALL SOCIAL MEDIA ASSETS](#)

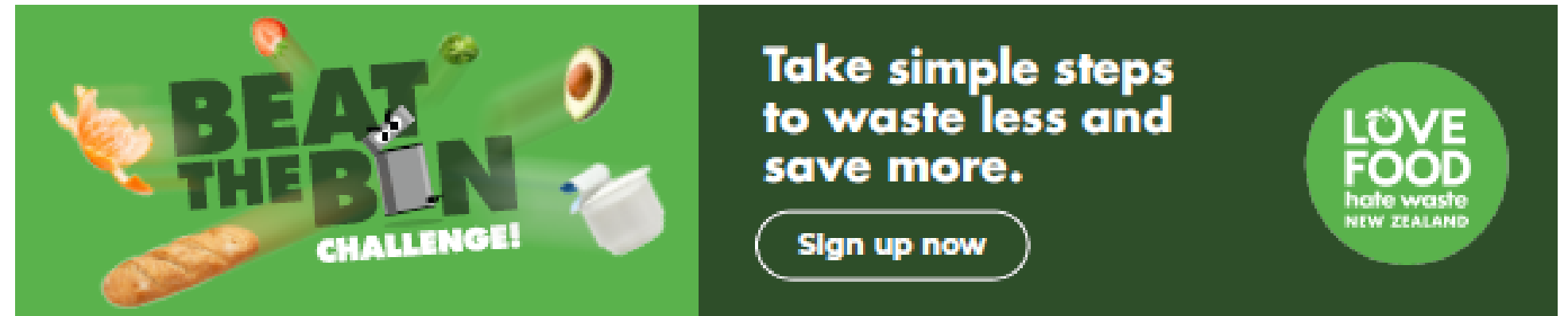


# EMAIL SIGNATURE, LOGOS, BANNERS & COPY

## Email Signature

Link it to the campaign page:

<https://lovefoodhatewaste.co.nz/home/our-campaigns/beat-the-bin/>



## Banners & Logo Lock Up

Suitable for Facebook, websites, newsletters or more



## Website and Newsletter/EDM Copy

Cut and paste or use as inspiration!

[VIEW ALL HERE](#)





# ABOUT LOVE FOOD HATE WASTE NZ

Love Food Hate Waste NZ is the trusted voice in NZ when it comes to reducing food waste in the home. Underpinned by research, we run insightful and fun campaigns that show practical, achievable ways to reduce food waste saving Kiwi households money and the planet.

Part of WasteMINZ; we are backed by 52 councils around Aotearoa and funding from the Ministry for the Environment. We work with community groups, schools,, businesses and individuals to amplify our messages and get Kiwis started on their food waste reduction journey.

Our mission is simple: to inspire and enable New Zealanders to waste less food. By changing the way we shop, cook, and consume, we can save Kiwi families money, reduce our carbon footprint, and help create a sustainable future for all.



# OUR APPROACH TO BEHAVIOUR CHANGE

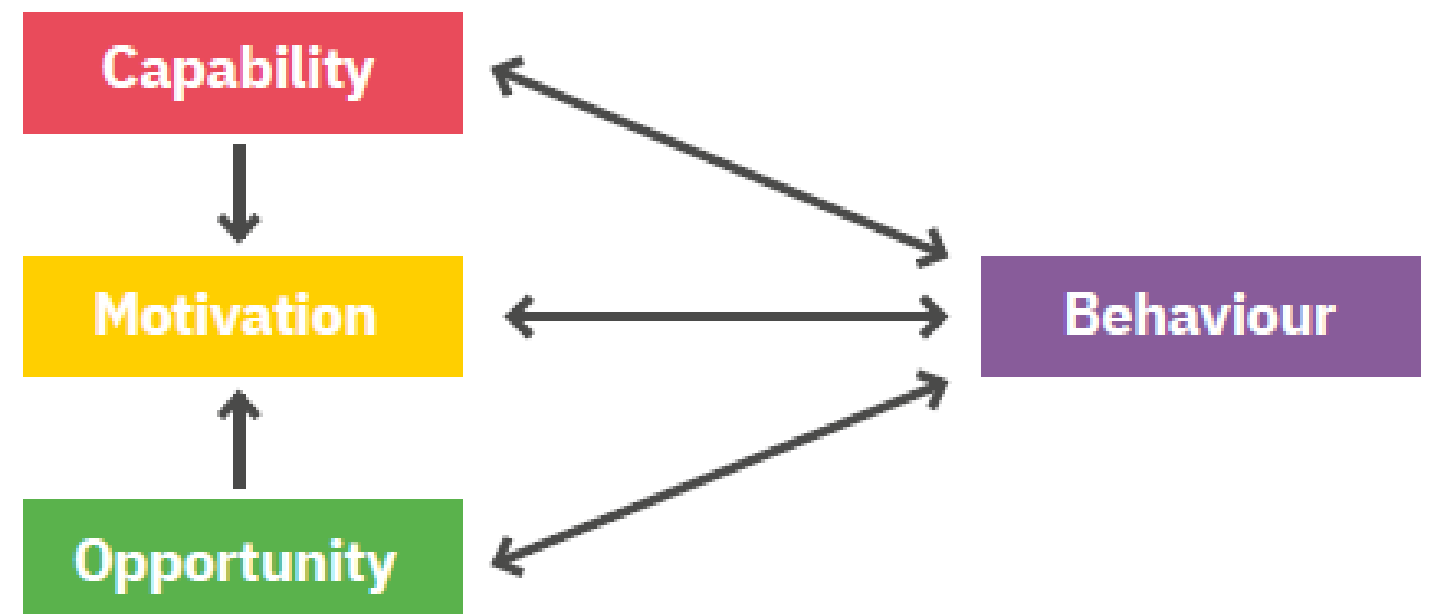
We've used COM-B (Michie et. al. 2011) when developing the Beat the Bin challenge & it's supporting Campaign. This model considers three components which affect an individual's ability to perform a certain behaviour: Capability, Opportunity and Motivation.

Where a problem behaviour exists – one or more of these components need to be addressed to ensure that an individual has sufficient capability, opportunity AND motivation to be able to change their behaviour.

By developing an intervention that changes one or more components (that is, capability, opportunity and/or motivation), we are able to increase the chance of the new behaviour becoming permanent.

All of the assets in this toolkit have been developed with this approach in mind, to ensure they are as impactful and effective as possible.

If you'd like to understand more about how we develop our campaigns, tools and interventions contact us at [info@lovefoodhatewaste.co.nz](mailto:info@lovefoodhatewaste.co.nz)



# OUR TARGET AUDIENCE

## PRIMARY

Busy New Zealand households (families and individuals aged 30+) who are motivated by saving money, protecting the environment, and getting better value from their food.

## SECONDARY:

Current Love Food Hate Waste NZ followers and subscribers—encouraging them to move from passive interest to active participation and advocacy.

## [CONTACT US](#)

To view our Communications Strategy and learn more about LFHW NZ's audiences and target personas





# THANK YOU FOR YOUR SUPPORT!

If you need any help with your campaign, need advice on writing up a new web page, reaching out to media, or posting online; please don't hesitate to get in touch at [info@lovefoodhatewaste.co.nz](mailto:info@lovefoodhatewaste.co.nz)

And remember, please tag us, and use the hashtags **#lovefoodhatewastenz** **#beatthebin** **#foodwastechallenge** on social media!



/lovefoodhatewastenz/



/lovefoodhatewastenz/



/@lovefoodhatewastenz

