



Love Food Hate Waste Fund



2022 Guidelines





Auckland Council has committed to an aspirational goal of zero waste to landfill by 2040 through the Waste Management and Minimisation Plan 2018. One of the actions outlined in the Plan to help achieve this goal is the running of campaigns to raise public awareness and provide information.

The national Love Food Hate Waste campaign aims to get people to talk about and be aware of the food they waste and inspire them and their families to reduce their food waste at home.

Food waste makes up 45 per cent of the average Aucklanders' rubbish bag or bin. Of this, waste audits have shown that a significant proportion could have been avoided in the first place or eaten.

Love Food Hate Waste (LFHW) is a behaviour change programme aimed at informing individuals of the consequences of food waste and the benefits of its reduction both in terms of personal cost (financial savings) and environmental harm reduction (less waste to landfill, reduced CO₂ emissions from food break down, less food production needed or better distribution).

What will be considered for funding?

Educational opportunities that focus on delivering innovative activities aimed at changing wasteful behaviours, which have a clear call to action such as:

- Planning food purchases and meals
- Creative cooking or recipes for leftovers (or commonly wasted items)
- Tips for good storage of food
- Raising awareness of the problem of household food waste

Priority will be given to projects with a strong behaviour change element.

Funding assessment criteria

Applications will be assessed against the following criteria outlined below:

- **Campaign alignment:** proposals must align with [best practice methods and guiding principles](#) of the Love Food Hate Waste campaign. The project should include appropriate take away messages or a call to action to influence behaviour change.
- **Community benefit and inclusiveness:** the extent of community participation/benefit in this project. Also, the extent that you collaborate/connect with others to share knowledge. Consider how many Aucklanders the activity will reach. Will the project reach our culturally and linguistically diverse communities?
- **Value for investment:** projects should be practical and feasible. Activities and items funding is requested for should be reasonable and linked to outcomes sought through the Love Food Hate Waste campaign. Does the project reach a new group of people who haven't engaged with the campaign before?

Terms and conditions

There is a maximum grant allocation of up to **\$5,000** per project.

Projects considered for the fund will commence after 01 April 2022 and must be implemented by 31 May 2023.

Love Food Hate Waste branded materials will be supplied by Auckland Council on request.

Please note the Love Food Hate Waste fund will be allocated to projects focussing on behaviour change and food waste reduction. Broader projects around processing food waste or diversion of food scraps from landfill should apply to the [Waste Minimisation and Innovation Fund](#).

How to apply

Applications are accepted online via the SmartyGrants website at www.aucklandcouncil.smartygrants.com.au

Successful applicants

Successful applicants will be required to enter into a grant agreement with Auckland Council and comply with the terms and conditions. Grants are paid in advance, and copies of full receipts/invoices are required to be provided with your project accountability reporting. Any unused funds will be returned to Auckland Council.

Further information

Visit lovefoodhatewaste.co.nz for more information on the national Love Food Hate Waste campaign.

For more information on the Love Food Hate Waste fund or application process email – wastewise@aucklandcouncil.govt.nz

