

# Love Food Hate Waste and Home Composting Toolkit

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In Scotland over 80% of households have access to a food waste collection, helping people reduce the amount of waste sent to landfill, saving precious resources and creating jobs. For certain rural parts of Scotland a food waste collection is not yet feasible to roll out, however it is still important to help residents play their part and reduce the amount of food waste they are disposing of.

Zero Waste Scotland has created this guide to help Scottish local authorities communicate to householders that don't have food waste collections. Two thirds of the food that gets thrown away could have been eaten, so the Love Food Hate Waste materials within this toolkit help householders to reduce their avoidable food waste by planning, portioning and storing food better. As not all food waste is avoidable we have also created a range of Home Composting collateral to help householders compost at home, creating an outlet for unavoidable food waste and other items from the house and garden.

The communication materials are all downloadable from the Partners website and ready for use within your Local Authority area.

**Important.** All Recycle for Scotland materials must be printed on recycled stock. Please include the stock's environmental accreditation(s) on the back cover of leaflets or inside the margin on single sided communications, ie. a poster, in a minimum 7pt font size.

**For further guidance, please contact the Zero Waste Scotland Communications Team:**  
[support@recycleforscotland.com](mailto:support@recycleforscotland.com) or [lfhw@zerowastescotland.org.uk](mailto:lfhw@zerowastescotland.org.uk)



# Love Food Hate Waste

# Love Food Hate Waste Leaflet

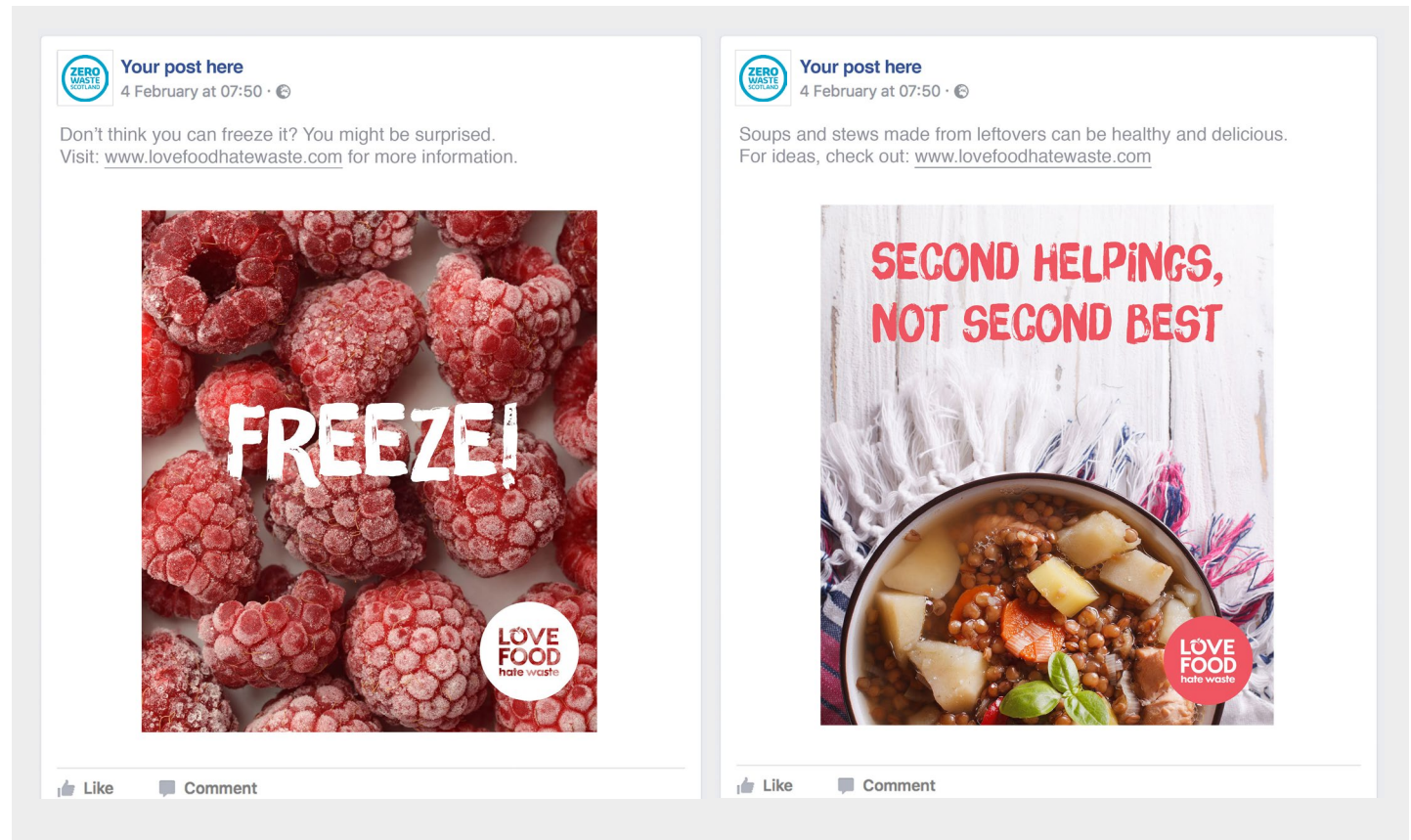
This A5 double sided leaflet gives householders the rationale behind why creating less food waste is a good idea both for them and the planet, together with some tips on what they can do.



Artwork for printing this leaflet can be downloaded in Adobe InDesign format here:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

# Love Food Hate Waste Social Media Posts Facebook

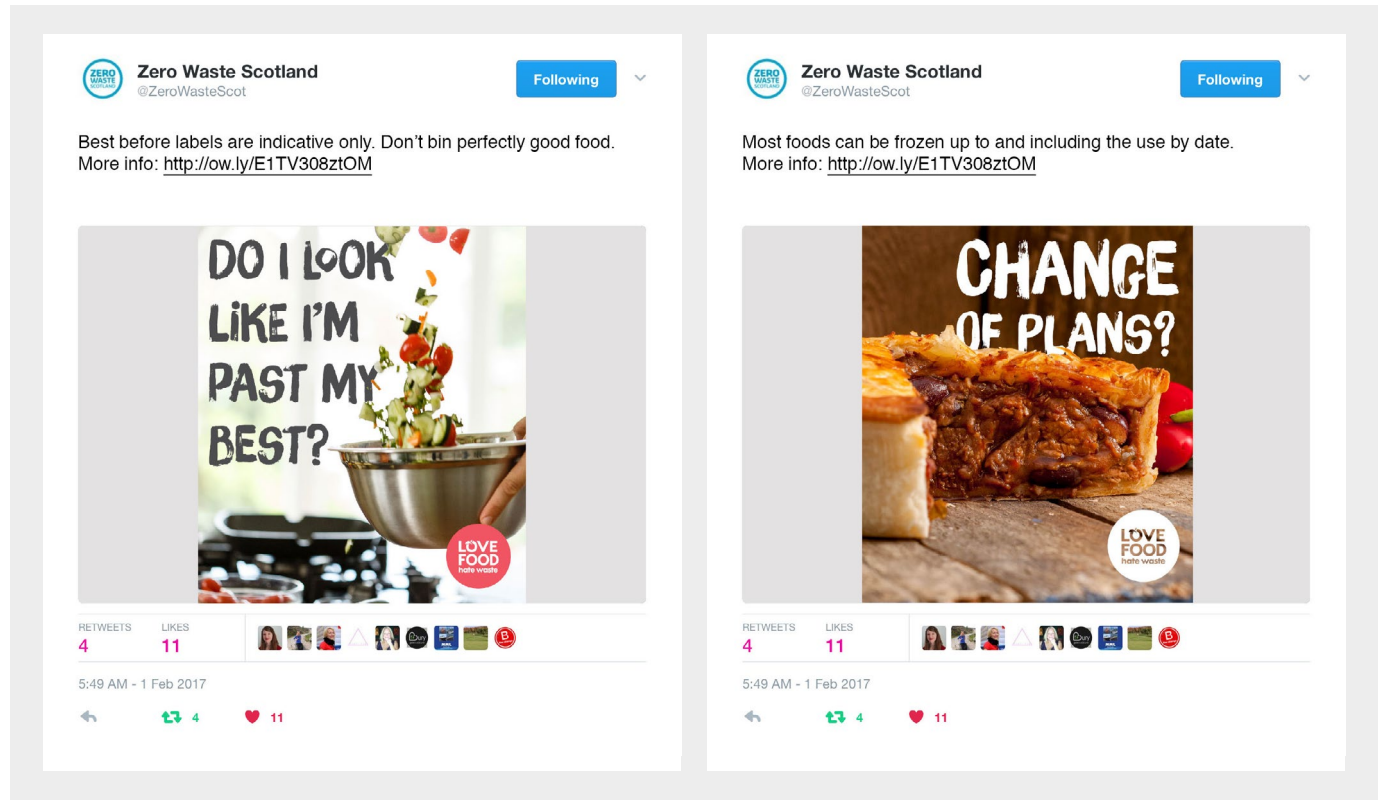
These posts are for use on Facebook and are designed to be used at any time of year. Their aim is to provide simple reminders and hints that help to prevent food from being wasted.



Artwork can be downloaded here:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

# Love Food Hate Waste Social Media Posts Twitter

These posts are for use on Twitter and are designed to be used at any time of year. Their aim is to provide simple reminders and hints that help to prevent food from being wasted.



Artwork can be downloaded here:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

# Love Food Hate Waste Infographic

This infographic can be used as a whole or as individual elements. The aim is to provide facts and figures for putting food waste into context for householders.

The different elements can be used to create posters, online imagery, or one long portrait image for use online, or for a pop up banner for example.

Artwork can be downloaded here:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

**Did you know?...**

Scots throw out enough food each year to make... **800 million meals**

The cost of avoidable food waste is... **£1 billion a year**

The average amount Scottish households could save each year by not wasting good food... **£460**

The amount of good food binned by Scottish households each year... **360,000 Tonnes**

The Scottish Government has a target to reduce the amount of food we throw away **by 1/3 by 2025**

**What could you do?**  
Everyone in every kitchen in Scotland can do their bit

To find out more, visit [lovefoodhatewaste.com](http://lovefoodhatewaste.com)

**Whole infographic**

The average amount Scottish households could save each year by not wasting good food... **£460**

Individual section pulled from main infographic

# Love Food Hate Waste Posters

These posters are designed for use at awareness-raising community events, or for sharing for use in communal facilities such as kitchens in offices, community and leisure centres, and educational establishments.

The posters focus on specific food types and provide tips for how waste can be prevented.

The content has been designed as a portrait A4 poster, although it can be easily adapted for other sizes.



Artwork for printing can be downloaded in Adobe InDesign format here:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)



# Love Food Hate Waste Posters



Artwork for printing can be downloaded in Adobe InDesign format here:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

# Love Food Hate Waste Web Button

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This GIF, in the form of the Love Food Hate Waste logo and key message, can be used on local authority websites as a quick way to signpost to the Love Food Hate Waste website.



**Want to save £460 a year?**



**Click here to find out how to make the most of your food and save money**

Artwork can be downloaded here:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

# Love Food Hate Waste Press Advert

This advert can be used A4, A5 or A6 sized and is designed for use in local press to raise awareness about the problems of food waste in landfill, and to encourage householders to make changes at home.

**Save a tasty £460 a year**

Every year, the average Scottish household throws away around £460 of food, most of which could have been eaten. The good news is that it's easy to make a difference, starting at home in your own kitchen.

For advice on how to make the most of your food and save money:

lovefoodhatewaste.com  
councilnamehere.org.uk  
facebook.com/lovefoodhatewastescotland  
facebook.com/councilnamehere

**LOVE FOOD hate waste**

**Save a tasty £460 a year**

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**LOVE FOOD hate waste**

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# Love Food Hate Waste Videos

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Each of these four films begins with a useful fact about food waste, followed by a demonstration of a simple recipe for using up leftovers. The four recipes are: Welsh Rarebit, Vegetable Soup, Bread and Butter Pudding and Frittata. These films can be displayed on a local authority website or added as a post to social media, either individually, or as a set.

**Chef Neil Forbes Recipes using Scotland's most wasted foods:**

**Welsh Rarebit:**

[https://www.youtube.com/watch?v=5Nuo9Wld\\_Q](https://www.youtube.com/watch?v=5Nuo9Wld_Q)

**Vegetable Soup:**

<https://www.youtube.com/watch?v=xsvlcQgnbKE>

**Bread and Butter Pudding:**

<https://www.youtube.com/watch?v=dYUMqMfdT8w>

**Frittata:**

<https://www.youtube.com/watch?v=Jl1h9TQoG-M>



# Love Food Hate Waste

## Generic Press Release Text

Below is our suggested text for a local or regional press release. If applicable, this text can be incorporated into another story regarding local food waste.

### *Saving you money, saving your food*

We've all heard about how we can save money by moving utility supplier, or turning down the thermostat, but did you know that we can also save money just by buying and using our food better? The average Scots household throws away £460 of food every year, or £38 each month. Most of this is good food that could have been eaten. By doing really simple things like planning our shopping, storing our food better, not cooking too much, and using up leftovers, we could make a real difference to the amount of food we throw in the bin, and how much cash we keep in our wallets.

Love Food Hate Waste, managed in Scotland by Zero Waste Scotland, is a campaign dedicated to helping us throw out less food. If you want to find out more about how you can save food and save money, visit their website: [www.lovefoodhatewaste.com](http://www.lovefoodhatewaste.com)

# Love Food Hate Waste Workshops

**Would your employees, colleagues, students or community benefit from a Love Food Hate Waste Cascade Training workshop?**

Zero Waste Scotland is offering people across Scotland the opportunity to attend **FREE** training sessions, which share tools and techniques to help householders save money and throw away less food.

The aim of this Love Food Hate Waste training is to provide you with knowledge of the scale and impact of food waste in Scotland, as well as the understanding and practical skills we can all use to save money and stop throwing away good food .

Individual sessions (for a minimum of 10 people) take 1.5 - 2 hours each and involve participants keeping a food waste diary for one week, prior to the session.

If you are interested in hosting a cascade training session in your workplace or community, or just want to find out more:

**Email: [lfhw@zerowastescotland.org.uk](mailto:lfhw@zerowastescotland.org.uk)**

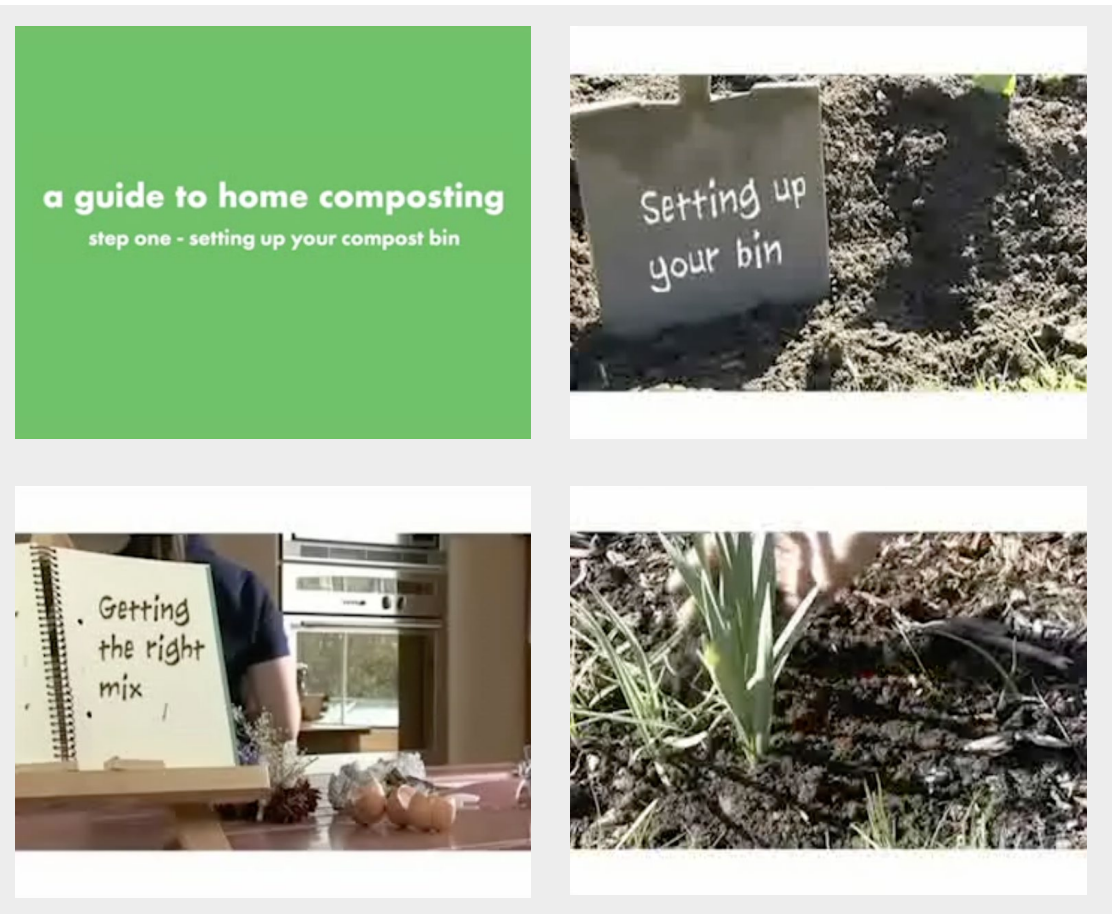
**Phone: 01738 433960**

# Home Composting

# Home Composting Videos

If a picture is worth a thousand words imagine what a video must be! Zero Waste Scotland have produced a suite of 5 step by step videos to talk people through home composting.

The videos cover everything from the basics of setting up a home composting bin, to what household items can be composted and the best part of what to do with the resulting compost. The videos can be used on your website, shared on your social media channels or simply linked to on the Recycle for Scotland website.





# Home Composting Leaflet

This four page leaflet is a great way to explain the benefits of composting to residents and talk through the stages of composting at home. It can be either printed or used as a downloadable pdf leaflet from your website. You can also provide the leaflet as a link to the Recycle For Scotland website.



Front and back of leaflet

Templates are available to download in Adobe InDesign format:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

## Why compost?

Home composting is a great way to transform food waste that would have gone in the bin into nutrient rich food for your garden. Not only will your household rubbish bin be less full – saving your council money in disposal costs - but you will also save money on fertilizers and compost for your garden by making your own!

### Did you know?

Almost half the food waste in the average rubbish bin could have been home composted?

## Benefits of composting at home:

- It reduces waste sent to landfill and saves space in your household bin
- It saves money by reducing the need to buy compost.
- It provides a free soil conditioner that will help improve the health of plants and flowers in your garden
- It is better for the environment. When waste is sent to landfill, air cannot get your food and garden waste, as the waste breaks down it creates harmful greenhouse gases which damages our atmosphere.

## What can I compost?

Like any recipe, your compost relies on the right ingredients to make it work. The key to good compost lies in getting the mix right. Your compost can be made from both kitchen and garden waste.

### Yes

#### Kitchen Waste

- ✓ Fruit scraps and vegetable peelings
- ✓ Tea leaves and coffee grounds
- ✓ Egg shells
- ✓ Paper items inc. scrunched up cardboard, egg boxes, toilet roll tubes, cereal boxes and unwanted mail

#### Garden Waste

- ✓ Cut flowers
- ✓ Garden and house plants
- ✓ Grass cuttings
- ✓ Young annual weeds
- ✓ Shredded twigs
- ✓ Hedge trimmings
- ✓ Straw and hay
- ✓ Wood chippings and sawdust
- ✓ Bedding from vegetarian pets

### No

#### Keep these out!

Certain things should never be placed in your bin. Do not put in...

- ✗ Cooked vegetables
- ✗ Meat
- ✗ Dairy products
- ✗ Diseased plants
- ✗ Dog poo or cat litter
- ✗ Nappies



# Home Composting Social Media Posts

Use these seasonal posts and graphics to promote home composting all year round.

**Your post here**  
4 February at 07:50 · 🌐

Why not make a resolution this New Year to help your garden and start composting at home? Home composting is a great way of transforming food and garden waste that would usually end up in the bin into nutrient rich food for your garden. Not only will your household rubbish bin be less full but you will also save money on fertilizers and compost for your garden by making your own! For more info to get started visit [recycleforscotland.com](http://recycleforscotland.com)

**New year,  
new garden**

👍 Like    💬 Comment

**Your post here**  
4 February at 07:50 · 🌐

Spring has officially sprung! Remember, when you're clearing those flowerbeds, weeding the borders and sorting through the vegetable patch, that all those weeds, trimmings and prunings can be composted at home! For a more detailed list of what can be composted, visit [recycleforscotland.com](http://recycleforscotland.com)

**Spring  
cleaning?**

👍 Like    💬 Comment


Templates are available to download:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

# Home Composting Social Media Posts

Use these seasonal posts and graphics to promote home composting all year round.

**Your post here**  
4 February at 07:50 · 🌐

Autumn is the season for home composting! All those carbon and nitrogen-rich materials in the garden ready to be cleared for composting. Autumn leaves are in mass supply at this time of year and as they're so carbon-rich and small enough to be easily broken down they make the perfect addition to your compost bin. Rake them up once they start browning and pop into your compost bin. For more information on what else can be composted visit [recycleforscotland.com](http://recycleforscotland.com)




**Colourful and carbon-rich!**

👍 Like    💬 Comment

**Your post here**  
4 February at 07:50 · 🌐

A lot of your waste after festive holidays can be home composted – vegetable peelings, tea bags and coffee grounds, scrunched paper and card, dead poinsettias and live wreaths (wire removed) and shredded Christmas trees can all be composted at home. For a more detailed list of what can be recycled visit [recycleforscotland.com](http://recycleforscotland.com)



**Merry Composting!**

👍 Like    💬 Comment

Templates are available to download:  
[www.zerowastescotland.org.uk/partners](http://www.zerowastescotland.org.uk/partners)

# Home Composting Infographic

This straight forward infographic can be used to explain to the public in simple steps how to set up a composting bin at home. This can be used in isolation on a website or in your social media, or as part of a wider communication in a leaflet or mailer.

## A step by step guide to composting at home

- 1 Setting up your bin**

Ideally site your compost bin in a reasonably sunny site on bare soil. If you have to put your compost bin on concrete place a layer of paper and twigs on the bottom.
- 2 Add the right ingredients**

A mixture of garden waste and vegetable/fruit peelings, tea bags and coffee grounds from the kitchen.
- 3 Wait a while**

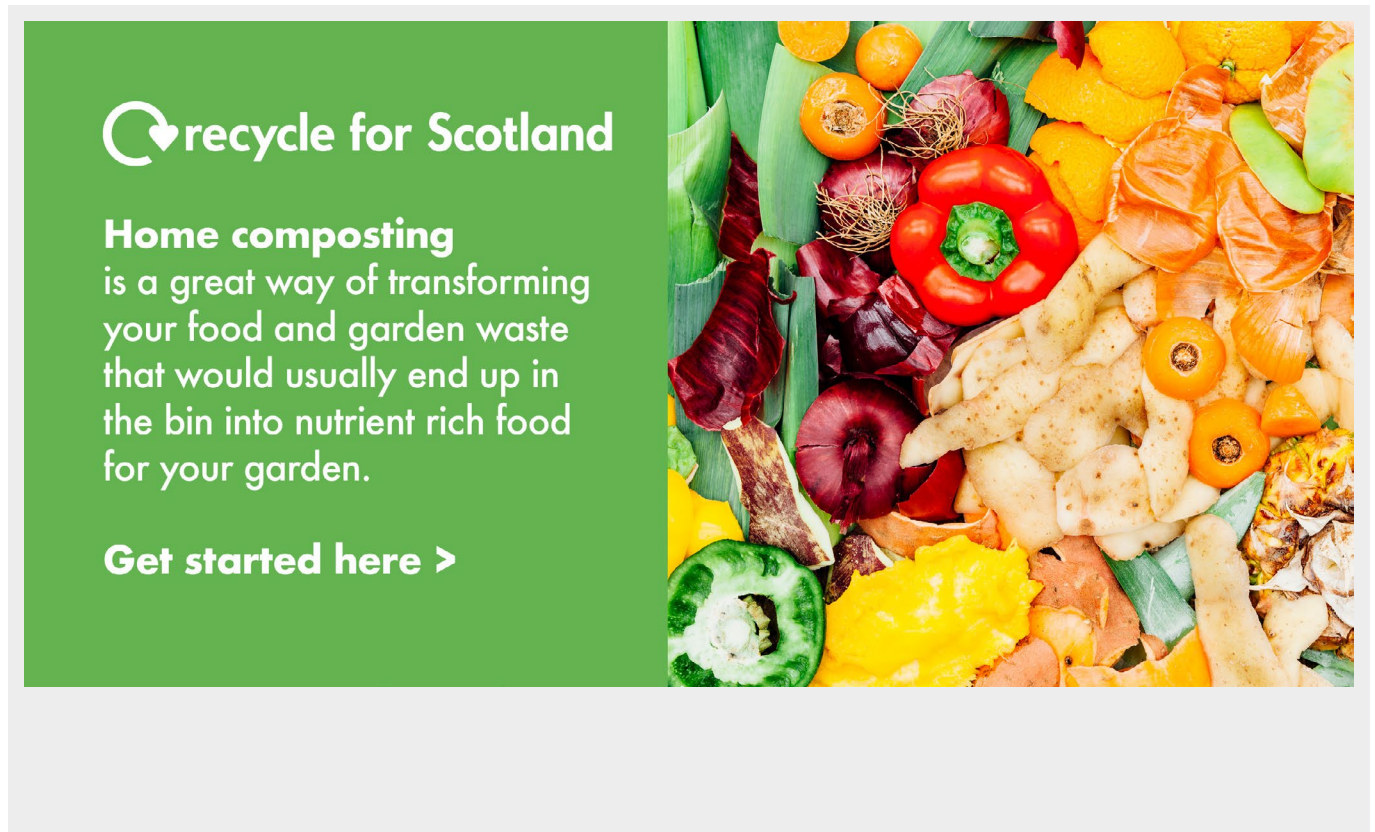
It takes between nine and twelve months for your compost to become ready for use, so now all you need to do is wait and let nature do the work.
- 4 Ready for use**

Once your compost has turned into a crumbly, dark material, resembling thick, moist soil you know it's ready to use. Use it to enrich borders and vegetable patches, plant up patio containers or feed the lawn.

For more information on all things home composting including how to videos visit [recycleforscotland.com](http://recycleforscotland.com)

# Home Composting Web Button

This GIF web button can be used on your website or as part of your social media and can be used to link to further home composting information on the Recycle for Scotland website.



# Further support

If you require support or have questions regarding the Love Food Hate Waste materials in this toolkit, please contact us.

**[lfhw@zerowastescotland.org.uk](mailto:lfhw@zerowastescotland.org.uk)**  
**01738 433960**

Please contact us, requesting 'Recycle for Scotland support', if you have any questions about these materials or need further support.

**[support@recycleforscotland.com](mailto:support@recycleforscotland.com)**  
**01786 433 930**



A Zero Waste Scotland initiative  
Ground Floor Moray House Forthside Way Stirling FK8 1QZ  
01786 433 930

**[recycleforscotland.com](https://www.recycleforscotland.com)**

