

A photograph of a family in a kitchen. An adult in a blue shirt is peeling a yellow bell pepper. A young boy in a yellow shirt is looking on. Another person's hands are visible, also working with the pepper. On the wooden table, there are several carrots, a bowl of green salad, and a tablet device. The background is slightly blurred, showing kitchen shelves with various items.

FOOD WASTE *Prevention Week*

OUR MISSION, 2023 CASE STUDY,
SPONSORSHIP LEVELS & BENEFITS

CASE STUDY

Food Waste Prevention Week

Food Waste Prevention Week (FWPW) is grounded in the values of collaboration and community involvement. Stemming from collective efforts to address a global issue, the 2023 FWPW has garnered immense support with over 600 partners in the U.S., representing a remarkable 237% increase from 2022. This surge in support has enabled FWPW to engage a record number of individuals in learning about food waste and the actionable steps they can take to make a difference.

Beyond the mere prevention of food waste, we set out to inspire real cultural change by raising awareness about this issue. This mission seeks to empower families to save money, reduce the detrimental impact of food waste on the environment, and tackle hunger in communities across the country. With the support of sponsors, partners, schools, sports teams, and libraries, FWPW has created an avenue for everyone to participate in promoting food waste awareness and education.

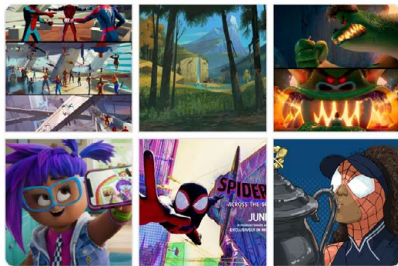
About

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- Welcome to the official Sony Pictures Animation page.
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- Movie/television studio

Photos

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Sony Pictures Animation

April 11 at 8:00 PM · 🌐

Gabi and the Sand Dollars want to remind you that this week is [#FoodWastePreventionWeek](#). Take the pledge here: <https://www.foodwastepreventionweek.com/>



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Hellmann's

April 10 at 7:00 AM · 🌐

Leftovers 🍴 Hellmann's during [#FoodWastePreventionWeek](#) and beyond!

You can help put a stop to food waste by using up what you already have in your fridge and pantry. Check out our flexipes for recipe inspiration using mayo.



Food Waste Prevention 2023



Food Waste Prevention 2023



WWF Sustainability Works @WWFBetterBiz · Apr 12

Artificial intelligence is all over the news... and now it's all over food waste, too. Recent pilot projects using AI purchasing systems in 2 different grocery retail chains saw food waste reduced by an average 14.8% per store! [#FoodWastePreventionWeek](#)



worldwildlife.org
Move Over, ChatGPT. AI is Coming for Food Waste, Too.
AI technology was able to reduce waste by increasing the accuracy of ordering and inventory requirements, leading to more precise orderi...



#FoodWastePreventionWeek - Social Engagement Snapshot

RESULTS

Food Waste Prevention Week 2023 has demonstrated the remarkable impact that can be achieved through the collective efforts of sponsors and partner organizations, surpassing what any of us could accomplish alone.

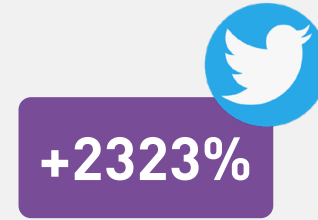
We're thrilled to share that the event reached an impressive 19.2 million individuals across Facebook and Twitter, representing a remarkable +342% increase compared to 2022.

Facebook saw a +176% increase in reach and Twitter skyrocketed to a +2323% increase in reach over 2022.

Overall mentions saw a +359% increase over 2022 and website traffic was increased by +150%.

K-12 Engagement included 10,000+ participants across our student art contest, teacher workshop and in-class Food Waste Prevention lessons.

*Powered by BrandMentions Tracking:
#FoodWastePreventionWeek,
#FoodWastePreventionWeek2023,
#FoodWastePreventionWeekPartner
Jan-April 2023*



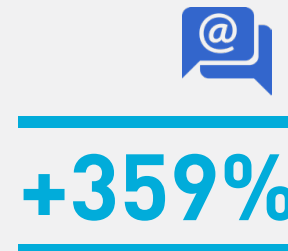
+2323%+ increase in
Twitter reach over 2022
12.5 Million reach in 2023



Over 19 Million overall
U.S. Reach across
Facebook and Twitter.
342% Increase over 2022



Teachers and students
participating in FWPW
School Events.

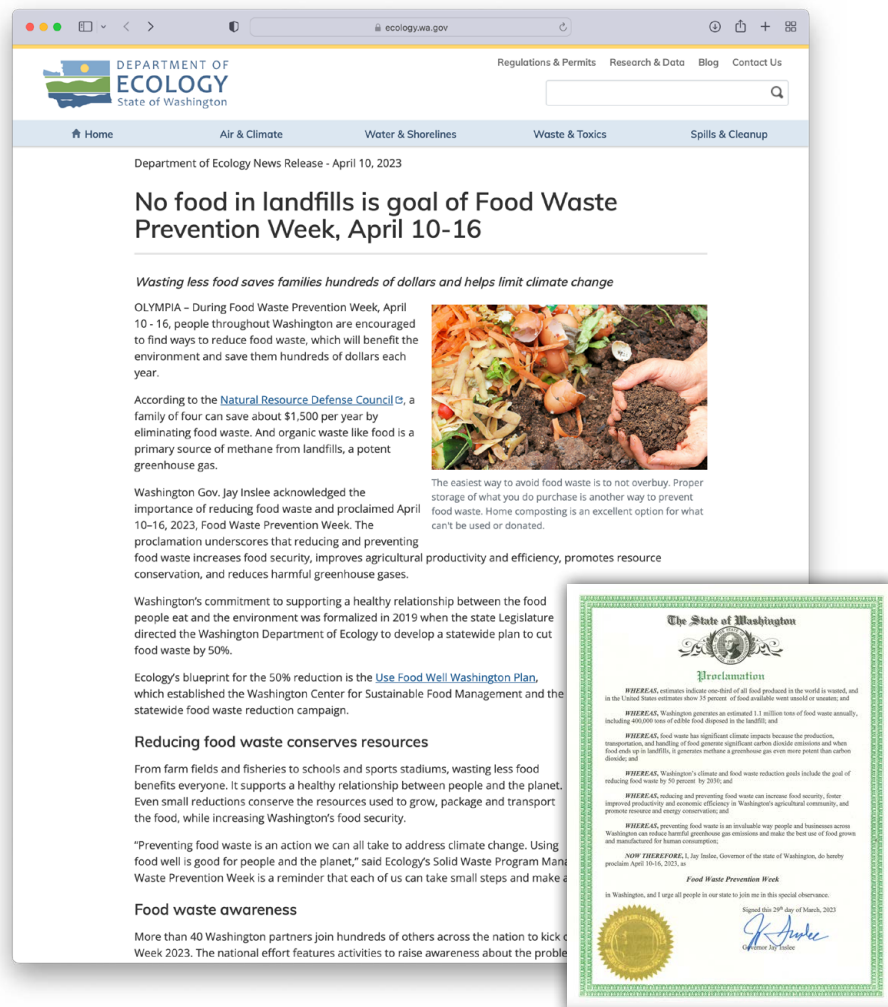


+359% Increase in
mentions over 2022

FRIENDS TO LEAN ON

Building on the success of our 2022 event, we are excited to share that Food Waste Prevention Week 2023 garnered the support of our largest and most influential group of sponsors and partner organizations yet. This diverse coalition enabled us to reach new audiences through multiple channels, educate them on the importance of food waste reduction, and even capture the attention of major brands.

We are proud to stand alongside such amazing allies and share a common goal of making a meaningful impact in the fight against food waste. Together, we are driving change and making a positive difference in all the right places.

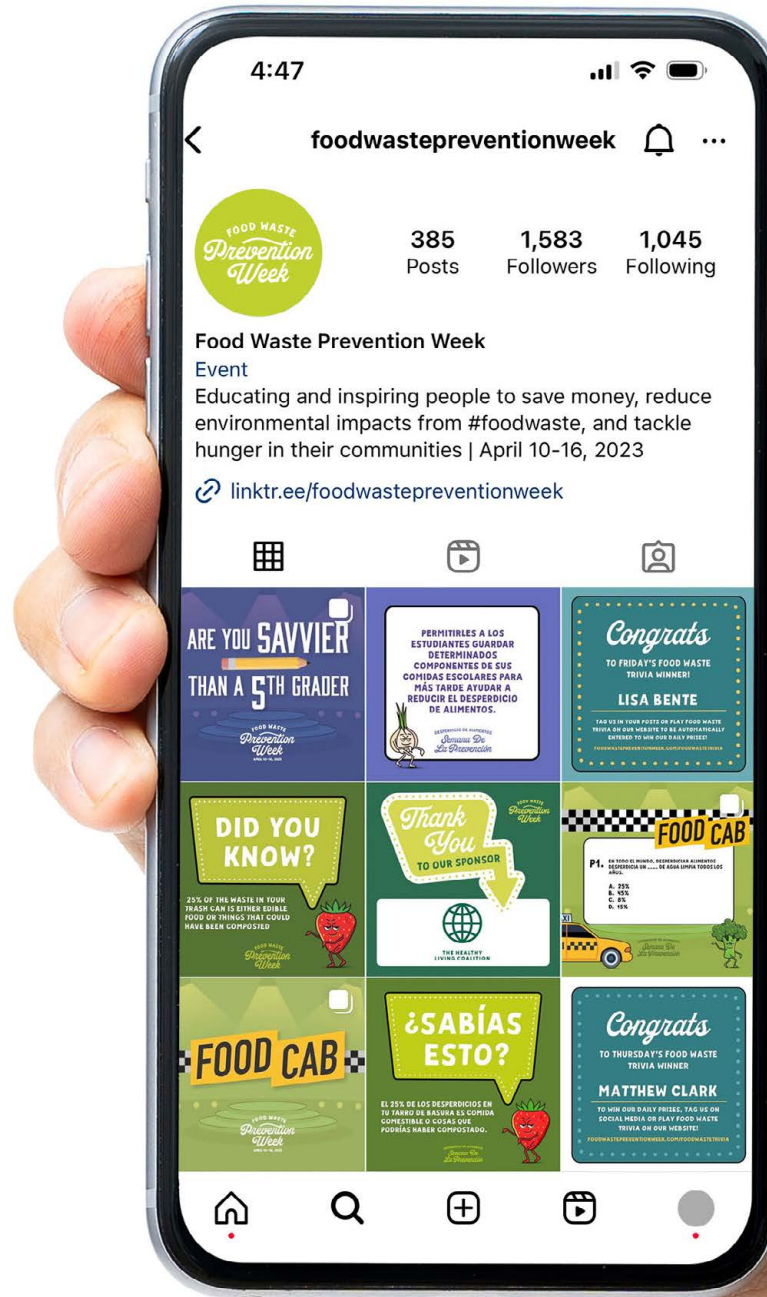


BACKGROUND

Food Waste Prevention Week confronts numerous challenges that affect various stakeholders, all working towards the common goal of reducing the amount of wasted food. Simultaneously, reducing food waste at the individual level by educating people on easy and simple steps is equally critical.

However, one major obstacle is the lack of awareness about the scale of the problem, which often results in individuals feeling helpless to make a difference. By raising awareness and showing people that small, easy steps can be taken, we can foster a culture of behavior change that can lead to successful food waste prevention.

Our experience has shown that people are willing to do their part if they are given the knowledge and tools to do so. The benefits of reducing food waste are manifold, including cutting down on grocery trips, preventing food from going bad, helping the environment, and saving money.



COMMUNICATIONS PLATFORM:

Maintaining a consistent approach to marketing is crucial for the success of Food Waste Prevention Week (FWPW). The aim of FWPW is to develop a set of communication tools that can complement existing outreach efforts and be utilized by teams of all sizes and skill levels. By adopting a common theme each year, FWPW can establish a coherent and unified messaging hierarchy that audiences can quickly identify and engage with. Consistency in messaging ensures that the overall effort is not only recognizable but also more effective in achieving its goals.

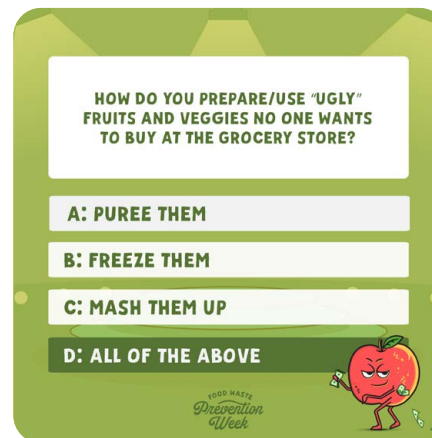
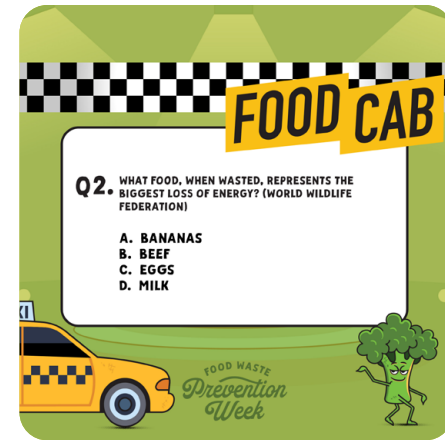
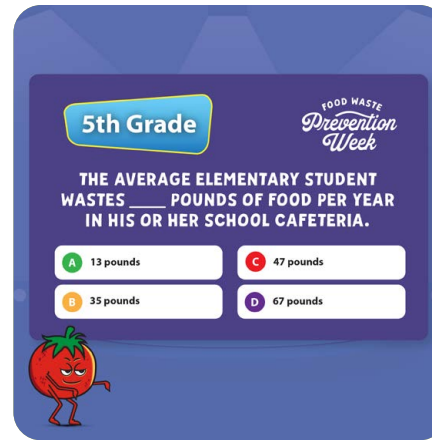
We understand that supporting all of our partners is essential to the success of Food Waste Prevention Week. That's why we have developed a comprehensive communications toolkit at the heart of our efforts. The toolkit serves as a foundational framework that can be customized to fit the unique needs and goals of each partner. It includes a range of resources, such as proposed themed days, events, a social media calendar, target audiences, outreach channels, preparing for launch, advance prep overview & checklist, and templates for messaging. These tools are designed to provide our partners with the support they need to effectively engage their audiences and maximize their impact during FWPW.

Caption	Images/Post
<p>Who wants to be a millionaire? Swipe to play!</p> <p><i>Reducing #foodwaste won't make you a millionaire, but it WILL save you and your family real . Did you know that the average family of four could save up to \$1,800 per year by changing small habits in how they plan, purchase, and eat meals at home?</i></p> <p><i>We've partnered with #FoodWastePreventionWeek2023 to create a full week of games and fun resources to educate and inspire people about how powerful reducing food waste can be for our communities, our environment, and even our pocketbooks! We believe it's time to educate and inspire people to create real cultural change around this issue.</i></p> <p><i>Repost this post to your story and tag us</i></p> <p>@foodwastepreventionweek</p> <p><i>or the hashtag</i></p> <p>#foodwastepreventionweek</p> <p><i>to be automatically entered to win prizes!</i></p>	

TRIVIA & GAMES

The 2023 theme revolved around pop-culture gameshows and trivia - organizations could create a more interactive and engaging experience for their audiences, which increased adoption and helped spread the message of food waste reduction to a wider audience. Quizzes were designed to be both fun and educational, testing the audience's knowledge on food waste reduction while providing helpful tips and tricks along the way.

To enhance the theme and increase engagement, we created additional posts that featured "Did You Know" facts, "Tips" from our sponsors to highlight important issues, informative statistics, featured content, and quiz winners.





BOTH WORLDS

Food Waste Prevention Week (FWPW) takes a unique and multifaceted approach to raising awareness about food waste prevention. Activities occur in the lead-up to the official week and continue throughout the week, with a high frequency of both in-person and virtual activations.

Free webinars are available to everyone, covering topics that range from government organizations to business owners and everyday people who want to learn how to reduce food waste in their spheres of influence.

Schools participate in K-12 art contests, teacher workshops, and have access to in-class food waste curricula and resources, such as videos, presentations, activity books, and materials available in English, Spanish, and French. Content is segmented by age, starting at 5-7 years old and up to 14+.

These events are an excellent way to bring together audiences in new ways and highlight the importance of local action in preventing food waste.





BREAD TO TAP

In addition, multiple Bread to Tap events took place across the country at local breweries, featuring specialty craft beers made from locally sourced bread that would have otherwise gone to waste.



HELLMANN'S AND THE MIAMI HEAT JOIN 500+ PARTNERS FOR FOOD WASTE PREVENTION WEEK 2023

How a Florida School Teacher's Passion for Reducing Food Waste Sparked a Fast-growing National Movement

MIAMI, March 30, 2023 /PRNewswire/ -- Cultural awareness of the problem of food waste is on the rise—thanks in part to Elaine Fiore, a schoolteacher from Ft. Lauderdale, Florida who has spearheaded the Food Waste Prevention Week national campaign. “I was teaching a sustainability class where we conducted a student food waste audit in the cafeteria,” said Fiore. “We discovered that an average of 52,000 unopened and unpeeled food items were being thrown away in a single year. I started speaking at other schools and events around the state, and connecting with other people in public and private organizations who shared the same mission to reduce food waste. This group formed a team which held Florida Food Waste Prevention Week in 2021, and in 2022 we went national with the campaign. Our growth has been unbelievable.” The number of Food Waste Prevention Week partners and sponsors has increased more than 342% since 2021.

More than 500 partners from around the United States are joining forces for Food Waste Prevention Week 2023, set for April 10-16. The week-long campaign educates the public about the actions the average person can take to reduce food waste at home, at work, and in the community.

“

This year, we have nearly tripled our partner organizations, and that's exciting,” said Fiore, who is also the founder of the Food Conservation Alliance. “Our sponsors and partners represent everyone from professional sports teams, nonprofits, and government agencies to individual households—and we have seen a rise in our international partners as well.

We're all coming together to educate people about food waste and inspire them to take action, and it's been amazing to be a part of something so clearly making the needle move.

”

CISION®
PR Newswire

*National Wire Release
414 Media Outlet Pickups
3,200 Release views by media
979 Targeted Influencers across Environment,
Food & Nutrition and Associated Press Outlets.*



LIVE EVENTS

A series of 18 engaging in-person events took place nationwide, drawing the participation of over 1,500 individuals. In addition, 18 webinars were attended by over 700 people. Altogether, these endeavors culminated in the successful execution of 36 remarkable events.



A woman with blonde hair, wearing a red and white striped shirt, is looking into an open refrigerator. The refrigerator is filled with various food items, including a bowl of tomatoes, a jar of jam, and some leafy greens. The text "BECOME A" is overlaid on a yellow rectangular background.

BECOME A

SPONSOR

APRIL 1-7, 2024

SPONSORSHIP LEVELS AND BENEFITS	\$10,000 SUSTAINER	\$20,000 CONSERVATIONIST	\$50,000 + (3 Available) FOOD CONSERVATION HERO
Recognition as a sponsor for Food Waste Prevention Week	✓	✓	✓
Dedicated social media thank you post	✓	✓	✓
Logo and web link on Food Waste Prevention Week website and partner map	✓	✓	✓
Take the Pledge Sponsor – Logo featured on online pledge and certificate	✓	✓	✓
Collaborate with Ad Agency on featured content	✓	✓	✓
Listing on email newsletter	✓	✓	✓
Sponsor and logo recognition on all media platforms including, social media, Food Waste Prevention Week website, as well as inclusion in pre and post event press releases, etc.	✓	✓	✓
Sponsor Post of the Day during Food Waste Prevention Week		✓	✓
Collaborate with Ad Agency to create a feature Sponsor Post of the Day		✓	✓
Promotion of your featured webinar during the week		✓	✓
Recognition as “Premier Sponsor” for Food Waste Prevention Week			✓
Recognition and prominent logo placement as feature sponsor at key Food Waste Prevention Week In Person Events (<i>Move for Hunger Truck Pull event in 5 cities or Bread to Tap events</i>)			✓
Recognition on Food Waste Prevention Week Email Newsletters and featured content			✓
Webinar opportunity - Promoted through FWPW network, website and social media, featured content. Up to 3 posts.			✓
Take the Pledge Sponsor – Logo featured prominently on online pledge and certificate			✓
Prominent sponsor and logo recognition on all media platforms including, social media, Food Waste Prevention Week website, as well as inclusion in pre and post event press releases, etc.			✓
Additional benefits customized to match your philanthropic and organizational goals			✓

ADDITIONAL SPONSORSHIP LEVELS AND BENEFITS

PATRON - \$5,000

- Logo and web link on Food Waste Prevention Week website and Partner Map
- Dedicated social media thank you post
- Use of “Food Waste Prevention Week Sponsor” wording in promotions

COMMUNITY SPONSOR - _____\$

- Any amount is greatly appreciated to contribute to the mission of engaging the community to reduce food waste.

SPONSORSHIP LEVELS AND BENEFITS



Name: _____

Company Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

____ **Check enclosed** *(Please make checks payable to Food Conservation Alliance)*

____ **Please charge my credit card** Circle one: American Express/Master Card/ Visa

Account # _____

Exp Date: _____

Amount to charge: _____ CCV: _____

Authorized Signature: _____

____ We also accept Zelle – Food Conservation Alliance.

Please return form to:

Food Conservation Alliance Attn: Elaine Fiore
1100 SW Davie Blvd. Suite #104, Ft. Lauderdale, FL 33315

Questions:

Contact Elaine Fiore at 954.635.8803 or email: elaine@foodconservationalliance.com

CONTACT



Get in touch with us today to learn more about partnering or becoming a sponsor for Food Waste Prevention Week.



Elaine Fiore

Food Waste Prevention Week

E: elaine@foodconservationalliance.com

C: 954-635-8803

W: www.foodwastepreventionweek.com

Media Contact

Brad BonGiovanni

Rockit Science Agency

E: brad@rsagency.com

C: 225-802-4592

W: www.rockitscienceagency.com