



MEAL PLAN PHOTO CHALLENGE

ENGAGEMENT ACTIVITY

Kia ora!

Encourage your colleagues to prevent waste, save money and help the environment one meal at a time!

The *Meal Plan Photo Challenge* is a fun and simple way to get your colleagues involved in the Love Food Hate Waste campaign. It encourages staff to snap photos of their meal planning efforts, whether it's their weekly meal plan, organised fridge, or the creative meals they've made from leftovers. By sharing these moments, staff can showcase how they're adopting our 4 meal planning steps to reduce food waste, save money, and cut mealtime stress.

This activity promotes engagement and highlights the benefits of planning meals, using up ingredients, and making the most of what's already in the fridge or pantry.

What You'll Need:

- **Platform for Sharing:** A staff communication platform (e.g., Slack, Teams, or a shared drive/folder) where employees can post their photos.
- **Incentives:** Prizes or recognition for the most creative or impactful photos (e.g., grocery vouchers, reusable shopping bags, or a feature in the company newsletter).
- **Promotion:** A clear, concise communication plan to get staff excited and involved.
- **Engagement Tools:** Optional – create a submission form, a dedicated channel on Slack, or a physical wall where people can pin their photos if you want to track participation more interactively.

This toolkit has everything to set you on the right track!

This activity has been developed as part of The Food Critics Campaign (3-30 March 2025) that aims to reduce household food waste through effective meal planning. This activity and the assets included in this guide can be used at any time beyond 3 March 2025. For further info, please contact info@lovefoodhatewaste.co.nz

SAVE MONEY DO BETTER MEAL PLANNING

1. CHECK YOUR WEEK

WHO'S HOME?
WHEN WILL YOU BE BUSY OR TIRED?

2. CHECK WHAT YOU'VE GOT

SEE WHAT NEEDS USING UP IN YOUR FRIDGE, FREEZER & PANTRY.

3. CHOOSE YOUR MEALS

PLAN EASY, FLEXIBLE MEALS. DON'T FORGET TO USE YOUR LEFTOVERS.

4. CREATE YOUR LIST

AND TAKE IT WITH YOU.

REPEAT AND SAVE MONEY!

LOVE
FOOD
hate waste
NEW ZEALAND

GET THE
FREE
MONEY
SAVER
MEAL
PLANNER



5 STEPS TO A MEAL PLAN PHOTO CHALLENGE

01 Set the Date & Timeframe

- Duration: Choose a timeframe for the challenge (e.g., 1 week or 10 days). This gives staff a clear window to participate and encourages action.
- Deadline: Set a specific deadline for photo submissions to maintain excitement and ensure the event is time-bound.



02 Define the Focus

Encourage staff to capture specific moments related to meal planning, such as:

- Meal Plan Snapshot: A photo of their weekly or monthly meal plan.
- Fridge/Freezer Organization: A well-organized fridge showing how they're using leftovers or planning meals ahead.
- Creative Meal Photos: Photos of the meals they've made using ingredients from the fridge or pantry (especially using leftovers).
- Grocery Prep: A photo of their shopping list or organized pantry.

Encourage staff to focus on how these actions help reduce food waste, save money, and cut stress around mealtime.



03 Communicate the challenge

Use the suggested copy on the following page to explain the challenge and get people excited!



05 Share & Celebrate!

At the end of the challenge, gather all submissions and showcase them in a shared space, whether that's on your intranet, a dedicated Slack channel, or a physical board at work.

- Highlight the best photos in a celebratory post and announce the winner (if offering a prize). You could even create a highlight reel or photo collage of the best moments from the challenge to share across internal channels.
- Thank everyone who participated and celebrate the collective effort. Include an encouragement to keep using the meal planning steps beyond the challenge.



04 Promote Participation

Throughout the challenge, send friendly reminders to encourage participation.

- Share early submissions to inspire others, and maybe even highlight a "recipe of the week" or "best meal plan" to keep the energy high.
- Offer incentives for participation, such as a prize for the most creative photo or caption. Acknowledge that the goal is to have fun, learn, and inspire each other.



SUGGESTED COPY & RESOURCES

Intro Email or Intranet Message:

Subject: Join the Photo Challenge – Show Us How You’re Meal Planning and Reducing Waste!”

Hi Team,

We’re excited to kick off a fun and easy way to get everyone involved in reducing food waste – the Meal Plan Photo Challenge! This is your chance to show off your weekly meal plan, snapping a pic of your organized fridge, or capturing the delicious meals you’re making from leftovers!

Did you know the average Kiwi household throws away \$1510 worth of food every year? The great news is meal planning can be a great way to make sure you make the most of your food and saving food from the bin! Let's inspire each other and make food waste a thing of the past.

1. Snap a photo of your meal planning efforts (e.g meal plan, fridge organization, creative meals).
2. Share your photo on [platform] by [end date].
3. Add a caption with a quick tip or why this planning method works for you!

Why participate?

- Save money by reducing food waste.
- Cut down on mealtime stress with easier meal planning.
- Inspire your colleagues and have fun!

We’ll be offering prizes for the most creative photos and captions, so don’t miss your chance to get involved and show off your planning skills!

Ngā mihi,

Follow Up Email

Subject: Last Call for the Photo Challenge – Don’t Miss Out!

Hi Team,

Just a quick reminder – there are only a few days left to participate in the Meal Plan Photo Challenge! If you haven’t shared your photo yet, now’s the time to get involved.

This is your chance to show off your weekly meal plan, snap a pic of your organized fridge, or capture the delicious meals you’ve made from leftovers. We’re impressed with <insert images/descriptions of submissions already received to inspire action>

Its super easy to join in:

- Snap a photo of your meal planning efforts (e.g meal plan, fridge organization, creative meals).
- Share your photo on [platform] by [end date].
- Add a caption with a quick tip or why this planning method works for you!

Prizes will be awarded for the most creative photos and captions!

Let’s keep the momentum going and make a real impact on reducing food waste. We can't wait to see your submissions!

Ngā mihi,

Additional Resources

Spruce up your contribution wall and share resources to boost participation and elevate your colleagues' meal planning game with the below downloads!

- [LFHW NZ Meal Planner](#)
- [Meal Planning Steps Poster](#)
- [NZ Food Waste Posters & Recipe cards](#)
- [Family Choice Kai Cookbooks](#)

For more resources, check out www.lovefoodhatewaste.co.nz