



Circular Food

Campaign

Nurturing the Health of People + Planet with Food

Digital Toolkit



What is Circular Food?



It's food as nature intended

For decades we've been buying food, eating what we want, and wasting what's left. This system has food coming in one end and waste coming out the other

Instead of throwing food away, we must start viewing the food system as circular

By this I mean veg scraps and stuff we'd typically waste needs to be composted and turned back into soil ready for growing the next harvest

With the cost of living, health, and climate crises we need this more than ever.



Campaign Logos



Campaign Assets



This is the beginning of a brand new campaign to raise awareness for Circular Food.

This campaign focuses on the detrimental impact of sending food waste to landfill.

If you are a **content creator**, it would be great if you could make any **Instagram posts** related to any of the topics listed below a '**collaborative post**' with **@CircularFoodCampaign** and use the hashtag **#CircularFoodCampaign** to spread the message.

If you aren't a content creator, it would be amazing if you could **re-share any #CircularFoodCampaign posts** on your social media accounts to **spread the message** or create your own posts on the topic.

For everyone, please **sign the online petition** using this link: <https://chng.it/W5txCCJJNf>

Let's go!



Please keep us updated by:

Tagging @CircularFoodCampaign and @50waystocook

Using the hashtags #CircularFoodCampaign and #50waystocook

For further information please contact: alex@50waystocook.com

