

World Food Day  
**#FoodWasteHero**  
CHALLENGE

» Get involved on World Food Day to help raise awareness around food waste challenges on social media.

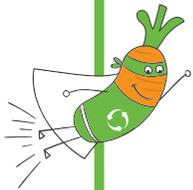
World Food Day takes place every year in honour of the founding of the UN's Food and Agriculture Organisation (FAO). It is a day of action to raise awareness around global hunger and how we all have a part to play in achieving #ZeroHunger.

We're inviting you to get involved on social media in the run up to this day to raise awareness around the topic of food waste. The winner will receive their very own Zero Waste Toolkit!

## PLAY YOUR PART: THE CHALLENGE

In the run up to World Food Day, share a photo of your #FoodWasteHero and explain what they mean to you. This could be someone famous who has influenced you in your lifestyle and eating habits, or a family member, friend or local acquaintance who is taking action to help reduce food waste on a small or large-scale.

Who has inspired you to be more careful about wasting food? Who has had the biggest impact on your day-to-day eating habits? Who would you want to be a role model for your children? What actions are they taking to improve the future of food and reach #ZeroHunger? Why are they your #FoodWasteHero?



**Tell the world who your #FoodWasteHero is to help raise awareness and encourage others to take action on #WFD18!**



### How to take part in the World Food Day #FoodWasteHero challenge:



Share a photo of your food waste hero on Instagram, Twitter or Facebook and explain the reason for your choice in the caption.



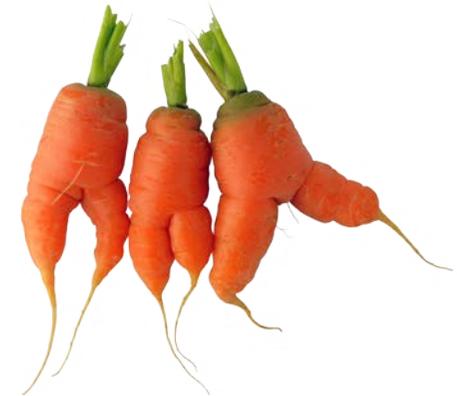
Don't forget to include the hashtags **#FoodWasteHero** and **#WFD18** and to mention **@EIT\_Food** ([Twitter](#) and [Instagram](#)) or **@eitfood.eu** ([Facebook](#)) so we can find you!



Stay tuned on 16 October to find out if you have won your very own Zero Waste Toolkit!

On Facebook, remember to set your post to public before clicking send.

### What's wrong with these carrots?



## COMPETITION RULES AND ENTRY REQUIREMENTS

### THE WINNER

The winner will be announced live on [Twitter](#) after 15:00 on 16 October during our Food Waste event in London so stay tuned!

The selected jury of innovative food waste heroes will select the winner based on the most touching, funny or impressive Food Waste story.

### THE PRIZE

As well as the simple pleasure of raising awareness around such an important topic, the winner will receive their very own **Zero Waste Toolkit** with a selection of products and utensils, including an amazing sustainable cook book and other #ZeroWaste goodies to help you start your own food waste challenge at home.



**Win a Zero Waste Toolkit and start your own food waste challenge at home!**

- Participants must have an EU address (in order to be able to receive the prize).
- The "best entry" will be the most touching, funny or impressive Food Waste story as decided by our judging team of food waste heroes.
- The post must include the hashtags #FoodWasteHero and #WFD18, and mention EIT Food to enter the competition.
- The competition starts on 1 October 2018, 00:01 and finishes on 16 October 15:00
- It runs on Facebook, Instagram and Twitter only.
- The competition is in no way sponsored, endorsed, administered by or associated with Facebook, Twitter or Instagram.