



Celebrate
International
Compost
Awareness Week
with us!



International Compost Awareness Week

About International Compost Awareness Week

International Composting Awareness Week (ICAW) is the largest educational initiative of the composting industry. The goal is to raise awareness of all the benefits when composting food and green organics! New Zealand, though small, plays a significant role in raising awareness about the benefits of composting and enriching our soils. their food waste reduction journey.

This year's theme for ICAW is **Sustainable Communities Begin with Compost!** Because when we're repurposing the food that would go into the landfill, we're creating fresh nutrients for the soil, which regenerates the earth and provides healthier food for everyone in the community.

The WasteMINZ Organic Materials Sector Group is bringing ICAW to Aotearoa New Zealand this year, and has pulled together information and resources for this digital campaign.



**IN
AOTEAROA,
AN
ESTIMATED
300,000
TONNES OF
FOOD
SCRAPS IS
PRODUCED
EVERY
YEAR**

To mark International Composting Awareness Week, we're launching a digital campaign to get more people thinking about composting before they throw their food or garden waste in the bin.

We'll be sharing fascinating facts, dispelling myths, and sharing resources to encourage people to start their own compost or connect with a community compost/gardens.

This toolkit has everything you need to join the campaign including a suite of engaging, ready-to-use assets and copy.

CAMPAIGN OBJECTIVES

01

Raise awareness of the benefits of composting

We will share information about why people should compost, handy hints for composting, and dispel composting myths

02

Encourage public to investigate starting their own compost, or use community composters: Sharing

resources for how to create and maintain a DIY compost, and promoting the community gardens and composting networks around the country

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CAMPAIGN OVERVIEW AND ACTIVITY

Our focus for this campaign will be on informing the public about the benefits of composting.

We'll be sharing informative articles and resources throughout the week, encouraging people to view compost as a great resource for not only their own gardens, but also their community and the environment as a whole.

We're releasing one blog post each day, and will be sharing these across the WasteMINZ social media channels



CAMPAIGN DATES: Sun 4 May - Sat 10 May 2025

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CAMPAIGN MESSAGING

On the following pages, you'll find a selection of ready-to-use campaign assets to engage and inform your audience. These can be used alongside suggested social copy or create your own with the key messages below!

- Did you know, an estimated 300,000 tonnes of food scraps is produced annually in NZ, most of which still go to landfill?
- Each household creates approximately 86kg of food scraps per year.
- This International Composting Awareness Week, we are encouraging households and communities to explore the benefits of composting and start your composting journey!
- Instead of viewing food scraps and organic materials (such as lawn and garden clippings) as waste, we should view it as a resource.
- Composting empowers communities to manage their own waste, create job opportunities and support healthy soils with locally made compost.
- Composting organics is beneficial for the community, the environment and for your garden. It reduces waste in landfills, recycles nutrients to enrich soil, helps minimise greenhouse gas emissions, and creates a valuable soil amendment (compost) leading to healthier plants and a more sustainable environment.

Considerations when using key messages:

- Humour is well suited to a 'serious' topic and can be effective when used to gain attention, lighten the mood, increase recall or soften messages that elicit guilt.
- Catchy titles and straplines can reinforce a call to action.
- Make sure you use the following hashtags when sharing social media content:
#icaw2025, #sustainablecommunities, #compost
- Suggestions or questions that involve individuals in the action or asking them to try something can be effective.

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HOW TO GET INVOLVED

Help us amplify our message within your community, inspire change and reach new audiences.

There are four simple ways to join the campaign:

- **Post on Social Media**
Help spread our message online using the assets in this toolkit. Don't forget to tag @WasteMINZ and use the hashtags: #icaw2025, #sustainablecommunities, #compost
- **Update your email signature**
Little nudges go a long way, link the signature to our campaign page.
- **Include International Compost Awareness Week it in your next EDM**
Use the graphics and messaging to craft new content.
- **Run a community event**
Schools, businesses and organisations are running composting workshops and events to celebrate the week. Let us know if you are too, and we'll add it to our events calendar (<https://www.wasteminz.org.nz/icaw-2025>)

Download all campaign assets:

<https://www.wasteminz.org.nz/international-composting-awareness-week/content-resources>



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BLOG POSTS

Throughout the week, we will share new resources and/or myth busters on our dedicated ICAW webpage:

<https://www.wasteminz.org.nz/international-composting-awareness-week>.

See our blog schedule below:

- **Friday, 19 April:** Learn about compost with these awesome events
- **Sunday, 4 May:** International Compost Awareness Week kicks off
- **Monday, 5 May:** 10 things you shouldn't put in your compost (and why)
- **Tuesday, 6 May:** Kaicycle talks composting
- **Wednesday, 7 May:** Find your local community gardens and composts
- **Friday, 9 May:** Fascinating facts about compost



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SOCIAL MEDIA POSTS

Enhance your social media presence with our ready-to-use assets, including engaging GIFs and informative carousels for Facebook and Instagram

Each day, share some new resources and/or myth busters with your community. Use our suggested copy or craft your own to drive engagement. Encourage your audience to visit WasteMINZ for more tips and tricks.

You can link back to our blog posts (<https://www.wasteminz.org.nz/international-composting-awareness-week>), or use our suggested copy and download ready to use assets on this page: <https://www.wasteminz.org.nz/international-composting-awareness-week/content-resources>

Don't forget to tag @WasteMINZ and use the hashtags: #icaw2025, #sustainablecommunities, #compost

This page will be updated intermittently with more content available closer to the time.

