

# International Compost Awareness Week

Compost! Feed the soil that feeds us.

3 - 9 May 2026

**CAMPAIGN TOOLKIT**



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## WHY TAKE PART?

The campaign goals and objectives

**Benefits of taking part**

**For your organisation:**

- Showcase sustainability leadership by visibly supporting an international initiative promoting the importance of compost and the critical role it plays in soil health.
- Share your stories - use the week to share your good news stories, great initiatives, pilots and trials.
- Super charge efforts to implement more composting and organic waste diversion initiatives in your organisation and your region.

**For your communication channels:**

- Access ready-to-use, impactful content for your social media, EDMs, intranet, and website.
- Demonstrate your environmental commitment clearly and effectively across your channels.
- Share your success stories with your networks.



## CAMPAIGN ASSETS

Creative assets & copy inspiration ready for you to download and use

**Social media posts**

Use your social media presence to share inspiration and information promoting how amazing compost is and the role it plays in keeping our soil healthy and great food on our tables. You can use our assets for Facebook, Instagram, and LinkedIn. Pair with our ready-to-go copy, or if you have your own stories to share - use our frames.



• All assets can be used anytime from Sunday 9 May.  
• Don't forget to use the hashtags #icaw2026 #compostweek and #feedthesoil, and tag the relevant organisations when it is a case study. - [check out this link for the guide and copy](#)

There is a total of 7 prewritten posts available to use, as well as frames that can be placed over your own imagery. All posts are available for Facebook, Instagram and LinkedIn. For Instagram and Facebook - assets are available for stories or posts. Please note that for each case study - materials are the same for each platform - just formatted in different sizes.

We encourage you to review the possible posts and select what works best for your organisation. See the [social media](#) guide for tags, copies and all relevant information.

[VIEW ALL SOCIAL MEDIA ASSETS](#)

## CAMPAIGN OVERVIEW

A look at the structure and key elements of the campaign

**Campaign overview**

The toolkit is designed to support a combination promoting existing content and encouraging development of new content to amplify great stories of mahi taking place across Aotearoa. Organic waste is a significant issue and composting is nature own solution to waste management.



- Social media content to share information, make the most of existing resources, and shine a light on great practice.** Organisations can also use frames to develop their own posts and share their own stories.
- Calendar of events being undertaken around New Zealand hosted on the WasteMINZ website.** Tell us about your ICAW events or consider organising something in your region during ICAW week.
- School engagement competition to raise awareness with the younger generation and showcase their own initiatives.**
- Providing the tools and opportunity to highlight your own initiatives**

## BEHIND THE CAMPAIGN

Who we are & how we are making a difference

**About the WasteMINZ Organic Materials Sector Group**

WasteMINZ is the largest representative body of Aotearoa New Zealand's waste, resource recovery and contaminated land sectors. But it's not all rubbish bins and recycling.

The Organic Materials Steering Committee's areas of focus include:

- Supporting the organic waste sector by sharing research and information
- Contributing collectively to proposed central government policy, by remaining open and available to engage with policymakers on key issues for the wider sector
- Raising awareness of what is happening to organic waste and where it ends up
- Promoting the benefits of organic waste diversion and resource recovery to move up the waste hierarchy through minimising waste and capturing value.

**waste MINZ**

If you are interested in finding out more about the organic materials sector group, please contact Charlotte Whiter [charlotte@wasteminz.org.nz](mailto:charlotte@wasteminz.org.nz)

## GETTING INVOLVED

Ways to join in and the key messages

**Getting involved**

Your support is key to the success of our campaign. By sharing messages during International Compost Awareness Week, you will help raise the awareness of the value of compost as nature's solution to organic waste in New Zealand!

- Post on socials using the assets in this toolkit! Or use the frame to develop your own posts sharing your great mahi!** Don't forget to use the hashtags #icaw2026 #compostweek #FeedTheSoil
- Promote the week on your website or intranet.** Use one of our [campaign banners](#) combined with our key messages to share information on your website, intranet, or at team meetings to boost the profile of compost and get people talking!
- Organise an event in your region:** Teach a composting class, arrange for a tour through your local composting facility, organise a networking event of "like minded people" in your area. Remember to submit the details to the WasteMINZ event calendar to let everyone know it's happening - [www.wasteminz.org.nz/icaw/events](http://www.wasteminz.org.nz/icaw/events)



## CONTACT

Want to know more? Here's how you can contact us.

**Thank you for your support!**

If you need any help with anything at all - please get in touch with: [charlotte@wasteminz.org.nz](mailto:charlotte@wasteminz.org.nz)

And remember, please use the hashtags #icaw2026, #feedthesoil and #compostweek on social media!





# What is International Compost Awareness Week?

**International Compost Awareness Week** (ICAW) is the largest and most comprehensive education initiative in the compost industry, celebrated across more than 40 countries. Each year, thousands of people take part by hosting events, sharing resources, and spreading the word about the benefits of compost.



Each year a theme is selected and this year's is "***Compost! Feed the soil that feeds us***".



The WasteMINZ Organic Materials Sector Group have developed this **campaign toolkit** to raise awareness of the value of compost and the extremely important role it plays promoting the health of our soil, ensuring it continues to provide the food, clean water, and resilience that all life depends on. The toolkit is designed to help share inspiring stories aligned with this year's theme.

# Benefits of taking part

## For your organisation:

- Showcase sustainability leadership by visibly supporting an international initiative promoting the importance of compost and the critical role it plays in soil health.
- Share your stories – use the week to share your good news stories, great initiatives, pilots and trials.
- Super charge efforts to implement more composting and organic waste diversion initiatives in your organisation and your region.

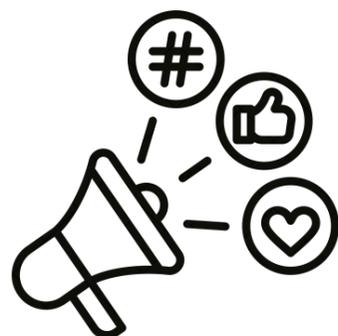
## For your communication channels:

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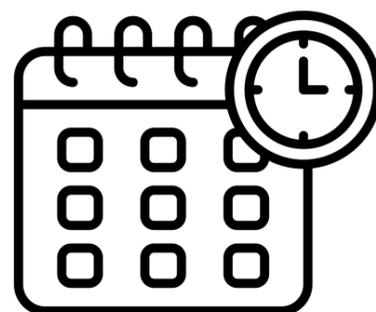


# Campaign overview

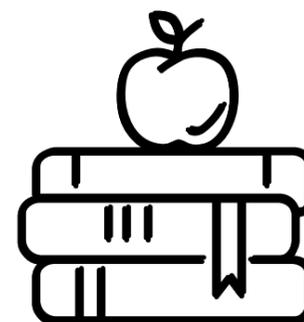
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Providing the tools and opportunity to highlight your own initiatives

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Don't forget to use the hashtags #ICAW2026NZ #CompostWeekNZ #FeedTheSoil
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# Key messages / insights

**On the following page, you'll find a selection of ready-to-use campaign assets including image posts and copy. You can create your own posts to share your great stories, research or create something with the key messages below!**

- The estimated 300,000 tonnes of food scraps produced annually in NZ should be treated as a valuable resource, not as waste!
- 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.
- Composting is an efficient and effective way to assist with soil regeneration, ensuring organic material returns to land to improve soil health.
- Good compost starts with good organics! Make sure you are using food scraps or organics (like garden and lawn clippings) with no contamination.

## *Considerations when using key messages*

- Compost is an effective option to redirect the massive amount of organic waste that ends up in landfill.
- Messages should be positive and focus on inspiring action with examples of what is possible and the resulting benefits.
- Stories can focus on all aspects of composting highlighting the value of compost for soil regeneration, keeping food scraps out of landfill and supporting healthier plant growth.

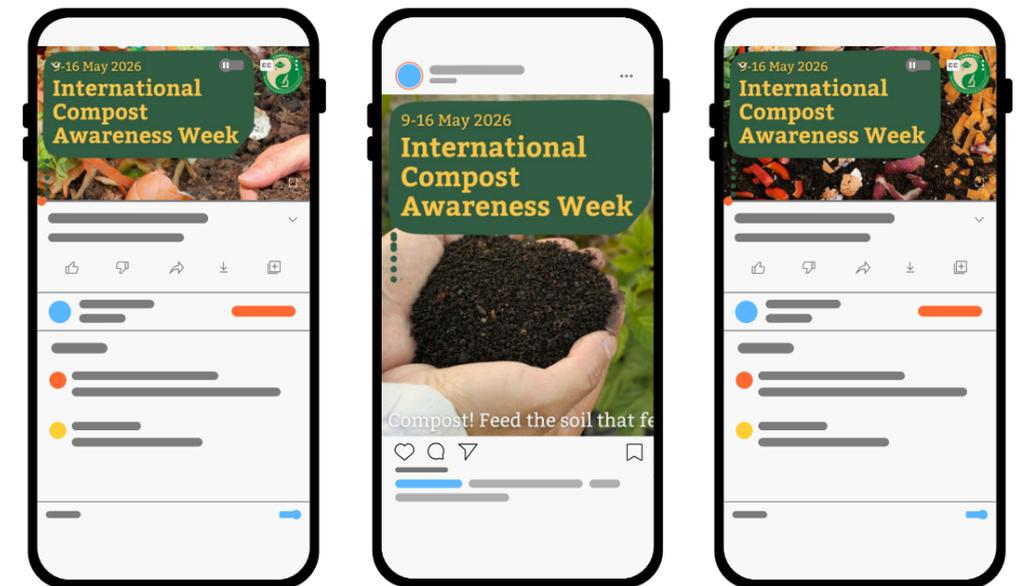
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## Colours and fonts



**Headline - Bitter (Bold)**  
Subheading - Bitter

# About the WasteMINZ Organic Materials Sector Group

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The Organic Materials Sector Group areas of focus include:

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- Raising awareness of what is happening to organic waste and where it ends up
- Promoting the benefits of organic waste diversion and resource recovery to move up the waste hierarchy through minimising waste and capturing value.



**If you are interested in finding out more about the organic materials sector group, please contact Charlotte Whiter [charlotte@wasteminz.org.nz](mailto:charlotte@wasteminz.org.nz)**

## ICAW 2026 – Awareness raising

Many of the campaigns delivered by WasteMINZ seek to change a problem behaviour. We recognise that there are a number of behaviours we would like to see change within the organic waste sector, but we also recognise that a base level of awareness of issues is required.

Through engagement with International Compost Awareness Week, the WasteMINZ Organic Materials Sector Group is seeking to raise the profile and awareness of the value of compost with emphasis on the role it plays in keeping soil healthy.

Raising awareness about the importance of food waste diversion from landfill and the role composting can play will support future campaigns that will help address changing behaviours and moving up the waste hierarchy.

WasteMINZ and the Organic Materials Sector Group members will also be sharing posts during the week and promoting ICAW2026 to our members and networks.

ICAW is run on an annual basis with learnings from each year informing future campaigns and initiatives in this space.



# Our target audience

## **PUBLIC**

Raising awareness about the value of compost and the role it plays. Encouraging behaviour change towards greater utilisation of home based, community garden or kerbside collection compost options for food waste.



# Thank you for your support!

If you need any help with anything at all – please get in touch with:  
[charlotte@wasteminz.org.nz](mailto:charlotte@wasteminz.org.nz)

And remember, please use the hashtags **#ICAW2026NZ**, **#FeedTheSoil** and **#CompostWeekNZ** on social media!

