

Happy holidays



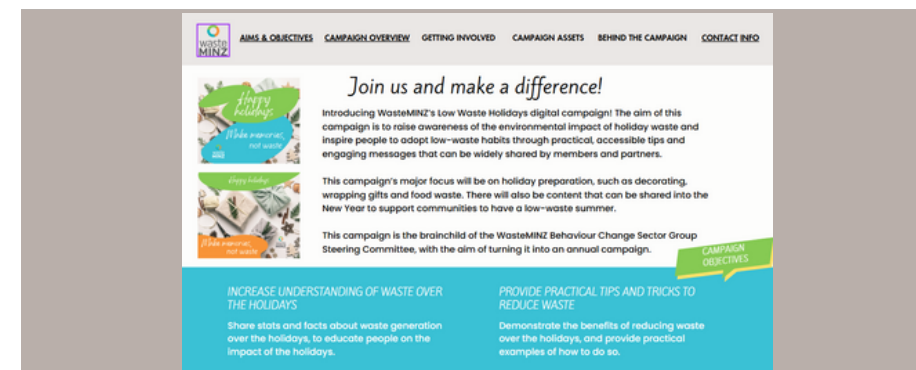
*Make memories,
not waste*

Low waste holidays toolkit
December 2025 - January 2026

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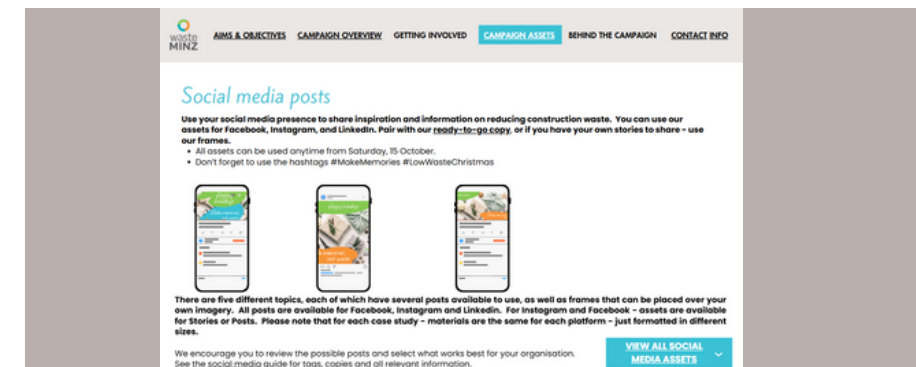
AIMS & OBJECTIVES

The campaign goals and objectives and the insights that shaped them



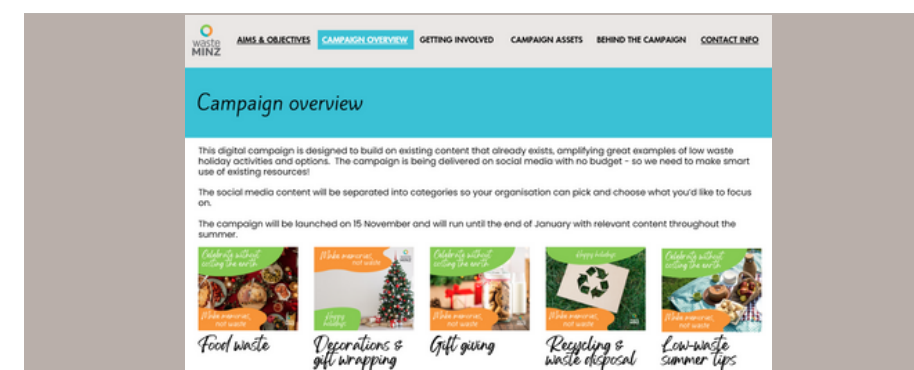
CAMPAIGN ASSETS

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



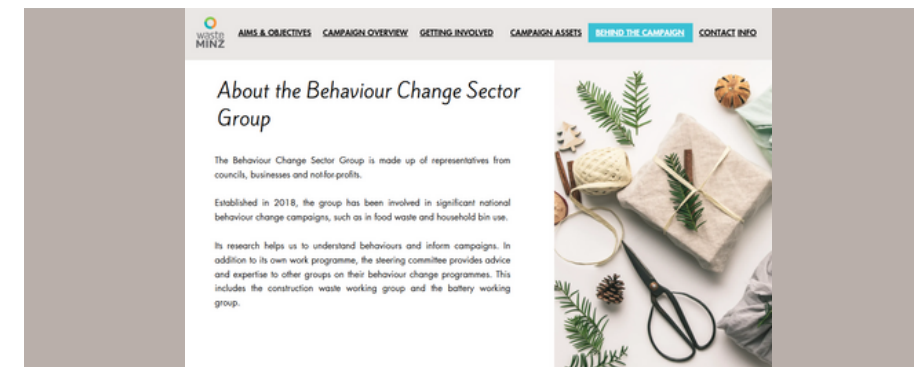
CAMPAIGN OVERVIEW

An in depth look at the structure and key elements of the campaign



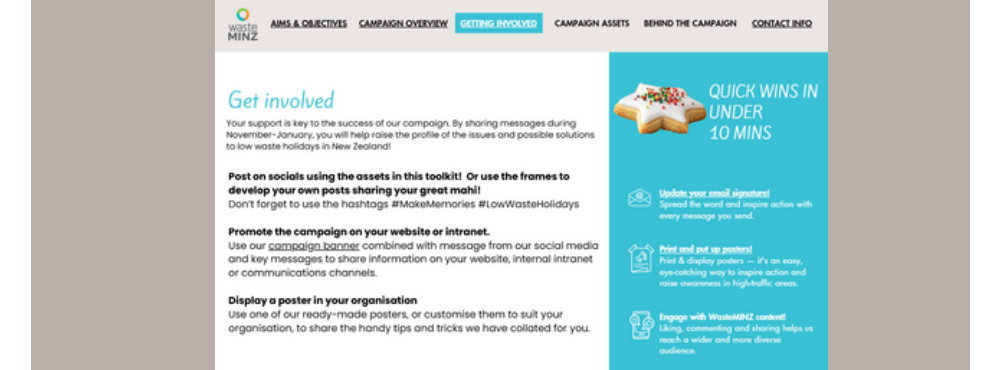
BEHIND THE CAMPAIGN

Who we are, and information on the Behaviour Change Sector Group



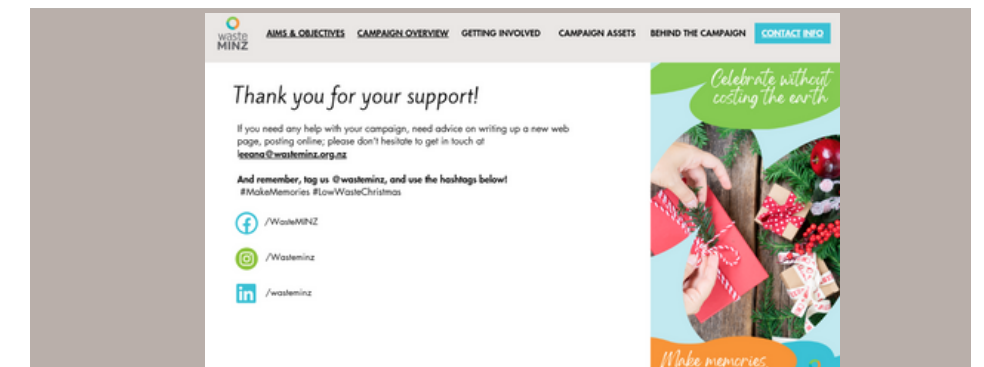
GETTING INVOLVED

Easy & inspiring ways to join the campaign & our key messages



CONTACT

Contact details for the WasteMINZ team





Join us and make a difference!

Introducing WasteMINZ's Low Waste Holidays digital campaign! The aim of this campaign is to raise awareness of the environmental impact of holiday waste and inspire people to adopt low-waste habits through practical, accessible tips and engaging messages that can be widely shared by members and partners.

This campaign's major focus will be on holiday preparation, such as decorating, wrapping gifts and food waste. There will also be content that can be shared into the New Year to support communities to have a low-waste summer.

This campaign is the brainchild of the WasteMINZ Behaviour Change Sector Group Steering Committee, with the aim of turning it into an annual campaign.

CAMPAIGN
OBJECTIVES

INCREASE UNDERSTANDING OF WASTE OVER THE HOLIDAYS

Share stats and facts about waste generation over the holidays, to educate people on the impact of the holidays.

PROVIDE PRACTICAL TIPS AND TRICKS TO REDUCE WASTE

Demonstrate the benefits of reducing waste over the holidays, and provide practical examples of how to do so.

Benefits of taking part

For your organisation:

- Showcase sustainability leadership by visibly supporting a national initiative tackling holiday waste
- Share your stories – use the week to share your good news stories, great initiatives, pilots and trials.
- Super charge efforts to implement more low waste initiatives in your organisation.

For your communication channels:

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



Campaign overview

This digital campaign is designed to build on existing content that already exists, amplifying great examples of low waste holiday activities and options. The campaign is being delivered on social media with no budget – so we need to make smart use of existing resources!

The social media content will be separated into categories so your organisation can pick and choose what you'd like to focus on.

The campaign will be launched on 1 December and will run until the end of January with relevant content throughout the summer.



Food waste



Decorations & gift wrapping



Gift giving



Recycling & waste disposal



Low-waste summer tips

Get involved

Your support is key to the success of our campaign. By sharing messages during November–January, you will help raise the profile of the issues and possible solutions to low waste holidays in New Zealand!

Post on socials using the assets in this toolkit! Or use the frames to develop your own posts sharing your great mahi!

Don't forget to use the hashtags #MakeMemories #LowWasteHolidays

Promote the campaign on your website or intranet.

Use our [campaign banner](#) combined with messages from our social media and key messages to share information on your website, internal intranet or communications channels.

Display a poster in your organisation

Use one of our ready-made posters, or customise them to suit your organisation, to share the handy tips and tricks we have collated for you.



QUICK WINS IN
UNDER
10 MINS



Update your email signature!

Spread the word and inspire action with every message you send.



Print and put up posters!

Print & display posters — it's an easy, eye-catching way to inspire action and raise awareness in high-traffic areas.



Engage with WasteMINZ content!

Liking, commenting and sharing helps us reach a wider and more diverse audience.

Key messages

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

- Make memories, not waste these holidays
- Christmas is a time for joy and connection, but it's also one of the most wasteful times of the year. Together, we can celebrate in ways that bring cheer without costing the earth.
- Previous estimates are that New Zealand households generate around 30% more waste over the festive season from food, packaging, and wrapping paper.
- Small changes by many people add up to a big difference for our planet.
- Join us in reducing waste this festive season: #LowWasteHolidays #MakeMemories

Taglines



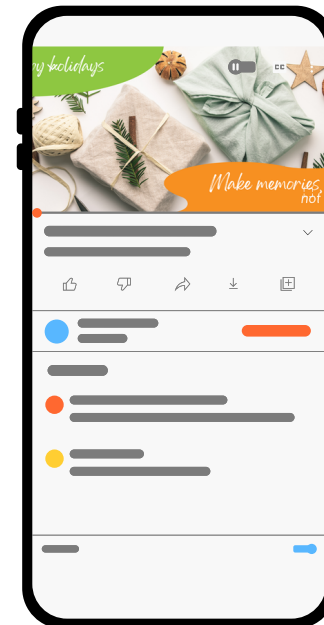
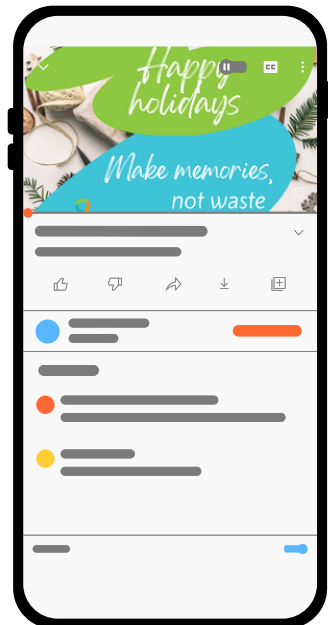
Make memories, not waste

Celebrate without costing the earth

Social media posts

Use your social media presence to share inspiration and information on reducing construction waste. 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 Saturday, 15 October.
- Don't forget to use the hashtags #MakeMemories #LowWasteChristmas



There are five different topics, each of which have several 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 post – 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](#)



Colours and Fonts



#95c11f



#f28c00



#ffde59



#3fc3d7

Headings - Gellatio

Secondary headlines - Kite One

Sentence style (not caps). Capitalise initial letter for "Low waste holidays"

Posters

Our posters are an easy, eye-catching way to raise awareness in high-traffic areas.

[DOWNLOAD POSTERS HERE](#)
(suitable for A2).

Email signatures

Spread the word with our engaging email signatures!

[Download email signature here](#)



*Make memories,
not waste*



 *Plan your meals*

Make a shopping list, portion wisely, and love your leftovers - reducing waste saves money too.

 *Rethink wrapping*

Use fabric, old maps, children's artwork, or recycled paper instead of single-use wrapping paper.

 *Gift differently*

Give experiences, homemade treats, or second-hand treasures - memories last longer than packaging.

Go to wasteminz.org.nz/christmas
for tips and tricks on how to
*celebrate without costing
the earth*

About the Behaviour Change Sector Group

The Behaviour Change Sector Group is made up of representatives from councils, businesses and not-for-profits.

Established in 2018, the group has been involved in significant national behaviour change campaigns, such as in food waste and household bin use.

Its research helps us to understand behaviours and inform campaigns. In addition to its own work programme, the steering committee provides advice and expertise to other groups on their behaviour change programmes. This includes the construction waste working group and the battery collection working group.



Thank you for your support!

If you need any help with your campaign, need advice on writing up a new web page, posting online; please don't hesitate to get in touch at leeana@wasteminz.org.nz

And remember, tag us @wasteminz, and use the hashtags below!
 #MakeMemories #LowWasteChristmas

