

TOO GOOD TO GO

A FOOD WASTE MOVEMENT BASED ON PARTNERSHIPS

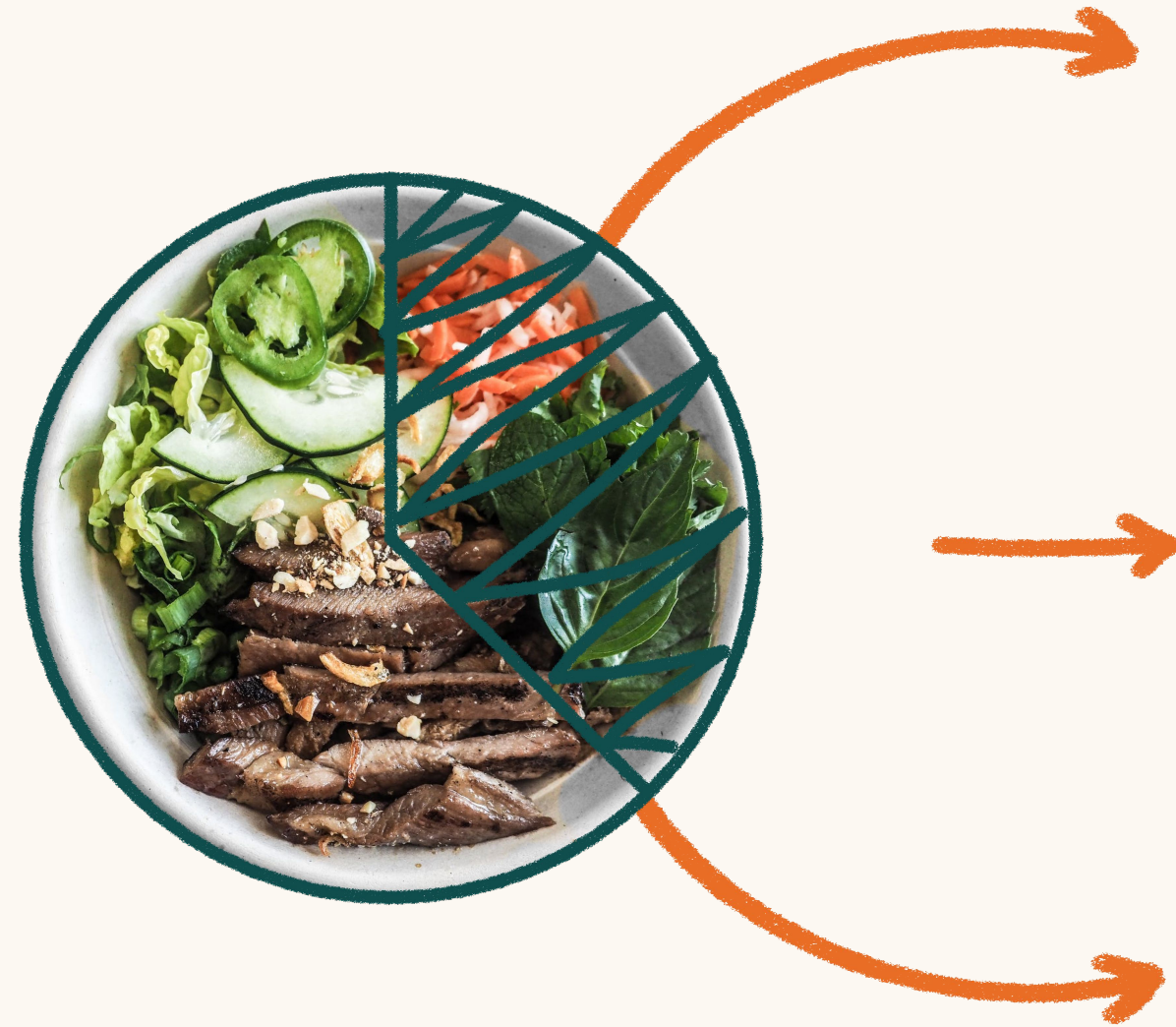


ISO fundraising conference, 6. September 2022



FOOD WASTE IS A MASSIVE ISSUE

1/3 OF ALL FOOD ARE BEING WASTED



ENVIRONMENTAL

Food waste stands for 10% of GHG emissions

SOCIAL

870 million people go hungry to bed every day

FINANCIAL

Our wasted food has a worth of \$1.2 trillion

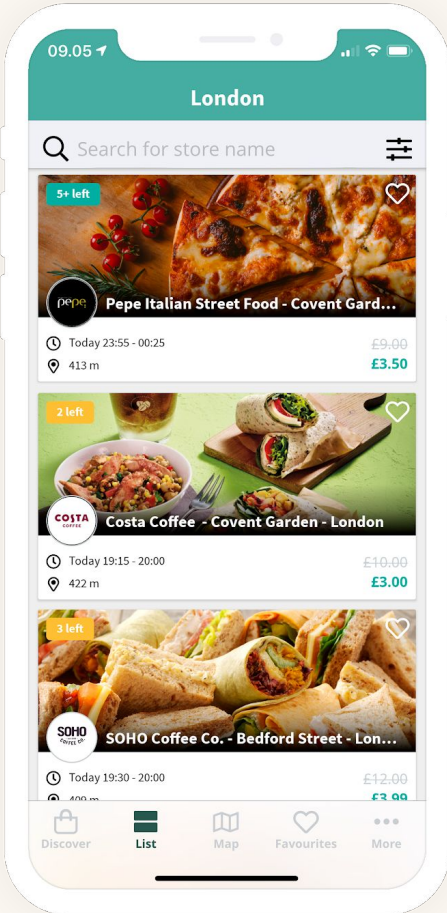


KEEP IT SIMPLE

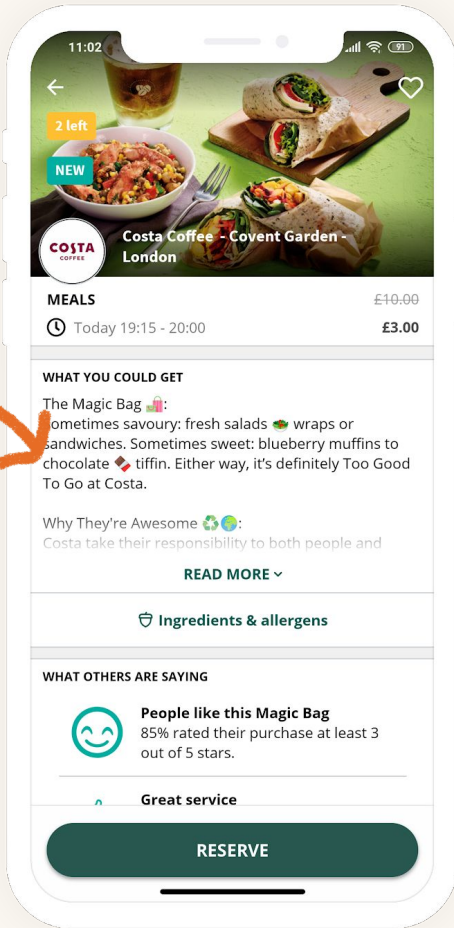
A VERY SIMPLE SOLUTION

USER EXPERIENCE

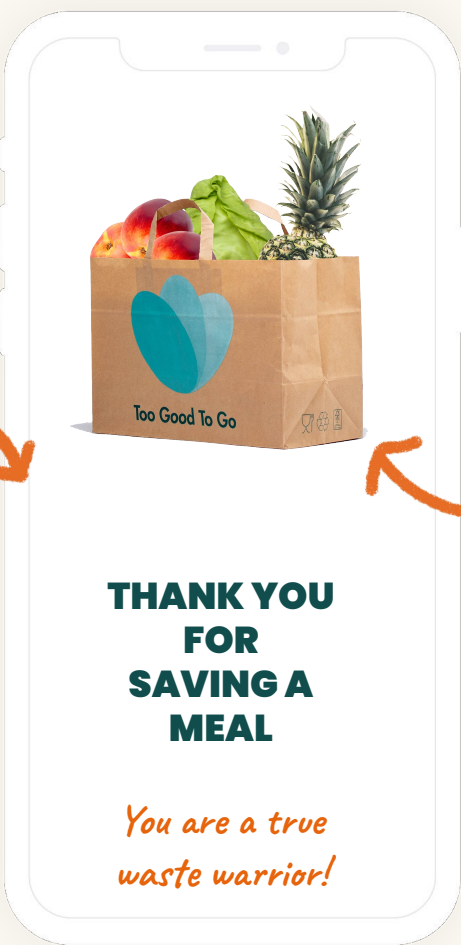
STORE EXPERIENCE



1. FIND A MEAL



2. SHOW RECEIPT



3. PICKUP



2. PREPARE MAGIC BAGS



1. SET SUPPLY

WE HAVE THE BIGGEST MARKETPLACE FOR

SURPLUS FOOD IN THE WORLD

DENMARK

MEALS SAVED

11.600.000

DOWNLOADS

2.600.000

PARTNERS

4.400

PEOPLE TEAM DK

25

GLOBAL

MEALS SAVED

160.000.000

DOWNLOADS

63.000.000

PARTNERS

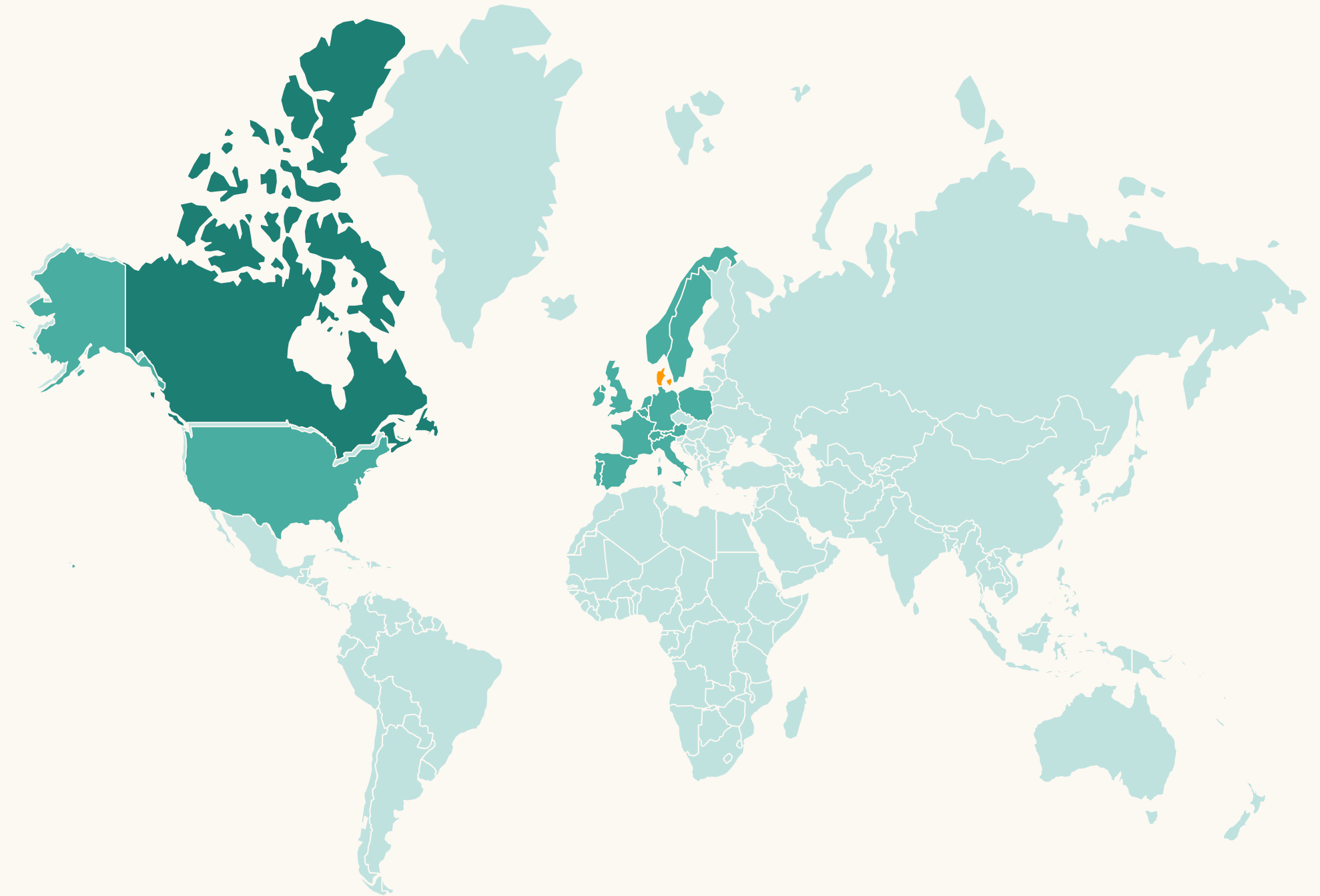
178.000

PEOPLE

1.400

MARKETS

17



WHO ARE WE AT TOO GOOD TO GO?

A MOVEMENT AGAINST FOOD WASTE

Who are we?

- We are a social impact company, fighting food waste
- B-corp certified (high standards of social and environmental impact)
- Our Vision: A planet with no food waste
- Our Mission: To inspire and empower everyone to fight food waste, together

What's our growth ambition?

Be the leading global player in the fight against food waste

- Leading... Means having the biggest measurable impact
- Global... Means having measurable impact across continents

By 2024:

- INSPIRE: Make 250 million people aware of the fight against food waste
- EMPOWER: Save 1 billion meals



HOW WE THINK PARTNERSHIPS



**A
WIN WIN WIN
SOLUTION**



OUR 5 STRATEGIC AREAS WHERE WE DRIVE THE MOVEMENT AND OUR PARTNERSHIPS

WE WANT TO MAKE AN IMPACT/CHANGE

INDIRECT IMPACT

INDIRECT IMPACT



DIRECT IMPACT
Too Good To Go app



DRIVE THE MOVEMENT EXTERNALLY (BUSINESSES)

FIGHTING TOGETHER WITH OUR PARTNERS

- Partners - not customers
- 3M partner approach - Mission, Marketing, Money
- All about impact - we always celebrate milestones with our partners
- We give our partners mission material to share (the intensifier effect)

Hej Debbie,

Mange tak for din henvendelse og for at redde overskudsmad sammen med os.

Jeg beklager mange gange, at du gik forgæves.

Jeg noterer selvfølgelig din feedback og giver det videre til butikken, som forhåbentlig får annulleret i tiden en anden gang. 🌱

Jeg har selvfølgelig annulleret din ordre samt refunderet det fulde beløb. Pengene skulle gerne være på din konto indenfor 5-7 hverdage.

Efter denne oplevelse, håber jeg stadig, at du har mod på at mindske madspild med os fremover.

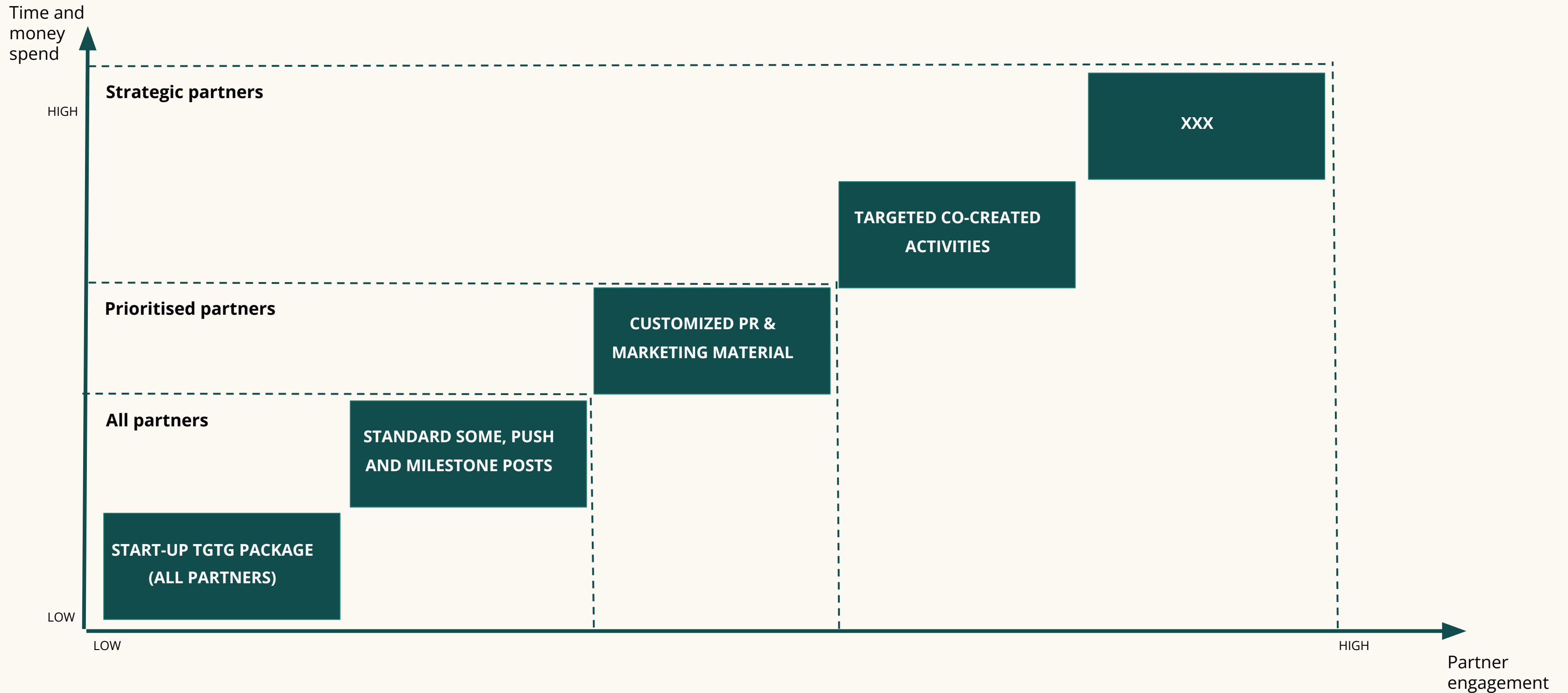
Du må have en rigtig god dag.

De bedste hilsner,



DIFFERENT ELEMENTS IN A PARTNERSHIP

PARTNERSHIP ELEMENTS



DRIVE THE MOVEMENT EXTERNALLY (HOUSEHOLDS)

ENGAGING OUR USERS

- Tips & tricks: App, SoMe, blog and newsletters
- Online cooking and fermentation courses
- Pop up when buying a magic bag: You just saved a meal from being wasted!
- Local PR: Celebrating milestones (meals saved) in various cities

TV2 ØST ■ Seneste nyt ■ TV ■ Tip os

40.000 poser med overskudsmad reddet i Ringsted

DU HAR LIGE REDDET ET MÅLTID FRA AT BLIVE SPILDT!



Fejr med dine venner og bekæmp madspild sammen

#TooGoodToGo

f i

Ikke lige nu



TELMORE 13.52

Reels

4 STEPS TIL FERMENTERING

toogoodto.go.dk

4 STEPS TIL FERMENTERING ... mere

toogoodto.go.dk · Originallyd to

DRIVE THE MOVEMENT EXTERNALLY (SCHOOLS AND MOVEMENT ACTIVITIES)

MOVEMENT INITIATIVES

- Education Manager / School tour
- Education materials in collaboration with e.g. Gyldendal
- Food waste school in collaboration with Arla Fonden
- Food waste truck in collaboration with Irma
- Collaboration with Fødevarebanken, Stop Spild Lokalt, Wefood etc.



DRIVE THE MOVEMENT EXTERNALLY (PUBLIC AFFAIRS)

NON COMMERCIAL INITIATIVES



DATE LABELLING

- Look, smell, taste logo
- From “used by” to “best before”
- Only on required products



WASTE WARRIOR BRANDS

- Take actions and commit to one or more of our initiatives
- Internal employee engagement
- External communication



THE PACT

- Signed agreement
- 50 food companies in FR
- Reducing food waste and measuring impact





QUESTIONS

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