Too Good To Go

Fighting Food Waste at Scale

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A video to start
Food waste is a massive issue

More than 1/3 of all food is wasted

- **Environmental**: 8% of GHG emissions
- **Social**: 870 million people hungry
- **Economic**: $1.2 trillion worth of food
Food waste is a complex issue with many actors.

Food waste in the value chain in Europe
% of total food waste volume

Production: 23%
Handling & Storage: 12%
Processing: 5%
Distribution & Market: 9%
Consumption: 52%

Source: WRI analysis based on FOA 2011.
Too Good To Go connects restaurants, bakeries and supermarkets with consumers. The user searches for a store, and the meal is prepaid via the app. The user shows up at the store just before closing time to collect their meal. The user shows their receipt and receives a bag of unsold food.
Our mission

INSPIRE AND EMPOWER EVERYONE TO TAKE ACTION AGAINST FOOD WASTE
It’s Win-Win-Win

Consumers get delicious food at attractice prices.

We help the environment by reducing waste.

Partners reduce waste and get exposure to new consumers.
The Magic element in the equation
How it all started
Probably the world’s largest B2C marketplace for surplus food

Joining the movement every month:

• 600,000 new consumers
• 1,000 new partners
Empower, Inspire, Change.

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