



Too Good To Go

Empowering & inspiring everyone
to fight food waste **together**

Food Loss & Waste Reduction in Central Asia, Azerbaijan & Turkey

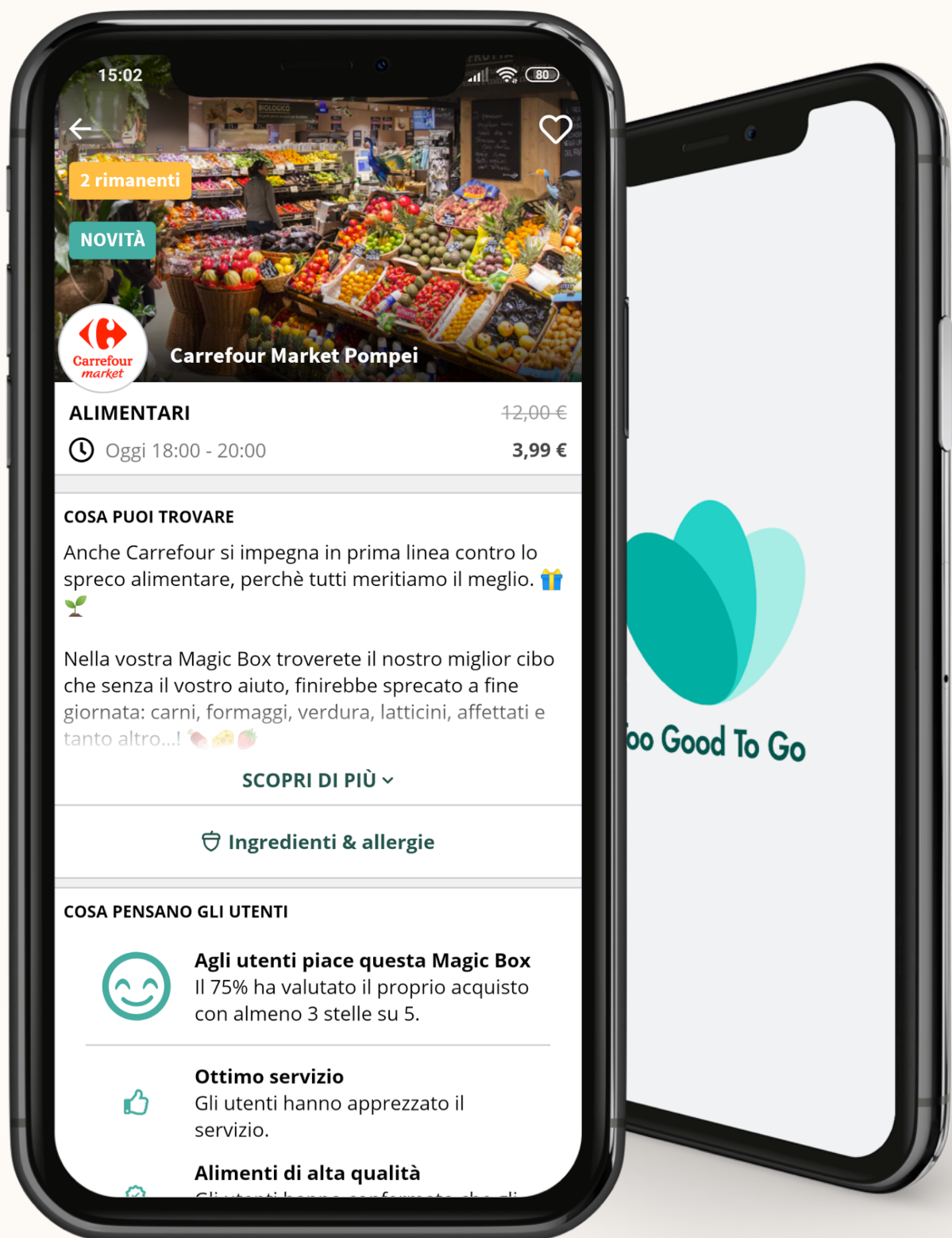
29 September 2021





Empower and **Inspire** everybody to
fight food waste together





TOO GOOD TO GO OFFERS

THE SIMPLEST SOLUTION FOR REDUCING FOOD WASTE

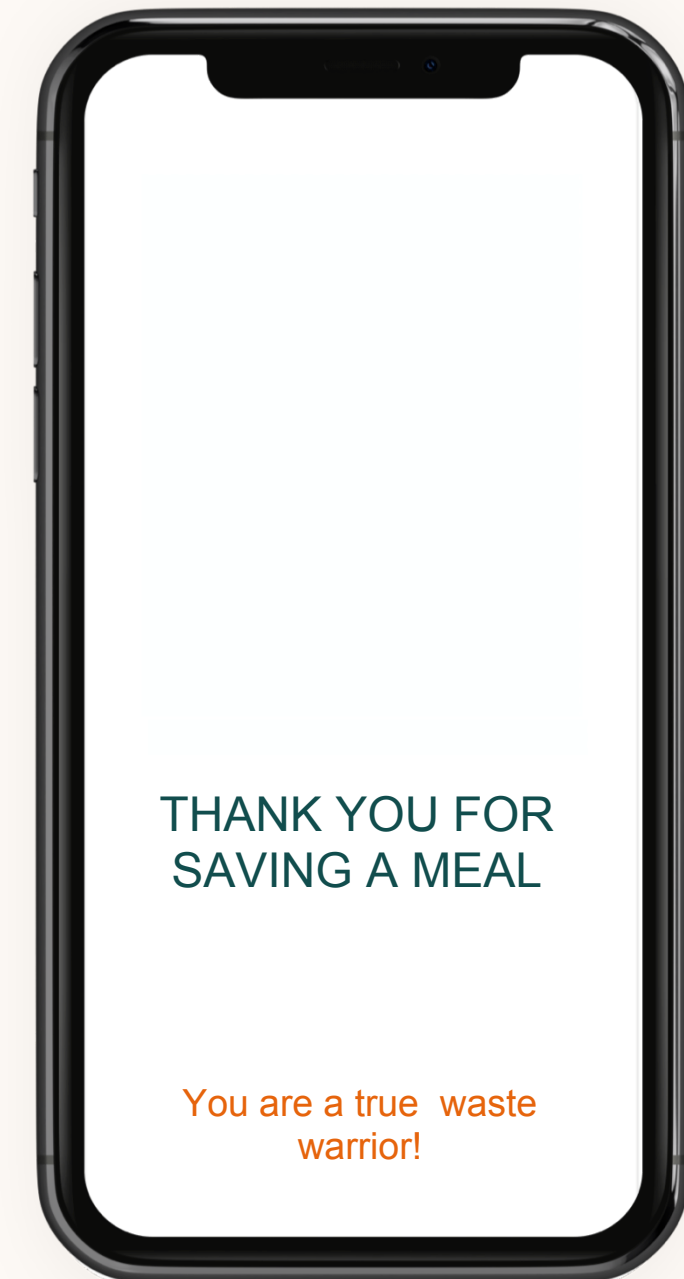
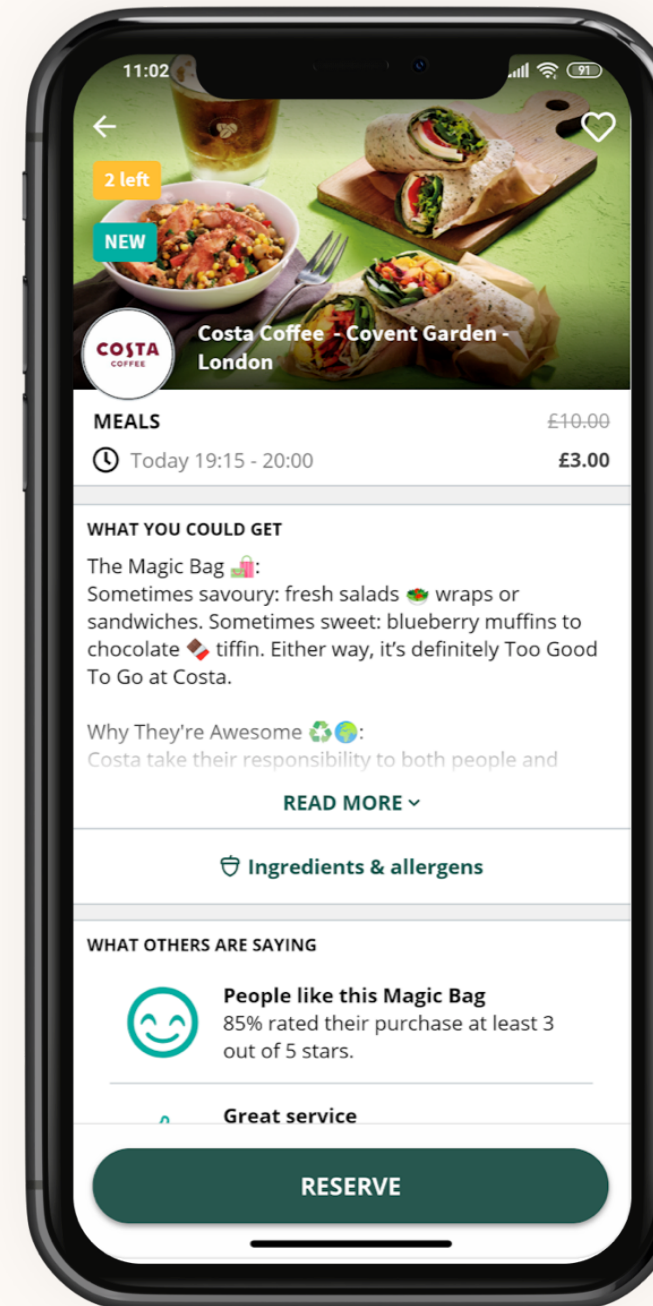
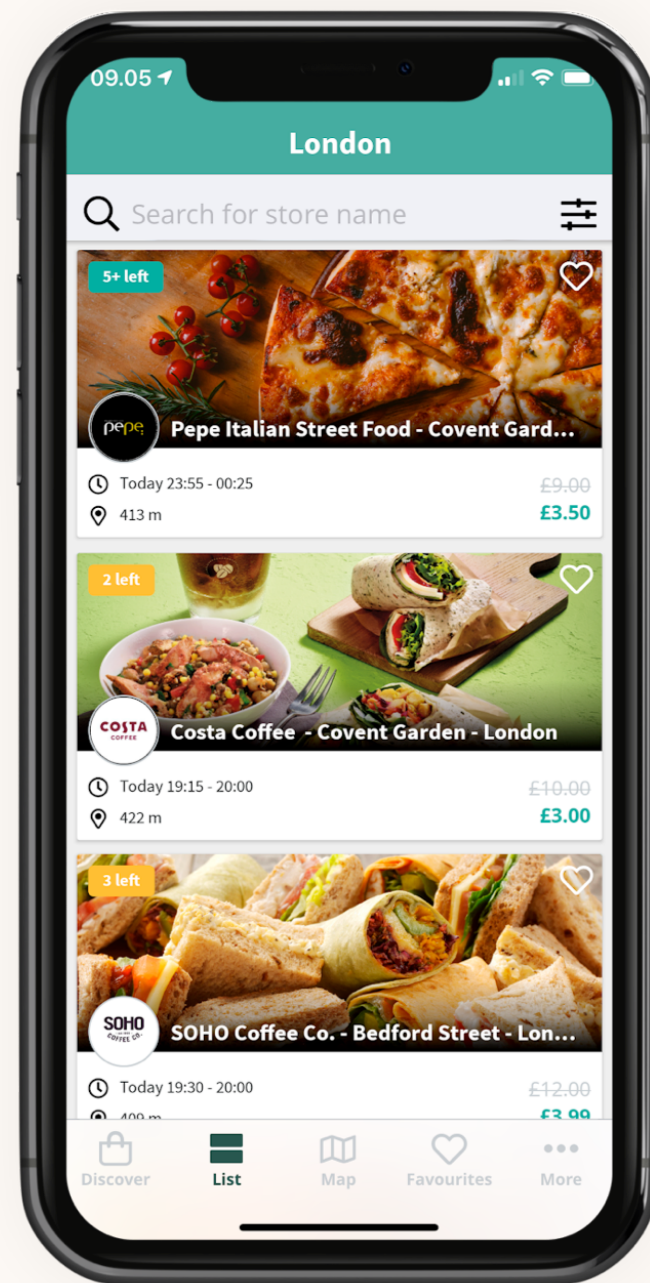
We connect stores which have leftovers and consumers who pick up their “Magic Bag” for a small price at the end of the day.

It's really that simple!



OUR APP: SAVING FOOD SURPLUS

MEETING (OVER)SUPPLY WITH DEMAND



Stores preload portions of unsold, surplus food on the app as 'Magic Bags'.

The user picks a store, then pre-pays for a Magic Bag using the app.

The user shows up at a time set by the store to collect their meal.



INTERNATIONAL DAY OF
AWARENESS
OF FOOD LOSS & WASTE

REDUCING FOOD WASTE IS THE NUMBER 1 SOLUTION IN OUR FIGHT AGAINST CLIMATE CHANGE

You're part of the
solution

BUSINESSES
GOVERNMENT
CONSUMERS



INTERNATIONAL DAY OF AWARENESS OF FOOD LOSS & WASTE



<https://www.youtube.com/watch?v=NvUS6KiufUs>





COLLABORATION AMONG DIFFERENT ACTORS

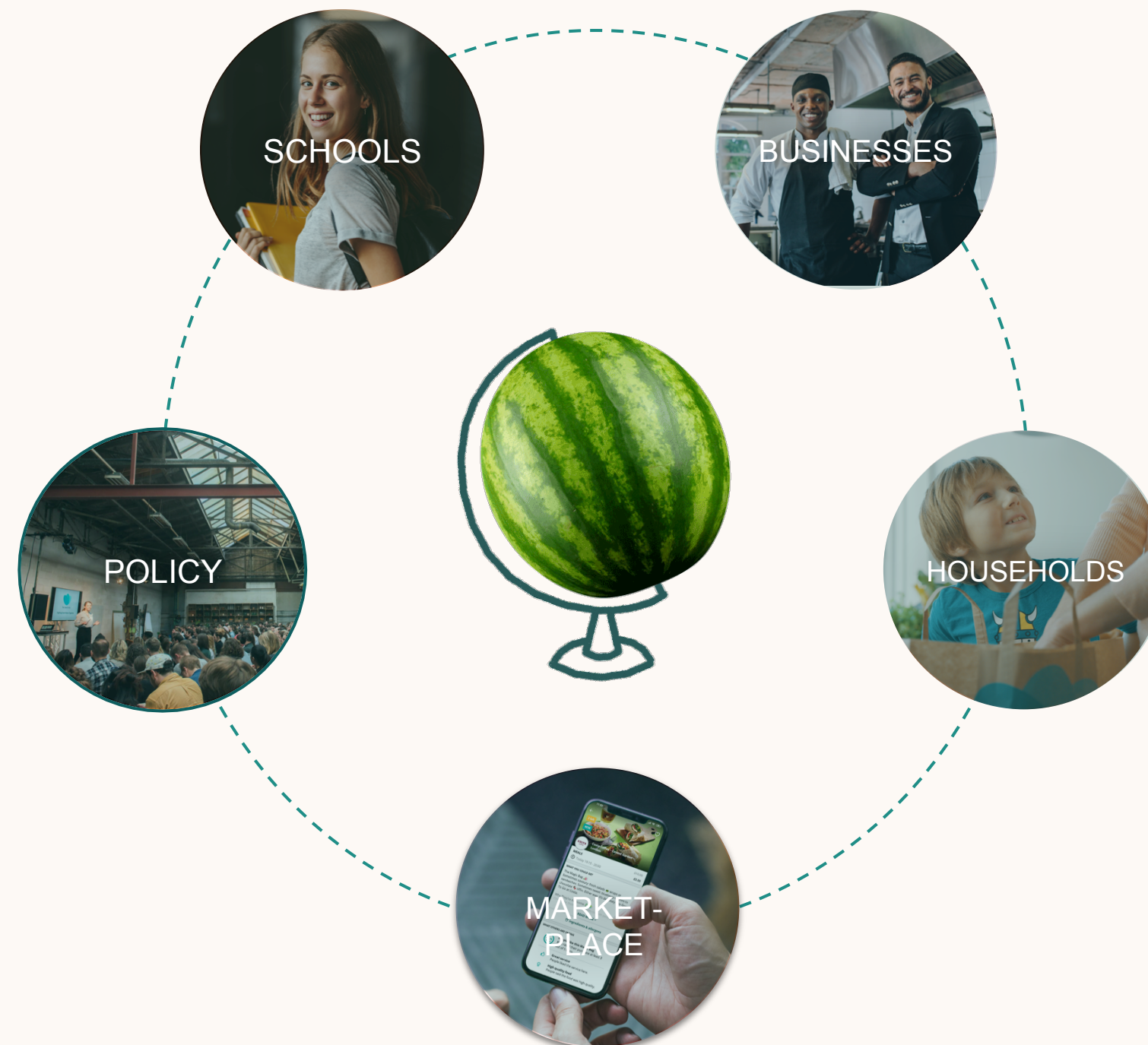
DATE LABELLING



OUR MOVEMENT

INSPIRING THE FIGHT AGAINST FOOD WASTE

OUR MOVEMENT against food waste aims to **inspire** different groups of people through advice, campaigns, tools, best practices... to raise awareness for the issue of food waste, its impact on climate change, and achieve a newfound respect for food.



THE PROBLEM WITH DATE-LABELS



PRODUCERS

Use of dates is not harmonised.
Best Before/Use By dates used
for similar products.



CONSUMERS

Lack of understanding of
difference between the dates



RETAILERS

Use of dates in their
routinised practices in
shop and contract



CONFUSION &
FOOD WASTE

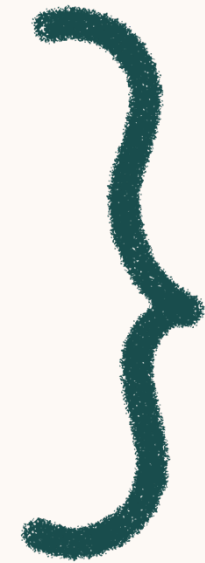


THE PROBLEM WITH DATE-LABELS

Responsible for

10%

of food waste around the EU
across the supply chain



Consumers misunderstand consumption dates:

- Only **47%** know what “**best before**” means
- Only **40%** know what “**use by**” means
- 10% throw away products before or on the day of a “best before” date
- **49%** of Europeans think better and clearer information on date labels would help them waste less food
- **20%** of food waste in households is due to date labels

THE ISSUE OF DATE
LABELS
IN EUROPE

A GROWING PROBLEM



A GLOBAL CAMPAIGN WITH THREE APPROACHES

Our aim is to achieve widespread change in date labelling across Europe through **3 approaches**:



APPROACH 1: Impacting consumer misunderstandings through changes on packaging



APPROACH 2: Influencing retailer and producer practices



APPROACH 3: Advocating for changes in legislation

Which approach is taken varies from country to country, depending on local factors & opportunities.



APPROACH 1 - CONSUMERS

WHAT'S ACTUALLY CHANGING ?

To impact consumer misunderstandings, we have 3 main pledges :

- 1** Add Too Good To Go's 'Look, Smell, Taste, Don't Waste' label to packaging
- 2** Change 'use by' labels to 'best before' on products with flexible consumption dates
- 3** Remove best before labels on products that don't require them

And one key message:



Look at the food and judge if it still looks normal



Smell the food and see if there's any change to how its smell



Taste the food and test if it tastes as it's supposed to



APPROACH 3 - GOVERNMENTS

WHAT'S ACTUALLY CHANGING ?

1. Review of the EU FIC Regulation (Q4 2022)
 - Public Consultation
 - Policy Input
1. Interview with EC Market Research organisation
2. In NL, part of a research consortium analysing impact of visual queues to replace date labels in words
3. In country, we push for governments to authorise sale & donation of products that are past their *Best Before* date



2021 STATUS

SOME LOCAL STATS

France

60 partners

410 product ranges with the pictos in-store
60 in-store anti food waste shelves (selling
past “Best Before” products)
Approved by the Ministry of Ecology

Spain

18 partners

OOH campaign: 54.4 million impacts
Social media: 33 million reached
PR: 130 clippings & 32,5 million reach

Portugal

14 partners

15 inbounds partners in 2 weeks after
launch
PR: 73 media mentions in 2 weeks & 36
million reach
SoMe: 6.2 M reach

Austria

12 partners

6.000 visits on our landing page
Reach with in-house content: 332.500
7 producer inbounds in 26 hours
Approved by the Ministry of Environment

Denmark

15 producers

On pack of 1 million products
Approved by the Ministry of Food



DATE LABELLING CAMPAIGN

IMPACT

Switzerland
October 2020

Impact study conducted by the **Bern University** of Applied Sciences to check how the “*Often good after*” label is perceived by consumers

The study proved that the addition of the ‘often good after’ label triggers an effect with consumers, and that it is recommended to use the label with the icons, (strongest effect and preferred by consumers)

United Kingdom
January 2021

Kantar Study - Findings

- 99% people understand that it is a label to check food to reduce food waste
- 75% thought the meaning was conveyed extremely/very well and 19% thought somewhat, meaning 94% of people understood its purpose
- The label resonated most with 65+ with 82% over 65s extremely/somewhat understanding the labels meaning compared with 68% of 16-24s

EPINI  N

Full scale Impact Assessment Feb 2022 → Sep 2022

- *What has changed?*
- *Who has changed?*
- *Why did the changes occur?*





THANK YOU

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