



**Too Good To Go**

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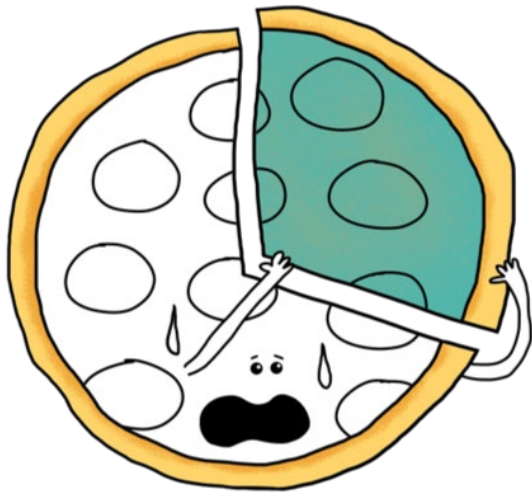
## **Fighting Food Waste at Scale**

Lucie Rein - Country Manager Switzerland

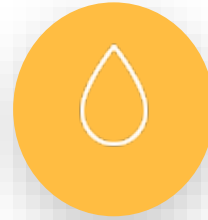
**A video to start**



# Food waste is a massive issue

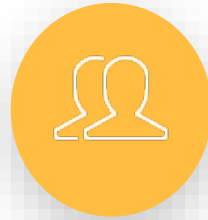


More than 1/3 of  
all food is **wasted**



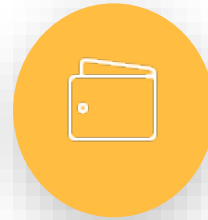
## Environmental

8% of GHG emissions



## Social

870 million people hungry



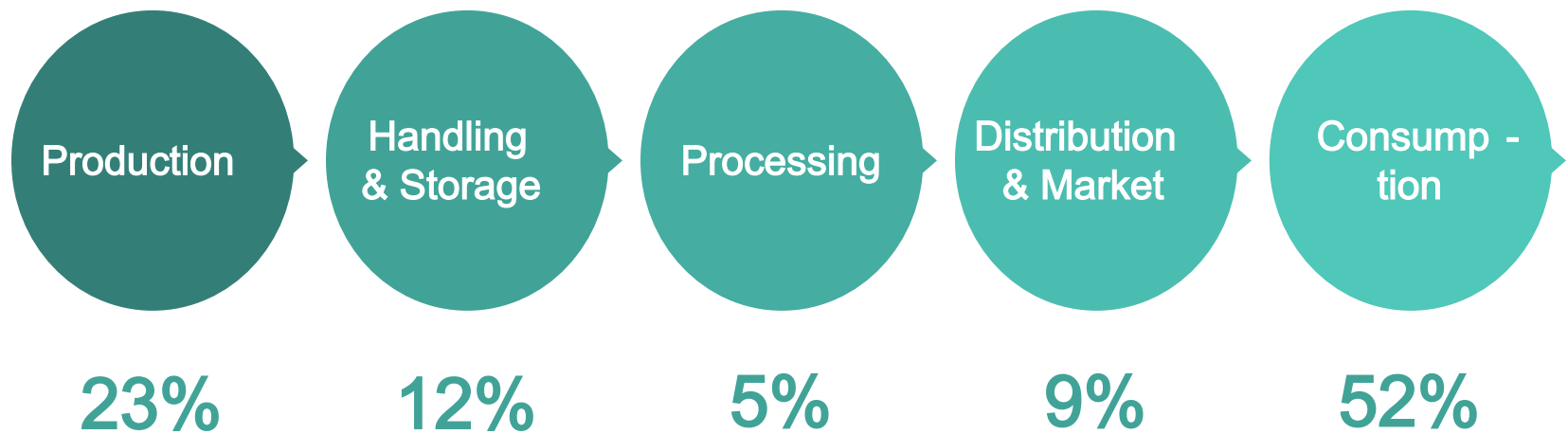
## Economic

\$1.2 trillion worth of food



# Food waste is a complex issue with many actors

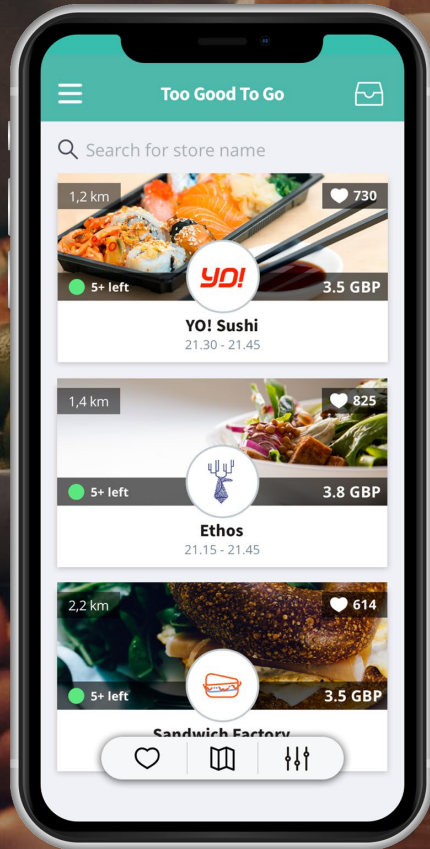
Food waste in the value chain in Europe  
% of total food waste volume



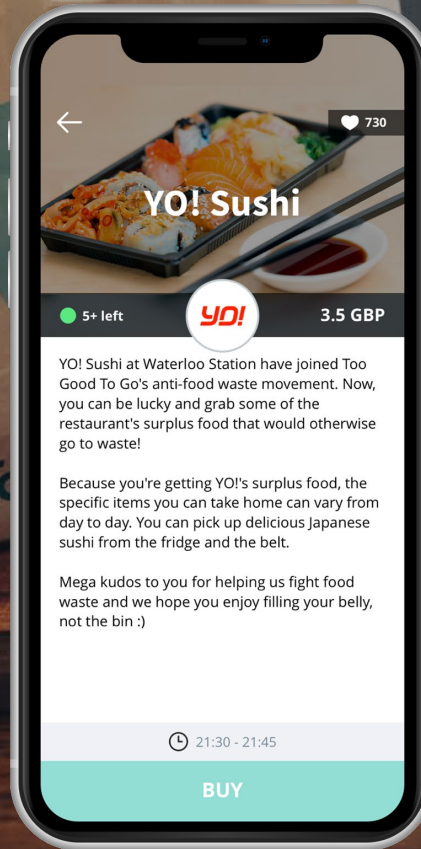
Source: WRI analysis based on FOA 2011.



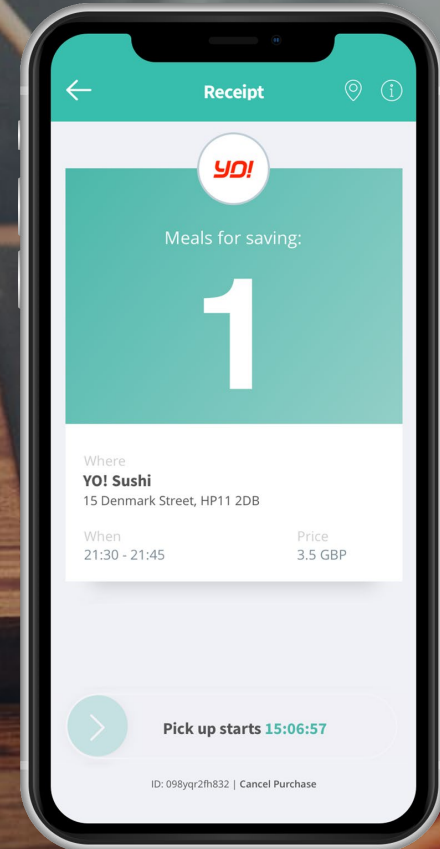
# Too Good To Go connects restaurants, bakeries and supermarkets with consumers



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.

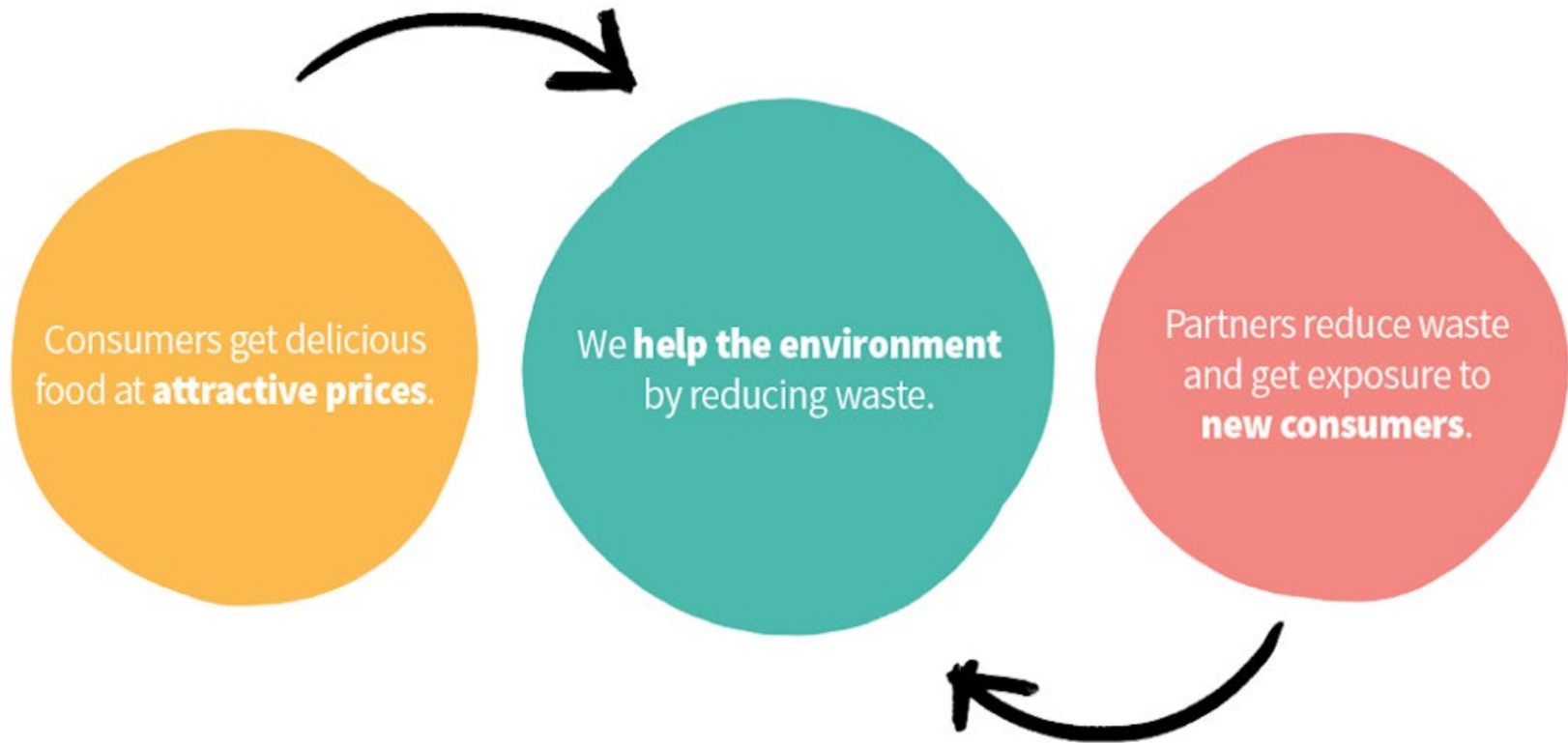
# Our mission



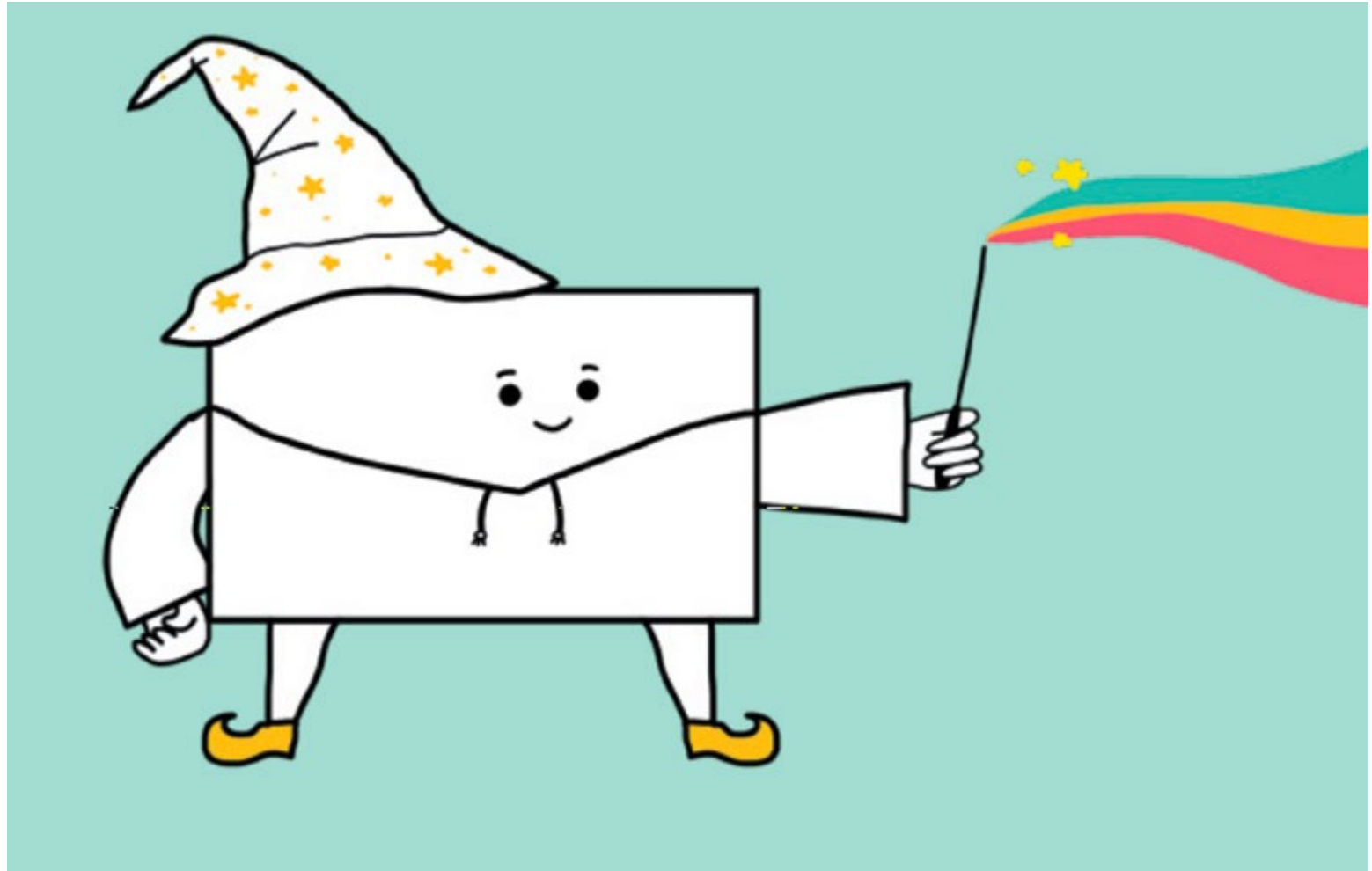
**INSPIRE AND EMPOWER  
EVERYONE  
TO TAKE ACTION AGAINST  
FOOD WASTE**



# It's **Win-Win-Win**



# The Magic element in the equation

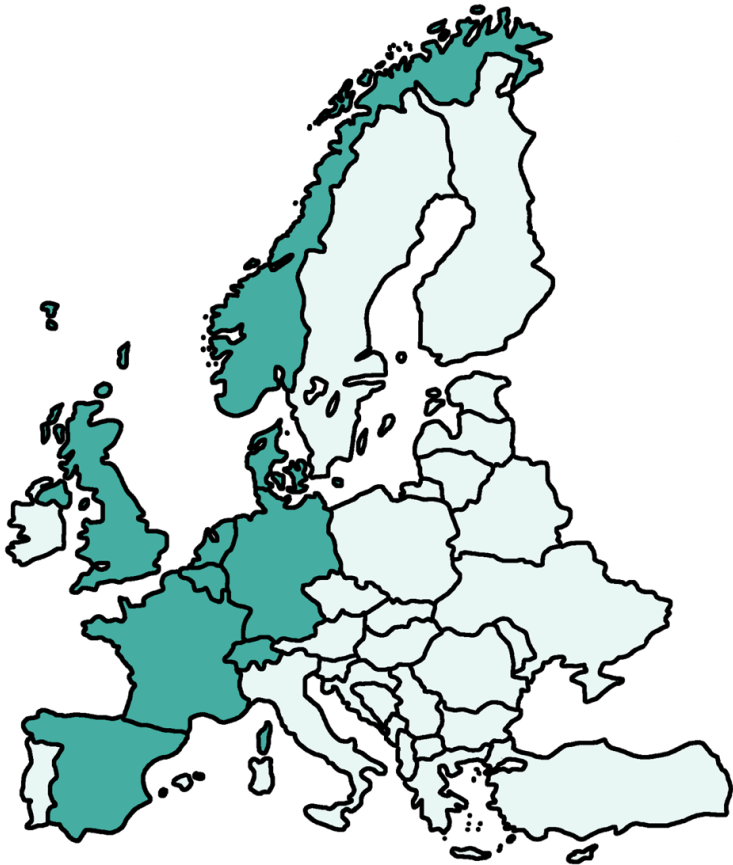




# How it all started



# 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.



**SOUTENEZ  
NOTRE PÉTITION**

[www.change.org](http://www.change.org)

**#changetadate**

