

**EAT WELL.
SAVE MONEY.
SAVE THE PLANET.**



ONE-THIRD OF THE FOOD PRODUCED AROUND THE WORLD IS THROWN AWAY. IF FOOD WASTE WERE A COUNTRY, IT WOULD BE THE PLANET'S THIRD-LARGEST EMITTER OF GREENHOUSE GASES BEHIND ONLY THE US AND CHINA. AS THE WORLD DEVELOPS, SO DOES THE NEED TO MANAGE OUR RESOURCES IN A MORE SUSTAINABLE MANNER. WHEN OVER A QUARTER OF THE WORLD'S AGRICULTURAL LAND IS USED TO PRODUCE FOOD THAT DOESN'T EVEN GET EATEN, IT'S CLEAR THAT WE CAN DO A WHOLE LOT BETTER.

BUT IT'S NOT ALL BAD NEWS. ADVANCES IN TECHNOLOGY HAVE PAVED THE WAY FOR SOCIAL INNOVATORS TO OPEN UP CREATIVE SOLUTIONS THAT TACKLE FOOD WASTE AND REDUCE THE NEGATIVE EFFECT IT HAS ON CLIMATE CHANGE. A REVOLUTION IS AFOOT – AND IT'S AN EXCITING TIME TO GET INVOLVED.

TOO GOOD TO GO

TOO GOOD TO GO HAS EMERGED AS ONE OF THE WORLD'S LARGEST PLATFORMS FOR FIGHTING FOOD WASTE. THE TOO GOOD TO GO APP CONNECTS BUSINESSES SUCH AS RESTAURANTS, SUPERMARKETS, BAKERIES AND CAFES WITH UNSOLD FOOD WITH CUSTOMERS WHO COLLECT IT FOR A REDUCED PRICE AT THE END OF THEIR SERVICE. CUSTOMERS SIMPLY PLACE AN ORDER VIA THE TOO GOOD TO GO MOBILE APP, COLLECT JUST BEFORE THE STORE'S CLOSING TIME AND ENJOY THEIR FOOD. AND IT TASTES THAT LITTLE BIT BETTER WHEN THEY KNOW THEY'RE DOING THEIR BIT TO HELP PROTECT OUR PLANET.

THE RESULT IS WIN-WIN-WIN: STORES CAN MAKE MONEY ON UNSOLD STOCK THEY WOULD OTHERWISE THROW AWAY AND ATTRACT NEW CUSTOMERS; USERS CAN ENJOY GREAT MEALS AT A FRACTION OF THEIR USUAL PRICE WHILST TRYING OUT NEW PLACES; AND MOST IMPORTANTLY, THE ENVIRONMENT WINS AS A RESULT OF THE REDUCTION IN FOOD WASTE. EACH MEAL SAVED AVOIDS ROUGHLY TWO KILOGRAMMES OF CARBON DIOXIDE EMISSIONS, MEANING THE SCOPE FOR DOING GOOD IS POTENTIALLY MASSIVE.

TOO GOOD TO GO LAUNCHED IN DENMARK A LITTLE OVER 18 MONTHS AGO AND HAS GONE ON TO DIVERT OVER 1.5 MILLION MEALS FROM LANDFILL IN FIVE DIFFERENT COUNTRIES – THE UK, FRANCE, GERMANY, NORWAY AND DENMARK. THE APP HAS BECOME PARTICULARLY POPULAR WITH ACTIVE YOUNG PROFESSIONALS AND FAMILIES WHO ARE ENJOYING THE OPPORTUNITY TO TAKE ADVANTAGE OF A FRESH WAY TO LIVE A MORE SUSTAINABLE LIFE.

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