



MORE THAN A FOOD APP

TOO GOOD TO GO IMPACT REPORT





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THIS REPORT COVERS
JANUARY 2020 – DECEMBER 2020



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If you're familiar with Too Good To Go, you may already know the basics: we're a social impact company that fights food waste. Our goal – to make sure food gets eaten, not wasted – has remained unchanged since day one.

Food waste is a huge, complicated issue that spans the globe, and we know that by working alone, we can only achieve so much. But we also know this: when one positive idea sparks another, and then that positivity is imprinted on tens, hundreds, millions of minds, that's when you can create a movement. And

also examining our footprint, and asking hard questions so we can continue to do better both socially and environmentally.

After all, we're not perfect. That's why one of our core values is to 'raise the bar'. Every year, we hope to add more depth, more detail, and more hard questions to this report, and we welcome – and value – all feedback. If you'd like to share your thoughts, please do – you can reach us at impactfeedback@toogoodtogo.com.

HELLO

- AND WELCOME TO OUR 2020 IMPACT REPORT

It's this notion – of shared inspiration, of collective action, of a movement against food waste – that helped us arrive at our ultimate mission: to inspire and empower *everyone* to fight food waste together.

But it's not enough to have a noble mission. We also have to ensure that along the way, we're having a tangible, positive impact on real life in the world around us. And that's what this report is all about: measuring the positive impact we've already had, sure – but

If you're reading this, then you are already, in some way, part of the Too Good To Go journey, and the fight against food waste. Thank you for taking part.

Mette

Mette Lykke
CEO



**"I DREAM OF
A PLANET
WITH
NO FOOD
WASTE"**

A BIT ABOUT US

At Too Good To Go, we introduce ourselves as a *'social impact company'*. That means we have a clear core mission that extends far beyond the bottom line. We're all about using a simple business model to create positive social impact at scale. Our app is available across 15 countries – and counting.

HOW IT WORKS IS SIMPLE

When businesses like supermarkets, cafes, bakeries or manufacturers have too much food on their hands (perhaps because of an inaccurate forecast, an interrupted supply chain, or rainy weather), they list it on our app. Consumers browse the app for businesses that have surplus food, then buy it for a great price, pick it up, and take it home to enjoy. The food isn't wasted, the business offsets sunk costs, and the customer gets delicious food for a great price. Best of all, it gives ordinary people the chance to have a direct impact on the food waste issue – all while they're going about their everyday life.

The food comes in a surprise 'Magic Bag', meaning consumers don't know exactly what they'll be eating until they pick it up – it's all part of the fun.

But we've always known that what we really need to solve the issue is system and habit change. Therefore, as our concept caught on, and our business grew, we knew we were in a position to do more: to educate, collaborate, influence, and build a movement that would lead to real change. The impact of this is less direct, more slow-moving – but it's just as important.

Now we're not only working with food businesses and consumers, but governments, schools and NGOs to drive impact at scale. In this report we'll go into more detail about some of these initiatives and what we hope to achieve with them.

Let's dig in.

OUR MISSION IS TO
INSPIRE AND EMPOWER
EVERYONE TO FIGHT
FOOD WASTE TOGETHER



TOO GOOD TO WHO?

FOOTPRINT

WHY TOO GOOD TO GO IS HERE - AND
HOW WE ENSURE WE GIVE MORE TO
THE PLANET THAN WE TAKE.



**Fun fact!**

4-5PM: ACROSS ALL COUNTRIES, THAT'S THE HOUR IN WHICH THE MOST MEALS ARE SAVED

HUMANITY'S FOODPRINT

WHY SAVING FOOD IS THE NUMBER ONE WAY TO SOLVE CLIMATE CHANGE

In 2014, Project Drawdown pointed to 'food waste reduction' as the number one solution to tackle climate change. Yes, more so than fewer plane trips, than combating deforestation, than switching to electric cars – if we solve food waste, the report says, we'll solve the most important problem of all. And the best part? We can all make a difference, through changes as simple as making sure you eat what's in your cupboard. When enough of us change our habits, we can truly change the world.

See the full Project Drawdown report at drawdown.org.

SO, WHY IS FOOD WASTE SUCH A BIG DEAL?

LET'S BREAK IT DOWN

PICTURE A **BANANA**. THEN, PICTURE EVERYTHING IT TAKES TO GET A BANANA TO YOUR FRUIT BOWL.



1

Land is cleared to plant the banana – this means a breakdown of the area's natural biodiversity, and the carbon-sucking trees that stood there.



2

Bananas need fertiliser to grow – that comes from factories that use a significant amount of energy to run.



3

Water is needed to hydrate the crops.



4

Fuel is used for the trucks, ships and planes that transport the banana on its journey.

5

Does your banana have a sticker on it? Yep, more energy to the sticker factory.



6

Let's not get started on everything it took to produce that box it was transported in.

7

When we throw away a banana because we didn't eat it in time, it's not just the banana we throw away – it's everything that went into producing that banana, from water, to land, to energy, to fuel.



Continues on next page >

AND THEN THERE'S THE DAMAGE IT CAUSES

If food ends up in landfill, it doesn't just break down harmlessly. The lack of air-flow in landfills causes food to pump out methane as it decomposes – a greenhouse gas more than 30 times as potent as CO₂ over the course of 100 years.

All in all? It's not just one banana, or one loaf of bread, or one tray of donuts – it's the most urgent issue facing our planet, and every single piece of food we throw away is part of the problem.



TOO GOOD TO GO HAS BEEN LABELLED AN **EFFICIENT SOLUTION ON CLIMATE ACTION** BY SOLAR IMPULSE FOUNDATION.

THE SOLAR IMPULSE FOUNDATION LABEL RECOGNISES BUSINESSES THAT ARE BOTH PROFITABLE AND IMPACTFUL IN THE FIGHT AGAINST CLIMATE CHANGE.

FACT FILE

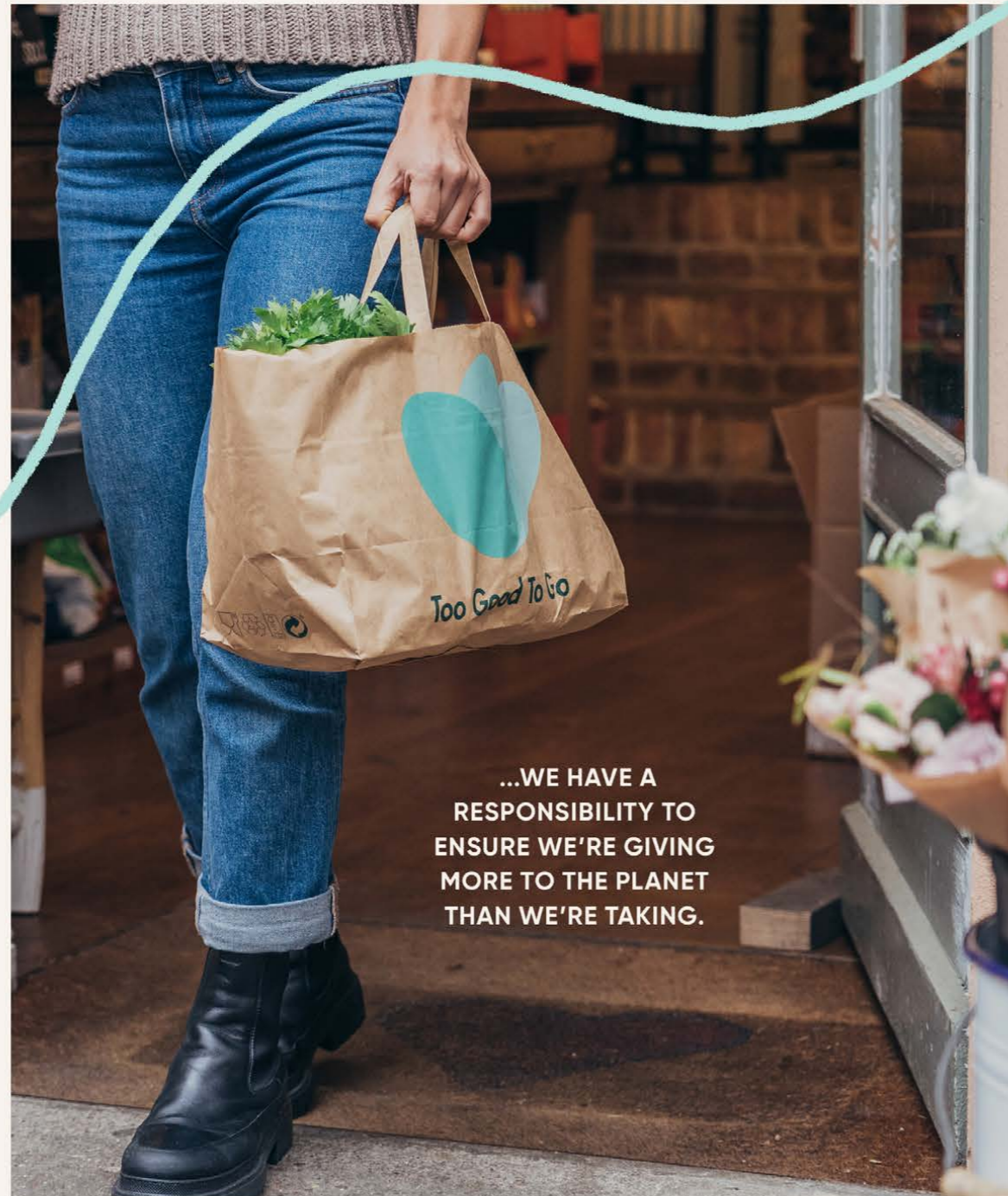
By saving **1 MAGIC BAG**, you save the same **CO₂e** it would take to **CHARGE YOUR PHONE 442 TIMES**



1kg of food = 2.5kg of CO₂e*

3.3 gigatons of CO₂e emissions can be put down to food waste yearly.

*1 Magic Bag is assumed to contain 1kg of food on average



...WE HAVE A
RESPONSIBILITY TO
ENSURE WE'RE GIVING
MORE TO THE PLANET
THAN WE'RE TAKING.

OUR FOOTPRINT

MOVING TO CARBON NEUTRAL+

Like any growing business, we're a contributor of both direct and indirect emissions. With more than 1000 employees stationed across 15 countries, we need servers, we need office space, and our teams need to travel between suburbs, cities, countries and continents to make sure we can stop as much food as possible from being wasted.

But all of these activities come at a cost to the planet. And while they're a necessary part of keeping the food waste movement progressing, we have a responsibility to ensure we're giving more to the planet than we're taking.

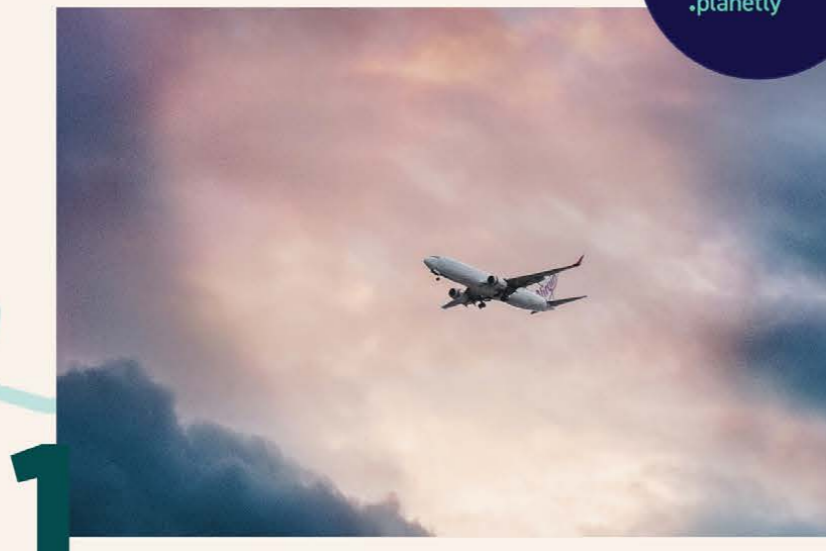
So we set an ambition to be **carbon neutral+** from this year on. That means not only do we neutralise our emissions; we go one step further, increasing our positive impact by extracting more carbon from the atmosphere than we put in.

Fun fact!

THE PERSON WHO
SAVED THE MOST FOOD
THROUGH THE APP IN
2020 WAS IN DENMARK
– THEY SAVED
1353
MAGIC BAGS!

MOVING TO CARBON NEUTRAL+

HERE'S HOW WE DID IT



1



COMMITTING TO CARBON NEUTRAL+

Planetly helped us understand our carbon impact: *'Too Good To Go analysed and offset all emissions from its business operations across all three emission scopes. The company includes not only all direct and energy-related emissions, but also all indirect emissions that occur in the value chain such as service providers the company uses.'* Our 2020 emissions came out at 2,475.7T CO2e.



2

OFFSETTING OUR SERVERS

Our servers keep our app running – but they consume a lot of energy. To make up for it, we're supporting a solar power project in India, which aims to help fuel India's economic growth as sustainably as possible, aiming for a fully renewable future.



3

INVESTING IN SUSTAINABLE FARMING AND AFFORESTATION

The food system is the biggest driver in deforestation in the Amazon rainforest – virgin rainforest lands are cleared to make way for things like soy and corn fields, that then feed livestock in Europe and in the US. We want to bring about positive change by investing in sustainable farming and afforestation through a project in Peru.

BUT WE WON'T STOP THERE

Over the next year, we'll continue to explore ways we can increase our positive impact even further.

Read more at planetly.com/case-studies/too-good-to-go

OUR IMPACT

MANY THINGS GROUND TO A HALT IN 2020, BUT THE FIGHT AGAINST FOOD WASTE DIDN'T – AND NEITHER DID WE.



2020

IN NUMBERS

Covid-19 had a huge impact on the number of meals we were able to save in 2020. While we didn't rescue as many Magic Bags as we had originally planned, we're proud that we kept the momentum, and kept the fight against food waste going strong.

50,387



TOTAL NUMBER OF STORES THAT STARTED FIGHTING FOOD WASTE WITH US IN 2020

11,659,326



TOTAL NUMBER OF PEOPLE WHO DOWNLOADED OUR APP IN 2020



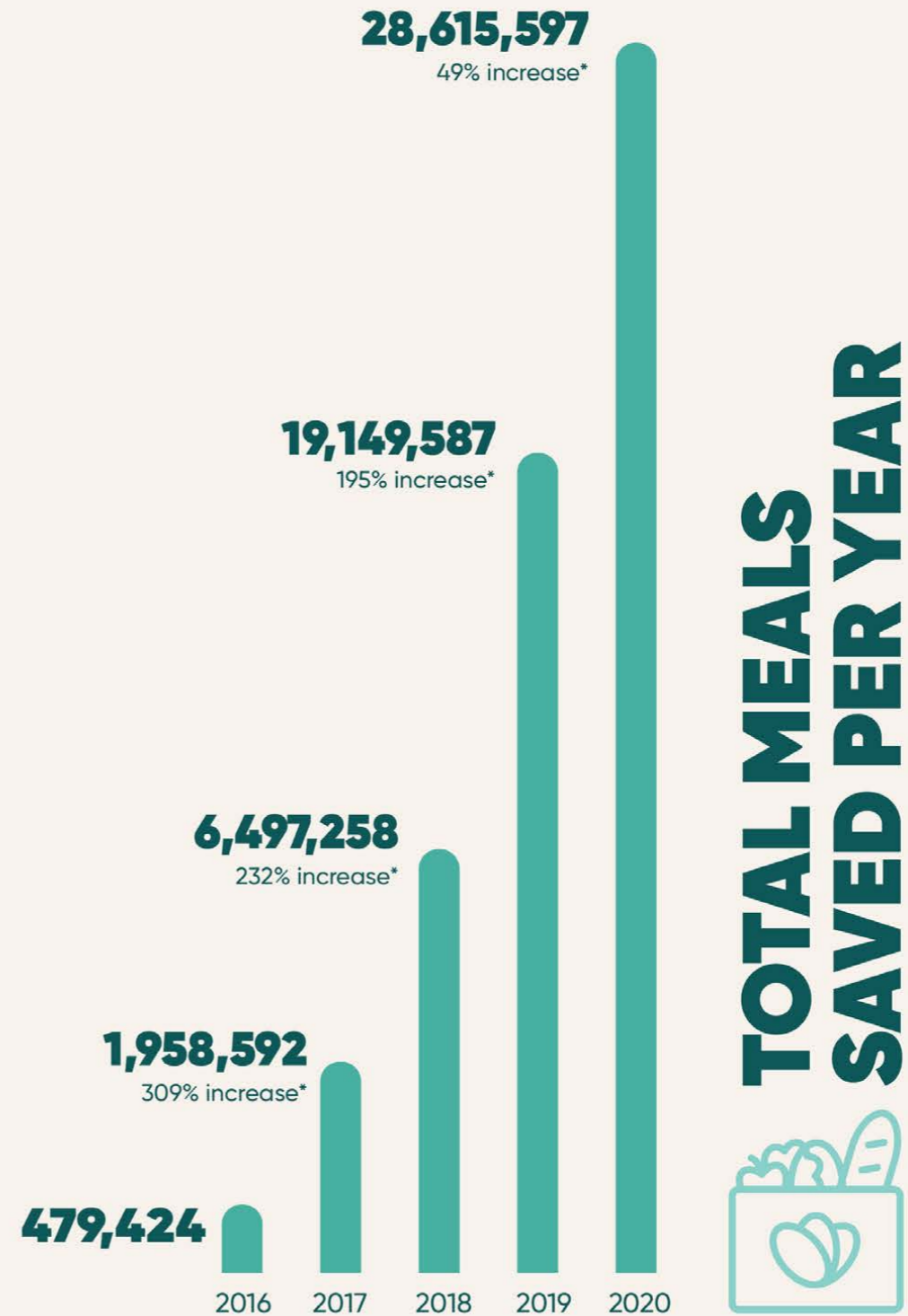
15

TOTAL NUMBER OF COUNTRIES WE CALL HOME – 2020 SAW US EXPAND TO SWEDEN AND THE UNITED STATES

FEELS LIKE 3 TRILLION



TOTAL NUMBER OF HOURS WE SPENT ON GOOGLE HANGOUTS



TOTAL MEALS SAVED PER YEAR

* year on year

56,692,441

TOTAL NUMBER OF MEALS WE HAD SAVED BY THE END OF 2020

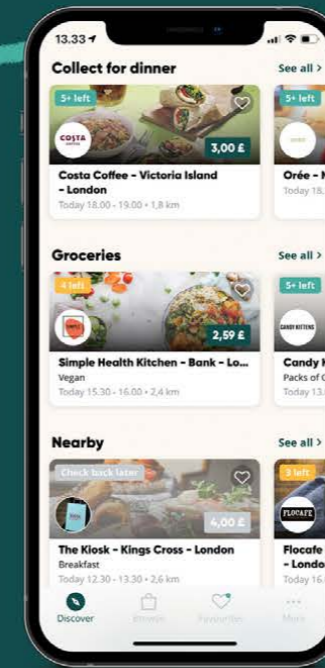
PEOPLE

Our app gives everyday people a simple way to fight food waste, by allowing them to rescue food from shops, manufacturers, cafes and restaurants. And the best bit?

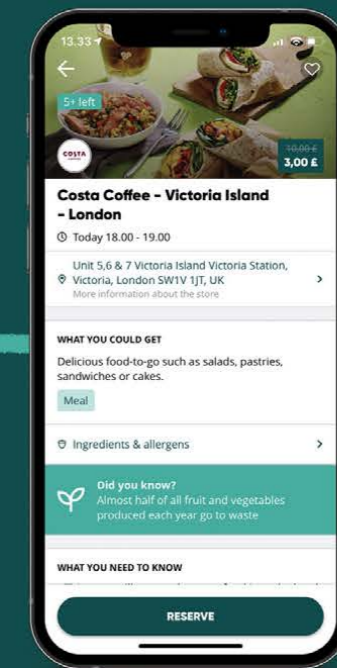
It really works.

Research conducted by Wageningen University & Research showed that **90% of all food rescued in the Magic Bag ends up eaten.**

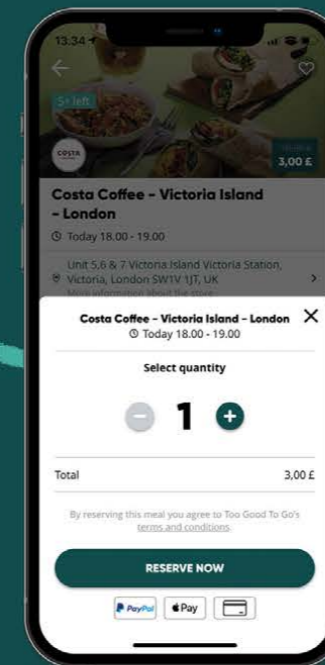
And what's more, 22% of our users indicated they have started reducing food waste in other ways since starting to use the app.



1. Customers search the app for stores that have unsold food near them



2. They use the app to buy a surprise 'Magic Bag' of food



3. They pick up the food from the store at a pre-designated time

So far so great!! I rarely leave app reviews but this app has already been a game changer for me and my friend. The value of the food we're getting is incredible and it feels like we're taking a more 'green' approach to take-out.

Consumer, US

I think your efforts to stop food waste are super 🍌. This has changed my shopping behaviour for the better and I was even able to convince my family with my creative cooking skills (Wonderdinner) 😊.

Consumer, Switzerland



61%

of all food waste happens in the home.

UNEP Food Waste Index Report, 2021

CHANGING BEHAVIOUR AT HOME

HOW WE'RE USING CAMPAIGNS TO TACKLE EUROPE'S BIGGEST SOURCE OF FOOD WASTE

While our app enables us to save a lot of food from going to waste at retail, food service, and manufacturer levels, the majority of food waste happens in the home – and whether it's a bag of spinach left to grow soggy in the produce drawer, a packet of pasta that passed its Best Before, or a bottle of milk that spoiled quickly in a too-warm fridge, the effect is the same: it's food waste that harms our planet.

Changing people's behaviour means replacing old habits with new ones – and it's something we want to help people do.

Our teams analyse research and data to zero in on when – and why – household food waste is happening. Then, we create content campaigns that provide practical advice and simple reminders to help people change their ways.

The following pages explore key examples of such campaigns.

Fun fact!

BAKERIES ARE THE SEGMENT THAT SAVES THE MOST FOOD IN 9 OUT OF 15 COUNTRIES

SHARE FREEZE REMIX

A study by Wageningen University & Research revealed that when people find themselves with surplus food, only

35%

OF PEOPLE CONSIDER FREEZING IT

28%

EAT IT THE NEXT DAY

23%

WOULD CONSIDER SHARING IT

That means there's still a LOT of surplus food going to waste.

As one of Europe's biggest foodie holidays, Christmas is a peak time for leftovers, so using Wageningen's intel, we came up with a food-waste-fighting campaign: Share, Freeze, Remix. The campaign reminded people to capitalise on the many different ways that leftovers can be enjoyed over the holidays, whether you share them with friends and family, freeze them to eat them at a later date, or remix them into a new and exciting dish.



LOOK, SMELL, TASTE

DON'T WASTE

Do you know the difference between 'Best Before', 'Use By', 'Display Until' and 'Sell By'? The confusion on date labelling is why we've teamed up with some of the world's biggest food brands to change packaging, re-classify how products should be labelled and shake up the way we judge whether food is safe to eat. We've been working to ensure that Best Before labelled products (like pasta, chocolate, biscuits) carry an additional reminder:



99% of people recognised the label as prompting the reader to sense-check their food, and reduce food waste.*

The launch of such labels across markets are accompanied by educational marketing campaigns, which aim to demystify date labels, and put an end to the 9,000,000 tonnes of European food waste that occurs due to date labels each year. (European Commission, 2018)

SOME OF THE BRANDS WE WORK WITH



Did you know?
10% of all food wasted in the EU can be put down to people relying on and misinterpreting date labels.
 European Commission (2018)

LABEL	WHAT PEOPLE THINK IT MEANS	WHAT IT ACTUALLY MEANS
DISPLAY UNTIL OR SELL BY	Food will be unsafe to consume after this date.	Nothing that concerns the consumer! These labels are only there to help store staff manage stock rotation.
BEST BEFORE	Food will be unsafe to consume after this date.	Food is guaranteed by the producer to be at its very best before this date. It may begin to lose some of its flavour and texture after this date.
USE BY	Food will be unsafe to consume after this date.	Food will be unsafe to consume after this date.

BUSINESSES

IN 2020, MORE THAN **50,000 PARTNERS JOINED FORCES WITH US TO FIGHT FOOD WASTE USING THE TOO GOOD TO GO APP**

One of the great things about Too Good To Go is that any business, regardless of size or category, can use Too Good To Go to redistribute their surplus food.

2020 – the year like no other – brought that realisation into sharp focus.

Manufacturers and food producers found themselves with tonnes of food – originally intended to be served up everywhere from restaurants to aeroplanes – that now had nowhere to go.

Our teams worked quickly to accommodate this surplus food, enabling consumers to rescue it through the Too Good To Go app.



IN 2020, WE HELPED
MANUFACTURERS
SAVE 55,000 MAGIC BAGS
OF SURPLUS FOOD

"The results completely superseded our expectations and we were blown away by how easy it was to transition this partnership into our business"

*PAUL Bakery, Patisserie, Café and Restaurant
Rachel Meier · Sustainability Development Manager*



CASE STUDY: THE POTATO MOUNTAIN

As large-scale events got cancelled, hotels emptied, and fast food restaurants shut down, the world's demand for French fries – and the potatoes they're made from – plummeted.

To solve the issue, our team worked with the Slow Food Youth Network, Jur Jacobs, and the Foundation Together Against Food Waste to declare June 27, 2020 'National Potato Mountain Day'. Potato mountains were set up across the Netherlands, and consumers were able to save the potatoes through the Too Good To Go app.

**National Potato Mountain Day:
By numbers**

11 DUTCH CITIES
played host to a potato mountain

3000 MAGIC BAGS
were filled with potatoes

110,000KG OF POTATOES
were eaten instead of wasted

HELPING FOOD SERVICE BUSINESSES NAVIGATE THE UNEXPECTED

When Covid-19 forced many of our participating cafes and restaurants to close their doors unexpectedly, their businesses were put at huge risk. Many didn't have the digital set-up to offer online ordering straight away, meaning they were unable to operate during lockdown.

To help them out, we pivoted the Too Good To Go app, branching out from our sole 'surplus food' focus (for the first time ever!) offering businesses the opportunity to sell their regular menu items – at full price – through our app.

The temporary service, which we rolled out in 10 countries and coined 'WeCare', allowed these businesses to continue selling food, and to maintain some visibility – even though foot traffic had ground to a halt. For many, it bought time to set up the digital infrastructure they needed to continue operating throughout 2020.

WASTE WARRIOR BRANDS

A KICK-ASS COALITION OF BRANDS COMMITTED TO HELPING DRIVE THE FOOD WASTE MOVEMENT

To succeed, a movement requires buy-in from many minds. As such, we're constantly looking for ways we can amplify the food waste message to reach as many minds as possible.

In an Epinion survey (of 2500 stores) conducted in Denmark, France and the UK in 2019, we discovered that 87% of the businesses that fight food waste with Too Good To Go classify themselves as 'fully engaged', stating that they take pride in being part of the food waste movement. That's a lot of passion waiting to be tapped into!

Together, we spread the food waste movement through action and awareness

To make the most of their enthusiasm, we invited them to join Waste Warrior Brands, launched in Spain in 2020. It's a coalition of brands who commit to fighting food waste with Too Good To Go.

SOME OF THE PARTNERS WE WORK WITH



WASTE WARRIOR BRANDS COMMIT TO:



Partnering with us on at least one of our food-waste-fighting initiatives – such as selling their surplus food through our app, or adding our Look, Smell, Taste, Don't Waste label to their packaging.



Sharing purpose-made educational content to employees internally, with the aim of inspiring and empowering everyone to fight food waste together.



Educating their customers and external communities about food waste and how to fight it, by sharing material supplied by Too Good To Go.

We believe in the work we are doing with Too Good To Go. And we believe that with this coalition, we can build a better world together.

Carrefour Spain

GOVERNMENTS

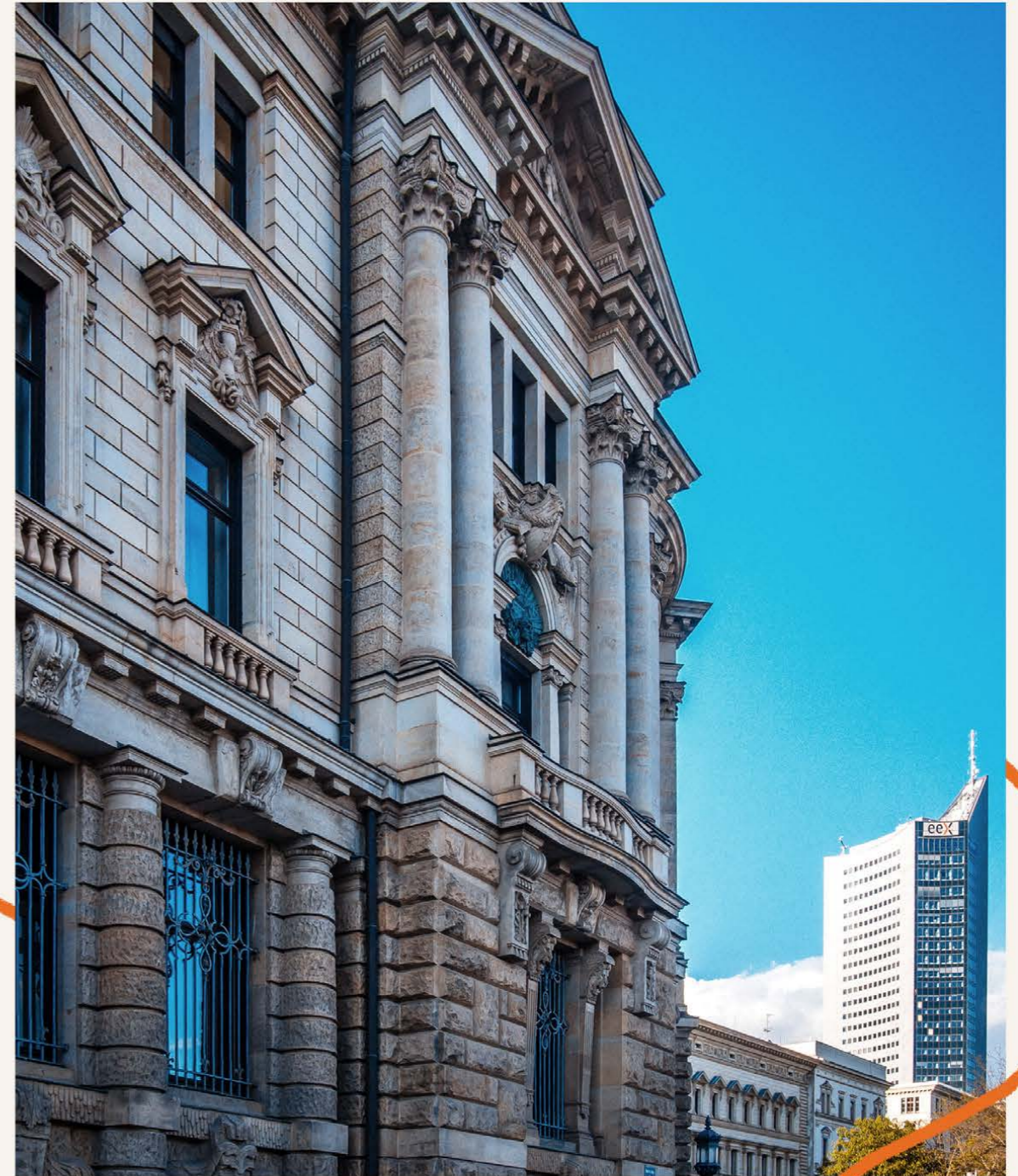
FOR CHANGE FROM THE TOP

The more we delve into the issue of food waste, the clearer it becomes that increased consumer awareness and clever business solutions can only take us so far.

Food waste is caused by broken systems, wasteful practices that have become the norm, and a complacency towards food that's deeply ingrained in our society.

Phwoar... that's going to take some fixing.

In 2020, we've worked to use (and influence) policy opportunities at local, national, EU and global level. The aim? To hold politicians accountable, and ensure that reducing food waste is high on their list of political commitments.





AT LOCAL LEVEL

In September, the UN held its first International Day of Awareness of Food Loss and Waste (try saying that five times fast...).

TO MARK THE DAY, WE LAUNCHED OUR CITIES AGAINST FOOD WASTE FRAMEWORK.

Cities Against Food Waste is a programme that encourages city governments to work within their communities – targeting places like schools, canteens, and local stores, and households – to fight food waste.

Did you know?

Most of the policy innovation that's driving change in the food system is happening at city and regional level. That's why Too Good To Go joined the coalition of organisations behind the Glasgow Food & Climate Declaration, which calls on local governments to tackle the climate emergency through sustainable food policies.

AT NATIONAL LEVEL

While local governments are great at putting initiatives into action, national governments are best placed to set the food-waste-fighting strategies and goals that prompt those initiatives. At Too Good To Go, we deal with surplus food on a daily basis, so we want to help them do this in an informed way. So far, we're already working with MPs and politicians to provide the insights and knowledge needed, and in the future, we want to do even more.

IN FRANCE

We've been working with national ministers and MPs for the last few years, providing them with input and first-hand experience to help them draft and improve France's food waste policy, which is among the most advanced in the world.

IN GERMANY

We were invited to take part in a public hearing in the German federal parliament that focused on informing MPs on future food-waste-fighting policy measures.

IN GERMANY AND AUSTRIA

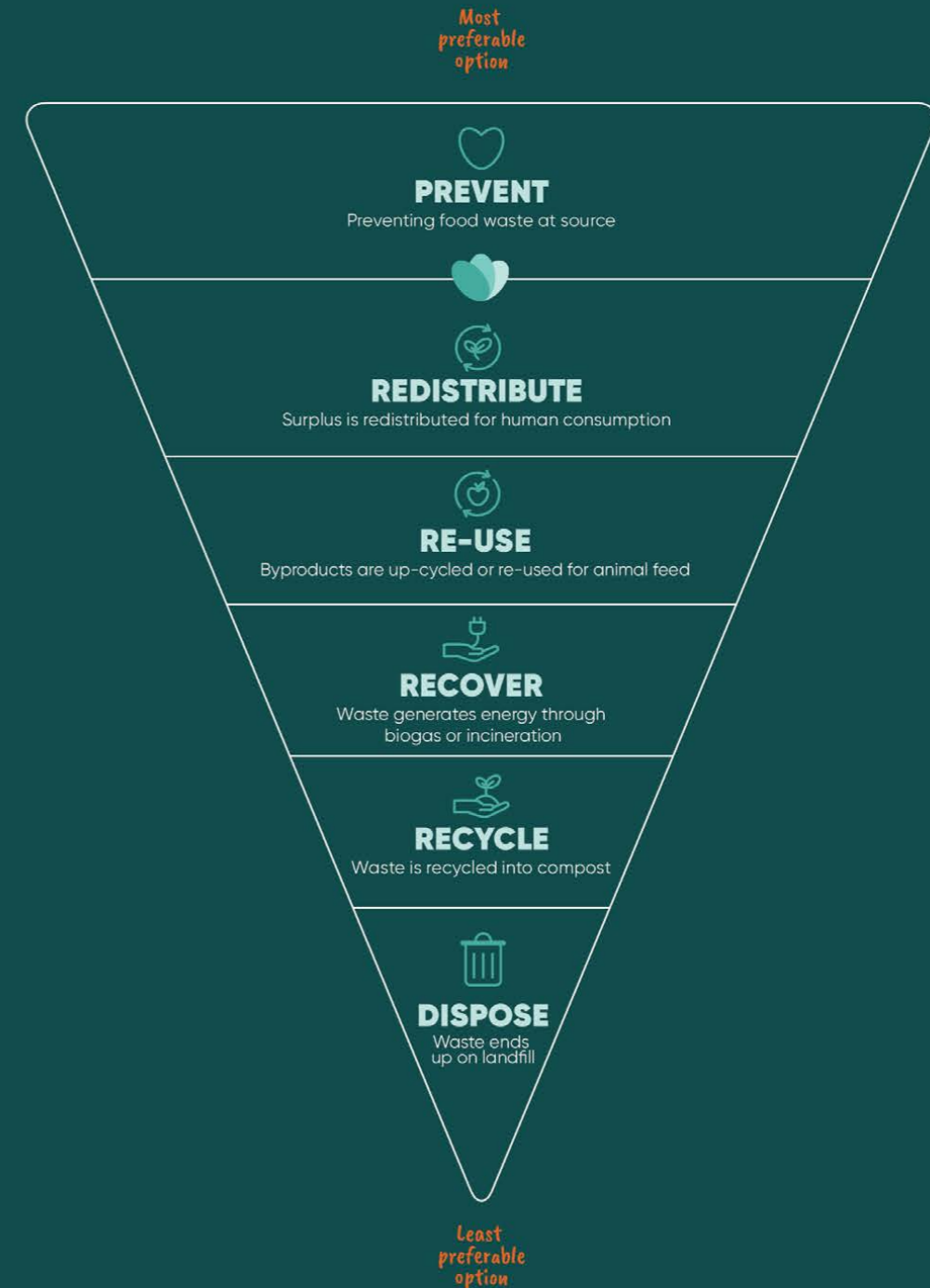
We're part of the national government's dialogue forum on food waste, which discusses which political actions against food waste are needed.

IN BELGIUM

We teamed up with MP Anneleen Van Bossuyt and the Belgian Federation of Food Banks to make some tweaks to the Belgian tax system. The aim? To encourage businesses to donate their surplus food by giving them a tax advantage. This reform means food banks will receive more donations, and more surplus food is channelled towards human consumption, rather than animal feed, or biofuel.

"Through its on-the-ground expertise as a solution provider against food waste, Too Good To Go is able to provide constructive input as we seek to develop a balanced policy response to tackle the food waste problem in France."

*Guillaume Garot,
Member of the French National Assembly and initiator of the French law against food waste*



The food waste hierarchy is a global 'best practice' framework for how the food waste issue should be dealt with for the best social, environmental and economic outcomes.

AT EU LEVEL

Thanks to the EU's Farm-To-Fork Strategy (which maps out a plan to make the EU's food systems fair, healthy, and environmentally friendly) there's real momentum to tackle the food waste problem within the EU. For the first time in years, there's a distinct opportunity to make real change - and we're going to make the most of it. We're focusing on two particular events.



Q4 2022

To reduce the levels of food waste caused by unclear date labels, the European Commission will revise EU rules on product expiry dates.

Q4 2023

The European Commission will propose a legally binding food waste reduction target for the EU as a whole.

As the strategy rolls out, we want to work closely with policymakers to ensure they set ambitious targets, and lay down the most robust legislation possible.

We've already started talks with representatives of the European Commission, Members of the European Parliament, and representatives of member states.



AT GLOBAL LEVEL

We bang the food waste drum at global climate change forums such as the annual UN Climate Change Conference – also known as COP.

At COP, we're the champion of 'food waste as a solution'. This means during any conversation about carbon reduction, we make sure the issue of food waste gets the attention it deserves.

Generally, Covid-19 prompted policy makers around the world to examine our food systems more closely, and commit to making them more resilient and sustainable. In Q3 2021, a UN Food Systems Summit will act as the launchpad for bold new actions that will deliver progress towards all 17 Sustainable Development Goals by 2030. We'll continue to push towards Sustainable Development Goal 12.3.

SUSTAINABLE DEVELOPMENT GOALS – TARGET 12.3

By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.

Fun fact!

MORE THAN 40,000 USERS USED TOO GOOD TO GO IN TWO OR MORE COUNTRIES IN 2020

LOOKING AHEAD

THE FIGHT AGAINST FOOD WASTE ISN'T OVER - SO WE AREN'T GOING ANYWHERE EITHER.





ON THE UP

HOW WE'RE TRYING TO GET BETTER

TOO GOOD TO GO WAS PROUD TO QUALIFY AS A B CORP IN 2019

B Corp is a business certification that measures a company's entire social and environmental performance. Certified B Corps are required to consider the impact their business has on their employees, customers, partner businesses, and the planet.

To qualify, **businesses are scored for their social and environmental performance, public transparency, and legal accountability to balance profit and purpose.** You have to score over 80 (out of 200) to qualify.

When we first qualified, we nudged in with 81.6. We were thrilled, of course - but next time, we want to do better. **Our B Corp re-evaluation will take place in 2022 - and by then, we want to hit 100.**

One of our first focuses for improvement is diversity and inclusion, where we recognise we need to do better. We've implemented structured hiring, bias training and are evaluating our office spaces - but it's just the beginning. We look forward to sharing more in next year's report.

2020 threw a spotlight on the issue of food insecurity, and was a reminder of our world's vast inequality. We're happy that our app makes food more affordable for more people - but as we get bigger, we know we can do more to tackle the issue. We're in the process of defining how to best do this.

OUR B CORP IMPACT SCORE

81.6



50.9 – Median score for ordinary businesses

80 – Qualification standard for B Corp Certification

81.6 – Too Good To Go's current evaluation score

100 – Too Good To Go's goal for the next re-evaluation score

REASONS TO CELEBRATE

We won awards...

Trophée RMC PME Responsable et Durable (*SMB Sustainability & Responsibility Award*)

LSA Trophées de l'Inno (*Innovation Award*) · Tech100 · FoodTech500

#1 brand in Synergie's 'The Inspiring 40' (*Netherlands*) · Hot Concepts 101

Co-founder Jamie Crummie won Young One World Entrepreneur of Year Award



We launched in a new continent, bringing our impact to the most influential market in the world.



We welcomed hundreds of new members to the Too Good To Go team.



Despite a global pandemic, we managed to continue (and grow!) our fight against food waste



From launching a global hub packed with mental health resources, to training team members to be mental health first aiders, the challenges of 2020 gave us the opportunity to fully embrace our 'We Care' value, and grow as a team.

*We're all Waste Warriors
— let's make a difference together!*



Too Good To Go