



TOO GOOD TO GO

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Save food, help the planet

Every day lots of fresh food goes to waste at cafes, restaurants, hotels, shops and supermarkets just because it hasn't sold in time.

TOO GOOD TO GO is a way for people to save this food so it gets eaten instead of wasted. When someone uses this app they won't know exactly what's in their order until they pick it up - it's all part of the surprise. Great food at great prices, served with the amazing feeling that you get when you save the environment.

Since the start of 2020 TOO GOOD TO GO has worked on a movement against food waste, the idea started in the UK.



The food waste movement

“ $\frac{1}{3}$ of food produced is wasted”

“It's only when we all come together to fight food waste, that we'll be able to generate a positive change in society.”

TOO GOOD TO GO's mission is to inspire and empower everyone to take action against food waste. They know that to live and breathe in a healthy way every day, we need to turn our words into actions. With this in mind they have set out a new ambition: to contribute in every way they can by building the global food waste movement.

They have set 4 goals to hit by the next year



The four goals

1. **HOUSEHOLDS: inspire 50 million people**

47 million tons of food gets wasted in European households every year, which is more than half of the total food waste in the EU.

To prevent this issue the movement made 6 simple rules to decrease the waste:

#1: plan ahead and get creative.

#2: show some love to ugly products.

#3: understand food labels and expiration dates.

#4: store food properly.

#5: reuse and repurpose your food.

#6: use helpful technology.

2. **BUSINESSES:** work with 75.000 businesses.

There is not just one reason for food being wasted, but many different ones. Too Good To Go can help businesses in the food industry find out what they are struggling with when it comes to food waste and how to address this systemic issue. This plan can reduce waste in restaurants, bakeries, supermarkets and hotels.



3. **SCHOOLS: inspire 500 schools by next year.**

Education plays a critical role in the reduction of food waste. TOO GOOD TO GO fights food waste together with schools and universities, with the aim of teaching the next generation how to value resources and to protect the planet.

TOO GOOD TO GO has developed a range of educational tools and resources around food waste.

These tools are divided in 4 categories dictated by age:

#1: age 10-13

#2: age 14-16

#3: age 16-18

#4: university



4. **POLITICS: impact regulation in 5 countries.**

Reducing food waste across the supply chain requires policies and regulation both on the international and the national level. TOO GOOD TO GO wants to drive this change and help transform current practices that will move us closer to a sustainable food system.

At the 2015 **United Nations General Assembly**, countries formally adopted Sustainable Development **Goal 12**: a way to ensure sustainable consumption and production patterns. In order to achieve that by 2030, **Goal 12.3** was set to reduce global food waste at the consumer level, and reduce food losses along production.

Food waste is becoming recognised not only as a critical issue but one that can be solved. This increasing awareness means that it's now included within the political agenda of many countries around the world.

Sitografia

<https://toogoodtogo.co.uk>