328,554 tonnes CO2e avoided by saving food from going to waste

121,686,720 meals saved through Too Good To Go products
# INTRODUCTION
- 04 Words from everyday heroes
- 06 A word from our CEO
- 08 Food waste insights
- 10 Too Good To Go products

# OUR IMPACT
- 18 Environmental footprint calculation
- 20 2023 in numbers

# OUR COMMUNITY
- 24 Large chain partners
- 30 Indie stores
- 32 Parcel partners

# OUR INITIATIVES
- 36 ‘Look–Smell–Taste’ date labelling initiative
- 40 The next generation
- 42 Getting political
- 44 A day of awareness

# OUR COMPANY
- 48 B Corp
- 50 Carbon footprint
- 52 Values and behaviours
- 54 Diversity, equity & inclusion
- 56 Employee resource groups
- 58 Shareback

# OUR FUTURE
- 62 Getting recognised
- 64 A bright 2024

# REFERENCES
- 66 References
So, 2023. Shall we dive right in?

What was your most memorable moment of 2023?

Words from everyday heroes

So, 2023. Shall we dive right in?

What better place to start than our amazing team? To kick off, we asked them one simple question about life at Too Good To Go:

**WORDS FROM EVERYDAY HEROES**

“We’re seeing an increase in both anticipation & excitement from partner store teams in the US about launching Too Good To Go. During a 30-store training call, 25% of stores were already Too Good To Go users, while others sought corporate teams’ approval or had customers inquire about launch plans. This underscores our 2023 cross-functional effort in the US and marketplace progress, paving the way for exciting Key Account partnerships in 2024!”

Calvin Ruth
Key Partner Growth Manager, US

“Our Global Creative meet-up was a major highlight for me. It was filled with collaboration, shared moments, honest discussions and a unified team effort. A reminder of why I hold such affection for my work at Too Good To Go, and how grateful I am for the individuals I work with.”

Abdul Hye
Marketing (Creative), UK

“I was in a store discussing a potential partnership when a customer heard our conversation. She immediately jumped in, singing Too Good To Go’s praises about how it’s been a lifesaver for her crêpe business. These moments bring to life the profound waves of impact our organisation creates!”

Akanksha Yeola
Commercial, Canada

“Going into a store and finding long queues of users waiting to receive their Surprise Bags, each of them explaining how they love the feeling of saving both money and the planet. This made me deeply proud of my role in building this wonderful community.”

Silvia Magán
Marketing (PR), Spain
2023 has been another unpredictable year for planet Earth, with huge changes and challenges on a global scale. But at Too Good To Go, our faith remains steadfast in two core beliefs: positive progress is always possible, and small actions can have a big impact.

As a society, it’s vital we limit the global temperature rise, as agreed in the Paris Agreement. That’s why we at Too Good To Go focus our attention on food waste, one of the leading causes of climate change.

A WORD FROM
OUR CEO

Of all the environmental challenges we face, food waste is undoubtedly the dumbest. But dumb mistakes call for intelligent solutions. So in 2023, we took action by:

- **Continuing** to grow our impact with marketplace partners, saving good food from going to waste through our *Surprise Bags.*
- **Expanding** our new product line, *Too Good To Go Parcels,* across Europe, helping manufacturers save nearly 700,000 Parcels from going to waste.
- **Piloting** our end-to-end solution, *Too Good To Go Platform,* which enables food businesses to automate their expiry date management. A full roll-out is planned for 2024.
- **Winning** a prestigious ‘Cultural Impact Award’ at the annual Apple App Store Awards, recognising our app’s profound impact on society.
- **Launching** exciting new programmes and creating coalitions with governments, universities and policymakers to improve legislation and education around food waste.

But above all, our North Star will always remain the number of meals we prevent from going to waste.

In 2023, we saved *121,686,720* meals across our Surprise Bags, Parcels and Products, a huge *46% more* than in 2022. Saving so many meals has meant avoiding nearly *100 billion litres* of unnecessary water being used and *328,554 tonnes CO2e* from entering the Earth’s atmosphere. That’s the equivalent of over *57,000 passengers* flown around the world.

None of these efforts to reduce food waste would be possible without our dedicated partners, users and employees. Thank you for all your hard work, passion and commitment. It’s these traits that give me an unshakeable confidence in our ability to raise the bar once more in 2024.

*Mette Lykke,
CEO, Too Good To Go*
Needlessly discarded food is responsible for the wholesale wastage of resources like land, water, fertiliser and fuel.

The UN Environment Programme estimates that food waste accounts for 30% of agricultural land use and 21% of freshwater use globally (UNEP, 2021). Which is – and sorry to get all scientific on you here – really bad.

SO, WHAT CAN WE DO ABOUT IT?

In order to limit global temperature rises, we need to tackle the drivers of climate change. That’s why we’re focusing on one of the biggest: food waste.

But while this may seem complicated, and the stats may be alarming, they also give genuine reason for hope. Food waste is not an impossible code to crack, but simply a matter of resource management, allocation and behaviour change.

Sure, these challenges are vast and complex, but they’re challenges that can be reduced with smart, innovative ideas. So, here at Too Good To Go, we’ve made it our mission to inspire and empower people – in business and at home – to fight food waste together.

Now let’s read on to hear about the tools we use to turn that idea into a reality.
What’s that you say? You want an overview of exactly what Too Good To Go does, the products we offer, and the key benefits of each? Very specific request, but sure!

**TOP LINE:**

**WE HELP SAVE FOOD FROM GOING TO WASTE**

We have an app that connects users with Surprise Bags and Too Good To Go Parcels, all filled with perfectly good food that would otherwise have gone to waste. And now we’ve added our Too Good To Go Platform, which helps retailers to more easily prevent food waste in store.

**OR TO PUT IT ANOTHER WAY:**

**WE’RE FOODIES ON A MISSION**
Too Good To Go products

THE APP

The Too Good To Go app is the world’s largest marketplace for surplus food, operating in 17 countries across Europe and North America.

Our app connects more than 85 million registered users with unsold food from some of the industry’s biggest players.

Through our popular Too Good To Go Surprise Bags and Too Good To Go Parcels, we connect users and partners with good food that would otherwise have been thrown away.

Not only is it an important tool in fighting food waste, it’s also easy to use. But don’t just take our word for it! Why not download our app now and take a look around?

TOO GOOD TO GO SURPRISE BAGS

Participating stores, cafés and restaurants gather amazing, tasty, unsold food and package it in Too Good To Go Surprise Bags.

Through our app, users are able to reserve these bags, then purchase them at reduced prices.

Who doesn’t love a pleasant surprise?

TOO GOOD TO GO PARCELS

One of the major challenges faced by manufacturers and producers is dealing with surplus food. Perfectly good food with long expiry dates often ends up being wasted before it even reaches retailers.

But with Too Good To Go Parcels, rather than letting these products go to waste, unsold food is packed, sorted and then delivered directly to users at great value.

In 2023, we expanded the use of our Parcels, making them available in five countries – France, Denmark, The Netherlands, Belgium and Italy.

Good for manufacturers, good for shoppers and good for the planet.

That’s what we call a win-win-win.
Too Good To Go products

TOO GOOD TO GO PLATFORM

Processes for expiry date checks and in-store discounting can be lengthy, resource-intensive and error-prone, especially at scale.

According to the European Grocery Retailing Institute, costs associated with food waste amount to an average of nearly 2% of grocery retailers’ net sales, almost equaling their average margins.

In 2023, we piloted Too Good To Go Platform to support our partners’ in-store inventory management, helping them make a significant difference to both their bottom line and the reduction of food waste.

Too Good To Go Platform currently integrates five modules in a single interface, offering partners a pick-and-choose modular solution to tailor their surplus food management strategy. These modules include:

• Expiry Date Management
• Recommendations
• In-Store Discounting
• Consumer Marketplace
• Donations

Right, we’ve heard how Too Good To Go Platform can help retailers manage their surplus food. Now let’s look at some initial outcomes.

• Too Good To Go has helped partners recover $980M* in revenue by drastically reducing excess inventory.
• With the near-expiry shortlist generated algorithmically, manual checks are reduced to 1-7% of all products.
• On average, Too Good To Go Platform helps grocery retailers save up to 1 hour per employee, per day.

*Assumes an average earning per Surprise Bag per country, extrapolated across the total number sold globally in 2023.
OUR IMPACT

Environmental footprint calculation 2023 in numbers
ENVIRONMENTAL footprint
CALCULATION

We’re always striving to improve how we measure our environmental impact, so in 2023 – under the guidance of some of the industry’s brightest minds – we made a number of changes to our CO2e calculations.

Firstly, we switched from CO2e saved to CO2e avoided, in line with carbon accounting terminology.

We also partnered with Merieux Nutrisciences | Blonk, a leading expert in food sustainability, to calculate the environmental footprint of each meal saved through Too Good To Go.

Previously, we based our CO2e calculation on broad global research by the Food and Agriculture Organization of the United Nations (FAO, 2013). Whilst this provided vital and credible information, we wanted to drill down into the specifics. That’s why Merieux Nutrisciences | Blonk tailored our recalculation to only include the elements relevant to the food we save.

Through this process, they’ve not only calculated how much CO2e we avoid by saving food, but also the amount of water and land use, helping us further understand our impact on the world around us.

THE CALCULATION

Too Good To Go’s environmental footprint is the net difference between the impact of two scenarios:

**Scenario 1**
Surplus food ends up as waste and follows a waste treatment pathway. For example, it could be incinerated or end up at landfills.

**Scenario 2**
Too Good To Go enables surplus food to be saved from going to waste, thereby avoiding new food production.

WE NOW KNOW THAT BY SAVING ONE MEAL (1 KG OF FOOD), WE AVOID:

- 2.7 KG of CO2e emissions
- 2.8 M² of land use per year
- 810 litres of water

We then asked experts from Oxford University and WRAP to double-check (and triple-check!) the methodology and calculations, giving us our most accurate assessment yet.

“This report is an important step in understanding the environmental impact of Too Good To Go’s food saving activities, and by extension, food waste reduction. The technical approach is sound, and I commend the authors in particular for their constructive relationship with the peer reviewers throughout the project.”

Hamish Forbes, WRAP

“Dr. Joseph Poore, Oxford University

“This is an exciting and interesting piece of research. It provides a robust assessment of an important initiative to reduce food waste. It reveals the environmental benefits that Too Good To Go is achieving, and the positive impact this organisation is having for the planet.”

To read more, visit Too Good To Go’s website for the full report.
Since 2016, with the help of our devoted community, Too Good To Go has gone from strength to strength, joining forces with partner businesses to save over 300 million meals.

That’s enough to give every person in Japan, Germany and Turkey a meal for the day (with enough left over for everyone in The Netherlands).

**BREAKDOWN OF 2023 NUMBERS**

In 2023, we registered over 21 MILLION NEW USERS. We partnered with over 72 THOUSAND NEW ACTIVE STORES. And we saved a remarkable 121,686,720 MEALS.

**3.83 MILLION**

The most meals saved by a single partner in 2023. Three cheers for Carrefour!

**2016 TO NOW**

Meals saved

---

*1 kg of food = 1 meal · 1 x Surprise Bag = 1 meal · 1 x Parcel = 5.8 meals · 1 x Product = 0.35 meals*
OUR COMMUNITY

Large chain partners
Indie stores
Parcel partners
We work with nearly 85,000 stores that are connected to our large chain partners.

But what exactly are large chain partners? To put it simply, they’re typically brands who have hundreds of stores.

Or to be needlessly complex, they’re macro-scale consumer hubs who move the needle through beneficial economies of scale.

Yeah, we prefer the simple one too.

Partnering with big brands helps us to make a big impact, and together with our large chain partners, we’ve saved a collective (and astonishing) 58,298,598 meals from going to waste in 2023.

Let’s take a moment to hear from them directly.

“For Too Good To Go has proven to be an instrumental asset in our pursuit to reduce food waste by 50% at METRO Inc. The app seamlessly integrates with our commitment, providing an efficient solution that not only aligns with our environmental objectives, but also adds substantial value to our company and community. Its user-friendly interface has facilitated a streamlined approach to waste reduction, contributing not just to our bottom line but to our broader mission. Too Good To Go isn’t just an app; it’s a strategic partner that enhances our commitment to making a positive impact.”

Mylène Champagne
Director, Environment & Technical Risks, METRO Inc.
"Our partnership with Too Good To Go is helping us tackle the critically important issue of food waste, while allowing shoppers to access our products at even lower prices. We look forward to seeing even more amazing results as the relationship goes from strength to strength."

Liz Fox
National Corporate Responsibility Director, ALDI

"SPAR’s international partnership with Too Good To Go began in December 2020 and has grown steadily, being available today to SPAR customers in 14 European markets. This partnership highlights our multi-solution approach to supply chain waste reduction and our commitment to offer innovative digital solutions that help them to shop sustainably. We thank our retailers and customers for embracing the innovative platform, which makes a difference in the impact of food production on the environment."

Tobias Wasmuht
CEO, SPAR International

MEALS SAVED IN 2023
367,297
That’s the equivalent CO2e emissions of 748 people flying from London to New York!

MEALS SAVED IN 2023
2,118,358
This enormous saving is the equivalent of avoiding the yearly CO2e emissions of 880 Swedish citizens!
Saved to date: 5 million meals
“It is our collective responsibility to ensure that food doesn’t end up in our landfills. By working together with Too Good To Go, we not only reduce food waste but also provide our customers with a more affordable and sustainable option while doing our part for the environment. It’s a win-win for everyone involved, and we are proud to be a part of this movement towards a more sustainable future.”

Marc Goodman
Vice President and General Manager, 7-Eleven Canada

“By making every step so seamless, Too Good To Go has found a way to take the complexity out of reducing food waste for our cafés. Too Good To Go has helped us be better.”

Nannette Richardson
Head of Retail and CPG Marketing

MEALS SAVED IN 2023

63,429
That’s the equivalent of 30 passengers flown around the world!
Frankfurt > New York > San Francisco
> Tokyo > Dubai > Frankfurt

130,909
Equivalent to the total yearly CO2e emissions of 27 Canadian citizens!
Our independent stores are the heart and soul of our business. Local, one-store businesses, with a passion for community, environmentalism and good food.

In 2023, our 119,206 incredible independent stores helped us save 43,391,162 meals.

Let’s all give a round of applause to our indie store heroes.

Or if you’re reading this on the bus, maybe do the round of applause in your head.

Too Good to Go has helped us manage more effectively the shrinkage generated at the different venues. In addition to helping us attract new customers, we consider the social impact of fighting food waste and being part of it to be very important.”  

Marc Escursell  
Co-Founder of Demasié

That’s the equivalent CO2e emissions of 71 days of hot showers!
Our Parcel partners create, manufacture or distribute many of the food products that you know and love, but unlike our other key partners, they rarely interact with customers, instead dealing directly with businesses.

And with 21% of all food waste in Europe happening at the manufacturing stage (Eurostat, 2023), we know that by working together, we can help limit food losses higher up the food chain.

That’s why we created Too Good To Go Parcels: larger food packages that come directly from Parcel partners.

Through this collaboration, we delivered nearly 700,000 Parcels in 2023 alone. And as these Parcels are on average 5.8 times the weight of a standard Surprise Bag, this equates to nearly 4 million meals saved. With that, we have avoided 10,755 tonnes CO2e emissions, which is equal to the amount captured by 268,870 European spruces!

“At Good Food Group, we recognize the importance of responsible consumption and understand that our planet’s resources are limited. Ensuring sustainable consumption of the food we produce is a big part of our responsibility. Consequently, our dedication to reducing food waste is not just a commitment; it’s a mission that aligns with our ESG policy. Together with our valued partner, Too Good To Go, we are actively working towards a future where we thrive on producing in environmentally friendly ways and empowering consumers to make sustainable choices. That’s why it is a proud moment for us to be included in the 2023 Impact Report as it shows our collective efforts to build a more responsible and sustainable world in collaboration with Too Good To Go.”

Mads Tornvig Andersen
Sales Director

That’s the equivalent CO2e emissions of 270 days of hot showers!
OUR INITIATIVES

'Look–Smell–Taste' date labelling initiative
The next generation
Getting political
A day of awareness
TRUST YOUR SENSES, SAVE THE PLANET

‘Look–Smell–Taste’ date labelling initiative

In the European Union, the total food wasted in 2021 was almost 59 million tonnes – roughly the weight of the Great Wall of China – and a massive 54% of this waste was generated in households (Eurostat, 2023). Additionally, in Canada, around 58% of food produced is lost or wasted each year. Strikingly, about 21% of this avoidable food waste happens at household level (Goosh, 2019).

One of the key contributors to household food waste is confusion around date labelling. Notably, uncertainty around the meaning of the two most common labels – ‘Use By’ and ‘Best Before’ – accounts for approximately 10% of household food waste (European Commission, 2018).

Back in 2019, we created our ‘Look–Smell–Taste’ labels, encouraging people to trust their senses before throwing food with a ‘Best Before’ date away, and instead assessing it based on its look, smell and taste.

Now, over 500 inspirational brands have dedicated space on their product packaging for the bespoke Too Good To Go ‘Look–Smell–Taste’ label, and through the tireless efforts of this powerful coalition, together we’re making a direct impact on household food waste around the world.

Here are three things to consider before throwing away any products with a ‘Best Before’ date.

**LOOK**
Give it a glance. Keep an eye out for mould or discoloration.

**SMELL**
Give it a sniff. Check for strong odours or unusual smells.

**TASTE**
Give it a taste. Is it sour, stale or ‘off’?

If your senses give you the green light, happy eating!
In 2024, we’ll keep raising awareness of the ‘Look–Smell–Taste’ campaign, through continued communication and collaboration. And not only will we expand the roll-out of the labels themselves (including launching them across Canada), we’ll also continue our research into their effectiveness. In fact, we’ve joined forces with Wageningen University, Unilever and Food Waste Free United to further measure the label’s impact on consumer behaviour at household level.

Are you a manufacturer? Interested in using the ‘Look-Smell-Taste’ labels? Please get in touch at: look-smell-taste@toogoodtogo.com

Recognise having seen the label: 24%

Of those are inspired to think more about food waste: 62%

Feel inspired to use their senses more before throwing out a product: 66%

(Epinion, 2022; Kantar Insights, 2023)


Our primary school programme, Mon École Anti Gaspi, continues to thrive in France, teaching children to protect our planet by valuing its resources. More than 20% of French schools downloaded the educational resources in 2023. That’s over 7,000 schools teaching about the consequences of food waste.

We’re now working on rolling the educational materials out across all Too Good To Go countries in 2024.

COPENHAGEN BUSINESS SCHOOL
We also want to inspire the industry leaders of tomorrow. That’s why we’re working with the esteemed professors at Copenhagen Business School (CBS) to co-create a detailed business case about the Too Good To Go model.

The study, ‘Bridging the gap between sustainability goals and business objectives in international business’, will be used to inspire students worldwide to make the right decisions when balancing commercial opportunities with sustainability policies.
GETTING political

One of the most effective ways to fight food waste is through legislative action, convincing those who make and enforce the rules that something needs to be done.

In 2023, we shared our knowledge and enthusiasm with government officials around the world. Through encouraging and supporting policymakers, we are committed to helping governments in making food systems more sustainable.

At every level of government, right across the world, we are committed to being vocal about the tangible opportunities for positive change.

**EU**
We engage regularly with the European Parliament, pushing for legally binding reduction targets on food waste, and contributing to the EU Platform on Food Losses and Food Waste.

**GERMANY**
We were asked to testify in an expert hearing in Parliament to share our recommendations on food waste reduction with influential German policymakers.

**UK**
Our pressure and engagement with Members of Parliament helped revive the Government’s proposal on mandatory food waste reporting.

**US**
We introduced the ‘No Time To Waste Act’ to Congress as part of the ‘Zero Food Waste Coalition’, which commits to cutting food waste by 50% before 2030.

**THE NETHERLANDS**

**SPAIN**
During the 2023 general election, we successfully campaigned for a firm commitment from the new Government, prioritising the creation of anti-food waste laws.

**AUSTRIA**
Due to our push for transparency on food waste data, the Government introduced reporting obligations for retailers and wholesalers. Additionally, our work with the Climate Ministry led to the inclusion of food waste as a curriculum topic in schools.

**FRANCE**
On the International Day of Awareness of Food Loss & Waste, we hosted the Minister of Consumer Affairs at our Paris office. The Minister publicly endorsed Too Good To Go as a viable solution to both reducing food waste and providing people with affordable access to quality food.

<table>
<thead>
<tr>
<th>COMMIT</th>
<th>to ambitious (and legally binding) reduction targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEMAND</td>
<td>that food businesses publicly report food waste levels</td>
</tr>
<tr>
<td>PRIORITISE</td>
<td>prevention, stopping food waste at its source</td>
</tr>
<tr>
<td>CLARIFY</td>
<td>date labels to end misuse and misunderstanding</td>
</tr>
<tr>
<td>REMOVE</td>
<td>wasteful supply chain practices</td>
</tr>
</tbody>
</table>
Every year on September 29, the world’s leading food sustainability experts gather for the International Day of Awareness of Food Loss and Waste (#FLWDay).

Hosted by the Food and Agriculture Organisation (FAO) and the United Nations Environment Programme (UNEP), FLW-Day promotes the UN’s Sustainable Development Goal 12.3: to halve global food waste by 2030.

For FLWDay 2023, we wanted to shine a light on the people who make a difference, so we created a video campaign to highlight just some of their incredible achievements. Across our own channels and those of our partners, the video was shared extensively, alongside the following message:

Every small action, every day, matters; small steps can have a big impact. Did you know, for every Surprise Bag saved by our amazing community of users and partners, we avoid 2.7 kg of CO2e? This might not sound like a lot, but each second our users saved more than 3 bags, which all adds up!

📈🙌

So to everyone who saves food from going to waste – thank you for helping to create a greener, cleaner planet. 🌍💚

With hundreds of additional mentions in the press, our message was spread far and wide, helping to generate positive coverage around the topic of food waste. We’ll be back next year for more of the same. See you in September!
OUR COMPANY

B Corp
Carbon footprint
Values and behaviours
Diversity, equity & inclusion
Employee resource groups
Shareback
A ‘B Corp’ is a business that balances profit with purpose, meeting high standards of social and environmental responsibility.

At the start of 2023, we successfully recertified. We are going to make you wait a little longer to find out the final score, but keep your eyes peeled this March during ‘B Corp Month’, an annual celebration of all things B Corp.

We are excited to share more about our new score breakdown with you, but in truth, being a B Corp isn’t just about the score you get. It’s about being part of a community of inspiring businesses, dedicated to doing things the right way. We couldn’t be prouder to be part of this vital network.

We’re already planning for our next review in three years, because being a B Corp is all about continual improvement. We’ve come a long way, but it’s not time to put our feet up just yet.
We teamed up with fellow B Corp – and all-round good guys – Plan A, to track our carbon footprint and help us design ways to drastically reduce it. First, they recalculated our emissions from 2020-2022, to give us a clearer picture of our impact.

2020: 4,875.7 tonnes CO2e
2021: 11,335.1 tonnes CO2e
2022: 6,664.6 tonnes CO2e

Next, they focused on 2023, dividing our carbon footprint into three distinct scopes:

**SCOPE 1 · 105.2 TONNES CO2e**
Direct emissions. This could be running our offices or delivering Too Good To Go Parcels.

**SCOPE 2 · 1,100.3 TONNES CO2e**
Our indirect emissions. Think the electricity and heating we need to keep our laptops running (and our people warm).

**SCOPE 3 · 12,005.4 TONNES CO2e**
Any emissions that fall outside our operations, but for which we’re responsible. New products we buy, cardboard for our Parcels – it all counts!

All we had to do then was a basic calculation, adding all three scopes together.

Or, to put it more mathematically:

105.2 tonnes CO2e + 1,100.3 tonnes CO2e + 12,005.4 tonnes CO2e = 13,211 tonnes CO2e

We will keep working to reduce our CO2e emissions, so we can make changes for the short-term, medium-term, long-term and forever-term. We know that last one’s not a real phrase, but you get the gist.

In 2023, we made a big decision: to move away from short-term carbon offsetting, and focus on the bigger picture of carbon reduction.
values AND BEHAVIOURS

Our official company values and behaviours reflect not only who we are as a business, but who we are as people. You can read more in our Code of Ethics, but here's a super quick breakdown of all five values (in no particular order).

WE BUILD A LEGACY
We're Innovators who stay Humble, recognising we can't do this alone. And we never forget who we've always been: Food Lovers (oh great, now we're thinking about food again).

WE WIN TOGETHER
We’re Team Players, Relationship Builders, and always take collective responsibility, staying Accountable for our actions as one.

WE RAISE THE BAR
We’re Brave, Ambitious and Growth-minded, always striving to do better and be better.

WE KEEP IT SIMPLE
We’re Thoughtful, Focused and Transparent, doing the complicated work to share a straightforward message.

WE CARE
We’re Respectful of our people, Supportive of our partners and users, and will always Have Fun along the way.
DIVERSITY, EQUITY & INCLUSION

Diversity, equity and inclusion (DE&I) are at the heart of everything we do. At the start of 2023, we set ourselves some ambitious targets to reach by 2026.

BY 2026, WE’RE COMMITTED TO:

Have at least 40% of Board members from under-represented backgrounds.
Increase the percentage of female senior leaders to at least 50%.
Increase the percentage of senior leaders from ethnically and racially diverse groups to at least 10%.
Increase the percentage of employees from ethnically and racially diverse groups to at least 15%.
Increase the proportion of non-university educated employees to at least 15%.

LOOKING AHEAD, WE’LL...

Collect insights on the diversity of our recruitment.
Introduce measures to improve recruitment diversity.
Support our leaders’ confidence in promoting and providing inclusivity to all.

INCLUSION SCORE

Each year, we ask our employees to give us an ‘inclusion score’, rating Too Good To Go on our efforts in the fields of DE&I. Based on their answers, our latest annual staff survey score was 78%.

We vow to keep working until we hit 100%, and maintain those standards once we’re there. After all, improving DE&I is not just a goal, it’s an imperative.

HOW OUR TEAM IDENTIFIES
(results from our latest annual staff survey)

**GENDER IDENTITY**

<table>
<thead>
<tr>
<th>%</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>51.8%</td>
<td>Female</td>
</tr>
<tr>
<td>39.9%</td>
<td>Male</td>
</tr>
<tr>
<td>7.7%</td>
<td>Not specified</td>
</tr>
<tr>
<td>0.6%</td>
<td>Non-binary/gender non-conforming</td>
</tr>
</tbody>
</table>

**SEXUAL ORIENTATION**

<table>
<thead>
<tr>
<th>%</th>
<th>Sexual Orientation</th>
</tr>
</thead>
<tbody>
<tr>
<td>71.82%</td>
<td>Do not identify as LGBTQIA+</td>
</tr>
<tr>
<td>17.49%</td>
<td>Prefer not to say</td>
</tr>
<tr>
<td>10.7%</td>
<td>Identify as LGBTQIA+</td>
</tr>
</tbody>
</table>

**DISABILITY**

<table>
<thead>
<tr>
<th>%</th>
<th>Disability</th>
</tr>
</thead>
<tbody>
<tr>
<td>76.57%</td>
<td>No disability</td>
</tr>
<tr>
<td>15.62%</td>
<td>Disability</td>
</tr>
<tr>
<td>7.81%</td>
<td>Prefer not to say</td>
</tr>
</tbody>
</table>

**RACE / ETHNICITY**

<table>
<thead>
<tr>
<th>%</th>
<th>Race/Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>65.2%</td>
<td>Non-ethnic minority</td>
</tr>
<tr>
<td>14.77%</td>
<td>Ethnic minority</td>
</tr>
<tr>
<td>20.03%</td>
<td>Prefer not to say</td>
</tr>
</tbody>
</table>
In 2022, we launched our four employee resource groups (ERGs), and they went from strength to strength across 2023.

**WOMEN IN THE WORKPLACE**

“We are an inclusive, safe network empowering women to reach their career goals - whatever they may be! This year, we focused on moving past imposter syndrome, achieving work-life balance, and celebrating International Women’s Day.”

Bronwyn Johnson
Global Account Manager

**P.R.I.D.E.**

“P.R.I.D.E is dedicated to supporting and celebrating employees who identify within the LGBTQIA+ community. 2023 saw us run global Pride Month activities, create ‘Brave Space’ guidelines, and organise an inspirational speaker for Trans Visibility Day.”

Monica Viera
Sales Team Lead, Independent Partners

**GLOBAL MAJORITY VOICES**

“Our mission is to create a safe space and inclusive culture for people of colour, where they feel empowered to spread awareness, build accountability, and promote positive change. We’ve had a busy year, with one big highlight being the former CEO of LEGO talking to us about how they built their own culture of inclusion.”

Danish Ahmad
Senior Digital Acquisition Manager

**FUNCTIONALLY DIVERSE**

“We address the unique needs and experiences of our members, and help allies learn more about disability and mental health. We launched several initiatives - like the discussion group ‘Sharing is Caring’ - and relentlessly challenged stereotypes and misbeliefs.”

Rocio Abella
Global Trade Marketing Manager

Who better to tell you about our ERGs than the members themselves? Take it away, ERGs!
In Canada (CA), employees volunteered with The Daily Bread Food Bank, Moisson Montréal, Food Stash Foundation and FoodShare. They harvested radishes and rainbow chard, dug hundreds of holes to plant garlic, and helped sort and prepare food parcels for people in need.

Our United States (US) team supported multiple good causes, meaning we could give a helping hand to Keep Austin Fed, Greater Chicago Food Depository, Hunger Free America, SF-Marin Food Bank and God’s Love We Deliver.

In Canada (CA), employees volunteered with The Daily Bread Food Bank, Moisson Montréal, Food Stash Foundation and FoodShare. They harvested radishes and rainbow chard, dug hundreds of holes to plant garlic, and helped sort and prepare food parcels for people in need.

In Canada (CA), employees volunteered with The Daily Bread Food Bank, Moisson Montréal, Food Stash Foundation and FoodShare. They harvested radishes and rainbow chard, dug hundreds of holes to plant garlic, and helped sort and prepare food parcels for people in need.

In Germany (DE), we volunteered with Die Tafel food bank, who save an astonishing 265,000 tonnes of food a year. We also collaborated with EDEKA supermarkets, encouraging their customers to purchase additional food to donate to Die Tafel.

And in ‘Team Alps’ (Austria (AT) and Switzerland (CH)), we supported VinziWerke homeless centres, and Tischlein Deck Dich food bank. We’re honoured to play even a small part in reducing food insecurity in Austria, Switzerland and beyond.

To all our amazing volunteers, thank you!

Through our Shareback initiative, Too Good To Go employees volunteer their time to help people experiencing food insecurity around the world.

Not only do all our employees get one day a year to take part in company volunteering, but they can use up to three more working days to “match” volunteering carried out in their personal time.

In 2023, 417 employees took part in Shareback, volunteering a truly staggering 2,800 hours, the equivalent of watching ‘Frozen’ 1,176 times. Which, if you’re a parent, is what’s known as ‘a normal Saturday’.

We’re blown away by the generosity of our teams and the dedication of the inspiring organisations they volunteered with. Now let’s take a look at some of the inspirational projects our teams supported in 2023.

To all our amazing volunteers, thank you!
OUR FUTURE

Getting recognised
A bright 2024
GETTING RECOGNISED

In 2023, our team gave us an amazing platform for future success by winning prestigious prizes and gaining widespread press recognition of our cause.

So, before we look forward to 2024, here’s an overview of just a few of these success stories.

GLOBAL
On the international stage, we were blown away by the recognition we received. We were named as one of Deloitte’s ‘Best Managed Companies’, were included on Fortune’s acclaimed ‘Change the World’ list, and won a coveted ‘Cultural Impact Award’ at the annual Apple App Store Awards.

We couldn’t have achieved any of this without our wonderful people, fighting the good fight and sharing our message far and wide.

GLOBAL
At the Forum Retail Awards, our Too Good To Go Parcels won ‘Best Sustainable Project’. Well deserved, team Italy (and well celebrated!).

Netherlands
In Synergie’s prestigious ‘Inspiring 40’ list, we were named ‘Most Inspiring Company in the Netherlands’ for the fifth year in a row.

Poland
Newsweek Poland ran an interview with our CEO, Mette Lykke, who even featured on the front cover. Strike a pose, Mette!

Norway
We were humbled to receive the ‘Møllerens Inspirationsspris’ (‘Inspiration Award’ for anyone not fluent in Norwegian), which is awarded to outstanding food ambassadors.

Austria
On ORF TV, we were featured in a report reaching more than a million viewers. Talk about ‘doing numbers’, Team Austria!

Germany
We were selected to attend the WWF’s pioneering ‘Restlos Genießen’ event, where we helped educate (and entertain!) guests with quizzes and games all about food waste.

Ireland
When RTÉ One ran a feature called Food Matters, we were thrilled to be invited to collaborate on a topic close to our hearts.

United Kingdom
We were named Tech Champions in ‘Business and Professional Services’ by the Financial Times. The best thing about it? The award’s reader-nominated.

LOCAL
Obviously, we can’t celebrate these global achievements without also highlighting the individual wins of our teams around the world. Here’s a whistle-stop tour of a selected few.

Italy
At the Forum Retail Awards, our Too Good To Go Parcels won ‘Best Sustainable Project’. Well deserved, team Italy (and well celebrated!).

Netherlands
In Synergie’s prestigious ‘Inspiring 40’ list, we were named ‘Most Inspiring Company in the Netherlands’ for the fifth year in a row.

Poland
Newsweek Poland ran an interview with our CEO, Mette Lykke, who even featured on the front cover. Strike a pose, Mette!

Norway
We were humbled to receive the ‘Møllerens Inspirationsspris’ (‘Inspiration Award’ for anyone not fluent in Norwegian), which is awarded to outstanding food ambassadors.

Austria
On ORF TV, we were featured in a report reaching more than a million viewers. Talk about ‘doing numbers’, Team Austria!

Germany
We were selected to attend the WWF’s pioneering ‘Restlos Genießen’ event, where we helped educate (and entertain!) guests with quizzes and games all about food waste.

Ireland
When RTÉ One ran a feature called Food Matters, we were thrilled to be invited to collaborate on a topic close to our hearts.

United Kingdom
We were named Tech Champions in ‘Business and Professional Services’ by the Financial Times. The best thing about it? The award’s reader-nominated.
That’s a wrap on 2023; it’s been a real privilege making an impact together.

Whether you’re a partner, user, or one of our fantastic teammates, thank you for making every meal matter.

In truth, we all know the food waste challenge isn’t going anywhere soon. With help from our community, Too Good To Go currently saves 4 meals per second, yet approximately 40,000 per second still go to waste. But that’s no reason to feel gloomy, it just means it’s time to step it up a gear.

So, what have we got planned for 2024? Well, we’re not a team that likes to stand still...

In 2024, we aim to help save even more food from going to waste by growing the impact of our three core offerings: Too Good To Go Surprise Bags, Too Good To Go Parcels and Too Good To Go Platform. By going deeper into the supply chain, we can help our partners drive closer to zero waste.

We’re also excited to expand our food-saving efforts across even more cities, countries and continents - look out world!

The stage is set for (another) big year of progress and there’s lots to look forward to. We can’t wait to see the impact we will have, together.
EPINION, 2022
At request of Too Good To Go. Impact - date labelling. Report pretest All Markets n=28,434 across 12 EU countries

EUROPEAN COMMISSION, 2018
European Commission (2018). Market Study on Date Marketing and Other information provided on Food Labels and Food Waste Prevention Final Report

EUROSTAT, 2023

FAO, 2013

FAO, 2014

Gooch, 2019

KANTAR INSIGHTS, 2023
At request of Too Good To Go. Global Brand Tracker Too Good To Go. n=13,611 across 17 countries (266409827)

UNEP, 2021

WWF, 2021
Thank you for helping us in our vital mission to:

Inspire and empower everyone to fight food waste together.