



— 2023 —

# IMPACT REPORT



362,169 tons CO2e avoided  
by saving food from  
going to waste



121,686,720 meals saved  
through Too Good To Go  
products

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# 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**:

**What was your most memorable moment of 2023?**

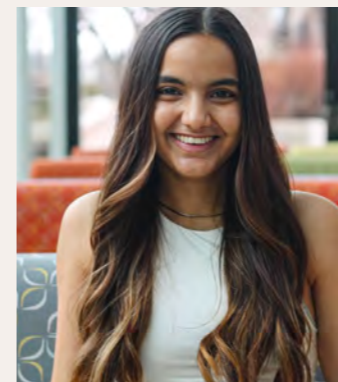
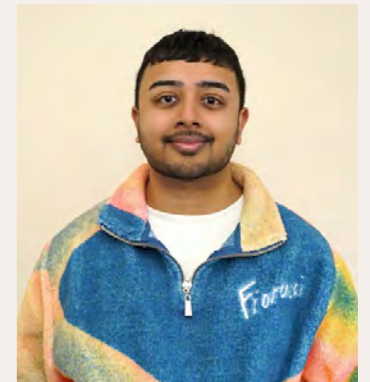


“We’re seeing an increase in both anticipation & excitement from partner store teams in the US about launching **Too Good To Go**. During a 30-store training call, 25% of stores were already **Too Good To Go** users, while others sought corporate teams’ approval or had customers inquire about launch 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 overheard 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 over **26,000,000,000 US gallons** of unnecessary water being used and **362,169 tons 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*

Mette Lykke,  
CEO, Too Good To Go

# FOOD WASTE insights

Before we discuss Too Good To Go's plan to combat food waste, we first need to define the problem:



**WORLDWIDE, UP TO 40%  
OF FOOD PRODUCED IS WASTED**

(WWF, 2021)

**THE COST OF GLOBAL FOOD WASTE  
AMOUNTS TO APPROXIMATELY  
\$1 TRILLION EACH YEAR**

(FAO, 2014)

**FOOD WASTE ACCOUNTS FOR  
10% OF ALL HUMAN-CAUSED  
GREENHOUSE GAS EMISSIONS  
WORLDWIDE**

(WWF, 2021)

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 fresh-water 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.*





# TOO GOOD TO GO products

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

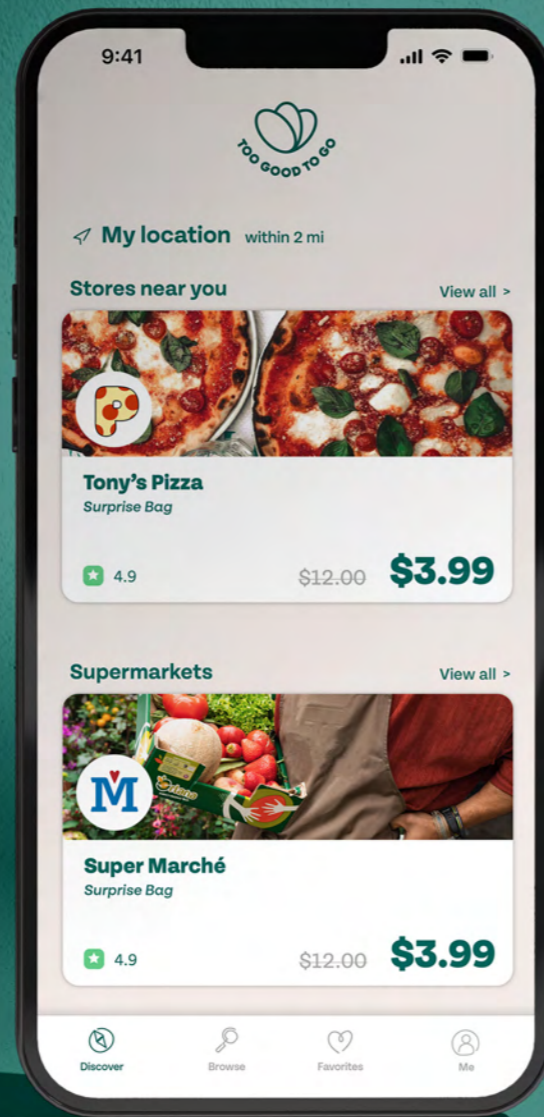
# THE APP

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.

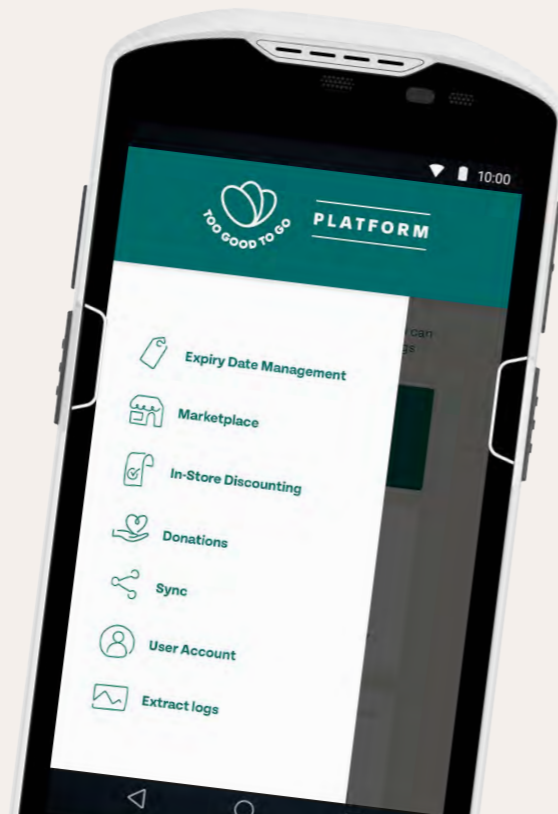
**Too Good To Go Platform** currently integrates five modules in a single interface, offering partners a pick-and-choose modular solution to tailor their surplus food management strategy. These modules include:

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

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

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.



**ORDER & SELL**  
on shelf at full price



**TRACK**

**Expiry Date Management**

- Improve in-store inventory management efficiency
- Reduce the number of expired products on shelves
- Higher customer satisfaction
- Less food waste

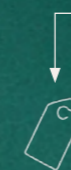


**OPTIMISE**

**Recommendations**

- Reduce the room for error in allocation
- Multiple distribution channels for surplus food

**DISTRIBUTE**



**In-Store Discounting**

- Optimise discount rates at SKU level
- Improve revenue from close-to-expiry discounted products



**Consumer Marketplace**

- Footfall, upsell
- Brand affinity



**Donations**

- Traceability
- Connection with 3rd party apps

**DIGITAL TRACKING & REPORTING**

Actionable insights



# 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 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

“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.”

**Dr. Joseph Poore,**  
Oxford University

## WE NOW KNOW THAT BY SAVING ONE MEAL (2.2 LBS OF FOOD), WE AVOID:

  
**5.9 LBS**  
of CO2e emissions

  
**30.1 SQ FT**  
of land use per year

  
**214**  
US gallons of water

To read more, visit **Too Good To Go's** website for the full report

# 2023 IN NUMBERS

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).

- Global level -

## 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

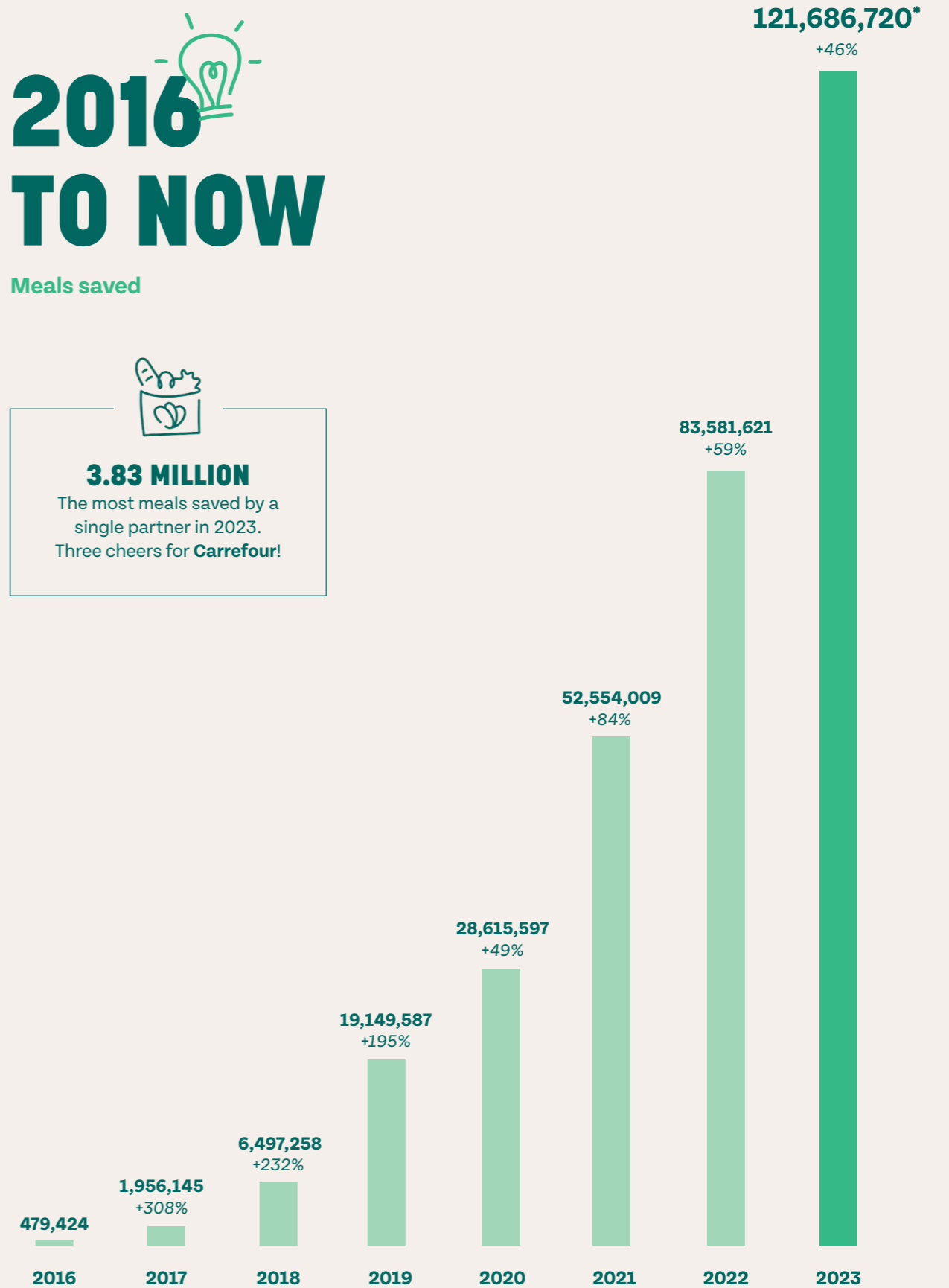
# 2016 TO NOW

Meals saved



**3.83 MILLION**

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



\* 2.2 lbs 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



# LARGE CHAIN partners

For the **Too Good To Go** app, we have three types of partner: large chain partners, independent stores and Parcel partners. Let's look at them one at a time, starting with the first of the three.

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.



**metro**

“**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.



**MODULE IMPLEMENTED**  
Consumer Marketplace



**PARTNER SINCE**  
2022



**ACTIVE MARKETS**  
Canada



**MEALS SAVED IN 2023**  
**227,562**

Equivalent to the total yearly CO2e emissions of **47 Canadian citizens!**



“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



**MODULE IMPLEMENTED**  
Consumer Marketplace



**PARTNER SINCE**  
2020



**ACTIVE MARKETS**  
Austria, Belgium, Denmark,  
France, Germany, Ireland,  
Italy, Netherlands, Norway,  
Poland, Portugal, Spain,  
Switzerland, UK



**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**



**MODULE IMPLEMENTED**  
Consumer Marketplace



**PARTNER SINCE**  
2022



**ACTIVE MARKETS**  
UK and others



**MEALS SAVED IN 2023**  
**367,297**

That's the equivalent CO2e emissions of **748 people flying from London to New York!**



“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 our shoppers 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





“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



**MODULE IMPLEMENTED**  
Consumer Marketplace



**PARTNER SINCE**  
2022



**ACTIVE MARKETS**  
United States



**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



**MODULE IMPLEMENTED**  
Consumer Marketplace



**PARTNER SINCE**  
2023



**ACTIVE MARKETS**  
Canada and others



**MEALS SAVED IN 2023**

**130,909**

Equivalent to the total  
yearly CO2e emissions of  
**27 Canadian citizens!**



“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



# indie STORES

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.



“We love participating in **Too Good To Go**, not only because it reduces food waste, but also because we have such pride in our products that it hurts us to compost perfectly good food. We are a chocolate maker in Chicago, and we cater hot chocolate bars, often having remaining product after the event is done. As it's made with melted chocolate vs cocoa powder, it doesn't reheat with the right texture. We used to grimace, close our eyes, and pour it down the drain. Now, we can pour it in to cups and sell it via **Too Good To Go** – folks enjoy it like pudding right out of the cup, or stir it in to coffee for mochas. We adore seeing customers come in, excited for their cups of drinking chocolate, and also feeling good about saving the environment.”



**ACTIVE CITIES**

Chicago, IL



**PARTNER SINCE**

2021

**MEALS SAVED IN 2023**

**1,090**

That's the equivalent CO2e emissions of **23 days of hot showers!**





**ACTIVE CITIES**

Austin, TX



**PARTNER SINCE**

2023

**MEALS SAVED IN 2023**

**348**

That's the equivalent  
CO2e emissions of  
**207,948 smartphone charges!**

**CLEAN**  
CAUSE.

“Laying in bed one night I wondered if people would want to buy dented (but still good!) cans of our organic yerba mate beverages instead of us losing so much money to damages, so I signed us up for **Too Good To Go**. Next morning I woke up to an email confirming that all bags had sold out overnight.

CLEAN Cause’s mission goes beyond better-for-you beverages, our founding purpose is to support individuals in recovery from alcohol and drug addiction by donating 50% of net profits to the CLEAN Cause Foundation for recovery housing scholarships, so every penny we can save is more money we can give back. **Too Good To Go** has helped us further that mission by reducing our losses to damages but what we didn’t expect was the amazing community of Austin **Too Good To Go**-ers we have gotten to meet and introduce our products to through their visits to our office for pick-ups. For CPG brands, **Too Good To Go** is a great opportunity to keep damaged product out of landfills, reclaim lost revenue and create the opportunity to meet and market to future customers – wins all around!”

**Cortney Hollinger**

Director of Marketing & HR, CLEAN Cause

**demasie.**

“**Too Good to Go** has helped us to 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



**ACTIVE CITIES**

Barcelona



**PARTNER SINCE**

2021

**MEALS SAVED IN 2023**

**7,495**

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.

# parcel PARTNERS

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



### ACTIVE MARKET

Denmark



### PARTNER SINCE

2022

### MEALS SAVED IN 2023

# 28,582

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 discolouration.

## 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!

"The 'Look-Smell-Taste' pictogram encourages consumers to sense-check our products, empowering them to trust their senses over 'Best Before' dates, keeping food for longer and potentially avoiding food waste in the home."

**Alpro UK**



# THE NUMBERS

**13**  Number of countries where our labels can be found

**537**  Number of brands using the labels

**5,420** Number of product ranges containing the labels

**6 BILLION+**  Estimated yearly product packages carrying our label

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](mailto:look-smell-taste@toogoodtogo.com)



**24%** Recognise having seen the label

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

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

(Epinion, 2022; Kantar Insights, 2023)



# THE next GENERATION

Building a positive future is only possible with the help of the heroes of tomorrow. That's why we're collaborating with schools and universities to put protecting our planet at the forefront of education.

## 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.



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.

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.

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

# 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.

- COMMIT**  
to ambitious (and legally binding) reduction targets
- DEMAND**  
that food businesses publicly report food waste levels
- PRIORITISE**  
prevention, stopping food waste at its source
- CLARIFY**  
date labels to end misuse and misunderstanding
- REMOVE**  
wasteful supply chain practices

## 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 policy-makers.

## 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

We contributed to ‘Acceleration Agenda for Reducing Food Waste 2022-2025’, a crucial report submitted to the Ministry of Food & Agriculture.

## 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.





Saving food from going to waste is

# A **step** TOWARDS A **greener, cleaner** PLANET



## A DAY OF AWARENESS

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 5.9 lbs 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





# B CORP

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.

## OUR B CORP JOURNEY SO FAR

2019 

**Too Good To Go** first certified as a B Corp (woo-hoo!) with a score of **81.8**.

 2021

We improved our parental leave and vacation allowances, launched our **employee volunteering scheme** 'Shareback', and increased the number of stores we supported to 134,999, demonstrating our commitment to enabling other businesses to do good – a key pillar of our B Corp strategy.

2022 

Our Code of Ethics was launched, we introduced **Employee Resource Groups**, committed to paying the **Living Wage** and carried out a **Gender Pay Gap** audit.

 2023

We started working with **Plan A** on **carbon reduction**, launched an **employee shares marketplace**, and waited for our recertification score.

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.



# OUR CARBON footprint

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



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: 5,374.5 tons CO2e**

**2021: 12,494.8 tons CO2e**

**2022: 7,346.5 tons CO2e**

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

### **SCOPE 1 • 116 TONS CO2e**

Direct emissions. This could be running our offices or delivering **Too Good To Go Parcels**.

### **SCOPE 2 • 1,212.9 TONS CO2e**

Our indirect emissions. Think the electricity and heating we need to keep our laptops running (and our people warm).

### **SCOPE 3 • 13,233.7 TONS 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:

**116 tons CO2e + 1,212.9 tons CO2e +  
13,233.7 tons CO2e = 14,562.6 tons 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.

# 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%.

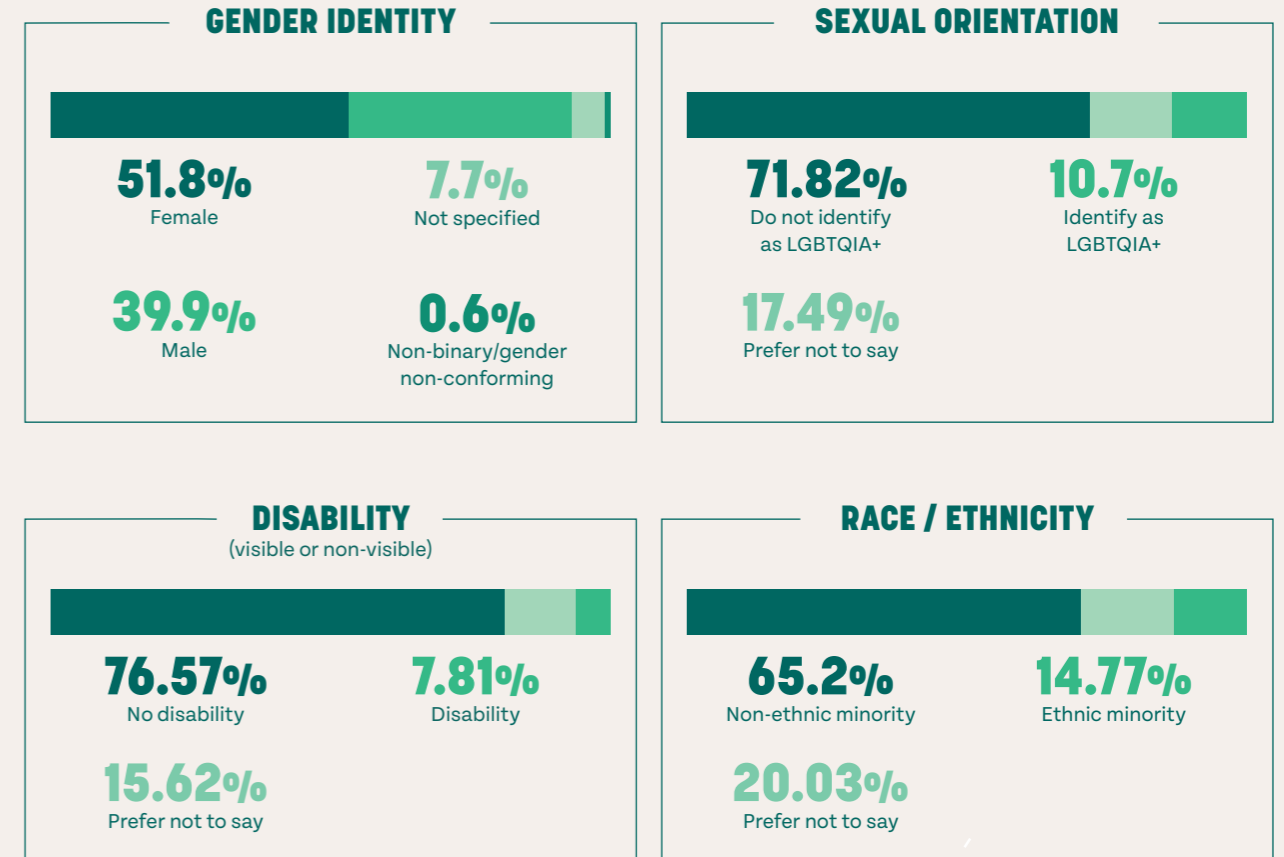
Increase the percentage of **senior leaders from ethnically and racially diverse groups** to at least 10%.

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%.

## HOW OUR TEAM IDENTIFIES

(results from our latest annual staff survey)



## 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.

# employee RESOURCE GROUPS

In 2022, we launched our four employee resource groups (ERGs), and they went from strength to strength across 2023.

Who better to tell you about our ERGs than the members themselves?

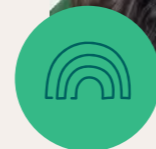
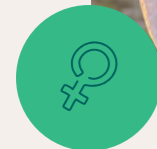
Take it away, ERGs!



## 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





# SHAREBACK

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!



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.



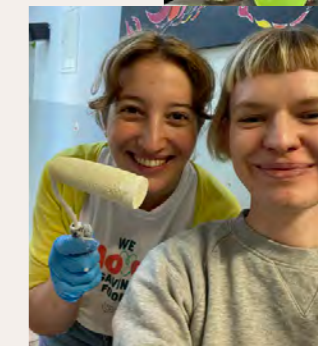
Our **United States (US)** team supported multiple good causes, meaning we could give a helping hand to Keep Austin Fed, Greater Chicago Food Depository, Hunger Free America, SF-Marin Food Bank and God’s Love We Deliver.



In **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.



# 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.

## 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.

### US

Global CEO, Mette Lykke, was honoured as one of Fortune's '100 Most Powerful Women in Business,' proving that businesses can be both sustainable and successful and showing that the future truly is female.

### Canada

At the Restaurants Canada Show **Too Good To Go** was a contributor at the marquee speaking event and ensured no food was wasted via an on site activation. The team also took home the Innovation Award of Excellence.

### 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 Inspirasjonspris' ('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.

# A BRIGHT 2024

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.



**METTE LYKKE**  
Chief Executive Officer



**MARTIN KVIST**  
Chief Financial Officer



**KASPER HEINE**  
General Counsel



**SIMON LEESLEY**  
Chief Operations Officer



**KATRINE HUSUM JENSEN**  
Chief People and Culture Officer



**MATEO RANDO**  
Chief Product Officer



**JOOST RIETVELD**  
VP of Expansion



**IVO VAN DEN BRAND**  
Chief Marketing Officer



**MORTEN KELDEBÆK**  
Chief Technology Officer



**JULIE JOHANSEN**  
Chief Commercial Officer



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**Thank you for helping us in our vital mission to:**

Inspire and empower everyone  
to fight food waste together.

