

CASE STUDY TITLE: TOO GOOD TO GO: FIGHTING FOOD WASTE TOGETHER

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THEME: SUSTAINABLE FOOD SYSTEM, CIRCULAR ECONOMY (CONSUMPTION, RECOVERY AND WASTE MANAGEMENT)

Case study description:

To Good to Go, the world’s #1 app for fighting food waste was founded in Denmark in 2015. Through their app, Too Good to Go connects users with restaurants nearby, allowing them to purchase the excess food that would otherwise be thrown away thirty minutes before closing hours at a discounted price. Too Good to Go’s mission is to inspire and empower everyone to fight food waste together. Globally they have over 20 million registered users.

Since the app was launched, Too Good To Go has undergone significant and rapid growth. They are now operating in 14 countries in Europe – with a recent expansion in the US as well – and along with our 46,000 partners and over 20 million Waste Warriors, they have saved almost 40 million meals globally.

If we look at the situation in Belgium, we see that on an annual basis we throw more than 3.5 million tons of food. The value of this is estimated at 670 million euros per year. In addition, we waste an average of 345 kg of food per year per inhabitant in Belgium. Of this, 15 kg per person is wasted at home. Too Good to Go Belgium was born on March 1, 2018 and meanwhile they have an incredible community of 862,916 Food Waste Warriors. They can go to 2,814 partners across the country who actively combat food waste with them. Together with them they succeeded in saving 1.413,174 meals. That is more than 200,000 kg of CO2 that was not produced for nothing. The equivalent of a year-long non-stop car ride or a Boeing 747 flying to New York.

Too Good To Go works with a broad range of food businesses from hotels and supermarkets to independent bakeries and restaurant chains. They work one-on-one with businesses to figure out how Too Good To Go could work for their business, and what a ‘Magic Bag’ of their surplus food could look like.

As an example: for supermarkets, this could mean a box of produce that has reached its ‘best before’ date, while for a sushi restaurant, it could be a selection of pre-packed sushi. Regardless of what a business’s surplus food looks like, Too Good to Go can always package it in a way that will make it a delicious option that users are keen to rescue. Once they have established a process and a Magic Bag concept that works for the business, we set them up with a store profile and put them live on the app.

Research shows that consumers are not aware of the links between food waste and climate change. In fact, food waste accounts for 8-10% of global greenhouse gas emissions. By making one small change, such as rescuing surplus food from going to waste, users can make a big difference to the world around them. The Too Good To Go app gives consumers the chance to enjoy a delicious meal at a great price, whilst doing something great for the planet – we call it win-win-win.

Too Good To Go is more than a food app – we want to be an informative, educational platform that raises awareness of food waste and changes mindsets towards it.



Environmental and social effects:

The following factors constitute important environmental and social effects in relation to the case:

- Food waste and recovery
- Climate change and release of gas emissions
- Excess vs responsible consumption and production
- Unawareness of consequences of food waste for climate

Conclusion:

For To Good to Go, it is all about raising awareness and providing a tool for everyone to fight food waste together. We dream of a planet with no food waste. To get there, there is a lot that still needs to be done – and by adding more partner stores and engaging more consumers we can continue to make a difference.

Discussion questions:

Have you used Too Good To Go, or another similar app? If so, please share your experience with your classmates.

What is the problematic situation Too Good to Go is trying to solve? (problem)

Why did they decide to solve it? What drives them? (purpose)

What are Too Good to Go's activities? What do they do to solve it/them? What other steps would you take to solve the problem? (solution)

What is their target group? Who are their clients? Who are their customers? (customer segments)

How will Too Good to Go's activities change the world or the situation for the better? (impact)

And how will they know that they achieved that? (key metrics)

So what does Too Good to Go do differently? What do their customers perceive as the biggest value? (unique value proposition)

In which ways do they deliver their products or services (channels)

What are their main costs and what is the main source of their revenue? (revenue)

STAKEHOLDERS: (1) CONSUMERS, (2) SUPERMARKETS, (3) RESTAURANTS, (4) RETAILERS, (5) AMBASSADORS

ETHICAL ISSUES (POSITIVE, NEGATIVE) IN RELATION TO THE SCENARIO: (1) FOOD WASTE, (2) RESPONSIBLE CONSUMPTION, (3) WASTE MANAGEMENT, (4) CLIMATE CHANGE, (5) GREEN HOUSE EMISSIONS

GREEN SKILLS ADDRESSED: LEADERSHIP SKILLS, MANAGEMENT SKILLS, PROCUREMENT SKILLS, WASTE MANAGEMENT SKILLS, COMMUNICATION SKILLS

SDGS ADDRESSED: GOAL 2: ZERO HUNGER, GOAL 3: GOOD HEALTH AND WELL BEING, GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION, GOAL 13: CLIMATE ACTION, GOAL 17: PARTNERSHIPS FOR THE GOALS.

