



WE'RE MORE
THAN A
FOOD APP

DISCOVER
OUR IMPACT
FOR 2021

IMPACT REPORT



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A WORD FROM OUR CEO

HELLO AND WELCOME



If you've heard of Too Good To Go or downloaded our app, you'll already know a bit about us. We're a social impact company, with one simple goal: saving food that's 'Too Good To Go'.

Food waste is responsible for 10% of all greenhouse gas emissions, and despite what we know about the agriculture sector's heavy toll on the planet, we continue to use a land mass the size of China solely to produce the food we waste.

It's a big challenge, and we've seen that tackling it requires a mix of solutions, in partnership with all segments of society. We've devised just a few of these solutions, and divided them into what we call our direct and indirect impact. We impact food waste directly every time a meal is saved via our app - the immediate action of food being saved there and then.

Creating indirect impact involves working with our partners in manufacturing, retail and government, to create change in legislation, regulation, and education. And together we achieved big things in 2021. Collaborating with some of the largest food manufacturers and retailers, we added a 'look, smell, taste - don't waste' date label to over 4209 product ranges worldwide. Now the label can be seen in 11 countries, challenging norms, and reminding people to trust their senses and think twice before choosing to throw food away.

During the summer, on World Environment Day, we turned our focus to helping develop better habits at home (where the majority of food waste is happening). We wanted it to be fun, so set ourselves the challenge of doing this through art and creativity, and released our Posters Against Food Waste on the day. This collaboration with artists across 14 European countries created inspiring pieces of art, designed to remind us of what we can all do in our own homes, and that it feels good to do good!

To support the leap from inspiration into action, our first Remix Recipes anti-food waste cookbook was released in time for the holiday season, and we kickstarted several exciting civil projects with schools across France, and cities across Germany and France.

Yet despite the scale we've achieved over the last six years, we know there's always more to do! It's therefore super important to us that we continue to measure our impact, both positively and negatively, and be honest with ourselves about the opportunities for change.

That's what this impact report is for. It's a way of holding ourselves to account, being transparent, and welcoming the tough questions.

The climate challenge isn't going anywhere, and will require ever more innovation as we approach our 2030 deadline for meeting the UN's Sustainable Development Goals. So we're certainly not stopping now.

If you're reading this report, please do ask us questions about what you see. You can reach out to us at impactfeedback@toogoodtogo.com.

We also hope that this report and what we do inspires you, in some way, to change a habit and save some food!

Thanks,

Mette

GLOBAL FOOD SYSTEMS AND FOOD WASTE

THE CHALLENGE

Globally, almost 40% of all food goes to waste.

Yep, you heard right: **40%**.

A recent WWF report estimates that 2.5 billion tonnes of food is wasted every year, which is the equivalent of 250,000 Eiffel Towers.

And with the pandemic bringing labour shortages, supply chain issues and even mass stockpiling, 2021 has been a perfect storm for food waste.

OK, so it doesn't sound great so far. But stay with us, because there are positives too.

A report by sustainability experts WRAP revealed that household food waste took a step in the right direction during the pandemic, as:

41%
of people undertook
more pre-shop planning

40%
cooked more
creatively

30%
used up more
leftovers

A start? Absolutely.

But the end? Absolutely not.

There's plenty more to be done, and Too Good To Go won't stop until we've done it.



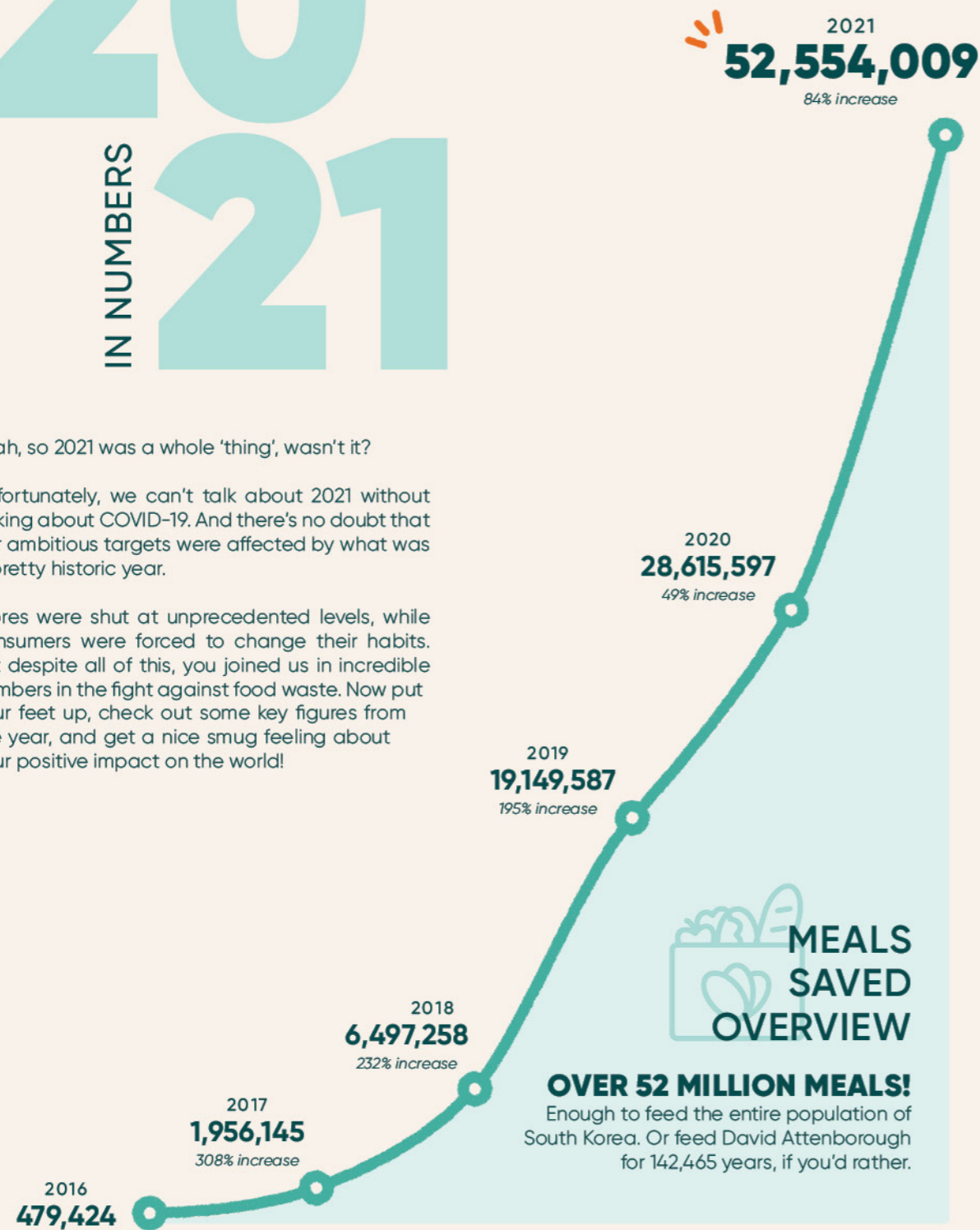
2021

IN NUMBERS

Yeah, so 2021 was a whole 'thing', wasn't it?

Unfortunately, we can't talk about 2021 without talking about COVID-19. And there's no doubt that our ambitious targets were affected by what was a pretty historic year.

Stores were shut at unprecedented levels, while consumers were forced to change their habits. Yet despite all of this, you joined us in incredible numbers in the fight against food waste. Now put your feet up, check out some key figures from the year, and get a nice smug feeling about your positive impact on the world!



2021: KEY FIGURES

19,491,047

TOTAL NUMBER OF NEW REGISTERED USERS
More than the entire population of Chile

81,666

TOTAL NUMBER OF NEW STORES SIGNED UP
Over four times the number of restaurants in London

460

NUMBER OF NEW WASTE WARRIORS
41 soccer teams... and nine subs!

17

NUMBER OF COUNTRIES WE CALL HOME
A warm welcome to Canada and Ireland

NEW HORIZONS

Food waste is a worldwide problem, so we need a worldwide solution.

At Too Good To Go, 2021 brought exciting opportunities to branch out across the globe.

UNITED STATES

It's been quite the 18 months for us over in The United States of Awesome.

2020: We launched on the East Coast, on the International Day of Awareness Against Food Loss & Waste.

2021: We continued our expansion across the country, welcoming multiple cities including Chicago, San Francisco and Austin, Texas to the Too Good To Go family.

2022: With 2 million consumers having already downloaded our app, we've got one plan for 2022: Bigger. Bolder. Better.

CANADA

O Canada. Not just the second-largest landmass in the world, but one of our newest (and best!) friends. Having launched here in 2021, we've established three offices in just a few months and are working with several key brands in the country.

IRELAND

With the support of our UK team, we made the long-awaited move into Ireland in the second half of 2021, and can't wait to help reduce the Emerald Isle's cur amú bia. That's Irish for 'food waste', so it is.





OUR IMPACT

BUSINESS PARTNERS



KEY ACCOUNTS

Teaming up with some of the world's largest food industry brands helps us to make a long-term, positive impact on a global scale.

Through our Key Accounts, we've welcomed more than **24,000 NEW STORES**, so that we saved an impressive **29 MILLION MEALS** together.

We love our Key Accounts and our Key Accounts love us. That's why we're always looking for new ways to connect and collaborate, including launching our third annual Leftover Meals National Championship with one of our major partners in Denmark in 2022. This follows the success of last year's event, which inspired thousands of home chefs to reduce food waste through tasty, home-cooked, leftover meals.

We plan to expand our Key Accounts partnerships into next year and beyond, working together to make a difference in our vital fight against food waste. 2022, we're coming for you!

CASE STUDIES: INDEPENDENT STORES

INDIES

Working with independent stores allows us to connect with local communities, where we can create change hand in hand with those who know it best.

Here are just some of the inspirational stores we joined forces with in 2021.



BEEKERY

Spain

"We are a small store and because of the small amounts of surplus that we generate, we cannot donate them to NGOs like the Red Cross. That's why Too Good To Go is the perfect solution for us."



MISS GREEN BEAN

Germany

"At the end of the day, I don't want to throw away all that delicious food. I want to bring joy to people so that everyone can afford regionally and seasonally produced food."



LAMBERTI PIZZA & MARKET

US

"We had only been open for a few months, and we were habitually discarding unsold pizzas and sandwiches at the end of the workday. When Too Good To Go presented us with the idea of selling items that we couldn't save at a discounted price, we jumped at the opportunity."



VILLAGE JUICERY

Canada

"Too Good To Go provides us with a channel to not only connect with new customers, but also to provide our plant-based products to those who are committed to sustainability. The surprise nature of the bags is wonderful."



WHAT WE DO WITH MANUFACTURERS

MANU-FACTURERS

While our app fights waste in-store, we also know that 30%* of waste in the EU happens further up the supply chain.

Never one to shirk a challenge, we sprung into action to see what we could do. In 2021, we:

- 1** Collaborated with partners in 12 countries who could host pick up points at conveniently located places, eliminating excess travel
- 2** Tested a direct pick-up model in 12 countries, with consumers collecting Magic Bags straight from warehouses, creating a direct connection
- 3** Trialled a new pick-up model, together with Unilever and Post.nl in The Netherlands, using the network of their pick-up points, where we saved 9000 meals in just five days

WHAT WE WANT TO DO BETTER IN 2022

We're kicking off 2022 with two new pilot schemes for logistics in the Netherlands and Denmark, and making our direct pick-up approach standard practice wherever we can.

*EU Fusions, 2016

OUR BUSINESS AGAINST FOOD WASTE

COLLA-BORATIONS

We've partnered with a wide array of brands that are committed to the fight against food waste. Together, we've helped bring awareness to the anti-food waste movement by delivering practical, actionable information to their employees, consumers and stakeholders.

This collaborative approach has been launched in four countries so far, meaning it's four down, 191 to go.



SPAIN

THE COLLABORATION
Marcas Waste Warrior

BRANDS COMMITTED
Alcampo, Carrefour, Danone, Bel Group, Unilever and many more

THE TESTIMONIAL
"Together with Too Good To Go, we want to raise awareness among our consumers and include them in this movement against food waste."

- Enrique Guerrero, CEO, Bel Group Spain

ITALY

THE COLLABORATION
Pact Against Food Waste

BRANDS COMMITTED
Carrefour, Nestlé, Cameo, NaturaSi, Granarolo and many more

THE TESTIMONIAL
"The Pact Against Food Waste must be an act of responsibility for all: companies, consumers and large retailers, united in a shared and virtuous path for our future and for the younger generation."

- Gianpiero Calzolari, President, Granarolo

BELGIUM

THE COLLABORATION
Waste Warrior Brands

BRANDS COMMITTED
Bel, BelOrta, Danone, Makro, Unilever and many more

THE TESTIMONIAL
"Avoiding food waste is an integral part of our sustainability strategy throughout the lifespan of our products: from farm to fork."

- Jasmien De Gussem, Senior Internal & External Communication Manager, Danone BeLux

SWITZERLAND

THE COLLABORATION
Waste Warrior Brands

BRANDS COMMITTED
Danone, Nestlé, IKEA, LIDL, Savencia and many more

THE TESTIMONIAL
"Our common goal is to make the vision of a planet without food waste a reality."

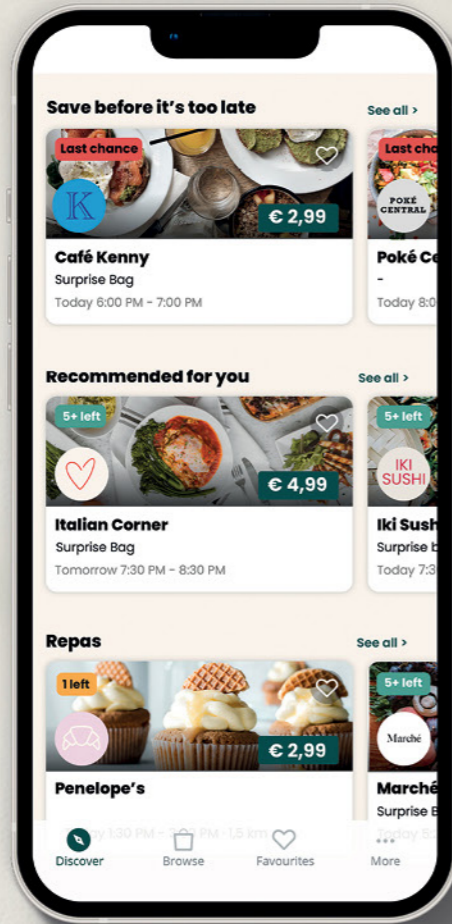
- Dr. Renée Nicole Wagner, Personal Assistant to the CEO and Project Manager Corporate Social Responsibility Northern Europe, Accor

OUR IMPACT

CONSUMERS



Too Good To Go



OUR USERS

THE APP

2021 was another record-breaking year for new downloads of our app, and we even **ranked #10 most downloaded app worldwide** in the food and beverages category.*

But you know us, we don't like to brag.

*Apptopia: 10 Most Downloaded Food & Drink Apps in 2021 - Worldwide

"I think what you have achieved with the app and the way to fight food waste is super awesome. As a family, we always feel extra good about the food we saved."

- User from the Netherlands

"It is worth downloading this app, first to avoid food waste and also for the quality/price ratio. THANKS to the founder and the team!"

- User from France

"I use the app almost every day. It's such a great price, so I'm spending a lot less on groceries. And I love the element of surprise - it's like unwrapping a present!"

- User from the US

AW GUYS,
YOU'RE
MAKING
US BLUSH!

DATE LABELLING PROJECT

DEMYSTIFYING DATE LABELS

POP QUIZ: WHAT'S THE DIFFERENCE BETWEEN 'USE BY', 'BEST BEFORE' AND 'SELL BY'?

Don't worry if you're struggling, you're not the only one. Over half of consumers reportedly don't know what these terms mean, and misuse and misinterpretation of date labels is responsible for 10% of food waste in the EU*.

And if there's one thing we hate, it's food waste (if there's two things we hate, it's food waste and people who don't say "Thank you" to bus drivers). That's why we branched out from our app once again, to help our global date labelling campaign go from strength to strength in 2021.



*Flash Eurobarometer 425: food waste & date marking, 2015



DATE LABELLING PROJECT

LOOK, SMELL, TASTE – DON'T WASTE

We've teamed up with some of the world's biggest retailers and food manufacturers to change packaging, fix how products are labelled, and shake up the way we judge whether food is safe to eat.

Spoiler alert: it usually is.

Our 'Look, smell, taste - don't waste' labels are a vital tool in fighting common myths around food safety, and we're proud to say that **11 countries** now use them widely, while in 2021 alone:

2 new countries launched on-pack labels

—

4209 product ranges with on-pack labels were made available across your favourite stores

—

Millions of items inspiring consumers to look, smell and taste - not waste!

We also ran a study* in Denmark to see the impact our date labels are making. Results show that 43% of our users (who have seen the label) are now more inspired to throw away less food at home. We believe that the more products make their way to supermarket shelves, the greater that number will become.

In 2022, we'll be launching this study continent-wide across Europe.

"From now on, our packaging will feature a clear pictogram with the message: Do not throw away products immediately after expiration of the best before date, but look, smell and taste first to check the quality."

– Sarah De Meester, Communication & PR Officer, FrieslandCampina, Belgium NV



"The partnership with Too Good To Go is a great opportunity to talk about conscious reading of labels."

– Szymon Ulkowski, CEE e-Business & Communication Manager Food, Nestle, Poland

DATE LABELLING PROJECT

MAKING FOOD STAKEHOLDERS ACTORS OF CHANGE

To make a real impact on confusing date-labelling, we worked with manufacturers and retailers to ensure this important change was coming from the top.

In 2021, Danone took the lead, changing several of their brands' labelling from «use by» to «best before», providing clarity for consumers and ending the premature binning of food.

Too Good To Go also put together a group of manufacturers and retailers to pinpoint the main food waste issues linked to logistics. During nine sessions, they discussed deliveries, orders and date contracts, so we could draft guidelines for the whole industry.

In 2022, we will implement the guidelines with our partners and launch pilot schemes to test the game-changing ideas. And hey, maybe one day we'll even take an afternoon off...

DATE LABELLING PROJECT

CHANGE THROUGH LEGISLATION

For some people, reinventing manufacturing and increasing consumer awareness might seem like a decent year. However, we are committed to aiming even higher in the improvement of date labels, effecting change right up to policy level.

IN 2021, WE HELPED SHAPE FUTURE EU LEGISLATION BY:

- Taking part in the market research interview process to inform legislative changes
- Providing policy input through the official consultation process
- Participating in meetings of the 'date marking' subgroup of the EU Food Loss & Waste Platform
- Influencing date marking policy options thanks to our "Look, Smell, Taste...Don't waste" label
- Never stopped banging the drum for better labelling, better communication and better... well, everything!



TOMORROW'S WASTE WARRIORS

If school is for teaching children the important things in life, then why not teach them how to reduce food waste?

Schools Against Food Waste is a programme teaching children to protect our planet by valuing its resources. Designed by education experts including the French Ministry of Education, it launched in September, with 10 pilot schools across France.

Aimed at the whole school, from classroom to canteen, we created a free, downloadable tool with teacher guides, educational videos, board games and canteen posters. With these tools, we're making food waste reduction exciting and engaging (so the highlight of the school day will no longer be when you spot a dog out the classroom window).

The pilot scheme received an overwhelmingly positive response, and we've already received 600 pre-registrations for the real deal. Bring on 2022!

"I just want to thank you for these tools. I have one thing to say about the program: I love it!"

- Farhat, teacher, France

"The tools are well-designed, appropriate and attractive for kids. I'm happy to use them in class and train the citizens of tomorrow!"

- Pamela, teacher, France

"Thank you for your commitment. I think it's great that this is a school project involving everyone, including canteen staff."

- Elodie, teacher, France



€24,472
DONATED TO
SHARETHEMEAL



POSTERS
AGAINST
**FOOD
WASTE**

POSTER CAMPAIGN

Sometimes we all need a gentle reminder to focus on the important things in life, rather than browsing social media or watching that GIF of two otters holding hands. That's why we teamed up with 14 incredible artists from across Europe to create limited edition kitchen posters, designed as daily reminders to think about our own food habits.

THE START OF SOMETHING GREAT?

60%

are now more aware of the negative consequences of food waste and more knowledgeable on how to make the most out of food

42%

find the posters a true inspiration in the fight against food waste

Oh, and did we mention they all look super yummy?

POSTER CAMPAIGN

SUPPORTING SHARETHEMEAL

Not content with just creating great art with an important message, the posters also raised money to support ShareTheMeal, a crucial initiative from the World Food Programme, fighting to end global hunger. Was there anything these posters couldn't do?!

(Yes. They couldn't project that otter GIF onto your fridge. We're working on it.)

We're over the moon that we could support ShareTheMeal's vital work distributing food supplies to those affected by food famine in Madagascar: the first country in the world to experience famine specifically caused by climate change.

THE IMPACT

Posters sold: **6568**

Money donated: **€24,472**

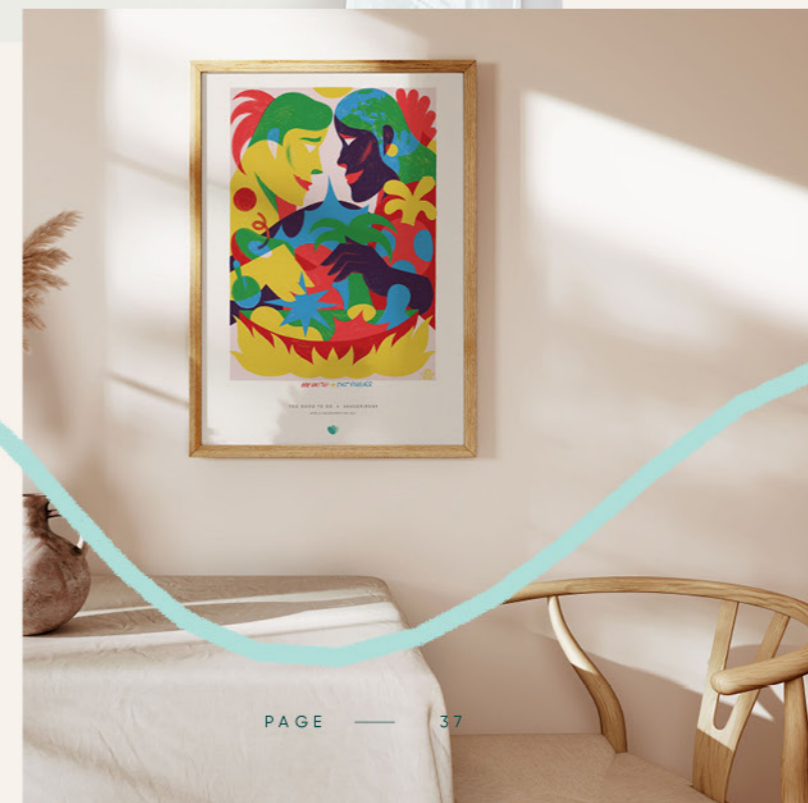
Children fed for a day*: **34,742**

Width of the smiles on our faces: **15km**

** Feed a child for a day with US\$ 0.80*



All posters were printed on paper partly made from food saved from landfill. Pretty cool, right?



BREATHE NEW LIFE INTO LEFTOVERS

REMIX RECIPE COOKBOOK

Around the world, 79 tons of food is thrown away every second. That's the equivalent weight of nine T-Rexes (and one giant panda).

Thankfully, there are endless quick and easy ways to turn would-be food waste into tasty meals. And we've got a boatload of them crammed into our Remix Recipe Cookbook. Those T-Rexes don't need to hitch a ride to the landfill just yet.

Downloads of our Ebook in 2021: **67,892**

Satisfied bellies in 2021: **67,892**

COOKING UP A STORM IN 2022

As the old saying goes: if it ain't broke, don't fix it. Which is precisely why we'll be continuing our drive to get people cooking with leftovers in 2022.

During the creation of our cookbook, we mined our Too Good To Go employees for their best anti-food waste recipes. The result? 2022 bringing you some of the most innovative recipes from Switzerland, Spain, the UK and Ireland. Bain taitneamh as do bhéile!

Oh sorry, yeah, that's "Bon appetit" in Irish.



DOWNLOAD YOURS AT tqtg.to/cookbook

REMIX

magical ways to breathe new life into leftovers



It's time to get creative



OUR IMPACT

GOVERNMENTS





GETTING POLITICAL

To quote author Thomas Mann, "Everything is politics".
Saving surplus food is no different.

Too Good To Go is fighting food waste at every level, from consumer, to manufacturer, to the top reaches of government. This year, we played politics on a continental, national and local level, to convince our leaders it's time to make a lasting difference.

Because to quote another great philosopher:

"Never forget that the most political thing you can ever do is follow your heart."

- RuPaul



IN THE EU

The EU has pledged to hit net-zero emissions by 2050, and we're with them all the way. To do our part in Europe, we've secured membership of two amazing platforms for change.

- The EU Platform on Food Loss & Waste, where we'll play a defining role on issues like consumer food waste, food donation, and food waste linked to date labels
- The newly-created European Consumer Food Waste Forum, where we're backing new policies to fight consumer-level food waste across Europe


WHAT WE WANT TO DO BETTER IN 2022


We're going to push the EU to do even more. First, we'll propose new rules to clarify those pesky date labels. And after that, we're not going to stop yelling until the EU sets legally binding food waste reduction targets.


In case you couldn't tell, we can be super persistent when we want to be.


WORLDWIDE


As we expand into several new countries, we're working with a number of national governments to develop (and in some cases rescue) their food waste strategies.

 In Germany, we spoke to all major political parties ahead of the federal elections. In part thanks to our cajoling, the new government added commitments on food waste reduction to the coalition agreement. Danke!

 In Austria, we joined two working groups in the government's food waste department: food redistribution and education. Leiwand!

 In France, we were a driving force in designing and rolling out the government's anti-food waste labels. C'est magnifique!

 In the UK, we started a petition to the Government, calling for binding food waste reduction targets. Tallyho!

 In Spain, we pitched new food waste policies, even calling for a rule where stores must sell 'ugly' fruits & vegetables. Estupendo!

 In the US, we co-signed a letter urging Congress to clarify liability rules around food donation, in the Bill Emerson Good Samaritan Food Donation Act. Yeeee-haw!



CITIES AGAINST FOOD WASTE

IN THE CITY

In 2021, we expanded our awesome Cities Against Food Waste initiative in France, then launched it in Germany too. We're super proud to note that 10 German cities have already joined us on this journey. But what does Cities Against Food Waste actually mean?

Well, for a start, cities are the place where the vast majority of people live, work, consume, eat and shout "Hey! I'm walking here!". In fact, cities generate up to 70% of all uneaten food. If we want to drive positive change, let alone meet the 2030 UN Sustainable Development Goals, cities are the perfect place to start.

That's why we set up a network of super-cities committed to setting - then smashing - ambitious targets around food redistribution and waste prevention.

WHAT WE WANT TO DO BETTER IN 2022

In 2022, we will adapt Cities Against Food Waste based on our findings in France and Germany, and if positive results continue, we'll take this awesome campaign into many more cities across the world.

OUR IMPACT

PLANET



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

1kg of food = 2.5kg of CO2e*

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

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

Too Good

FOOD WASTE

THE STATUS QUO

FOOD WASTE AND CLIMATE CHANGE

We hate to be Negative Nellies, so we'll keep this brief and quickly get onto the good news. In 2021, Siberia reached a mind-boggling 48C, severe hurricanes invaded US shores, and wildfires caused havoc across Southern Europe. According to the latest report by the IPCC, these events would not have happened without climate change.

Thankfully, scientists have highlighted one of the most effective ways to slow warming, turning the tides on climate change for good.

And it just so happens to be a certain field that we're *kind of* experts in. Read on to find out more.

STATUS QUO ON FOOD WASTE

#1 THE SOLUTION

A 2020 review by Project Drawdown revealed that reducing food waste is the most effective thing we can do to curb climate change.

And when you think about it, that makes total sense. Imagine the carbon we release cutting down trees for farmland, the fuel we burn for ships and trucks, the amount of electricity used in production, delivery and service, and the methane emitted by food in landfills.

It's clear that the potential impact of reducing food waste is huge. By redistributing surplus food, we ensure that none was produced in vain.

On 29 September 2021, for the annual International Day of Awareness for Food Loss and Waste Day (also known by the far snappier title #FLWDay), we went big on a single message: **Reducing food waste is the number one solution to combatting climate change.**

This was our biggest global awareness campaign to date, as we spoke at many events, lit up Toronto's CN Tower in our own colours, and were featured on trams, buses, metro lines and even morning TV shows. Who knew saving the planet could be so glamorous?





STATUS QUO ON FOOD WASTE

COP26: REASON FOR HOPE?

Our **#FLWDay** campaign marked the lead-up to the most important climate conference in many years: COP26 in Glasgow.

Sadly, though, food waste was again neglected from the major talks.

Initially, we were happy to see some of the progress made at COP26, including:

It was time to take matters into our own hands.

- All nations remaining committed to keeping the 1.5C total warming goal alive
- The Glasgow Leaders' Declaration on Forests & Land Use, stressing the importance of biodiversity and sustainable land use for a greener, cleaner future
- The Global Methane Pledge, promising to cut emissions by at least 30% by 2030
- The Glasgow Declaration, supported by us, pushing city governments to adopt sustainable food policies

We drew Londoners' attention to the link between food waste and climate change with an installation along the Thames, then kickstarted a petition asking PM Boris Johnson to consider food waste in climate targets. The petition was signed by over 20,000 people and was hand-delivered to 10 Downing Street.

Disclaimer: no Beefeaters were harmed in the delivery of this petition.

WHAT WE WANT TO DO BETTER IN 2022

In 2022, Too Good To Go will work with public and private sector partners to launch a 'Food Systems Day' at COP27 in Egypt, making the biggest driver of climate change the biggest driver of climate talks. It just makes sense, right?

Too Good To Go

OUR ETHOS



TOO GOOD TO GO

VALUES

Too Good to Go is built on ambitious, positive values, driven by ambitious, positive, brilliant people. Every year, we highlight the teams who've gone above and beyond to meet our values, so without further ado, here are 2021's Values Vigilantes:



WE FIGHT TOGETHER GLOBAL LEGAL TEAM

Food waste is a big beast to slay. We can only do it if we collaborate, communicate and fight as one.

In 2021, no one epitomised 'We fight together' more than our Global Legal Team. Working with all departments and Key Accounts, they've battled night and day to use the full force of the law in Too Good To Go's fight against food waste. Global Legal, we are not worthy.



WE RAISE THE BAR UK KEY ACCOUNTS TEAM

Extraordinary goals require extraordinary standards, and our UK Key Accounts Team repeatedly raised the bar in 2021.

Their desire to not only bring in new accounts, but to boost the food-saving abilities of existing ones, has been unparalleled. We salute you, UK Key Accounts.



WE BUILD A LEGACY GLOBAL ACCELERATION TEAM

We're here to make a positive, lasting impact for years to come, which is why 'We Build a Legacy' is so important to us.

Our Global Acceleration team has taken this value and run with it. They've developed systems to help us create and share extraordinary ideas to leave a lasting impression.

Thanks to our Global Acceleration Team, you've got to put up with us for many years to come...



WE KEEP IT SIMPLE GLOBAL INDIE SALES TEAM

We keep it simple.

Clear targets. Clear methods.

One team stood out: Global Indie Sales.

We would say more, but we'd rather keep it simple.



WE CARE NL SUCCESS TEAM

We care about everything. Are your food bills too high? Are you reducing your food waste? Are you hungry? Are you full? Did you bring a coat because it's cold outside?

Our Netherlands Success Team goes beyond just answering questions from consumers and partners, encouraging them to share information, save food and work together in the fight against food waste.



Find out more about B Corp and our last certification here: tgtg.to/Bcorp

B CORP CERTIFIED

Judging a business on its bottom line alone is a bit like putting sardines in a tiramisu: however many times you try it, it's still a bad idea.

That's why we're proud to be B Corp certified, meaning that our business is recognised not just for our ability to make money, but our ability to do good.

Yet this is not a 'one and done' process, and we're up for recertification in 2022. Eek, here come the exam sweats.

In December, we took a mock assessment to check our progress and see how we can do better. That's right, we're the nerds doing extra homework.

Despite moving up a size category and the assessment questions changing, we landed a draft score of 84.3, a significant improvement on 81.6 in 2019. At Too Good To Go, though, only the best is good enough, which is why we're working towards 100 points in 2022. Thanks to your help, we're on the right track.





DIVERSITY, EQUITY AND INCLUSION

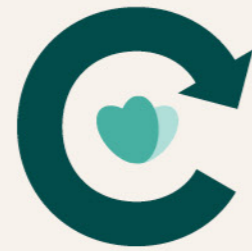
Last year, we recognised that we needed to improve on Diversity, Equity and Inclusion at Too Good To Go, so we took some big steps.

- We set up a DEI Taskforce, with staff members representing every country where Too Good To Go does its thing
- The Taskforce created four global priorities for DEI: Awareness, Representation, Education and Leadership
- The Taskforce created a DEI Toolkit for our countries to use locally, including our ambitious goals and targets, and what we can do to meet them
- Too Good To Go included improving DEI as one of our highest priorities for 2022
- Finally, we ran an anonymous survey of all our staff to get their honest feedback on how we were doing

WHAT WE WANT TO DO BETTER IN 2022

While we're proud of the positive changes we've made, they are only the beginning. In 2022, we will:

- Increase **awareness** through a new DEI manifesto
- Focus on **representation** through recruitment strategies and better accessibility
- Provide **education** through DEI training for all our employees
- Educate our **leadership** team, making sure those in charge are fully engaged allies to everyone we work with
- Continue hiring absolute **legends** to work across all departments



SHAREBACK

In 2021, we introduced a new programme to help fight food insecurity, called Shareback. This is in line with our new fourth strategy principle: reduce food insecurity.

With Shareback, our goal is simple: share food with those that need it most, in any way we can.

To kick things off, we challenged our employees to dedicate a full working day to an organisation helping those most affected by food insecurity. In November and December alone, our team completed 334 Shareback days, dedicating time to vital organisations like the Madrid Foodbank Federation and Food2Change in Sweden.

Share more. Care more.

WHAT WE WANT TO DO BETTER IN 2022

We plan to donate 1% of revenue, 2% of meal fees and 3% of our employees' time (co-donated between working time and personal time) to supporting 'food insecure' people.

This will include donating free Magic Bags, offering vouchers from specific stores, or providing extra support from one of our 1300 employees around the world. We are working hard to help this plan become a reality, and are super excited to get back out there and do our bit.





OUR CARBON NEUTRAL+ JOURNEY



As a business, every choice and every action we take has a carbon cost. Be it travelling to conferences, heating our offices, or even charging our phones to watch videos of adorable mice on tiny skateboards, everything we do creates greenhouse emissions. Yet, we firmly believe that it is our responsibility to give more to the planet than we're taking, which is why in 2020, we started on an exciting journey to become fully carbon neutral.

We enlisted the help of the carbon offsetting geniuses at Planetly, who've enabled us to calculate, then offset, all emissions created in the running of our business.

Keeping this accurate data has given us insightful information about where our emissions come from, where they can be reduced, and how they can be offset.

Read on to find out more about our journey to carbon neutral goodness.

EMISSIONS
IN 2020

We calculated our total emissions as 2475.7t CO2e.

Mistakes happen, though, and it came to our attention that we miscalculated by 838t CO2e. But don't worry, we'll make sure this is offset in the projects we have chosen for 2022.



OFFSETTING
IN 2021

We offset 2020's emissions by supporting two amazing projects: REDD+ Andean Amazon Project, Peru, and Solar Energy Project, India. Through these schemes, we:

- Trained 674 women in sustainable harvesting or land management
- Contributed to a reduction in forest loss of 2,500 hectares
- Generated enough electricity in India to meet the demands of over 700,000 residents
- Created full-time jobs for 20 workers in India and a mind-blowing 90 in Peru

EMISSIONS
IN 2021

Our total emissions were 10,370t CO2e. It's no surprise that this total is higher than last year, taking into account how our business grew by a whopping 84%. Yes, more people, more offices, and more projects, also means a higher carbon footprint.



OFFSETTING
IN 2022

With the continued assistance of Planetly, we will support these three projects in 2022:

REDD+ Andean Amazon Project, Peru, which provides land security for families who inhabit the forest. So let's roll out the REDD carpet for these climate heroes!

Wind Energy Project, Turkey, which harnesses the country's wind potential to meet increasing demand for electricity and reduces environmental pollution. Wind Energy Project, you blow our socks off!

Efficient Cookstoves For Rural Families Project, Malawi, which provides clay cookstoves that don't rely on firewood, offering triple the efficiency of regular stoves. This reduces deforestation and the energy used in cooking, saving up to 10,000t of CO2e annually. Does anyone else feel hungry all of a sudden?

We're delighted to work with Planetly to support these incredible projects around the world.



We know that simply measuring and offsetting our emissions for the year is not enough. That's why we're committed to actively reducing our emissions through long-term targets and policies, moving us in the right direction in the way we travel, work, and collaborate with others.

We're also investing in more carbon removal projects to take us beyond just reducing carbon emissions, and a step closer to our net zero goal. Keep an ear out for more info in 2022!

OUR LOCAL HIGHLIGHTS



WORLD TOUR OF COUNTRIES

MEET OUR COUNTRIES

To celebrate our international success, we asked some of the 17 countries we work with across the world for their Too Good To Go highlights of 2021.


WHAT PROJECT ARE YOU MOST PROUD OF?

 **Poland**

"We saved 1.3 tons of curly beetroots - helping the farmers to sell products that the retailers wouldn't accept (they were too curly!)."

 **US**

"Launching 10 new cities and three new offices!"

 **Denmark**

"We're proud of our date labelling scheme that resulted in Too Good To Go winning a national language prize for the phrase 'Often good after!'"


WHAT WAS YOUR BIGGEST CHALLENGE?

 **Canada**

"Dealing with continued openings and closures driven by the pandemic. Any time there is so much change, we see even greater volatility in food surplus, so we focussed on reaching our partners virtually to make sure every possible meal is being saved."


 **UK**

"Keeping up with supply and matching demand!"

 **Sweden**

"We experienced a high employee turnover during the spring, so we are now focusing on building a strong #oneteam foundation with high engagement and great performance."

WHAT IS YOUR BEST TEAM MEMORY?

 **Belgium**

"During our '5 million meal' anniversary in August, we embarked on a team activity day where we canoed through the canals of Ghent on a litter picking and sightseeing expedition."

 **France**

"After many months without seeing each other, the whole French team enjoyed a memorable team building day in July: two days of intense team competition with the aim of reaching a location by bike or on foot."

 **Norway**

"For a country of approximately 5 million inhabitants, it was quite a milestone to reach 5 million meals saved in Norway. We celebrated this huge achievement with a celebratory dance on the harbour of Oslo!"





AWARDS

GLOBAL RECOGNITION

In 2021, we received widespread recognition from the worlds of business, sustainability and food. And if you don't mind, we'd like to take this opportunity to toot our own horns just a "little" bit.

OUR YEAR IN RECOGNITION

At a global level, we placed at number seven on the **Forward Fooding FoodTech500**, with our work spreading our message on social media in Portugal singled out for praise.

We were named **SDG Pioneer** at the **Reuters Sustainable Business Awards** in October.

🇮🇹 In Italy, we won six of the 14 competitions we applied to, including: **MakeITcircular** by Maker Fair Rome, in recognition of our innovative use of circular consumption principles; **Non Sprecare by LUISS**, for being a concrete example of a sustainable economic and social development; **The Pimby Green Award 2021** by Fise Assoambiente, which aims to support and promote a new culture of "doing" in Italy that can foster innovative forms of dialogue and participation.

🇳🇱 In the Netherlands, it's been a big year: For the third year running, we were named the most inspiring company of the year at **De Inspirerende 40**. We're boasting not one but two of our superstars on **The Food 100** of 2021! Congrats to Joost Rietveld and Merijn Koops for being part of this list of upcoming talent and established leaders working for a better and more sustainable food system.

🇵🇱 We got glamorous in Poland with an eco award from Glamour Magazine for **Best Local Initiative**, awarded in partnership with the WWF.

🇬🇧 In the UK, we scooped **Best Zero-Waste Brand** at Marie Claire's first Sustainability Awards. The panel commented "This is exactly the type of innovation we need: using tech for good to solve a waste problem simply by creating a new link in the logistical chain and diverting food from the landfill..."

🇩🇰 In Denmark, we won the prestigious linguistic award **Sprogprisen**, in recognition of just how impactful the words Often Good After are in creating positive behavioural change

🇵🇹 In Portugal, it was all about the tech, as we scooped **Best e-commerce app**, and **Best Sustainability Digital Business**, from the **Portugal E-Commerce Awards**, and the **IDC - Portugal Digital Awards** respectively.

🇪🇸 In Spain, we won **The Inspirational Awards 2021**, and we won bronze in the category of **Corporate Social Commitment: Planet**.

Thank you to all the boards, judges and panels who have given us reason to celebrate in 2021.

Toot toot!

LOOKING TO 2022

A WORD FROM OUR CO-FOUNDERS

As the year closes out, it's not only the perfect time to look ahead to 2022, but also to look back and reflect on the extraordinary journey that's led us to this feat:

Inspiring over 150,000 businesses and 50 million people to rescue over 110 million meals from going to waste.

We couldn't have hoped to achieve those eye-watering numbers without the continued and dedicated support of our partners, customers and over 1300 Waste Warriors spanning 17 countries.

2021 provided unique challenges, but through those tough moments we've learnt the importance of one of our key values: We Care. Not just about the environment and our targets, but our staff, customers and partners. And caring, above all else, is something we plan to continue doing in 2022 and beyond.

And despite the tough year, our global expansion did not stop! We launched in Canada and Ireland and become the 10th most downloaded food and drink app globally in 2021. Yes, we said that right - the 10th most downloaded food and drink app in the world!



Not only does this highlight the hard work of everyone involved, it also represents a market shift in which a young social impact business that aligns people, planet and profit is able to compete with household brands.

For 2022, we will be launching exciting new partnerships and expanding our date-labelling campaign into new markets. Outside of this, we'll continue to push for progressive change on a policy level so that globally we meet a key Sustainable Development Goal: 50% food waste reduction by 2030.

There's so much to be proud of in 2021 and even more to look forward to in 2022; here's to creating more positive change together!

Let's keep fighting the good fight.

Lucie & Jamie
Too Good To Go proud Co-founders

*Let's continue to make a
difference together*



Too Good To Go