



CASE STUDY

Too Good to Go

Name of Company

Too Good To Go

Category

Social Impact Company Fighting Food Waste

Location

Denmark

Website

<https://www.toogoodtogo.com/en-ie>

FIGHTING FOOD WASTE TOGETHER SINCE 2016

Too Good To Go is a certified B Corp social impact company, on a mission to inspire and empower everyone to fight food waste together.

Too Good To Go was founded in 2015 in Copenhagen by a group of young entrepreneurs who shared a dream of finding a solution for the massive amounts of food wasted by buffet restaurants in Denmark.

Driven by their passion, they set out to create an app that would connect food businesses with people who were seeking to help solve the climate crisis, get access to good food, and save money.

The Too Good To Go marketplace app launched in Denmark early in 2016 and became an instant hit. In the first few weeks hundreds of businesses uploaded their surplus food to the app and thousands of users started saving it. tonnes of CO2e avoided

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Too Good To Go Portfolio Solutions & Partners

Later in 2016, a group of additional food enthusiasts joined forces with the original founders. Having previously tried to find solutions to solve food waste in their home countries across Europe, they established Too Good To Go in Norway, the UK and France with the same success.

The next big milestone for Too Good To Go came in September 2016 when Mette Lykke, a Danish entrepreneur and co-founder of fitness community Endomondo, learned about the app from a woman while riding on a bus. Intrigued by the innovative idea, Lykke reached out to the founders and quickly became an investor in the company in October 2016, providing funding and credibility. In the Spring of 2017, inspired by Too Good To Go's mission, Mette took over the role of CEO.

Too Good To Go now operates in 19 countries across Europe, America and Asia Pacific and it has grown to a thriving community of 100 million registered users and 180,000 active partner businesses across the globe. But it all began with a small group of passionate believers who saw an opportunity to make a real difference in the world.

Inclusion Through Employee Resource Groups

Employee resource groups, or ERGs, are groups of employees with a shared life experience who join together to provide support and build a sense of community.

Our ERGs at Too Good To Go are led by a passionate set of volunteers keen to drive Diversity, Equity & Inclusion from success to success. So without further ado, let's hear from our diversity champions directly!

'We are continuously listening to our community to ensure they feel represented at the company and champion allyship in the workplace. I feel incredibly proud to represent this community and build on the amazing work of our previous chairs.'



400+ MILLION
MEALS SAVED

We save good food from going to waste, through Too Good To Go Platform, Too Good To Go Parcels and Surprise Bags.



100 MILLION
REGISTERED USERS

Using the Too Good To Go app around the world.



180,000
BUSINESS PARTNERS

Actively helping to save good food from going to waste.



Food Waste is a Big Issue!

We often hear about the negative effects of carbon dioxide on our climate—and rightly so. It's the largest greenhouse gas contributor to climate change. But there's another major player we don't talk about as much: methane.

While methane isn't the leading contributor, it's a serious one. Methane traps heat in the atmosphere far more effectively than carbon dioxide. And here's where it gets even more concerning: 58% of all methane emissions in the U.S. come from food waste in landfills (EPA, 2023).

The good news? Governments are starting to take notice. In 2024, 35 countries signed the 'Declaration on Reducing Methane from Organic Waste' at COP29 in Baku, committing to a 30% reduction in methane emissions from 2020 levels by 2030.

Now, it's time to turn those pledges into action. At Too Good To Go, our mission is to inspire and empower people to fight food waste together by tackling waste across the entire supply chain.

* Note to manage waste please print this document in greyscale or black and white rather than in colour. Please print on both sides of the paper (duplex) and if you can print multiple slides or pages on one page.

In the EU,
**132 KG* OF
FOOD WASTE**

per capita is generated across
the entire supply chain.

(Eurostat, 2024)

Food waste costs the
Australian economy
**AU\$36.6
BILLION**

annually.

(FIAL, 2021)

In the US,
**38%
OF ALL FOOD**

is surplus food, including food waste.
This equals almost 149 billion
meals per year.

(ReFED, 2024)

Each year in Canada,
**21.2
MILLION TONNES****

of food go to waste—of which
8.8 million tonnes*** (or 41%) is considered
avoidable food loss and waste.

(Nikkel et al., 2024)

HERE'S WHAT THAT LOOKED LIKE IN 2024

We **saved over 135 million meals** from going to waste
—avoiding **365,719 tonnes* of CO2e emissions** and
109.7 billion litres of water waste** in the process.

We **crossed 100 million registered users**,
a testament to the power of collective action.

We **expanded to new markets**, including **Czechia and
Australia**, and brought **Too Good To Go to 12 new U.S. cities**.

We **launched our Too Good To Go Platform**, an end-to-end
surplus food management system helping grocery retailers
tackle waste before it happens.

We **grew Too Good To Go Parcels**, enabling brands to
turn surplus into opportunity across nine countries.

And we **recertified as a B Corp**, reaffirming our dedication
to driving positive change through business.



INTERNATIONAL DAY OF AWARENESS OF FOOD LOSS AND WASTE

29th September

A recent study (Nature Climate Change, 2024) found that 70% of people worldwide would give up 1% of their income to stop climate change. Yet, only 30% believe most of their fellow citizens would do the same.

For IDAFLW, we launched a campaign with a simple yet powerful message:

“It’s not just you stepping up for the planet.”

This phrase became the heart of our promotional video which highlighted how small actions to reduce food waste create a greener, cleaner planet.

[Check it out here](#)



THE RESPONSE WAS HEARTENING:

329 partners shared the message via social media and in over 10,000 stores globally.

-

53 million people engaged through store events.

-

7 million people reached through social media activity.

-

1,700 media clippings generated through PR promotions, sharing the message with over 1 billion people worldwide.





WOMEN IN THE WORKPLACE

“Women in the Workplace is dedicated to ensuring equity for women at all levels of **Too Good To Go**. We continuously host educational events that aim to highlight the shared experiences of working women. I am incredibly happy to be co-chair of this ERG as it gives me the opportunity to assist in creating a workplace where all women feel supported, respected, and heard.”

Highlight of 2024: “Multiple inspiring women coming in to chat to us on everything from investing, to what it’s like to be a female founder.”

Melanie Albrecht
Indie Growth, UK

Too Good to Go Business Solutions



Reducing food waste is at the heart of what we do at Too Good To Go. But just as important as the ‘what’ is the ‘how.’

Our ‘how’ is by empowering people and food distributors with solutions to prevent unsold food from going to waste. Our app, perhaps our most well-known tool, connects users to Too Good To Go Surprise Bags and Parcels, brimming with good food that would’ve otherwise gone to waste.

And we don’t stop there. With the Too Good To Go Platform, retailers of all sizes can track, manage, and redistribute surplus produce quickly and efficiently. Together, these tools are helping our partners make a bigger impact than ever before.

The Too Good To Go app now connects over 100 million registered users and 175,000 active partners in 19 countries spanning Europe, North America and Australia.

Businesses can sell unsold food in Too Good To Go Surprise Bags and Parcels for local users to purchase at a reduced price. By accessing the Too Good To Go Marketplace, businesses unlock revenue from unsold food, introduce new customers to their products, (whether in-store or through our Too Good To Go Parcels) and help users save money—all while contributing to a more sustainable planet.

DISABILITY (visible or non-visible)



74.4%
No disability

10.9%
Disability

14.7%
Prefer not to say

RACE/ ETHNICITY



68.5%
Non-ethnic minority

14.2%
Ethnic minority

17.3%
Prefer not to say

Too Good to Go Business Solutions

But beyond the milestones and numbers, what excites me most is the shift we're seeing: a world where businesses recognise that reducing food waste isn't just an ethical choice—it's a smart one. A world where more people trust their senses before throwing away food. A world where waste is no longer an accepted part of the way we live.

Thank you for every meal saved, every partnership formed, and every choice made to build a more sustainable future.

We're not there yet. But together, we're getting closer—bite by bite, meal by meal.

Mette Lykke CEO, Too Good To Go

BY 2026, WE'RE COMMITTED TO:

- Having at least **40% of board members** from under-represented backgrounds.
- Increasing the percentage of **female senior leaders to at least 50%**.
- Increasing the percentage of senior leaders from ethnically and **racially diverse groups to at least 10%**.
- Increasing the percentage of employees from ethnically and **racially diverse groups to at least 15%**.



FOOD WASTE insights

Fighting food waste is Too Good To Go's number one goal. To reduce it, we first need to understand its scale and causes—so let's dive in!

Climate change is a major global concern, but many people still struggle to see its connection to food waste. That's why, at Too Good To Go, we're committed to showing how reducing food waste plays a crucial role in fighting climate change.

In 2024, we worked with our partners to amplify this message by focusing on five key awareness days:

WORLD WATER DAY

EARTH DAY

WORLD ENVIRONMENT DAY

INTERNATIONAL DAY OF AWARENESS OF FOOD LOSS AND WASTE

WORLD FOOD DAY

Using these days as a platform, we aimed to empower people with simple, actionable steps to cut food waste and drive lasting change.

3%

ons
ed




29 tons
of e-waste
collected


10,000+
people with fairer
working conditions

\$1,000,000
paid in living
wage bonuses
since 2019



“How do you make electronics sustainable?”

We get asked this a lot. The answer? By innovating where it matters the most.

We’re dedicated to raising the bar on fairness, from tracing materials to their source, designing our products for longevity, working with our suppliers on fairer production. Get the full story in our latest Impact Report.

[Read the full report](#)

The Too Good to Go Platform

The Digital Solution

The Environmental Success

The [Too Good To Go Platform](#) is a food management system designed to help grocery retailers of all sizes—from hypermarkets to local convenience stores—unlock value from surplus inventory. By seamlessly tracking and redistributing their excess, it integrates with the world’s largest consumer marketplace for surplus food, home to over 100 million users.

The Platform combines five powerful modules into a single interface, letting partners pick and choose the tools they need to craft a tailored surplus management strategy:

- 1. Expiry Date Management:** Makes inventory management faster and more efficient with digital expiry date checks.
- 2. Recommendations:** Provides store staff with clear, actionable guidance on how to handle near-expired products.
- 3. In-Store Discounting:** Uses AI to intelligently optimise discount rates, boosting revenue from discounted items.
- 4. Too Good To Go Marketplace:** Empowers employees to allocate surplus products to Surprise Bags and upload them directly to the marketplace.
- 5. Donations+:** Connects excess stock to local charities and generates detailed reports on donated items.

With the Too Good To Go Platform, partners gain efficiency, reduce waste, and increase revenue—all while contributing to a greener, more sustainable future.

OUR ENVIRONMENTAL impact

A responsible carbon footprint company

Since we began in 2016, we've worked alongside our partners to save as many meals as possible. Thanks to their passion and hard work, we're proud to announce that, together, we've now saved nearly 450 million meals worldwide.

We use a database for calculating emissions, thanks to our partner, Plan A.

THAT'S EQUIVALENT TO AVOIDING:

1,214,853

TONNES

1,339,146 tons
of CO₂e emissions.

*The same as flying 211,132 passengers around the world.**

364.46

BILLION LITRES

96.29 billion US gallons
of unnecessary water use.

*That's 145,782 Olympic swimming pools worth!***

1259.85

MILLION M²

13,543.36 million sq ft
of land use per year.

*An area 12 times the size of Paris.****

None of this would have been possible without the people behind the numbers, and there's a truly astounding amount of you:



100+

MILLION REGISTERED USERS



175+

THOUSAND ACTIVE PARTNERS



2024:

A NEW APPROACH

We calculate our carbon footprint to gain a clearer and more accurate picture of our emissions. This improved understanding will help us set concrete goals for future reductions.

Understanding Emissions and How to Track Them

The data collected in 2024 highlights key areas of focus, helping us make informed decisions for the future. This ensures we continue to grow responsibly while keeping sustainability at the core of everything we do. When we completed our 2024 carbon accounting, conducted in line with the Greenhouse Gas Protocol, we found that Too Good To Go Parcels accounts for the largest share of our emissions. A deep dive into our ‘Scope 3’ emissions - those from our wider value chain -, revealed that 66% is tied to our Parcels business. As we grow and ship more Parcels, packaging, warehouse use, and transportation needs will also increase. We are actively pursuing improvements! We’re collaborating with partners to get better data tracking, adopt more sustainable packaging, and explore more eco-friendly delivery options.

Community Engagement ALDI



❖ **Large chain partners:** What exactly are large chain partners? To put it simply, they’re typically brands that operate hundreds of stores in one or more countries.

“We take pride in our longstanding international collaboration with Too Good To Go, which empowers us to address the critical issue of food waste while offering our shoppers access to high-quality food at an affordable price. We have sold over 2 million Too Good To Go bags across three of our core markets, not only demonstrating our commitment to sustainability but also enriching the shopping experience for our customers. We eagerly look forward to further strengthening our involvement in this impactful initiative across our global operations for years to come.” Laura Schermer
Director of International Sustainability



“We have been working with **Too Good To Go** since we opened over 4 years ago and it is the best way for us to save food and produce less waste. Every day we review what food is left and love how easy it is to spontaneously offer Surprise Bags to our customers. For us, **Too Good To Go** has become indispensable.”

Ronja Clip
Store Owner, Weidenkantine



Community Engagement Indie Partners e.g. MOD Donuts & weidenkantine

Our indie stores are local businesses operating a limited number of stores, all with a passion for community, environmentalism and good food.

“At MOD donuts, we believe every donut deserves a chance to be enjoyed. Partnering with Too Good To Go allows us to reduce food waste while offering our customers delicious treats at an affordable price. This collaboration is about more than saving donuts – it’s about making a positive impact on the environment and promoting sustainability. We’re proud to be part of a movement that benefits both our community and our planet. Together, we’re creating a sweeter, more sustainable future.” Zuzanna Polak Brand and Sales Manager, MOD donuts

Parcel Partners e.g., cameo

Our Too Good To Go Parcel partners manufacture and distribute many of the food products that you know and love, but unlike our other key partners, they rarely interact directly with customers, instead dealing with businesses.

“The fight against food waste has always been part of our DNA and today is one of the main goals of our sustainability strategy, the Sustainability Charter. Too Good To Go is a partner who has found a way to support us. Since 2021, together with them, we have saved over 580,000 products but, above all, we gave further centrality to our waste reduction targets making it an important topic of communication towards our colleagues and our consumers, spreading awareness. As a food company, we are proud to do our part for an increasingly sustainable future.” Simone Ghisleri Junior Communication Specialist Cameo