



CASE STUDY

Leading with Diversity for Green Digital Innovation

Company Name

Too Good To Go

Category

Sustainable Food Waste Reduction Platform

Location

Copenhagen, Denmark

Website

<https://toogoodtogo.com>

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Too Good To Go is a **mission-driven tech company** combating food waste through its innovative app, which connects consumers with surplus food from restaurants, bakeries, and supermarkets at reduced prices. By leveraging digital innovation, the company addresses both environmental sustainability (**reducing CO₂ emissions from wasted food**) and social inclusion (**making affordable food accessible to diverse communities**).

The company's core philosophy: *"Food is too good to waste—and so are people."* Too Good To Go embeds **inclusivity** into its product design, business model, and community engagement, ensuring its green solutions serve everyone equitably.

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Accessibility- First Digital Design

Multilingual & Low-Literacy Support: The app is available in 17 languages and uses visual icons (e.g., a banana for "fruits") to aid users with limited literacy or tech familiarity.

Affordable Pricing Model: "Surprise Bags" of surplus food are priced at 1/3 of retail value, targeting budget-conscious groups like students, seniors, and low-income families.

Offline Partnerships: Collaborates with community centers and NGOs to distribute surplus food in "food deserts" where digital access is limited.

Diverse Workforce & Inclusive Culture

Gender-Balanced Leadership: 60% of Too Good To Go's executive team are women, and 50% of its country managers are female.

Refugee Employment Programs: Partners with organizations like **Refugees Welcome** to hire and train refugees in tech and logistics roles.

Neurodiversity Initiatives: Adapts hiring processes (e.g., flexible interviews) to welcome employees with autism or ADHD.





Community-Centric Impact

"Food for All" Fund: Subsidizes free meals for marginalized groups (e.g., homeless shelters) via donations from app users.

Cultural Sensitivity: Tailors food offerings to dietary preferences (e.g., halal, vegan) in diverse neighborhoods like Berlin's Kreuzberg.


Educational Campaigns: Works with schools in underserved areas to teach children about food waste, using interactive tools in multiple languages.

Data Equity & Ethical Tech

Bias-Free Algorithms: Ensures app recommendations don't exclude low-income neighborhoods or minority-owned businesses.

Transparent Impact Metrics: Publishes annual reports on CO₂ savings and meals redistributed, disaggregated by demographic data (e.g., income brackets).

Privacy by Design: Complies with GDPR and anonymizes user data to protect vulnerable populations.



"Innovation distinguishes a leader from a follower."

Steve Jobs

Challenges:

Digital Divide: Reaching non-tech-savvy or offline populations remains a hurdle.

Scaling Inclusivity: Balancing rapid growth with localized, equitable solutions.

Supplier Diversity: Encouraging small, minority-owned businesses to join the platform.

Opportunities:

Voice/AI Integration: Developing voice-command features for visually impaired users.

Public Sector Partnerships: Collaborating with EU governments to integrate food waste apps into social welfare programs.  

BIPOC/LGBTQ+ Business Spotlight: Promoting diverse vendors through app badges and marketing campaigns.