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# What is Too Good To Go?



**Food-waste reduction platform** connecting consumers with surplus food from local businesses at a **discounted price**

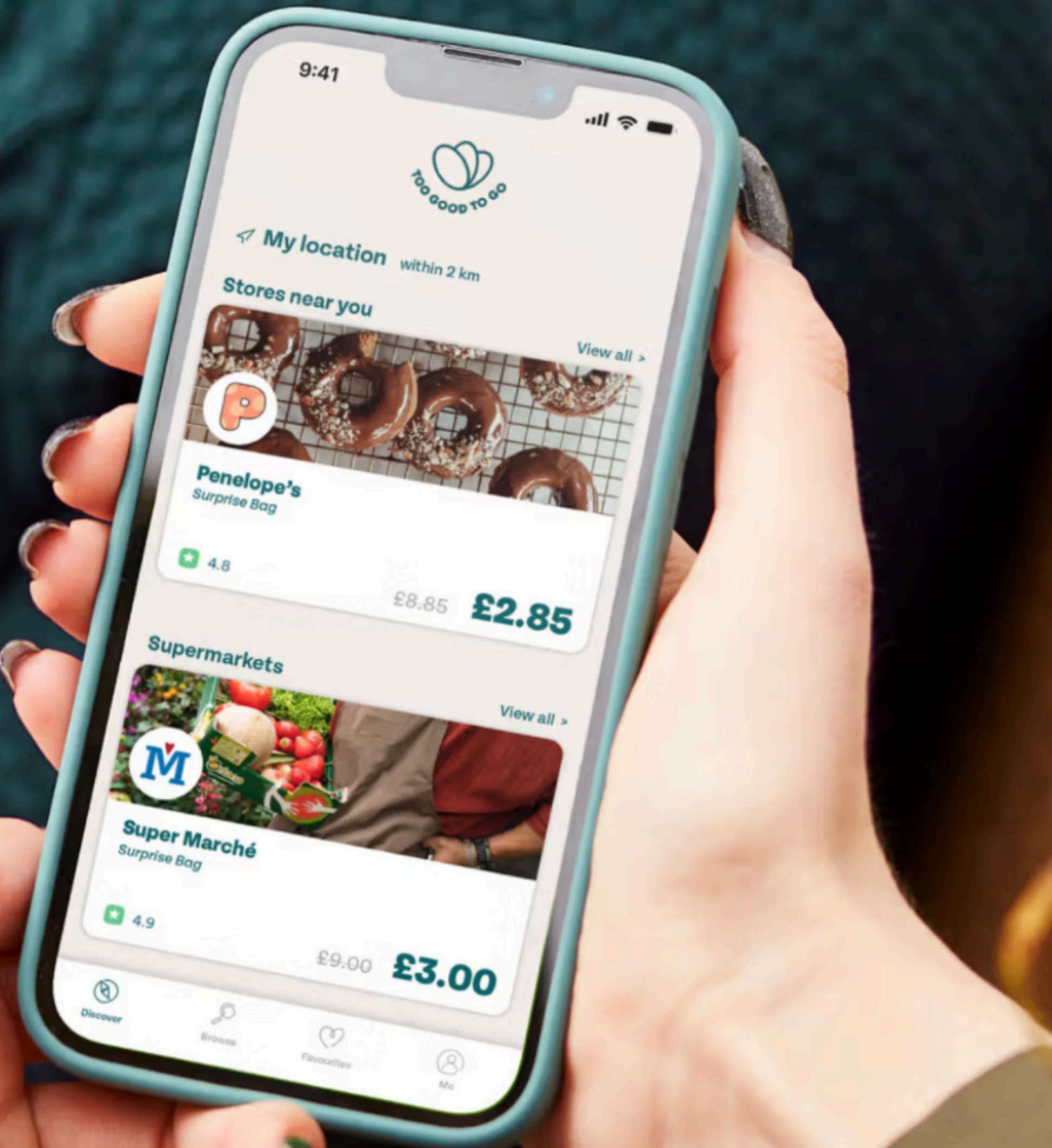


**Core Values** include optimism, accessibility, and **collective impact** through encouraging small environmental actions that scale globally



Operate in **21 countries** worldwide





# keywords

↘ food-waste-reduction

↘ sustainability

↘ circular economy

↘ localbusinesses

# Why We Exist? ↗

<https://www.toogoodtogo.com/>



## **Vision**

A world where all food produced is consumed, not wasted.

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## **Mission**

To inspire and make it easy for everyone to reduce food waste - one rescue bag at a time.

# The PSS

## product

Too Good To Go's product are surplus goods - named **"magic/surprise bags"**. They are sold in partnership with sellers including restaurants, supermarkets, bakeries and hotels.



## service

The service is the platform which **directly connects sellers with consumers**. Consumers can pick-up surplus food at a subsidised price while the sellers generate revenue from food that would otherwise be wasted.



## promotion

The communication is friendly and approachable, pushing users towards **zero waste consumption** with small actions. It also allows users to discover and **support local businesses** which would otherwise not be in the spotlight.



des liaisons verticales  
ment de 3 portes  
ussée sur cour.

PC 075 102 17 V0019

28/12/2017

GENERALI VIE Co  
GENERALI REAL ESTATE S.P.A.  
3 rue Foch 75008 PARIS

05/01/2018

BANQUE A CARTEBLANCHE ARCHITECTES  
28 rue de Valenciennes  
75009 PARIS

4, place de l'Opéra  
91111 Evry-Courcouronnes Cedex  
77000 EVRY

1785 m<sup>2</sup>

10,32 m<sup>2</sup>

12,30 m<sup>2</sup>

Mairie de Paris

Direction de l'Urbanisme  
1, rue de Valenciennes  
75009 PARIS

TRAVAU PUBLIC

QUI EST LE 3<sup>ème</sup> PLUS GROS POLLUEUR AU MONDE ?

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LE GASPILLAGE ALIMENTAIRE

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Ensemble contre le gaspillage avec Too Good To Go.

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FLEX JOGGER

FLEX JOGGER

# Promotion

- ↘ social media
- ↘ email marketing
- ↘ Out-of-Home

SMALL CHANGES MAKE A **big difference**

TOO GOOD TO GO



trends

# market

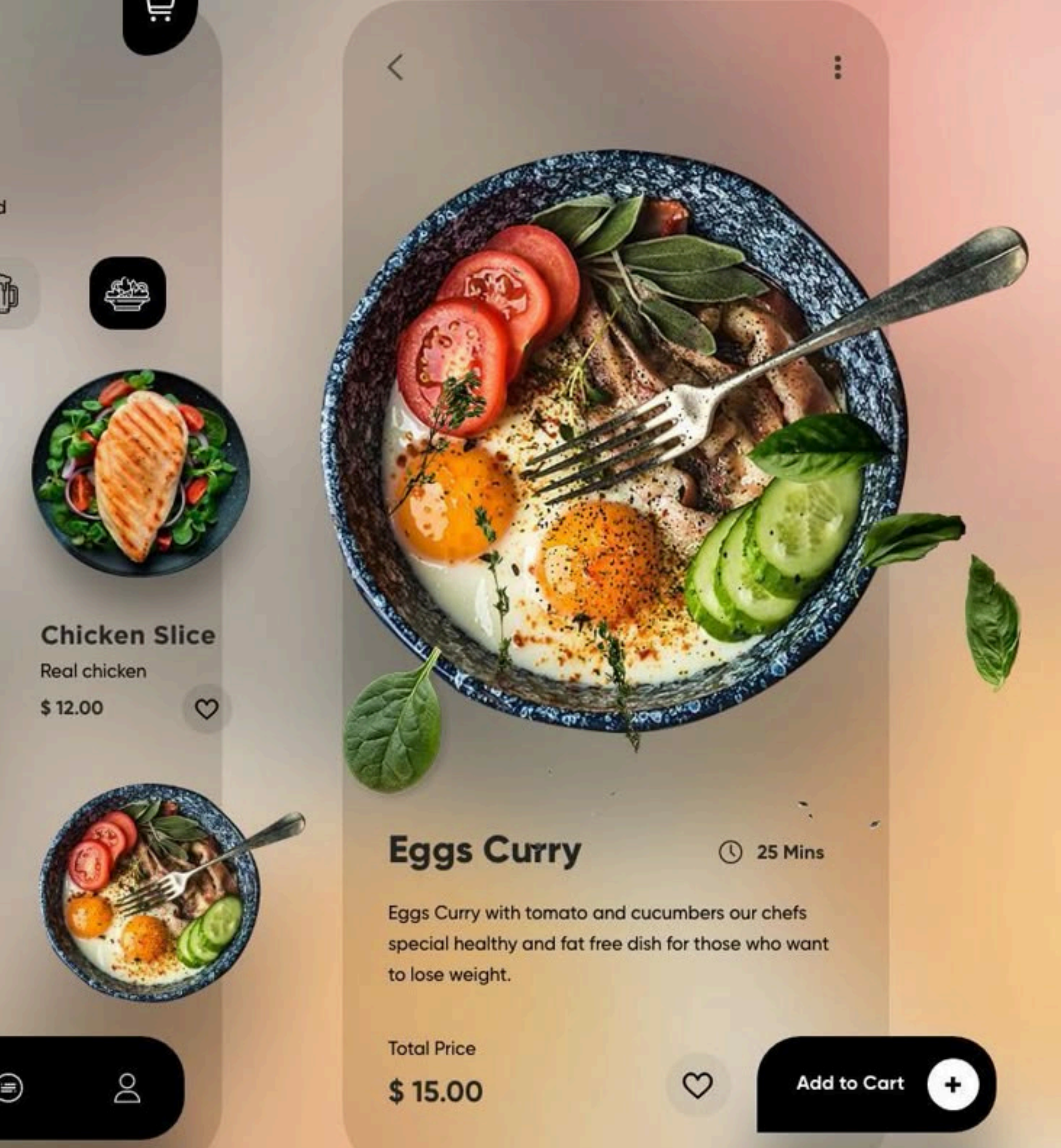
- ↘ demand for environmental and social good
- ↘ circular economy models
- ↘ waste redistribution
- ↘ affordability
- ↘ globalisation of resources
- ↘ carbon footprint reduction
- ↘ dependency on technology



trends

# society

- ↘ conscious consumption
- ↘ health conscious living
- ↘ self-care
- ↘ inclusivity
- ↘ aging population
- ↘ supporting local businesses
- ↘ medicalisation
- ↘ social media proof/identity



trends

# technology

- ↘ agentic AI and integrations
- ↘ contactless payments
- ↘ limitless options
- ↘ hyper-personalisation
- ↘ wearable health tech & data analytics
- ↘ tracking technologies

## user profile



Sophie

32 years old

Amsterdam, NL

Communications Manager  
at Cultural Organisation

*“Being sustainable is a way of life for me - anything that can easily help me reach it is something I would use.”*

1

Sophie cycles to work in the morning with a reusable bottle and coffee keep up as is typical in Dutch urban culture.

2

During lunch breaks, Sophie checks her phone for local deals or sustainable choices.

3

After work, she's either catching up with friends, grabbing groceries, or attending a yoga class

4

Sophie might also browse food apps on her commute, combining purpose with practicality.

### NEEDS

Affordable, flexible food choices that fit her routine while reflecting her **environmental values**, supported by transparent, practical, and socially normalised sustainability messaging.

### FRUSTRATIONS

Sustainability communication that feels like **greenwashing**, along with meal-planning and solutions that demand **too much effort**, such as unpredictable availability or hard-to-use apps that are difficult to adopt.

## user profile



### James

26 years old  
London, UK

Intern at a Hedge Fund

*“My days in the office are very long. I want to use platforms that align with my busy lifestyle and are affordable.”*



1 James starts his day early, commuting into Central London via the train.

2 James spends most of his time between meetings, presentations and screens.

3 Working in a high pressure corporate environment, James skips meal planning and eats late.

4 Meals are decided based on proximity and speed, whilst dinner is decided as he leaves the office.

5 His days finish between 9PM-midnight and he heads home tired.

### NEEDS

James needs **affordable food** from places he trusts, **fast enough** for his busy workdays, and solutions that support his career life while helping him feel confident and presentable.

### FRUSTRATIONS

James feels frustrated by **rising prices** that are hard to keep up with, **long queues** that **waste his time**, and apps that demand too much planning or decision-making. **Abstract brand messages** leave him disconnected, making him feel less in control of his everyday choices.

## ↗ key insights



### **SPEED & EFFICIENCY**

Users want quick and accessible technology to avoid adding pressures into their life. They need solutions that fit into their packed schedule.



### **SIMPLICITY OF CHOICE**

Users don't want to get overwhelmed with choices so they can make quick decisions.



### **VALUE FOR MONEY**

They dislike having to spend money without getting enough value.



Ideation 



# PSS

## Too Good To Throw:

Extended Product Line & Pick up point

# PSS

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Extended Product Line & Pick up point

### PRODUCT

Cleaning supplies,  
cosmetics, personal care,  
perfumes **close to  
expiration**

# PSS

## Too Good To Throw:

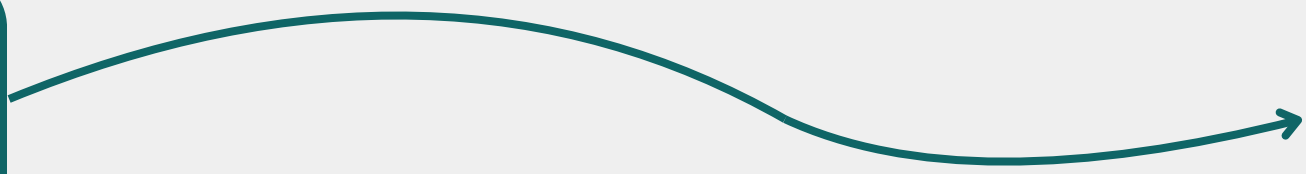
Extended Product Line & Pick up point

### PRODUCT

Cleaning supplies,  
cosmetics, personal care,  
perfumes **close to  
expiration**

### SERVICE

Partnership with **small  
businesses** (MSME's,  
e.g. mini markets) to offer  
**pick up time flexibility**  
(extra charge)





\* partnership strategy with MSME's

1.

Identify **strategic areas** in the city for TGTG partners

2.

**Online/On site visit** to invite to be TGTG extended pick up point

3.

**Selection & Enrollment** based on answers on form and location

4.

**Onboarding** with partner giftbox, access to platform, video tutorials

5.

Follow up with **analysis** of completed orders. **Guidance** on platform features and tips



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# PSS

## Too Good To Throw:

Extended Product Line & Pick up point

### PRODUCT

Cleaning supplies, cosmetics, personal care, perfumes **close to expiration**

### SERVICE

Partnership with **small businesses** (MSME's, e.g. mini markets) to offer **pick up time flexibility** (extra charge)

### PROMOTION

Short messages and clear **impact guide** users to rescue products.

Promotion via Social media and influencers, print out-of-home ads, in store visuals, magazine advertorials.

\* offering map

# Too Good To Go

Marketplace for surplus food, aiming to reduce food waste connecting consumers with local restaurants, cafes, and bakeries to purchase unsold food.

\* offering map

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## Primary Offer

*Too Good To Throw:* New products to discover. **We adapt to your routine:**  
Extended pick up hours

\* offering map

# Too Good To Go

Marketplace for surplus food, aiming to reduce food waste connecting consumers with local restaurants, cafes, and bakeries to purchase unsold food.

## Primary Offer

*Too Good To Throw:* New products to discover. **We adapt to your routine:**  
Extended pick up hours

## Secondary Offer

New categories of products and expansion to other sectors. Partnerships to support local small businesses. New ways to save products and reduce planetary waste.

\* user journey

OPEN APP

EXPLORE NEW PRODUCT RANGE

RESERVE COSMETICS FOR FUTURE PICK-UP

ORDER FOOD FOR LATE PICK-UP

CONFIRMATION & BASKET OVERVIEW

LATE FOOD PICK-UP

COSMETICS PICK-UP

**User actions**

User checks Too Good To Go for nearby rescues and new product categories.

User browses Lifestyle & Care, taps a DM Italia bundle to check expiry, and selects a pick-up day.

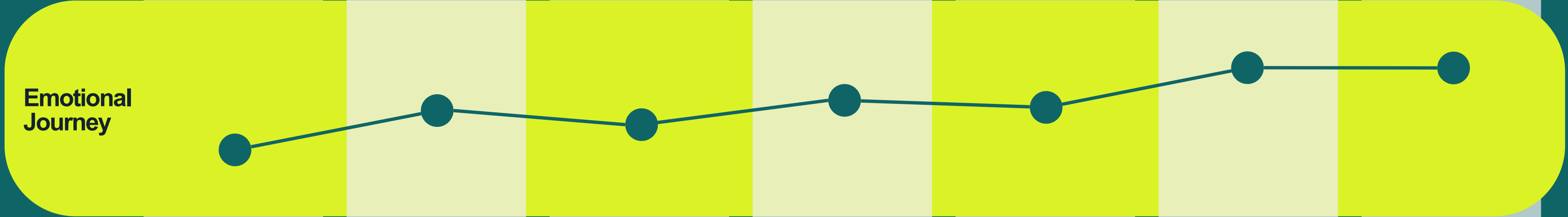
User adds nearly expired mascara bundle to basket, selects Tuesday pick-up, pays, and receives confirmation.

User goes to food section, selects late-pickup food, pays, and app assigns nearby mini-market.

User reviews basket. Sees the status of their order, and waste reduction status.

User picks up late-order food at mini-market via QR code, confirms in app, and leaves a review.

User picks up reserved cosmetics on Tuesday via QR code, confirms in app, and leaves a review.



# Touchpoints

## New UI Design of the app

with added product offering,  
additional windows and  
functionalities.

## Marketing Campaign

to showcase new product  
and service

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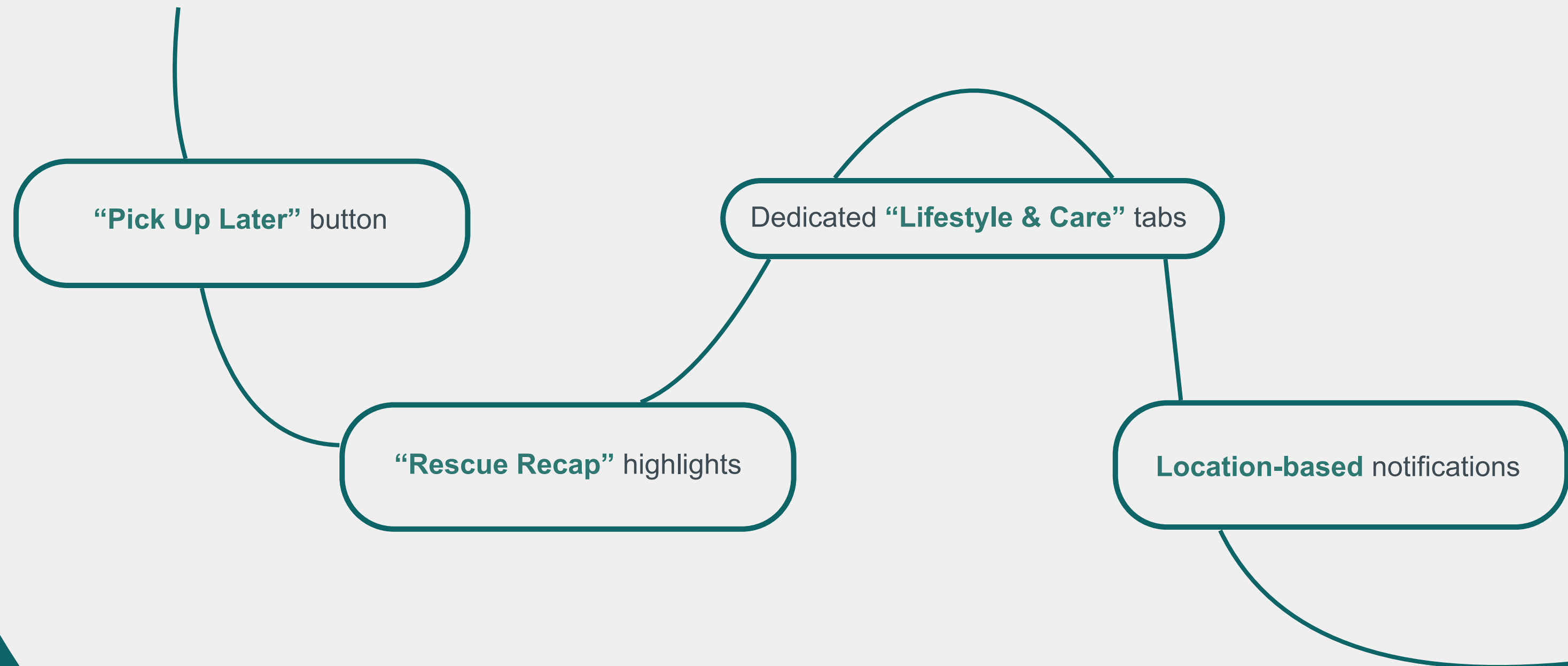
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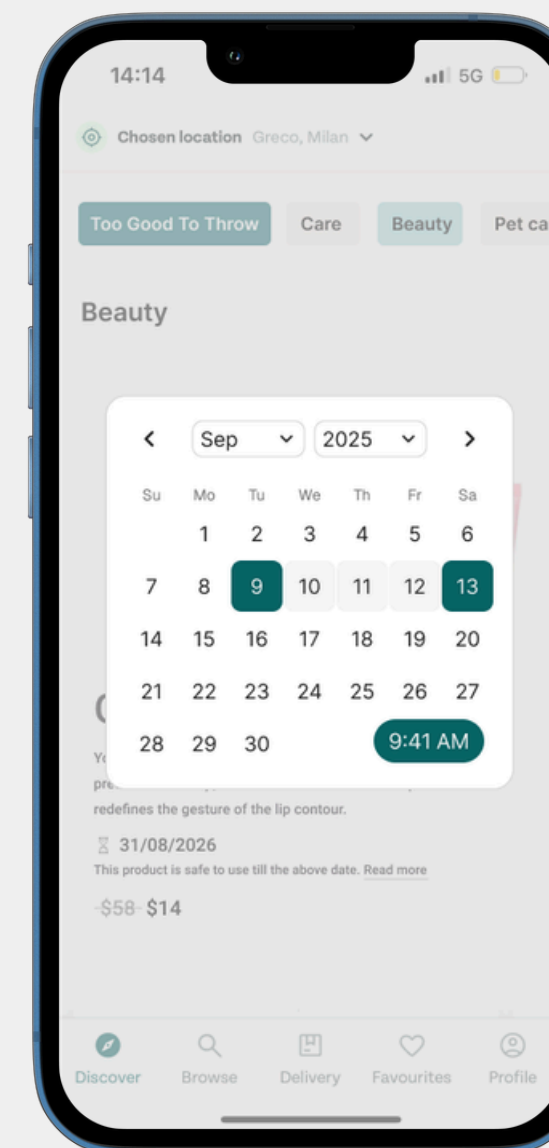
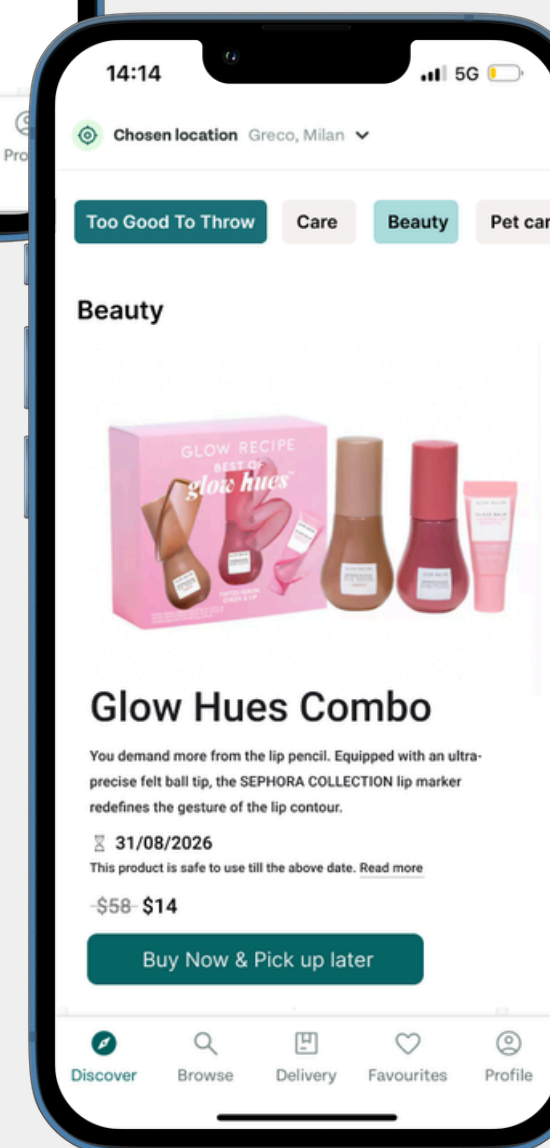
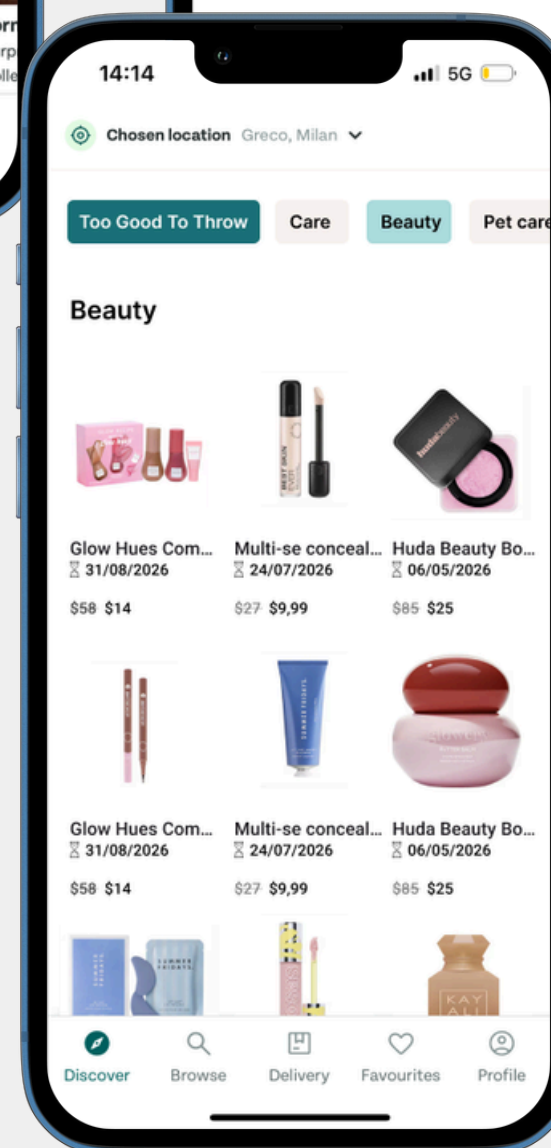
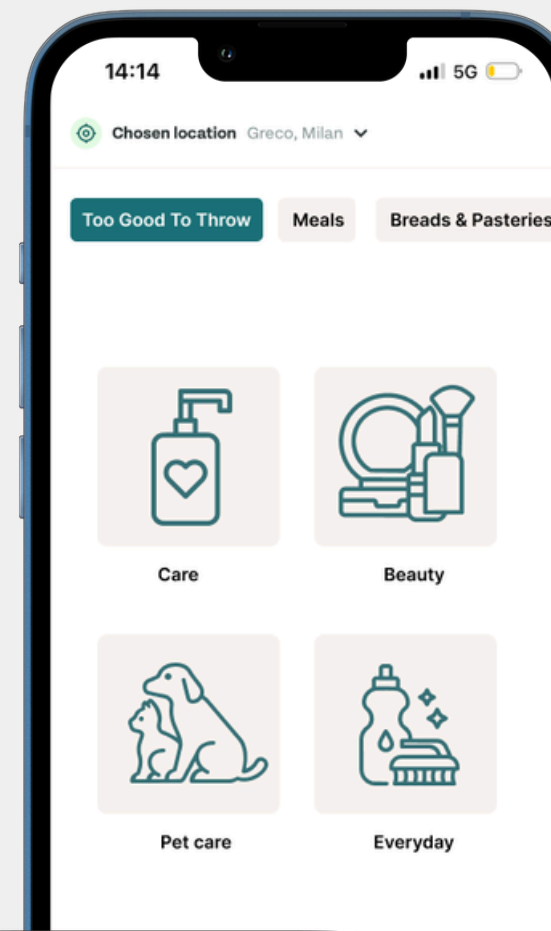
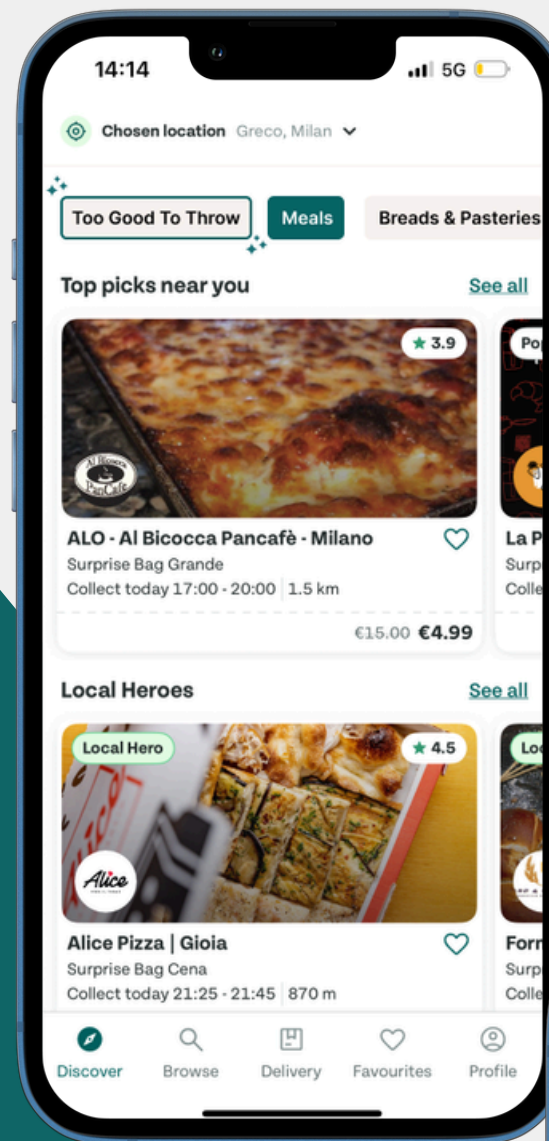
# New **UI Design** of the app

*What does it include?*



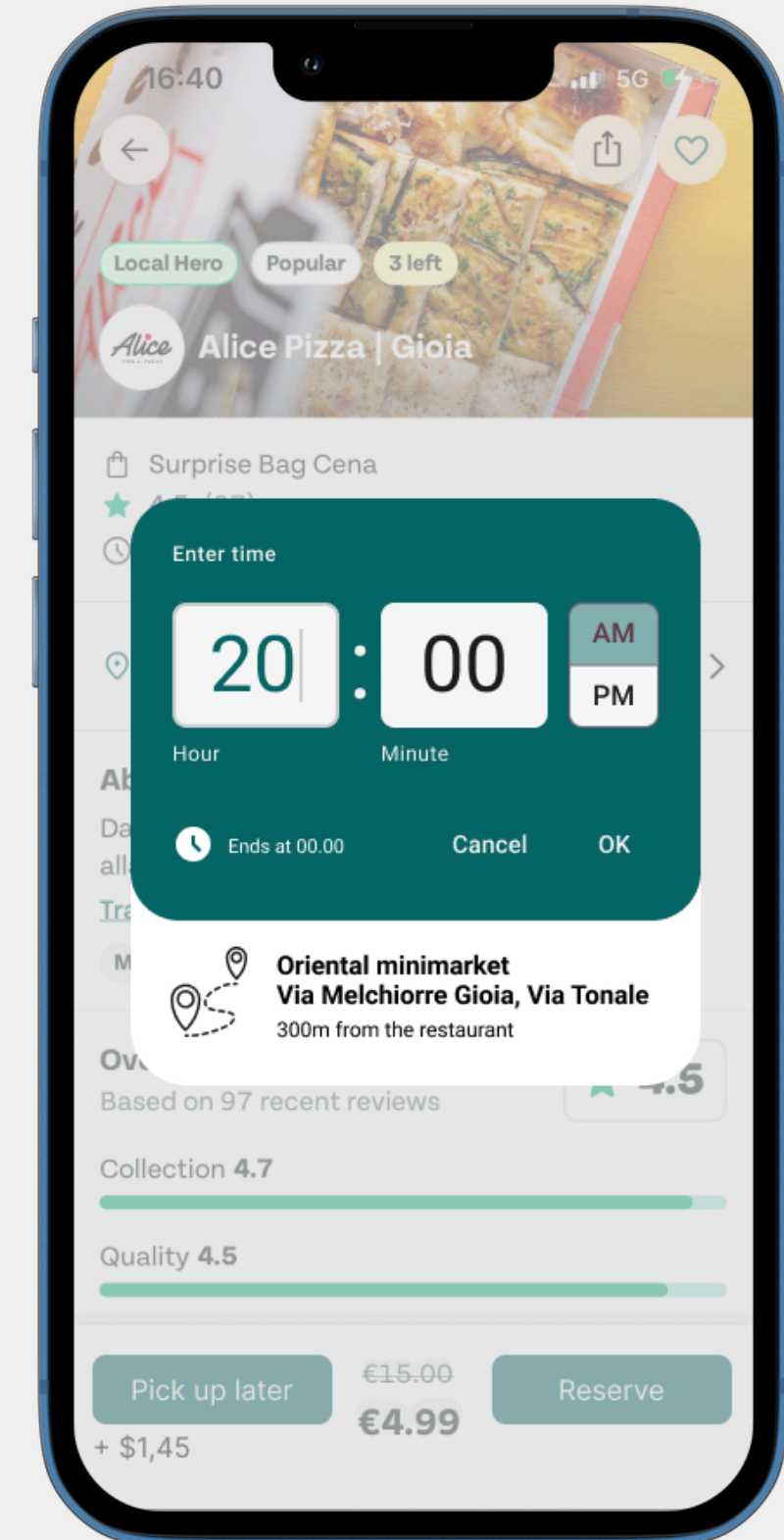
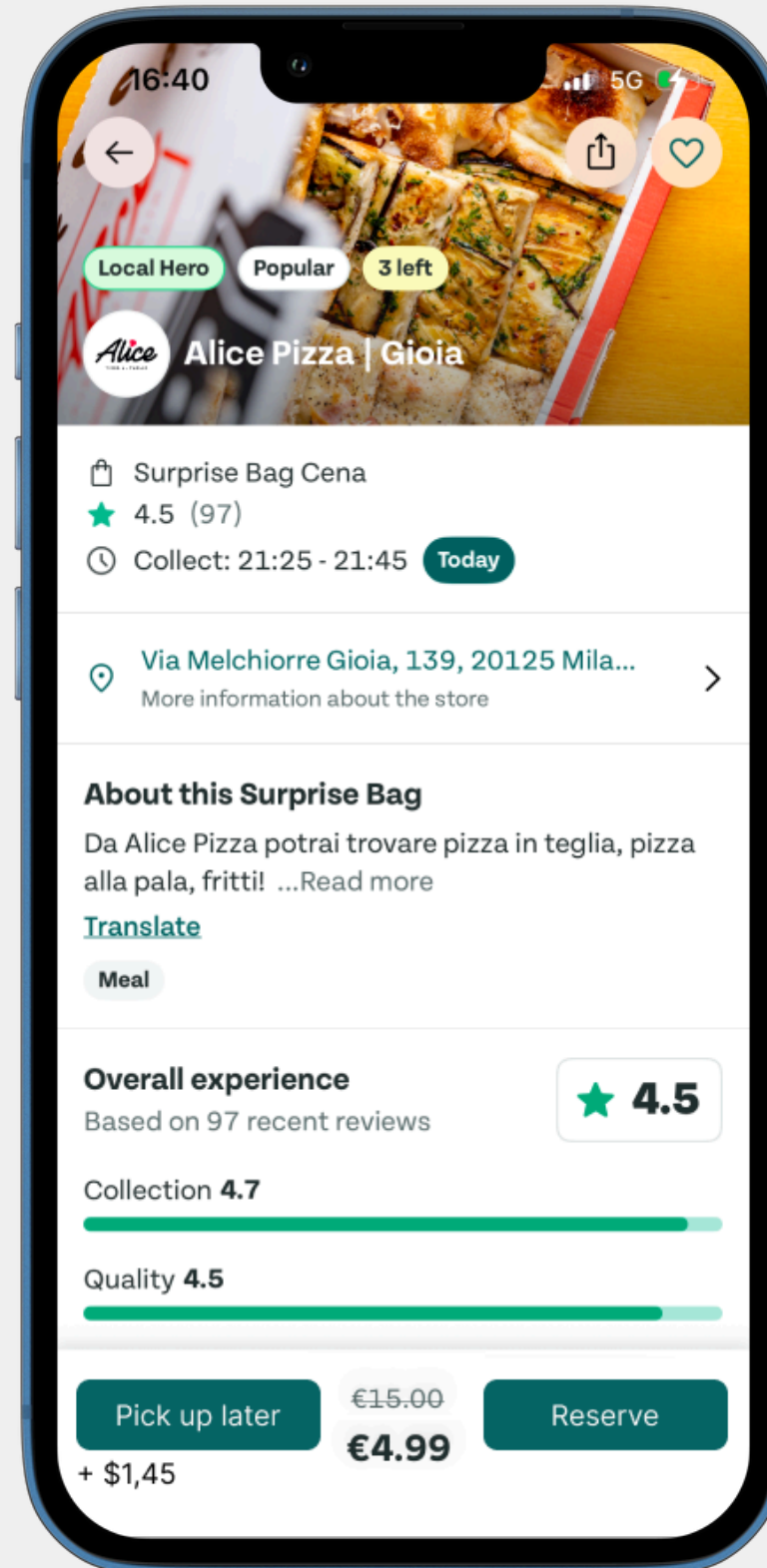
# Too Good To Throw

A dedicated “**Lifestyle & Care**” E-commerce tab with cleaning, cosmetics, and more pet care products with **custom pick up options**.



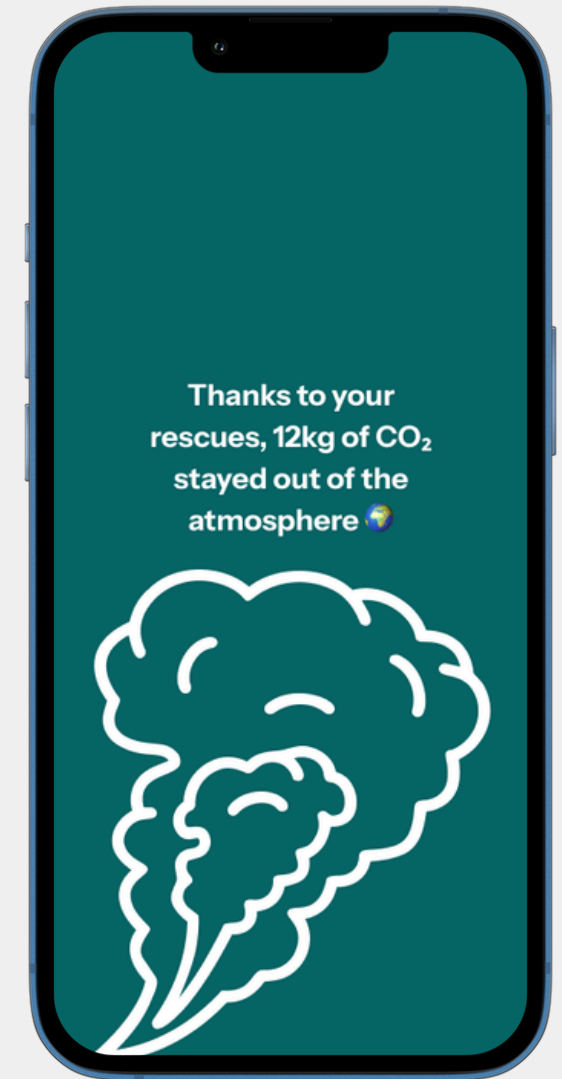
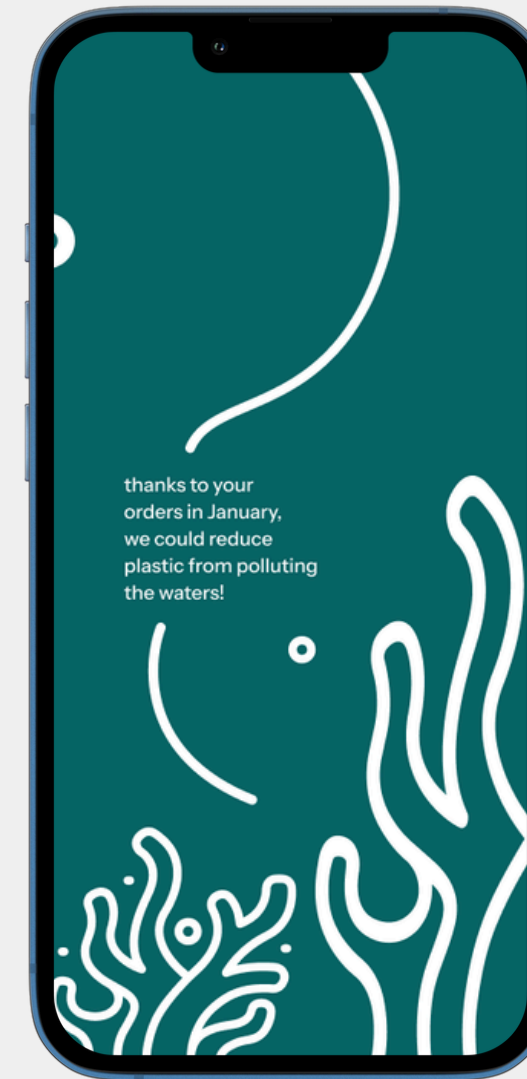
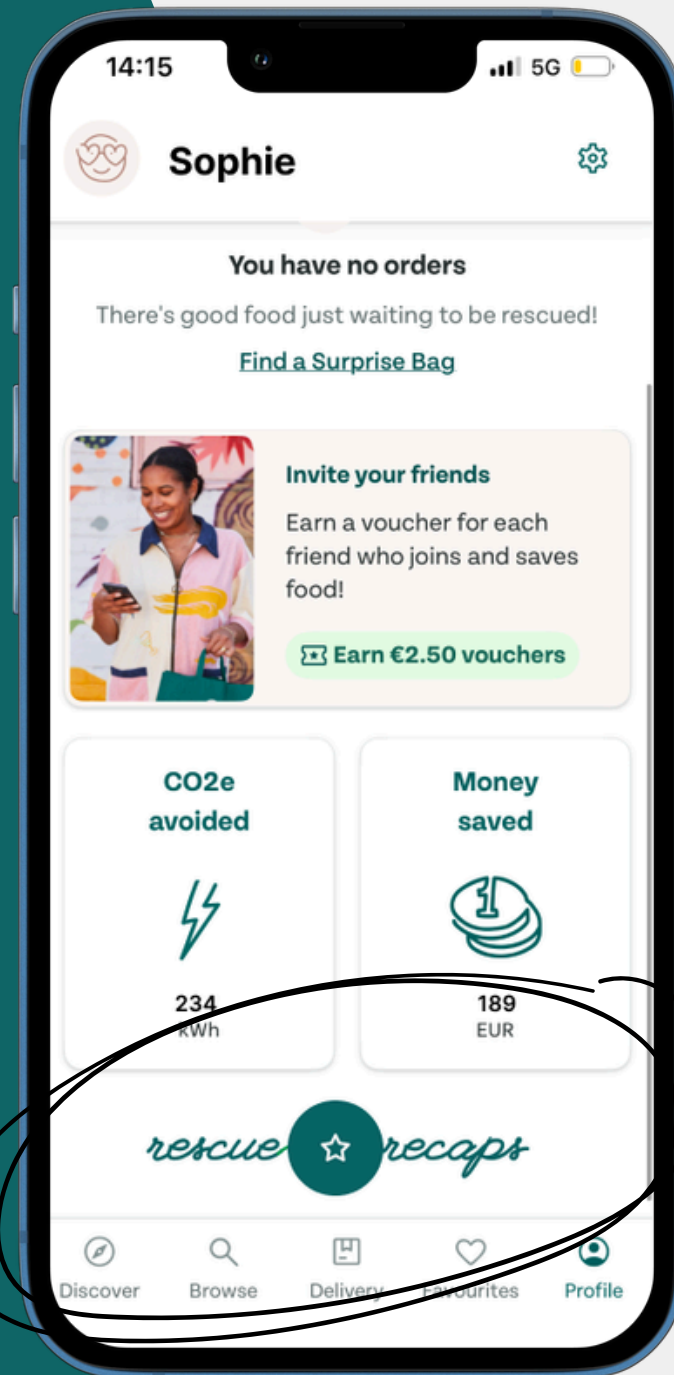
# Pick Up Later

The “**Pick Up Later**” button lets users extend beyond the set time slot for pick-up.



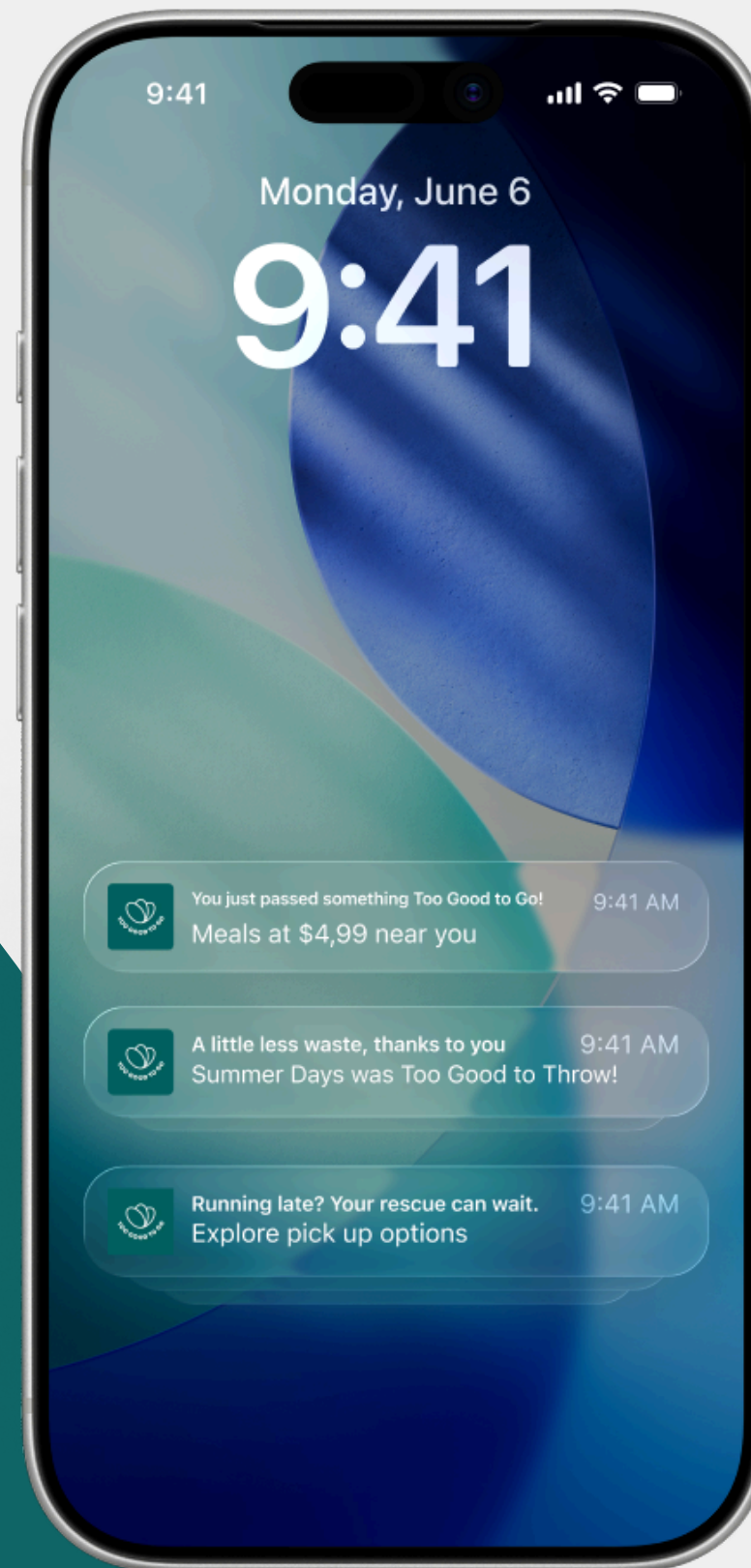
# Rescue Recap


“Rescue Recap” highlights each user’s behavior and personal contribution to helping the planet.





# Smart notification


**Location-based** notifications that pop up when you pass a Too Good To Go partner (e.g. restaurant).



 Thanks to your rescues, 12kg of CO<sub>2</sub> stayed out of the atmosphere 🌍 9:41 AM

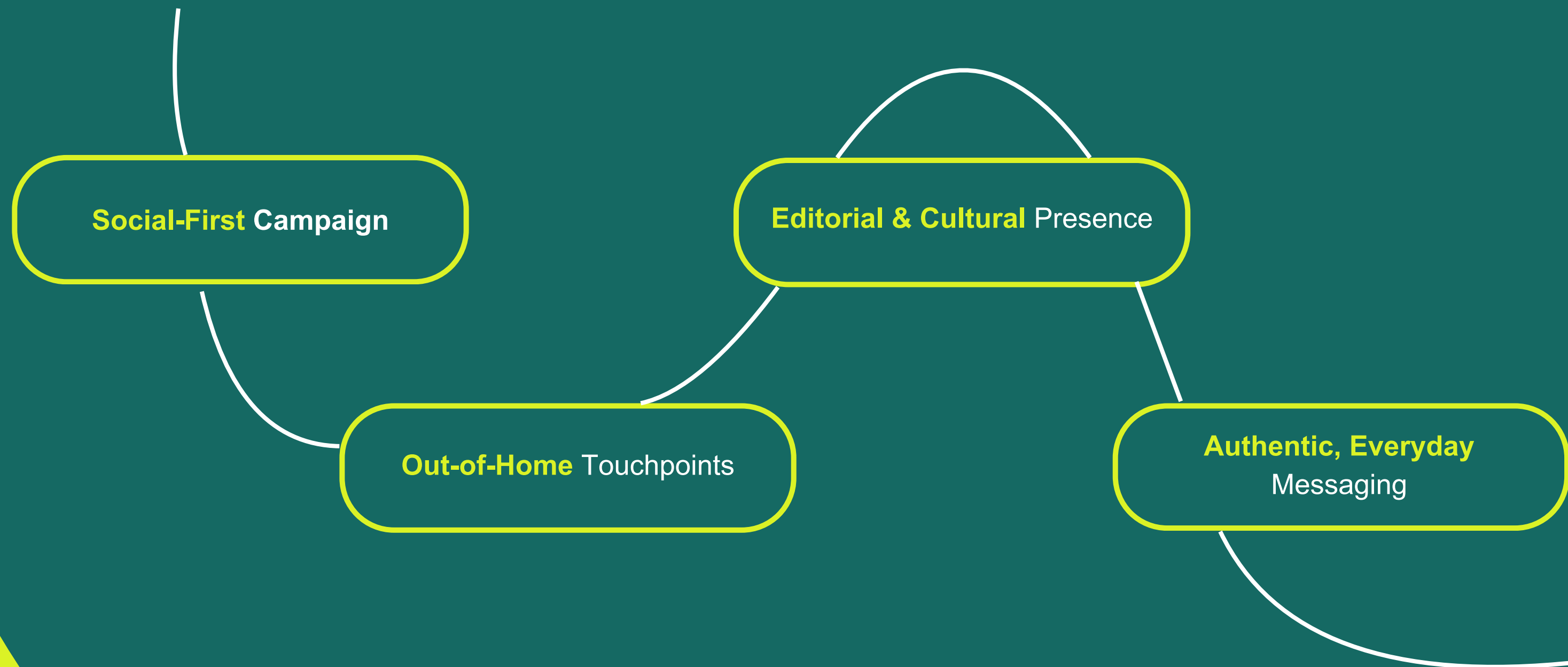
 **A rescue opportunity near you** 9:41 AM  
Stop and shop on Too Good to Throw Beauty

 **Surplus nearby** 🔍 9:41 AM  
Pasticceria has a surprise for you!

 **Good stuff deserves a second chance.** 9:41 AM  
Some things are Too Good to Throw, explore now.

# Marketing Campaign

*What does it include?*



# Social-First Campaign

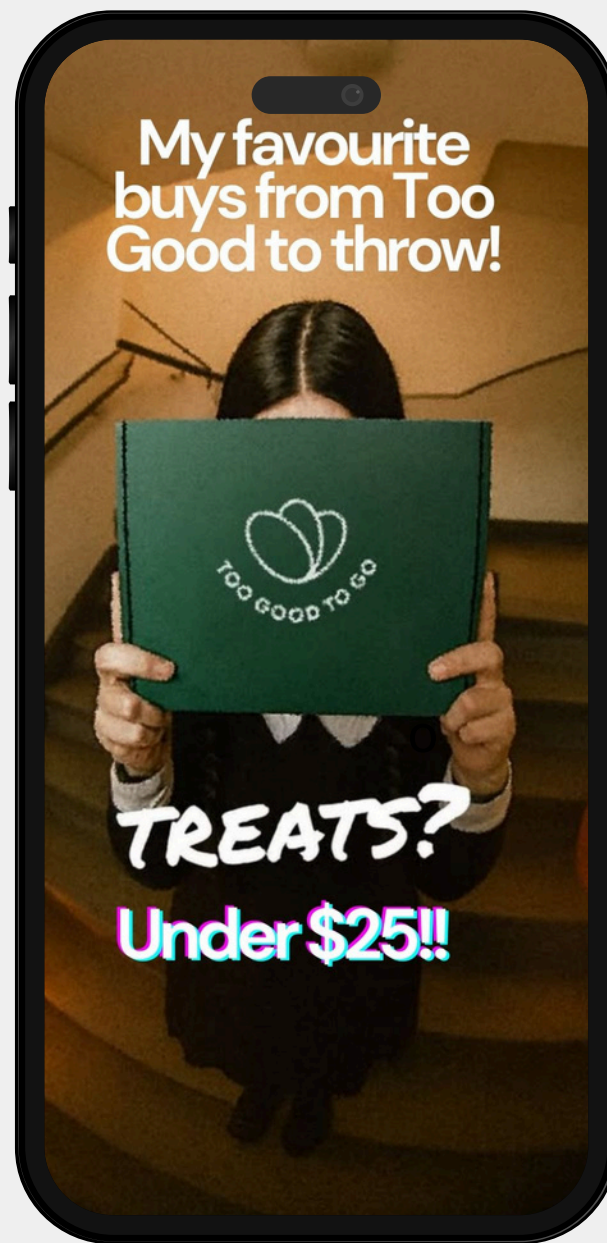
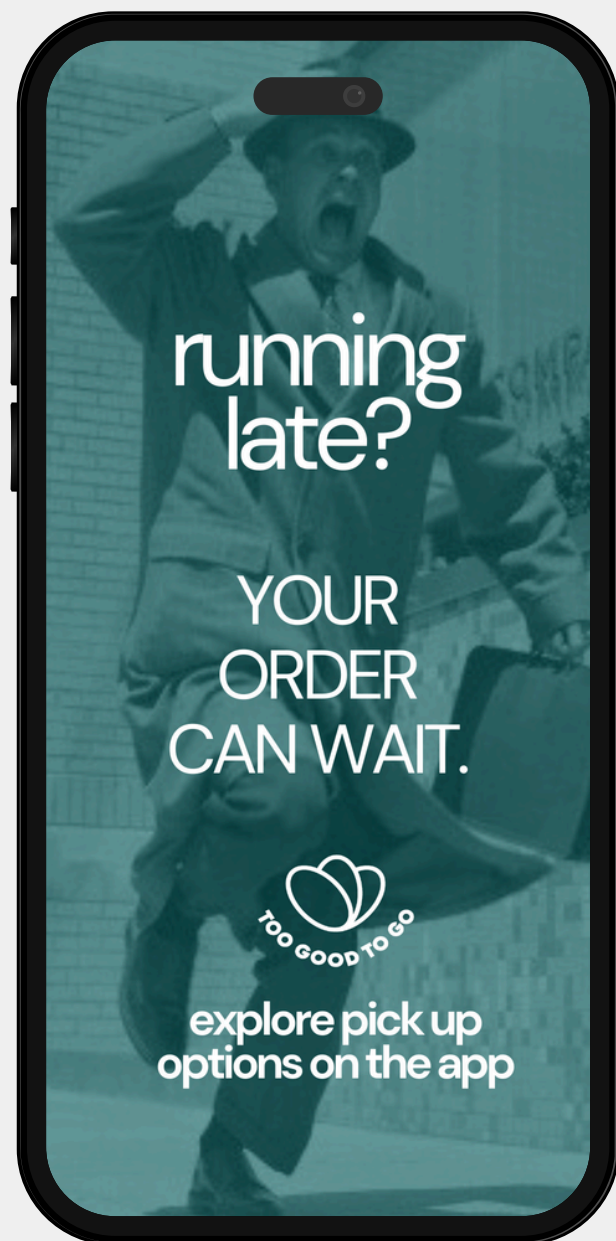
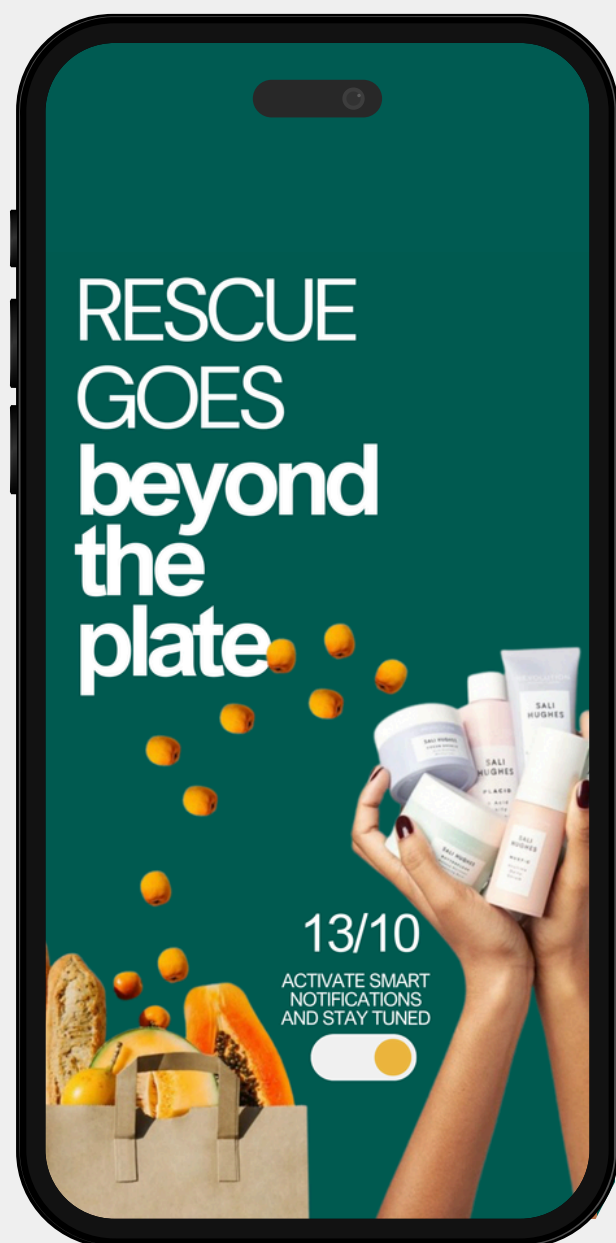
For Too Good To Go's core audience, social media is where habits are **formed, validated and shared**. Our social touchpoints will introduce the PSS in a way that feels everyday, human and scroll-native - showing that rescuing surplus fits real life.

Organic content

Influencer partnerships

Expiry-myth busting content

Social ads



Instagram stories and partnerships with influencers aligned to brand values



Posts on Facebook and Instagram to introduce new offerings

# Out-of-Home Touchpoints

These physical touchpoints intercept users **at the moment waste happens.** They bridge offline behaviour with digital action, turning everyday environments into reminders that rescue is possible.

Waste Bins

Bus Stops

Receipts, Packaging

In-store POS



Physical advertisements in strategic locations with QR codes to spark interest in new offerings

# Editorial & Cultural Presence

By partnering with specific editorial publications that share Too Good To Go's values, **food waste is framed as a wider cultural issue**. The aim is to help audiences understand the problem and encourage more people to take part in waste-reducing behaviours.

Advertorials

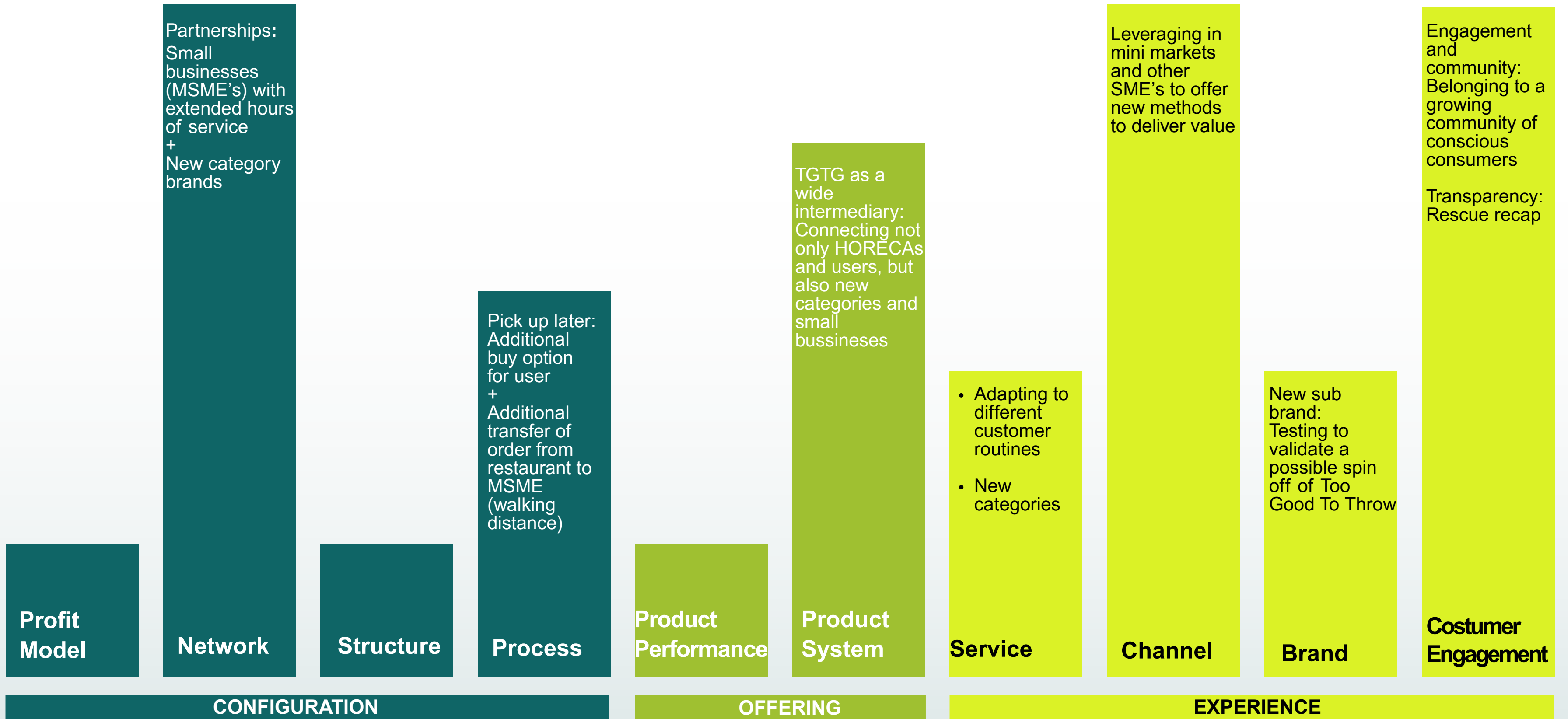
Environmental editorials

Circular economy storytelling

Press / PR



Advertorial collaborations with publications that share a similar vision



The billboard features a background of crumpled paper. At the top left, a bunch of baguettes is shown. In the top right corner is the 'TOO GOOD TO GO' logo. The main text 'same mission' is in large white letters. Below it is a QR code and the text 'discover added products'. At the bottom, a basket of beauty products is shown, with the text 'more impact' in teal. The billboard is set in a modern, dimly lit interior with blue and orange lighting.

TOO GOOD TO GO

same mission

TOO GOOD TO THROW | discover added products

more impact

are you ready to  
help save the planet?