



Waste Warrior Brands

Voluntary agreement on food waste reduction

Action & implementation sub-group meeting
EU Platform on Food Losses and Food Waste

October 24-25, 2022

Context (policy framework; food waste diagnosis)

- Waste Warrior Brands = coalition of companies fighting food waste with the support of Too Good To Go
- Commitment to reduce food waste through:
 - Awareness
 - Action
- Being part of the WAW community

Objectives/targets set; target audiences

- Open to any type of food company: production, retail, canteens...
- Working 1-1 on three different pillars
 - Internal engagement: inspiring employees
 - External communications: mobilising the community
 - Take action: concrete actions to prevent and reduce food waste at the company level
- WAW community: newsletter, webinars, networking...
 - Sharing best practices
 - Facilitating learning
 - Setting up partnerships

Actors involved



Action & implementation sub-group meeting, EU Platform on FLW
On-line, 24 June 2022

Key actions undertaken

- Work 1-1 around the three pillars
 - Internal engagement: 15 commitments
 - External communications: 23 commitments
 - Take action: 15 commitments
- WAW community
 - 4 webinars/events
 - Organisation of Food Waste Fest
 - Networking & partnerships



Grâce à ce partenariat, nous pouvons offrir à nos consommateur(trice)s la possibilité d'acheter à moindre coût nos produits qui ont toujours bon goût, mais qui ont dépassé leur date limite de vente (obsolètes) et qui seraient autrement gaspillés. **C'est une manière de plus de rendre le bio accessible à nos consommateur(trice)s.**



Le 29.09.2021, TGTG lance la campagne « Observez, Sentez, Goûtez » en Belgique



Monitoring progress (impacts; results achieved so far)

Achievements

- Worked together with 15 companies
- 53 commitments fulfilled across the three pillars
- Companies using WAW brands as an internal guideline or base for strategy around food waste

Learnings

- More regular check-ins
- More Too Good To Go-guided calendar
- Accountability (voluntary vs mandatory)