



Załącznik nr. 1

Challenge Overview Tackling food waste in Polish homes

The context

At Tesco we think it is simply not right that good food goes to waste.

A third of all the food grown in the world is wasted. In Europe alone, this food could feed 200 million people. When one in nine people go to bed hungry each night, it's just not right that good food ends up in the bin.

We take our responsibility to society seriously and believe that as one of the world's largest food retailers we have a role to play in the global fight against food waste – and we want to address it all the way from farm to fork. We are making progress towards addressing food waste in our own operations, and are currently offering unsold food to people in need from over 600 of our stores across Central Europe. We have committed that by 2020 all our Central European stores will offer unsold food to local charities and food banks.

But the problem doesn't end here, and the amount of food wasted in Central European households far outstrips what is wasted in retail operations. We know that we are all part of the problem – but we can all be part of the solution too.

The challenge

In Poland, the amount of food wasted is over nine million tonnes a year. Poland is also 5th in the European Union in terms of the quantity of food wasted per capita.¹

- It makes business sense to cut food waste. **Food loss and waste costs the global economy \$940bn every year.**
- It makes environmental sense. **Food waste is responsible for 8% of all greenhouse gas emissions.**
- **It makes social and financial sense.** It's not right that so many cannot afford to eat, or are relying on food banks to survive when we all throw so much food away. Not only has that, but food costs money – wasting food wastes money for us all.

¹ <https://financialobserver.eu/poland/poland-wastes-food-worth-eur14bn/>

That's why we are joining forces with you.

TASK

Come up with a solution that helps Polish consumers to waste less food at home.

We want you to engage your creative sides and help find simple, real-world solutions to address household food waste in Poland. We're looking for a project that will not only educate Polish customers about the issue of food waste and convince them why they should waste less, but physically help them to waste less at home too. You could focus broadly on reducing food waste at home, or specifically on a particular food that is most wasted – it is up to you.

Take into consideration:

- **Focus:** Participants should familiarise themselves with the identified WRAP household food waste target audience groups. It would be recommended to target project towards reaching one of these groups, as different projects will appeal to different groups. (Full information on WRAP's website: [Aspirational Discoverers](#), [Functional Fuellers](#), [Ideal Advocates](#), [Pressured Providers](#), [Spontaneous Creatives](#))
- **Cost:** The final innovation/idea/project should not cost our consumers significant amounts of money to own or use (no smart fridges, [NEST](#) style household technology etc)
- **Scope:** The innovation/idea/project must be: scalable and shareable to other retailers, should Tesco chose to do so in the future. It should also be easy for customers to use or comply with
- The **innovation/idea/project** should focus on **helping Tesco customers** to overcome common household food waste issues – not address Tesco operational food waste
- **Technology** is fine to use – as long as it is realistic and achievable for customers to use. Apps are allowed, but if you choose to focus on this area, please [familiarise yourself with what is already out there](#), and do consider something that is low effort and high impact for customers

Familiarise with Food Waste topic

The following resources and insight will help you to familiarise yourself with the broader topic area of food waste, and prepare for the specific challenge ahead:

- TNS consumer research into food waste <https://www.food.gov.uk/sites/default/files/food-waste-survey.pdf>
- CBOS Deklaracje Polaków dotyczące marnowania żywności: http://www.cbos.pl/SPISKOM.POL/2016/K_115_16.PDF

- Food waste information and resources can be found on the WRAP (Waste and resources action Programme) website here: <http://www.wrap.org.uk/category/materials-and-products/food>
- Read more about Champions 12.3 (a coalition to fight global food waste that Tesco is a part of) on the website here: <https://champions123.org/>
- Their business case for reducing food loss and waste, can be found here: www.champions123.org/the-business-case
- WRAP audience profiles as listed above: [Aspirational Discoverers](#), [Functional Fuellers](#), [Ideal Advocates](#), [Pressured Providers](#), [Spontaneous Creatives](#)