**Title:** Date labelling campaign  
Country: France, Denmark, UK, Spain, Germany, Austria, Switzerland, Belgium, Italy, Portugal, Poland, Netherlands, Sweden  
Implemented by Too Good To Go  
Experiment: no  
Duration: 04/2020 – ongoing; reporting from 04/2020 to 02/2022

**Intervention design**  
Objective: to change packaging, re-classify how products should be labelled, and shake up the way consumers judge whether food is safe to eat. To implement on a large scale the intervention, Too Good To Go has teamed up with some of the world’s biggest food brands.

It consists of the display of a pictogram on ‘best before’ products, to inspire consumers to use their senses, rather than automatically throwing the product away. Designed to be stamped on foods that carry a Best Before, the pictogram prompts us to sense-check our food instead of blindly binning it due to a lapsed date. Designed to be stamped on foods that carry a Best Before, the pictogram prompts us to sense-check our food instead of blindly binning it due to a lapsed date.

An awareness-raising label was designed for the campaign, encouraging manufacturers across Europe to include the label on their Best Before products, as well as join communication efforts towards both employees and customers to inform them on the behaviour to adopt.

In all 12 countries where the campaign is running, the initiative is also supported by relevant public authorities, either the national food authority, the relevant ministry, or occasionally the government.

**Drivers:** Lack of understanding between different types of expiry dates; Lack of clarity and visibility of expiry dates displayed on products; Lack of awareness of food waste linked to date marking

**Levers:** Emphasise difference between types of date labels; Promote behaviour change regarding best before products

| Effectiveness |  
|---|---|
| • 483 brands have joined the campaign; +/- 1.8 billion individual product packages carry the awareness label  
• 16% of consumers have noticed the awareness label on product  
• Improved understanding of date labels  
• 71% are inspired to change behaviour (to look-smell-taste before wasting)  
• 67% say the label makes them more aware of the food waste problem, and are now willing to reduce food waste |

The intervention is not targeted to a select specific group of individuals; it has been rolled out across 12 countries in Europe and is currently displayed on billions of individual product packages. According to the survey results, **16% of consumers have noticed the intervention**, so we can assume that 40 to 50 million individuals would have seen the intervention.

Overall scale and reach of the intervention shows that **there is both willingness and ability from food businesses to commit to efforts to play an awareness raising role regarding date labels, in order to reduce consumer food waste levels.**

The **key success factors** of this intervention lie primarily in its **scale** (nearly 500 brands having joined) and consumer reach (40-50 million, estimated) across 12 countries in Europe. In addition, one of the survey conclusions shows a level of impact, as significant numbers of consumers are inspired by the intervention to adopt the right behaviour when it comes to best before products, as well as to do more to reduce consumer food waste.

Another strength is the breath of actors involved in the intervention campaign, from public to private organizations, across the food supply chain, but also government bodies, NGOs, academics...
<table>
<thead>
<tr>
<th>Efficiency</th>
<th>Labour costs: 50 to 75% of annual salary of a campaign manager, per country (so salary will depend) + costs for companies to change label designs (not accounted for)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainability of the intervention over time</td>
<td>A feedback form was recently issued to partners implementing the intervention. Adjustments are being made to facilitate on-pack implementation of the intervention (e.g., 2 colours instead of 4). No other monitoring plan is currently foreseen. In-store communication campaigns (retailers) targeted at consumers, reinforcing the intervention</td>
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<tr>
<td>Add: TGTG Communication (PR, Social Media content, newsletter, website, B2B marketing)</td>
<td>Add: Involvement of influencers</td>
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<tr>
<td>Add: Communication (incl. Social Media) by government bodies</td>
<td></td>
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<tr>
<td>Transferability and scalability</td>
<td><strong>Scalability</strong> was a priority when designing the intervention. One occasional barrier identified during the implementation of the intervention relates to available packaging space and material type, which was resolved by creating larger and smaller variations of the intervention. Interventions now function on all packages (large, small, square, round, plastic, carton, etc.) Another barrier relates to language issues on the intervention, which is best addressing in conversation with either food authorities or relevant ministries in a given country. Intervention is already being scaled, from 1 to 13 markets; likely to increase further. Also being scaled in terms of number of brands continuing to join the intervention, nearing 500 large and small brands by now.</td>
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<td>Systemic effects</td>
<td>Survey results confirmed confusion around date labels, but different than expected (a response bias showed people giving “too good” responses)</td>
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Information sourced from: