

# UNITED AGAINST WASTE

An Initiative started by Unilever Food Solutions.



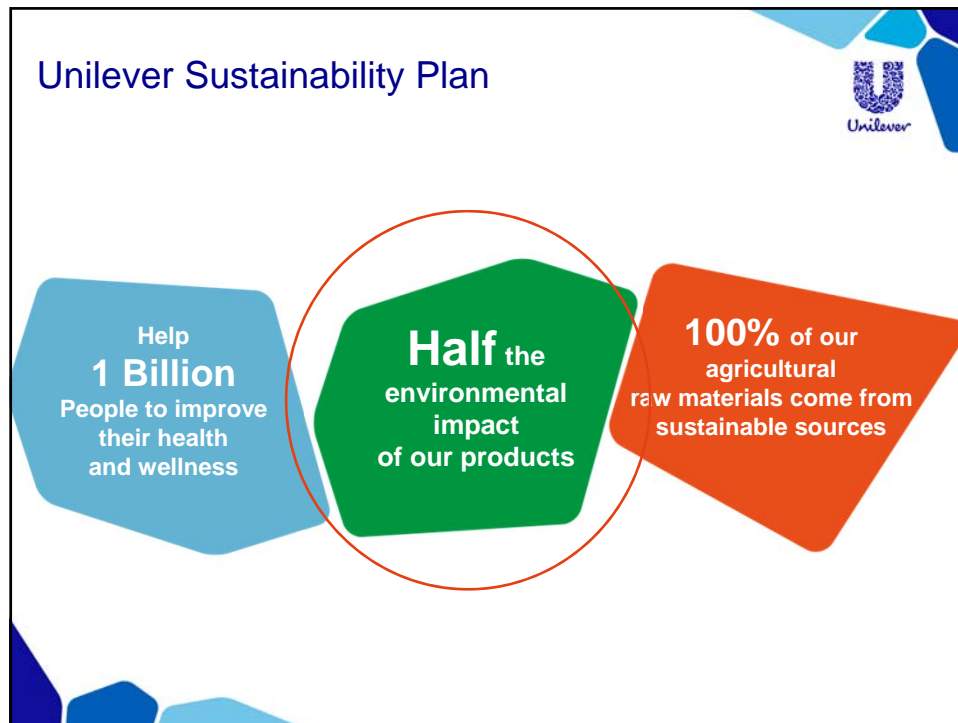
 **Unilever  
Food  
Solutions**  
*Inspiration. Tag für Tag.*



**Association  
partner  
Presentation**



Vereinsbroschüre



**Unilever Food Solutions starts a global Initiative for the Food Service Market ...**

The block contains two logos. The top logo is for 'UNITED AGAINST WASTE' with the tagline 'GEMEINSAM GEGEN VERSCHWENDUNG'. The bottom logo is for 'Unilever Food Solutions' with the tagline 'Inspiration. Tag für Tag.'.

**UNITED AGAINST WASTE**  
GEMEINSAM GEGEN VERSCHWENDUNG

**Unilever Food Solutions**  
Inspiration. Tag für Tag.

**The objective of „UNITED AGAINST  
WASTE“:**  
**Fight Food waste across the Food- Service  
Industry**



**Why do  
we that ?**



**Why do  
we that ?**

Food wastage in Germany  
per year:

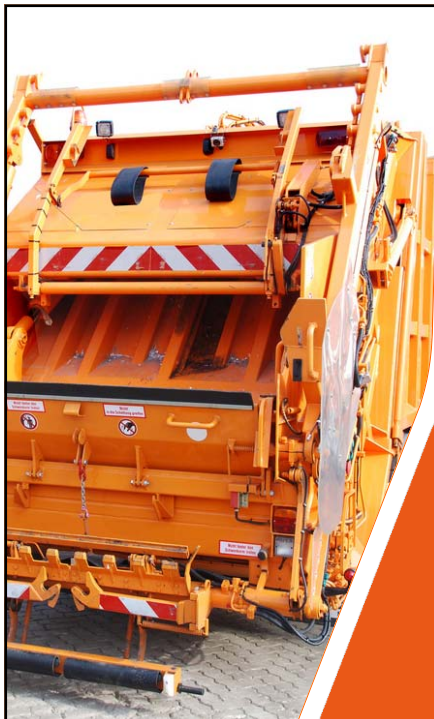
**11 Mio. Tons**

There of

**1,9 Mio. Tons (=17%)**

in Out of Home

(HoRe, QSR, B+I, Care)



= per day:

**5.750 Tons.**

**=192 Lorries**

**We must start  
to stop this!**

**Reasons for Food Waste are different.**

**The solutions against also.**



Too much purchased

Wrong storage

Shelflife exposed

Waste at preparation

Wrong offer

Too much produced

Too big portions

**How can we do this with this initiative?**



1. Gain awareness for food waste!
2. Deliver pragmatic solutions



## 1. Gain awareness

Via traditional media:

- ➔ PR campaign
- ➔ Print material
- ➔ Fairs

... and digital media:

- ➔ Homepages
- ➔ Social Media
- ➔ E-Newsletter



## 2. Deliver solutions

- ➔ Process audits for operators
- ➔ Trainings & Workshops
- ➔ Tools

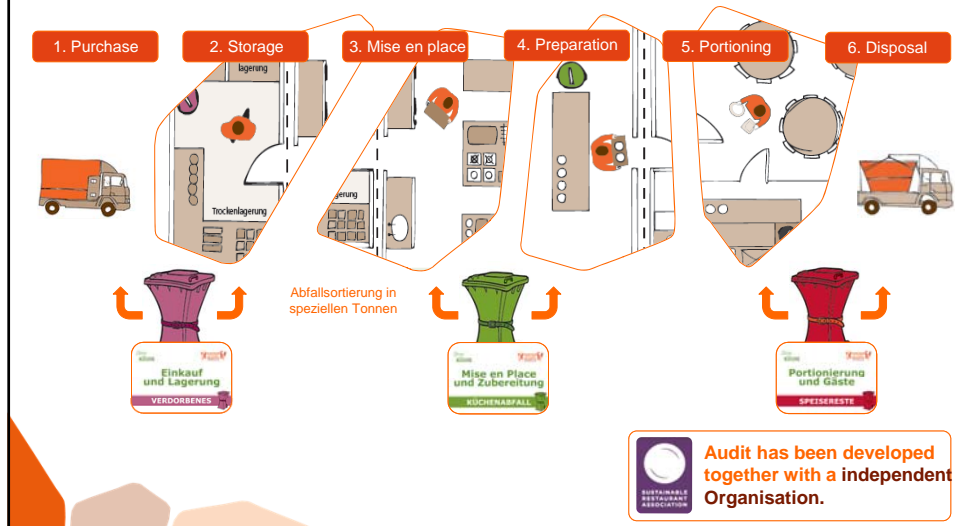




## The Process-Audit – developed by Unilever Food Solutions.



### Wise up on waste



## The Tools – developed by Unilever Food Solutions



### Wise up on waste.





**Sustainable  
success needs  
strong Partner ...**



**UNITED  
AGAINST  
WASTE**<sup>TM</sup>  
GEMEINSAM GEGEN VERSCHWENDUNG



Trade  
Caterer  
Food Industry  
Hotel- and Restaurant-Chains  
Regional Special W/S  
Press  
Technique-Supplier  
Chefs  
Government  
Logistic-Companies  
Science  
CPUs  
NGOs

**... from the  
whole Food-  
Service Industry!**



**UNITED  
AGAINST  
WASTE**<sup>TM</sup>  
GEMEINSAM GEGEN VERSCHWENDUNG





**Many partner are on board!**


**Together we succeed.**




**UNITED AGAINST WASTE™**

GEMEINSAM GEGEN VERSCHWENDUNG

- ➔ Usage of UaW Logo in your communication
- ➔ Build strong PR
- ➔ Be part of the UAW-Network and be linked to other partner
- ➔ Take responsibility for a important social challenge



**Association Partner/Member benefit!**



**UNITED AGAINST WASTE™**

GEMEINSAM GEGEN VERSCHWENDUNG

- With tips and advice
- With new tools
- With workshops or trainings
- Get new partner and participants
- Let's make it BIG



## So actively support this initiative!



- ➔ Foundation of Initiative and the UaW „Association“
- ➔ Aquisition of start-up partner
- ➔ We started the launch + PR campaign (Sept. 2012)
- ➔ We launched our solutions „Wise up on waste“ (Oct. 2012)



## Unilever Food Solutions starts!





Unilever  
Food  
Solutions  
*Inspiration. Tag für Tag.*



UNITED  
AGAINST  
WASTE  
GEMEINSAM GEGEN VERSCHWENDUNG

Thank you!



Vereinsbrochure