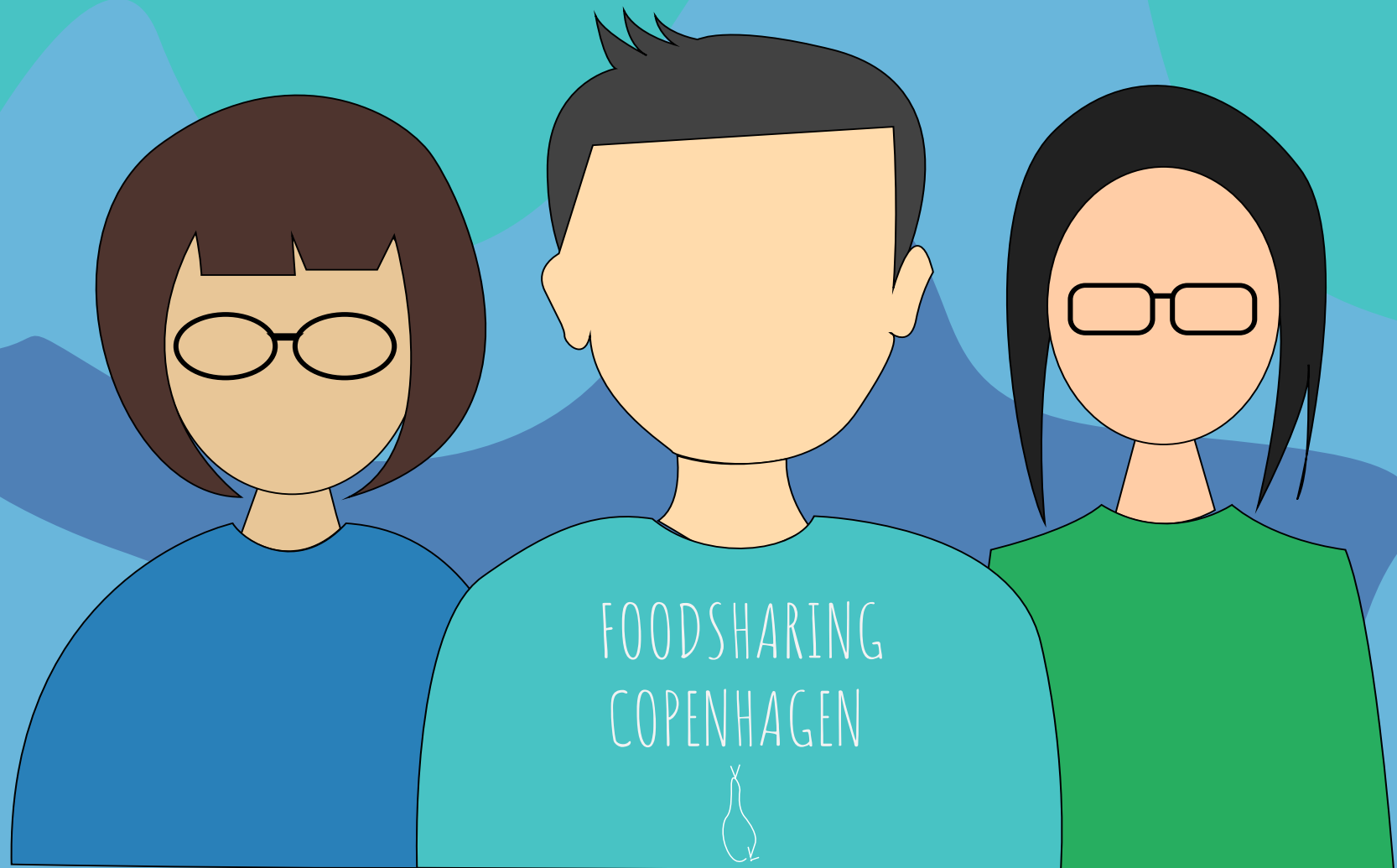




BECOME A FOODSAVER



# FACTS ABOUT FOOD WASTE:

- ACCORDING TO THE FOOD AND AGRICULTURE ORGANIZATION OF THE UN ONE THIRD OF FOOD PRODUCED IS BEING WASTED WHICH AMOUNTS TO **1,3 BILLION TONNES** PER YEAR.
- HOUSEHOLDS IN DENMARK THROW AWAY **180 KG** OF FOOD EVERY YEAR.
- ABOUT **55%** OF FOOD IS STILL EDIBLE WHEN TROWN OUT.
- THE FOOD WASTE IN DENMARK COST THE DANISH CONSUMERS ABOUT **11 BILLION KRONER** EVERY YEAR.
- FOOD WASTE IN DENMARK WENT DOWN **25%** OVER THE LAST 6 YEARS.
- **54%** OF DANES SAID THEY CONSIDERED FOOD WASTE A PROBLEM FOR THE ENVIRONMENT.



BECOME A FOODSAVER

# Pitch Suggestions (Food Sharing Copenhagen)

Danish

\* Clean (clear) Website ✓

\* Video ✓ (Love, People Smiling) ✓

\* Consent (People about video) ✓

Good

Mam

\* Strong Message! ✓

\* Energetic Video! ✓

\* Short Version for some.

\* Music license needs to be acquired.

\* Consent of people ✓

Kate

\* Collaboration for the pitch!

\* Sound Label.

\* Interview before window.

\* Fun way of showing heater.