

A photograph of a desert landscape with a road. In the foreground, a paved road with white and yellow markings leads towards the horizon. The desert floor is covered in reddish-brown soil and sparse green shrubs. In the background, there are flat-topped mountains under a blue sky with light clouds. A large black sign with rounded corners is superimposed in the center of the image.

**STOP**

**WASTING**

**FOOD**

# **Future Survival of Human Civilization will Depend on Cutting Food Losses and Waste**

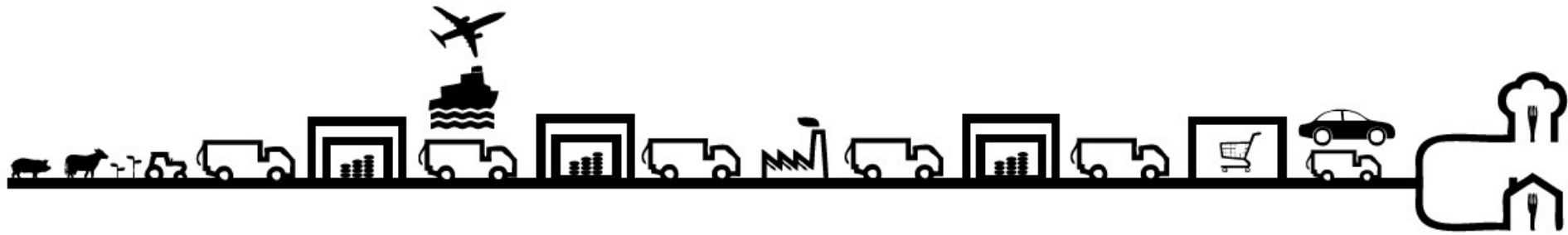




# Food for thought

- Denmark: around 700.000 tonnes wasted annually
- EU: around 100 million tonnes wasted annually
- Earth: over 30% of the world's food is either wasted or lost - it's enough to feed three billion people
- Loss of resources, waste of animal lives, disrespect for food and increasing of CO2 emissions

# **United against food waste: We are all part of the solution**







# From Facebook to the UN



- Denmark's largest voluntary non-profit organization against food waste
- 18,000+ Danish and international press coverage since 2008
- Reaching out to around 50,000+ people per day
- Reaching out up to 250.000+ people per week
- Collaborations with leading stakeholders thought out the entire food value chain
- Collaborations with the Danish Government, EU and UN

# EU record: Denmark's food waste down by 25%

grist

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Grist / Shutterstock

## Denmark wages war on food waste

npr

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the salt

### Denmark Might Be Winning The Global Race To Prevent Food Waste

by SIDSEL OVERGAARD

SEPTEMBER 01, 2015 • According to a recent report from the Danish government, Danes now throw away 25 percent less food than they did five years ago. Supermarkets are doing their part by selling older food at a discount.



source: Danish Agriculture & Food Council

LandbrugsAvisen



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## Mad for 4,4 mia. kr. spises - i stedet for at havne i skraldespanden

Mandag 27. juli 2015 | 10:19

Skrevet af [Filip Knaack Kirkegaard](#) [Udskriv](#) 



HUFFPOST MEDIA

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## Danes Waste 104 Pounds Of Food Per Year. For Americans, It's 273.

The country has cut its food waste by 25 percent over the past five years.



Joseph Erbentraut  
Senior What's Working Editor, The Huffington Post



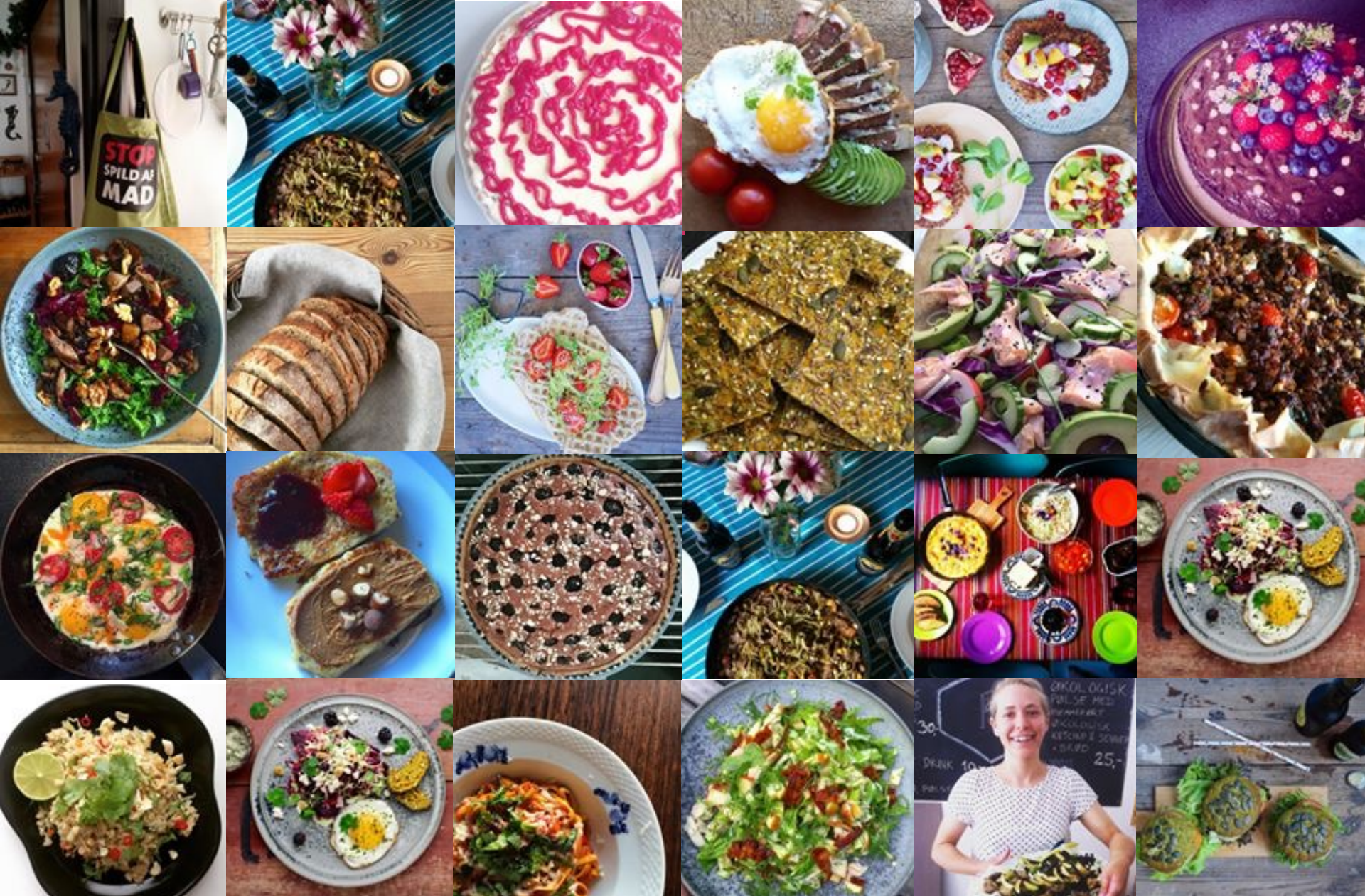


# From food waste to food growth: We have mobilized the food value chain in Denmark





# Consumers unite against food waste





# Competition parameter: Focus on food waste in the retailers and industry



## Madspild nyt konkurrenceparameter i detailsektoren

Madspild bliver et vigtigt konkurrenceparameter for supermarkederne, mener detailhandelsdirektør.

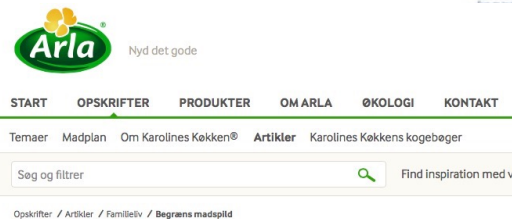
Offentliggjort 23.06.14 kl. 14:58 AF HENRIK TÜCHSEN



Foto: POLFOTO

Den tiltagende diskussion om madspild i samfundet spredt sig som ringe i vandet til alle led i fødevaresektoren, og De Samvirkende Købmænd (DSK) forudsiger nu direkte, at emnet kan blive et vigtigt konkurrenceparameter i detailsektoren.

Direktør John Wagner påpeger således i en kommentar på YouTube fra Folkemødet på Bornholm, at netop madspild var et af de varmeste emner på mødet – et af de temaer, som vil blive husket fra de folkelige dage på solskinsøen:



## BEGRÆNS MADSPILD

Madspild koster danske husholdninger 16 milliarder kroner om året.

Hvis vi undgik madspild, ville CO2 gevinsten svare til, at vi fjernede hver 5. bil fra gaderne. Samtidig er der nok mad i verden til alles behov, dog ikke til alles grådighed som menneske og dyr.



## SÅDAN BEKÆMPEM VI MADSPILD

VIDEOER • OPSKRIFTER  
BRUG DINE RESTER LET OG LÆKKERT





# Restaurants, foodservice, REFOOD label and doggy bags



Francis Cardenau

LINDA TARP

Ernæringsassistent, SVS Esbjerg



# Education campaign for schools



Stop **MAD**spild

FORSIDEN

Lærere

Blevet

Info

Produktion



Stop Madspild er et tilbud til de små og store i folkeskolen om at gøre det bedre med madspild.

Alle materialer i Stop Madspild er gratis at anvende, og der er ingen omkostninger.

Gennem research, journalistik, medier og madspild kan vi lære om madspild og hvordan vi kan reducere det.

Stop Madspild er et tilbud til de små og store i folkeskolen om at gøre det bedre med madspild.





# Surplus food for charities





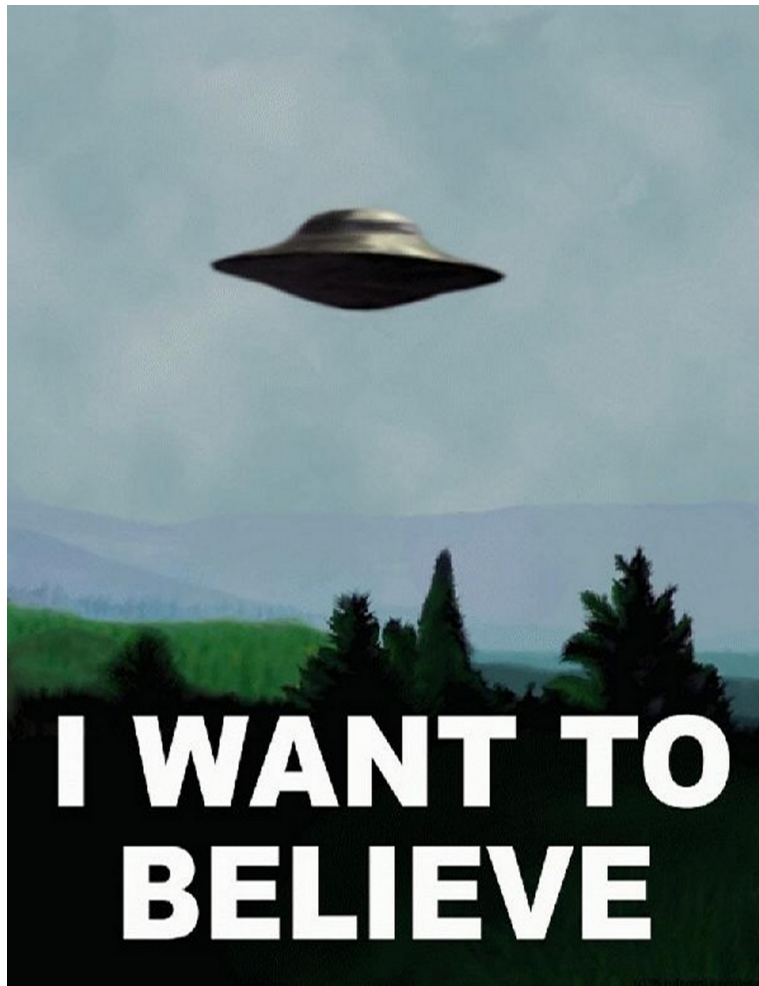
# Leftovers Cookbook and campaigns



Like Share 40,096 people like this. Sign Up to see what your friends like.



# In-depth research and reports on food waste



Mettes nye S-politik  
S-formand vil sikre, at alle kommer med på opsvinget

Pensionisternes tricks  
Sådan undgår ældre at blive modregnet i folkepensionen

Svært at spille EM-helt  
Sådan forberedte Ullrich Thomsen sig på Ricardo-rollen

Vand kan gøre dig syg  
Se, hvad der sker, når du drikker for meget vand

## SØNDAGSAVISEN

Danmarks mest læste avis

Ugens job: 84

19. 30. august 2015 • side 12

### Er din fryser en madkirkegård?

**STOR GUIDE:**

- Så længe kan maden holde
- Vin og æg kan fryses - se listen
- Indret fryseren optimalt

Side 10-11

Test af pastasovs  
Smagsdommerne er skuffede: Kun én er god

Side 12

Vejret påvirker humøret  
Derfor er de fleste danskere gladest, når solen skinner

Side 18

Snyder du dig selv?  
Se listen: Her har flest held med at forhandle prisen ned

Side 16

**Tandproteser**

- ✓ Uforpligtende undersøgelse og behandlingsforslag
- ✓ Afhængige hel- og delproteser
- ✓ Fastlæggende hel- og delproteser (implantat, trykkløst)
- ✓ Reparation, rensering, oppolering og slipning af eksisterende proteser
- ✓ Tandproteser med individuelt karakteriserede tænder/pummer
- ✓ Klæb til et søge offentligt tilskud
- ✓ Finansiering af tandbehandling

Klinisk tandtekniker  
**Birgit Larsen**  
(Bilagsmøve) 88 • Overvej Røpensevej 1 • 2100 København Ø.  
**35 26 66 00**  
Overenskomst med Kommunernes  
[www.birgitlarsen.dk](http://www.birgitlarsen.dk)

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# From Croatia to China: Massive national and international press coverage





# 79 million readers: Blogger on food waste at The Huffington Post

October 21, 2015

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Edition: U.S. ▾

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**Selina Juul**  
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**About Selina Juul:**  
Founder of [Stop Wasting Food movement Denmark \(Stop Spild Af Mad\)](#), Denmark's largest non-profit NGO against food waste, which contributed to the Danish national reduction in food waste by 25%. Denmark's leading Expert on Food Waste, Food Activist, International Keynote Speaker, TEDx Speaker, Lecturer and Author. Partner in projects and campaigns with EU and UN.


Winner of Nordic Council Nature and Environment Prize, Winner of Svend Auken Prize, Recipient of Cross of Merit Pro Utilitate Hominum of Sovereign Order of Saint John of Jerusalem Knights Hospitaller, Winner of Junior Chamber International Denmark's The Outstanding Young Person Award and a Recipient of Dane of the Year 2014 title for her work against food waste. Included in Who's Who in Denmark.

**Blog Topics:**  
Food Waste  
[Show full bio](#)

Entries by Selina Juul

### You Have the Power to End the Global Food Waste Scandal

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# National and international events





# Strong political support and collaborations





**Marie, Her Royal Highness Princess of Denmark, has also started to show interest in the fight against food waste**





# Strong international partnerships and collaborations



Nordic Council of Ministers



Barilla  
Center  
FOR FOOD  
& NUTRITION



WORLD  
RESOURCES  
INSTITUTE

Food Loss & Waste Protocol



World Environment Day 2015  
**Seven Billion Dreams.  
One Planet.  
Consume with Care.**  
June 5

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LEONARDO DICAPRIO SUPPORTS THE DREAM TEAM!

REGISTER  
YOUR  
ACTIVITY

Register Your Activity



#7BillionDreams ...  
share yours!



#7BillionDreams...

Share Yours!



FEATURED ACTIVITY

Sailing Sustainably Across the Pacific: Aristos  
Expeditions  
PANAMA To PORT DOUGLAS





# International Speaker on food waste





# 25 awards and acknowledgements

- Included in the Who's Who of Denmark 2015
- Dane of the Year 2014
- Winner of Nordic Council Nature and Environment Prize 2013
- Recipient of Svend Auken Prize 2013
- Recipient of ALT for damerne magazine's Women Prize 2013
- Recipient of Cross of Merit Pro Utilitate Hominum 2013
- Winner of JCI Denmark's The Outstanding Young Person award 2011
- and many more...





# New project: Surplus Food

EST.



2014

## OVERSKUDSMAD

MAD TIL FLERE





# Think Tank is under establishment



## With A Few Simple Changes, Denmark Is Radically Reducing Its Food Waste

In just five years, the country has slashed wasted food by 25%. What can we learn from its success?

1 NOTES / 8 PIN / 5 PLUS / 473 TWEET / 1.7K LIKE / 150 SHARE



# **...and this is only the beginning!**

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