



# WASTE TO PLATE

## ABOUT THE INITIATIVE

Providing **1M+** healthy & nutritious servings to consumers per year by 2027 from valorised side streams

Initiated by:

**UNKN** **WN**



UNIVERSITÀ  
DI TORINO

food for  
sustainability 

**KiCo**

beautiful lives

vaess  
dutch food engineers

In collaboration with:



Co-funded by the  
European Union 



# BACKGROUND

## PROBLEM

### BROKEN FOOD SYSTEM



**FOOD LOSS & WASTE**

**30% of all food produced globally is lost** or wasted and over 70% of that occurs during the food production process.



**INCREASING EMISSIONS**

The food industry in Europe contributes to about **30% of the continent's total greenhouse gas emissions.**

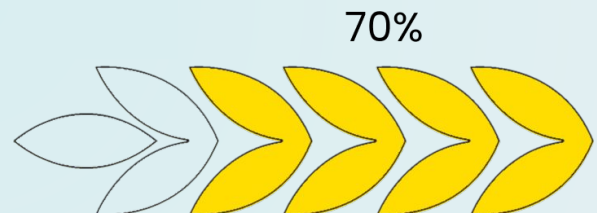


**HIGH WATER USE**

Agriculture accounts for approximately **70% of global freshwater withdrawals.**

## “WASTE TO PLATE” CAN BE A **SOLUTION**

70% OF FOOD WASTE CAN BE RETURNED TO ‘PLATES’ THROUGH **SIDE STREAM VALORISATION**



## HOWEVER, THIS MARKET COMES WITH NEW **CHALLENGES** ...



STARTUPS THAT DRIVE THIS MARKET FACE BARRIERS TO SCALE



VALUE CHAIN NEEDS TO BE MORE INTEGRATED

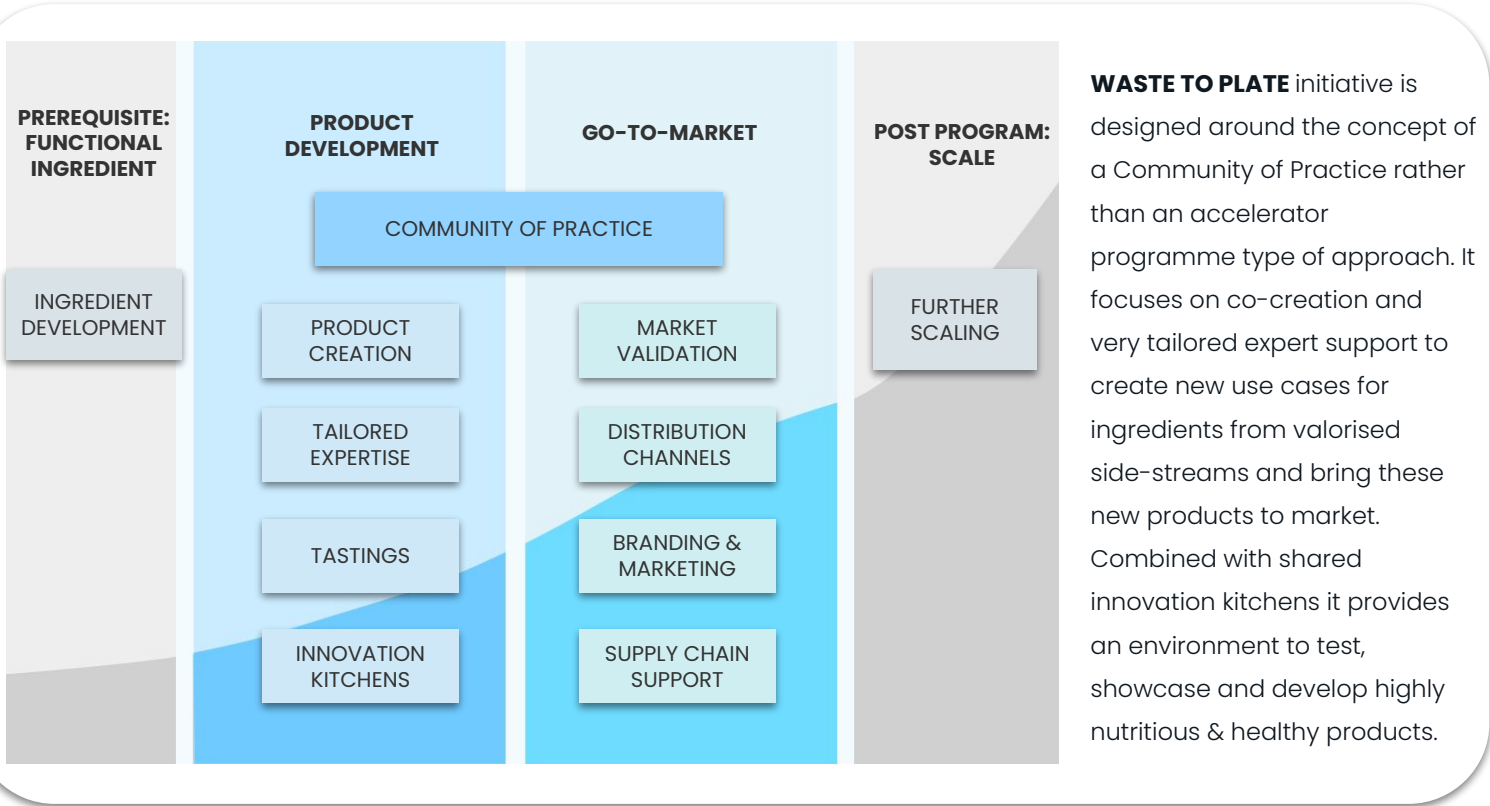


FOOD SYSTEM NEEDS TO TRANSITION FROM LINEAR TO CIRCULAR



# ABOUT THE PROGRAM

## PROGRAM TO BRING NEW INNOVATIVE STARTUPS OR USE CASES TO **PRODUCT-MARKET FIT**



## **TAILORED EXPERTISE AND PHYSICAL INFRASTRUCTURE** TO DEVELOP HEALTHY & NUTRITIOUS PRODUCTS FROM VALORISED SIDE STREAMS

**6 months** to create and bring to market new products

**100** startups/ scaleups community

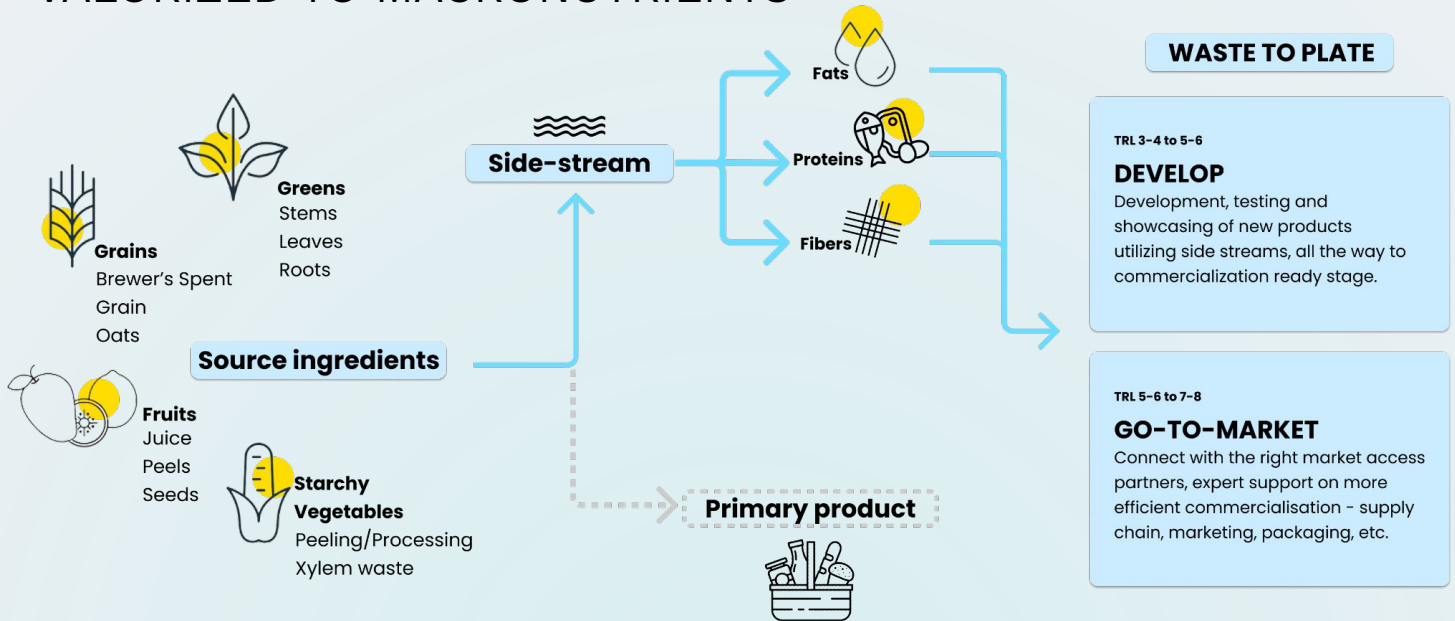
**50+ experts** to support in food engineering, go-to-market, impact measurement, etc.

**13.000m2** innovation hub

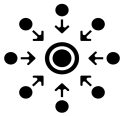
**40+ members** in co-working, innovation & private kitchens

**KiCo**

## PROGRAM SCOPE : PLANT-BASED SIDE STREAMS VALORIZED TO MACRONUTRIENTS



## WHY JOIN?



**CHALLENGE DRIVEN APPROACH WITH PEER CO-CREATION**



**SUPPORT INFRASTRUCTURE SPECIFIC TO YOUR NEEDS**



**BASED IN THE HAGUE, SCALE IN EUROPE**



**AVAILABLE FUNDING MECHANISM**

**Become part of the solution to food waste and contribute to bringing 1M+ of healthy and nutritious servings to consumers.**



**JOIN COMMUNITY OF PRACTICE**  
Be part of the Waste to Plate initiative and contribute to creating healthy and nutritious food products from upcycled ingredients.



**CO-CREATE WITH US**  
Are you developing novel ingredients from side/waste-streams? Join the Waste to Plate initiative to create, test and validate new use cases to bring your ingredients to market.

**WE ARE UNKNOWN YOUR CONTACT.**



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