YOUNG LIONS COMPETITIONS

Young Lions Competition 2027 in Japan

The Challenge:
How can creativity help consumers in developed Asian countries reduce food waste in ways that create positive environmental, social, and economic impact?

Client: TOO GOOD TO GO

About TOO GOOD TO GO:

Too Good To Go is a social impact company founded in Copenhagen in 2016 with a mission to inspire and empower everyone to fight food waste.
Today, it operates across 20 countries with more than 120 million registered users and 200,000 business partners, helping save over 600 million meals from being wasted. Its win-win-win model benefits people, businesses, and the planet by reducing food waste, creating value from surplus food, and lowering environmental impact.
Beyond its core solutions, Too Good To Go also promotes education, policy initiatives, and its Look-Smell-Taste campaign, encouraging consumers to trust their senses and reduce unnecessary food waste caused by misunderstanding "Best Before" labels in Europe.

Target Audience:

Consumers in developed Asian countries, where a significant proportion of food waste occurs at the household and consumption stage.

Key Message:

"Reducing food waste is a simple action that can create meaningful environmental, social, and economic benefits for everyone."

Background:

According to FAO and UNEP estimates, approximately 32% of all food produced globally was lost or wasted in 2022 across the supply chain and consumer stages. This food loss and waste accounted for an estimated 8–10% of global greenhouse gas emissions and caused economic losses of around USD 1 trillion annually. At the same time, nearly half a billion people around the world continue to suffer from malnutrition.

Of this total, 19% occurs at the retail, food service, and household levels, amounting to 1.05 billion tonnes of food wasted after reaching consumers. Reducing food waste can generate significant environmental, economic, and social benefits. It helps lower greenhouse gas emissions, reduce economic losses, improve food security, and ensure more efficient use of natural resources. Addressing food waste is therefore an important step toward creating a more sustainable and equitable future.

Reference:

1. Food and Agriculture Organization of the United Nations
2. UNEP - UN Environment Programme

Brief:

Print: Create a double-page spread print ad that inspires consumers in developed Asian countries to reduce food waste in their everyday lives.
Deliverables: The digital version of the original advertisement or execution exactly as it would run.

Film: Create a film (60 seconds max) that inspires consumers in developed Asian countries to reduce food waste and adopt more sustainable consumption habits.
We are looking forward to seeing films that will move the audience through the power of storytelling and visual and musical expression, which are among the strengths of the film format. It is important to have a clear idea and message, not just a good atmosphere.
Deliverables: The original film advertisement or content, exactly as it would be aired.

Digital: Create a digital-driven idea that encourages consumers in developed Asian countries to reduce food waste through changes in awareness, decision-making, or everyday behavior.
Deliverables: A3-size board which contains a visual overview of your work and written explanation in response to the brief. (**Background**: max 150 words; **Creative idea and insight**: max 150 words; **Strategy**: max 150 words; **Execution**: max 150 words).
Optional: Digital supporting content for your entry. Only include if it is necessary and relevant.

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Design: Create a design-led solution that helps consumers in developed Asian countries reduce food waste. The idea may focus on packaging, product design, service design, information design, or any other design approach that influences consumer behavior.
Deliverables: A digital presentation image and a written explanation in response to the brief. (**Background**: max 150 words; **Creative idea and insight**: max 150 words; **Execution**: max 150 words) are to be submitted on one A3-size PDF sheet.
Optional: Digital supporting content, such as additional visuals to aid the Jury' s understanding.

Media: Create a media campaign that motivates consumers in developed Asian countries to reduce food waste and make more sustainable choices in their daily lives.
Deliverables: A 10 slide (maximum) Power Point presentation and provide a written explanation in response to the brief. (**Background**: max 150 words; **Creative idea and insight**: max 150 words; **Strategy**: max 150 words; **Execution**: max 150 words; integration, timeline, and scale).

PR: Create a PR campaign that inspires collective action to reduce food waste among consumers in developed Asian countries. Consider how brands, retailers, restaurants, governments, NGOs, communities, and media can work together to create meaningful behavioral change.
Deliverables: A 10 slide (maximum) Power Point presentation and provide a written explanation in response to the brief. (**Background**: max 150 words; **Creative idea**: max 150 words; **PR strategy**: max 150 words; **PR execution**: max 150 words).