



A DECADE OF IMPACT

APRIL 2026

Champions 12.3 is a coalition of executives from governments, businesses, international organizations, research institutions, farmer groups, and civil society dedicated to inspiring ambition, mobilizing action, and accelerating progress toward achieving SDG Target 12.3 by 2030.

SDG Target 12.3 calls for halving per capita global food waste at the retail and consumer levels and reducing food losses along production and supply chains, including post-harvest losses, by 2030.

Champions seek to:

- Dedicate their institutions to meeting SDG Target 12.3
- Lead by example on how to reduce food loss and waste
- Showcase successes and communicate the importance of food loss and waste reduction
- Advocate for improving the enabling conditions for reducing food loss and waste

From 2016 through 2025, the Champions 12.3 coalition achieved numerous results that advanced the movement to halve food loss and waste by 2030, including:

- **Elevated food loss and waste on the agenda**
- **Developed the Target-Measure-Act approach**
- **Launched calls to action**
- **Highlighted the business case**
- **Catalyzed business action**
- **Supported country action**
- **Supported farmer action**
- **Introduced new finance instruments**
- **Monitored progress**
- **Generated new insights to inform action**

ELEVATED FOOD LOSS AND WASTE ON THE AGENDA

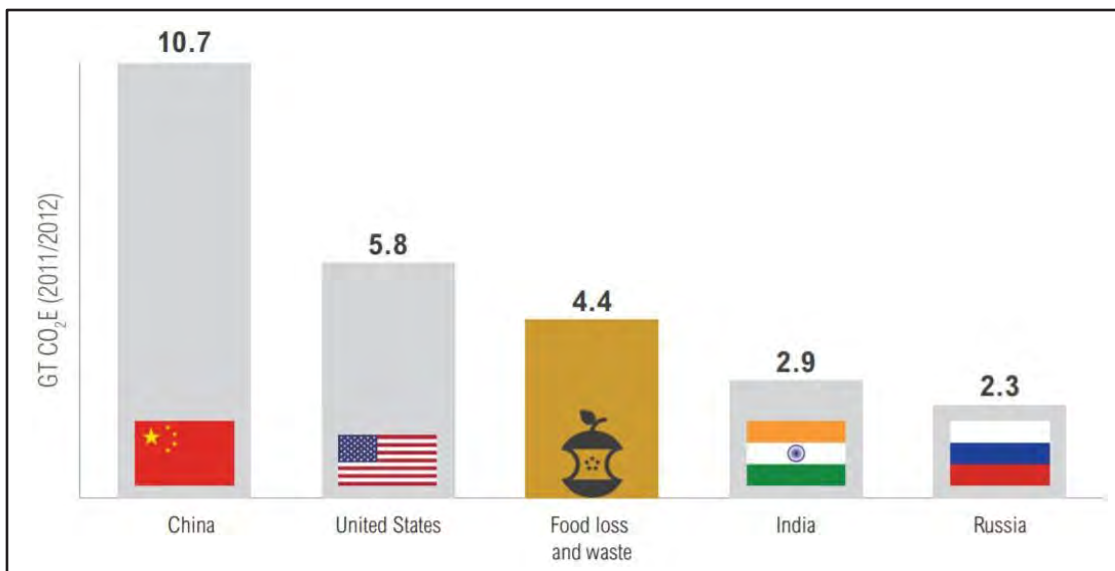
Put food loss and waste on the global agenda via landmark communications and “framings” of the issue. Over the past ten years, we achieved over 3,000 media mentions of Champions 12.3 and its work.

Defined and influenced the messaging for food loss and waste using impactful statistics and developing heavily-cited memes, such as:

- 1/3 of all food is lost or wasted between the farm and the fork
- Food loss and waste costs the world nearly \$1 trillion each year
- If food loss and waste were a country, it would be the third largest emitter of greenhouse gases.

Raised attention to food loss and waste at international forums such as UN General Assembly, Climate COPs, Africa Food Systems Summits, World Agri-Food Innovation Conference, World Economic Forum (Davos), Consumer Goods Forum events, and more.

If FLW Were Its Own Country, It Would Be the Third Largest GHG Emitter



Source: CAIT 2015; FAO 2015

DEVELOPED THE TARGET-MEASURE-ACT APPROACH

Created and popularized “Target-Measure-Act” as the generally accepted approach for companies and countries to tackle food loss and waste. Corporate partnerships on food loss and waste now follow this approach. Countries increasingly adopt this approach.



TARGET

Adopt Sustainable Development
Goal Target 12.3

*Targets set ambition,
and ambition motivates action*



MEASURE

Measure and track food loss and
waste and report publicly

What gets measured gets managed



ACT

Take action and collaborate to
reduce food loss and waste

*What ultimately matters is
action*

Developed [Road Map to Achieving SDG 12.3](#) that annually assesses country and business progress toward 12.3 against the Target-Measure-Act approach.

Road Map to Achieving SDG Target 12.3

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



2016-2018

2019-2021

2022-2024

2025-2027

2028-2030



LAUNCHED CALLS TO ACTION

Launched [*Call to Global Action on Food Loss and Waste*](#) (2020) which called on all governments and companies to pursue three strategies to accelerate efforts to halve food loss and waste:

1. Follow the “Target-Measure-Act” approach
2. Integrate food loss and waste reduction into climate strategies
3. Pursue food loss and waste reduction as part of COVID-19 responses

Launched [*Call to Action to Standardize Food Date Labels Worldwide by 2020*](#) (Champions 12.3 and CGF, 2017) which called on companies to streamline food date labels to reduce consumer confusion causing food waste by taking the following actions:

- Two date label options
- Only one label at a time
- Consumer education

CHAMPIONS 12.3

CALL TO GLOBAL ACTION ON FOOD LOSS AND WASTE

September 24, 2020

We, the members of the Champions 12.3 coalition, call on all governments and companies to pursue the following strategies to dramatically accelerate efforts to halve their food loss and waste by 2030:

1

Follow the “Target-Measure-Act” approach. This three step approach is a proven way to achieve rapid results.

- **Target.** Targets set ambition, and ambition motivates action. Governments and companies should adopt explicit food loss and waste reduction targets aligned with SDG Target 12.3.
- **Measure.** The old adage “what gets measured gets managed” is true for food loss and waste, as well. Governments and companies should measure their food loss and waste to identify the “hot spots” needing action, publish the results to inspire others, and monitor to track progress over time.
- **Act.** In the end, action is what ultimately matters. Based on information gathered from measurement, governments and companies should develop and implement strategies for tackling their hot spots of food loss and waste, ranging from on-farm food losses to household food waste and everything in between. National public-private partnerships can be an effective way to take collaborative action, find pragmatic policies and practices, and engage everyone from farmers to consumers in a shared mission.

2

Integrate food loss and waste reduction into climate strategies. Governments should include food loss and waste reduction into their enhanced Nationally Determined Contributions to the Paris Agreement on climate change. Likewise, companies should include food loss and waste reduction in their corporate greenhouse gas emission reduction strategies, commitments to Science-Based targets, and other climate programs.

3

Pursue food loss and waste reduction as part of COVID-19 responses. As part of their policies and investments to “Build Back Better,” governments should include programs, policies, and financing to help farmers reduce on-farm food losses, encourage households to reduce food waste, and fix broken supply chains. Food producers and food retailers should collaborate to increase the amount of food making it either to market or to those in need.

These three strategies can help countries, companies, farmers, and consumers reduce their food loss and waste at scale and at pace.

Food loss and waste is a challenge of epic proportions. One-third of all food produced in the world is lost or wasted between the farm and the plate. This astounding amount results in \$940 billion in economic losses globally each year. It contributes to food insecurity—in a world where one in nine people are undernourished. It consumes 1/4 of all water used by agriculture each year and requires land area greater than the size of China—contributing to the loss of ecosystems and biodiversity. Moreover, food that is lost or wasted generates about 8% of annual global greenhouse gas emissions. In fact, if food loss and waste were a country, it would be the world’s third largest greenhouse gas emitter.

Addressing the food loss and waste crisis is urgent. The COVID-19 pandemic has exposed weaknesses in the global food system, driving up food loss and waste in some places, impacting incomes of farmers and other food business operators, and increasing the number of people

who go to bed hungry. Moreover, countries are woefully behind in achieving Target 12.3—which calls for halving the rate of food loss and waste by 2030—of the Sustainable Development Goals (SDGs).

Halving food loss and waste can help meet a number of important goals. For example, reducing food loss and waste increases farmer incomes, improves business margins, and saves money for households. It strengthens food security for all, in particular the most vulnerable. And it reduces greenhouse gas emissions from the food sector, helping to mitigate climate change.

Halving food loss and waste can be achieved. As we highlight this year in our [annual assessment](#) of global progress toward achieving SDG 12.3, the United Kingdom has already reduced its per capita edible food loss and waste from farm gate to plate by 27%, saving around \$6 billion per year. And a number of companies already have achieved reductions greater than 25%. If they can do it, others can too.

CHAMPIONS 12.3 AND THE INSTITUTIONS WE LEAD STAND READY TO HELP YOU WITH THESE STRATEGIES. With just a decade remaining to achieve the SDGs, bold action is critical. The world has no more time—or food—to waste!

CHAMPIONS 12.3

THE CONSUMER GOODS FORUM

LOS 0528 042
FEE. MAR. 2014

BEST BY SEP 27 2017 PMH3E
26.35

JAN2119BH2 3
5094 20 44 84136703

ENJOY BY
02-27-17
8904 1002 18.5
DEPARTURE 11.1.1

Call to Action to Standardize Food Date Labels Worldwide by 2020

CONFUSING DATE LABELS ARE A KEY CAUSE OF FOOD WASTE

In many countries, food products carry a range of date labels and it is often unclear whether a given date refers to food safety or food quality, and therefore whether a food can be eaten after the date.

Confusion over the meaning of date labels is estimated to cause up to 20 percent of consumer waste of safe, edible food by households in the United Kingdom, and is likely a contributing cause in other developed countries.

Standardizing food date labels and clearly communicating their meaning is a simple and effective way to reduce the amount of food thrown out by people, saving them money and reducing their environmental footprint since food waste is a contributor to climate change.

WHAT'S INCLUDED IN THE 'CALL TO ACTION'

The Consumer Goods Forum and Champions 12.3 call on retailers and manufacturers to commit to a three-part strategy by 2020, an approach that expands to the rest of the world national efforts already underway in the United Kingdom, United States, and Japan.

- **Two date label options:** Manufacturers and retailers should utilize only two types of written food date labels on packaging: one expiration date for perishable items (e.g., “Use by”) or one food quality indicator for non-perishable items (e.g., “Best if used by”). The exact wording will be tailored to regional context and what is most understandable for the consumer.

- **One date at a time:** Manufacturers and retailers should utilize at most one date label per food product.
- **Consumer education:** Retailers, manufacturers, government agencies, and/or nonprofits should educate consumers about the meaning of the date labels—for example through in-store displays, web materials, and public service announcements.

LIFE BENEFITS

This Call to Action has a number of anticipated benefits, including reducing food waste and therefore advancing Target 12.3 of the United Nations’ Sustainable Development Goals (SDGs). More than 1 billion tons of food is lost or wasted each year, costing the global economy \$94 billion and emitting 8 percent of planet-warming greenhouse gases. SDG Target 12.3 addresses this challenge by calling on the world to halve food waste and reduce food loss by 2030.

The Call to Action benefits consumers. People waste money when they do not eat the food they purchase. The average household with children in the United Kingdom spends \$700 a year on food that is thrown away—in the United States, that figure is \$1,500. Streamlined date labels and increased knowledge about what they mean will therefore help individuals and families.

The Call to Action benefits companies as well. It streamlines food date labeling for all companies, easing the burden on those operating in multiple jurisdictions especially. It also provides companies an opportunity to demonstrate leadership and action on behalf of consumers.

HIGHLIGHTED THE BUSINESS CASE

- Researched and published [*The Business Case for Reducing Food Loss and Waste*](#) (2017), the pioneering empirical study demonstrating that there is a solid business case for companies and countries to reduce their food loss and waste.
- Published research on the business case for food loss and waste reduction for [*catering*](#), [*hotels*](#), and [*restaurants*](#).
- Building on these, the Consumer Goods Forum's "Food Waste Coalition of Action" published research on the business case for tackling food waste, as well. [*Driving Emissions Down and Profit Up by Reducing Food Waste*](#) (2024) finds that the actual cost of food waste is underestimated by up to 50%.



99% of Sites Had a Positive Return on Investment While Half Had >14:1 Return



CATALYZED BUSINESS ACTION

Launched the [10x20x30 Initiative](#) which brings together >10 of the world's largest food retailers and providers. Each of these companies is engaging at least 20 of their upstream suppliers with the aim of halving their own food loss and waste by 2030. Each of the retailers, providers, and suppliers has committed to the "Target-Measure-Act" approach.

Among companies that have reported their food loss and waste data, the average reduction is >15% relative to their base year. Companies have 5 more years to achieve a 50% reduction.

Of the 10 multinational companies around the world that have achieved the largest reductions to date, 8 are members of 10x20x30 and a 9th is led by a member of Champions 12.3. Notably, Ingka Group (IKEA) is the first major company to achieve a 50% reduction in food loss and waste. Champions 12.3 is thus leading the world in corporate action on FLW.

10x20x30

WHAT IS THE VISION?

Massively increase private sector contribution to the global goal of reducing food loss and waste by 50% by 2030 by catalyzing efforts "up" the supply chain.



WHAT IS IT?

Initiative wherein at least 10 of the world's largest food retailers and providers follow the "Target-Measure-Act" approach and each engages 20 of their priority suppliers to do the same—thereby halving their food loss and waste by 2030.



WHY IS IT IMPORTANT?

- Scales "Target-Measure-Act" from 10 to ~200.
- Catalyzes the "whole chain" approach, supporting upstream food loss and waste reduction.
- Involves 6 of the world's 10 largest food retailers + world's 2nd largest food service provider + iconic restaurant + major regional players.



CATALYZED BUSINESS ACTION (continued)



Company-level reductions in food loss and waste exceeding 30 percent

Company (bold indicates 10x20x30 participant)	% food loss and waste reduction achieved
Ingka Group (IKEA)*	54
Ajinomoto	53
Carrefour	50
Carnival Corporation*	44
Kellanova*	42
Fresh Del Monte	41
Google	38
Ahold Delhaize	37
Cargill	35
Pick N Pay	31

* Company executive is or was a member of Champions 12.3.

Streamlined food loss and waste reporting

The Consumer Goods Forum’s “Food Waste Coalition of Action,” in partnership with WRAP and WRI (all organizations led by a Champion), announced a shared [food loss and waste reporting deadline](#) for companies from 2025 onward. The shared deadline aims to facilitate businesses to consistently report on food loss and waste data by streamlining processes, data templates, and data captured. This collaborative effort reinforces the “Target-Measure-Act” framework by supporting transparent data reporting.

The Cool Move Initiative

Led by several members of Champions 12.3, this initiative promotes the development of sustainable cold chain expansions and investments, providing expertise, resources and tools to existing initiatives by “connecting the dots” among currently isolated efforts and making the linkage between centralized expertise and local action. Cool Move seeks to bridge the needs of global institutions and local projects and businesses through 5 key areas:

1. Business development
2. Data gathering & impact
3. Government engagement
4. Technology
5. Financing

SUPPORTED COUNTRY ACTION

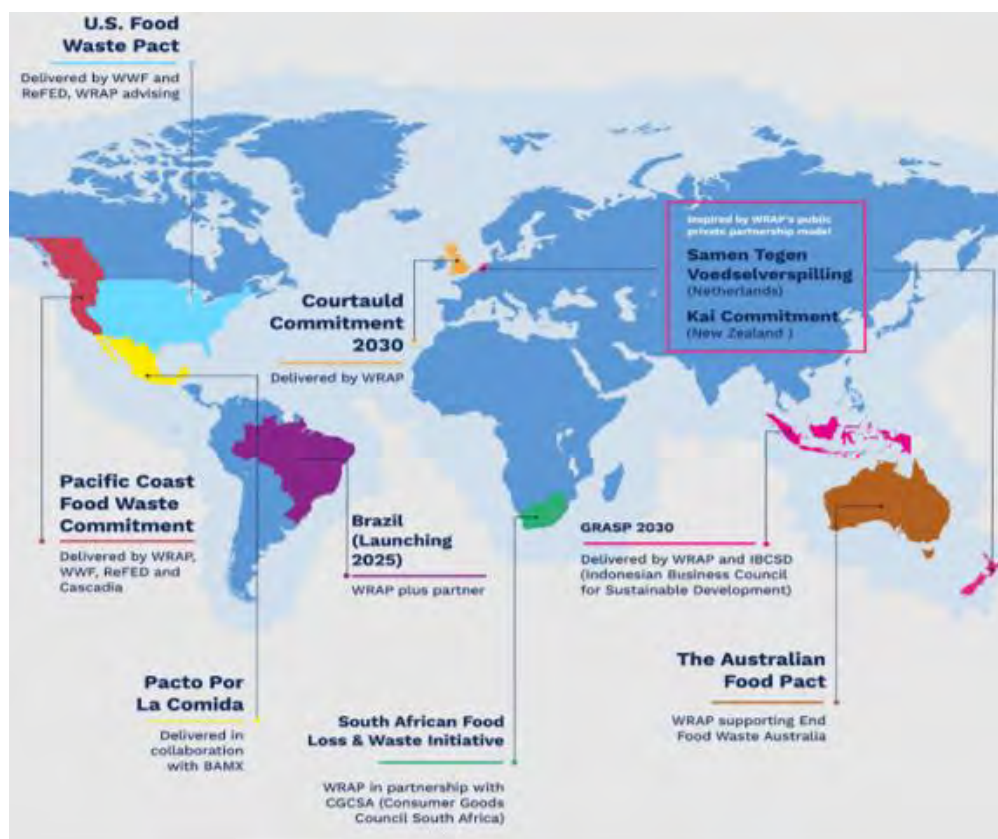
Nationally determined contributions

Members of Champions 12.3 engaged and provided technical assistance to countries to incorporate food loss and waste into their revised nationally determined contributions (NDCs) and translate these commitments into meaningful policies and action. These efforts have influenced a number of countries to include food loss and waste for the first time in their 2025 NDC updates: Cambodia, Chile, Colombia, Côte d'Ivoire, Ecuador, Mexico, Paraguay, South Africa, and the United Kingdom.

Public-private partnerships

Members of Champions 12.3 have launched a suite of public-private partnerships targeting food waste reduction including:

- WRAP's Food Pact Network with participation from Australia, Brazil, Indonesia, Mexico, Netherlands, New Zealand, South Africa, UK and the USA.
- The Australian Food Waste Pact, which reported a 13% reduction in food waste by its 37 signatories compared to a 2022 base year, resulting in 16,000 tons of prevented waste and saving companies approximately AUD 57 million as a result.
- The Pacific Coast Food Waste Commitment, a public-private partnership focused on reducing food waste by 50% by 2030 along the West Coast of the United States. Retailers including Walmart, Kroger, Aldi, and more have reduced unsold food rates by 30% since 2019, the largest reduction ever recorded.



Source: WRAP 2024

10X20kX30

Launched the 10x20kx30 Initiative which brings together **10** major farmgate-facing agriculture companies and organizations, with each engaging 20,000 (**20k**) of their supplying farmers to follow the “Target-Measure-Act” approach to reduce on-farm food losses by 50% by **2030**. This approach seeks to boost farmer income, improve food and nutrition security, and support climate goals.

Examples of action from signatory companies include:

- Olam Agri switching from manual to mechanized harvesting and threshing in their Nigerian rice supply chain, resulting in more than 45% reduction in losses and an average profit increase of \$389 USD per farmer.
- ETG is planning to open a new Zero Waste Facility in Côte d'Ivoire enabling farmers to increase their income through the sale of cocoa pulp and pods, which will be transformed and sold as juice, biochar, sweeteners, pigments, compost, and building materials.



SUPPORTED FARMER ACTION (continued)

Country Food Loss Initiative

Accelerated developing country action to minimize food losses by convening a series of “roundtables” that bring together government agencies, agribusinesses, solution providers, and financial institutions to co-develop projects that scale on-farm and near-farm food loss reductions.

Key activities per country include:

- Profiling hotspots of food losses (e.g., based on World Bank studies, factoring in country NDCs/National Pathways).
- Exploring interest within the private sector for investments in concrete solutions.
- Organizing an “investment roundtable” or “deal-making room” with high-level representation of the host government, interested private sector companies, financial institutions (e.g., World Bank, private banks), FAO, and IFAD.
- Identifying public policies needed to scale private sector investment.
- “Matchmaking” and developing business cases for investment by companies, including first-risk financing.
- Executing funding and implementation.

Target countries for the initiative include Bangladesh, Ghana, Kenya, Malawi, Mozambique, Nigeria, Rwanda, Tanzania, and Vietnam.



The first roundtable, convened in Nigeria, attracted \$50 million in investment. The Kenyan government hosted the second roundtable.



Inspired the Sustainable Rice Platform to commit to the Target-Measure-Act approach and to reduce on-farm and near-farm rice losses by 50% by 2030. The Platform includes many of the world’s leading rice producers and traders.

INTRODUCED NEW FINANCE INSTRUMENTS



The World Bank, led by a Champion, launched the [first Sustainable Development Bond to raise awareness for food loss and waste](#) in 2019. A range of banks, asset managers, insurance companies and pension funds globally have since shown their support. The World Bank also issued almost US\$ 8 billion equivalent in Sustainable Development Bonds for investors interested in highlighting the need to address the challenges of food loss and waste.

A World Bank report, [Addressing Food Loss and Waste: A Global Problem with Local Solutions](#) (2020), analyzed the economic drivers, incentives and disincentives around the challenge and highlights the steps needed to reduce food loss and waste. Using the economic model developed as part of the report, country diagnostics have been completed for 15 countries including Rwanda, Nigeria, Vietnam, and Guatemala. The diagnostics highlighted where losses are happening across the value chain and identified solutions to reduce them.



Rabobank, led by a Champion, launched food loss and waste-related financing products:

SDG 12.3 loan

Provides clients with a financial solution that rewards positive accomplishments on FLW reduction with lower interest rates. It includes setting ambitious FLW targets, measurement, and action.

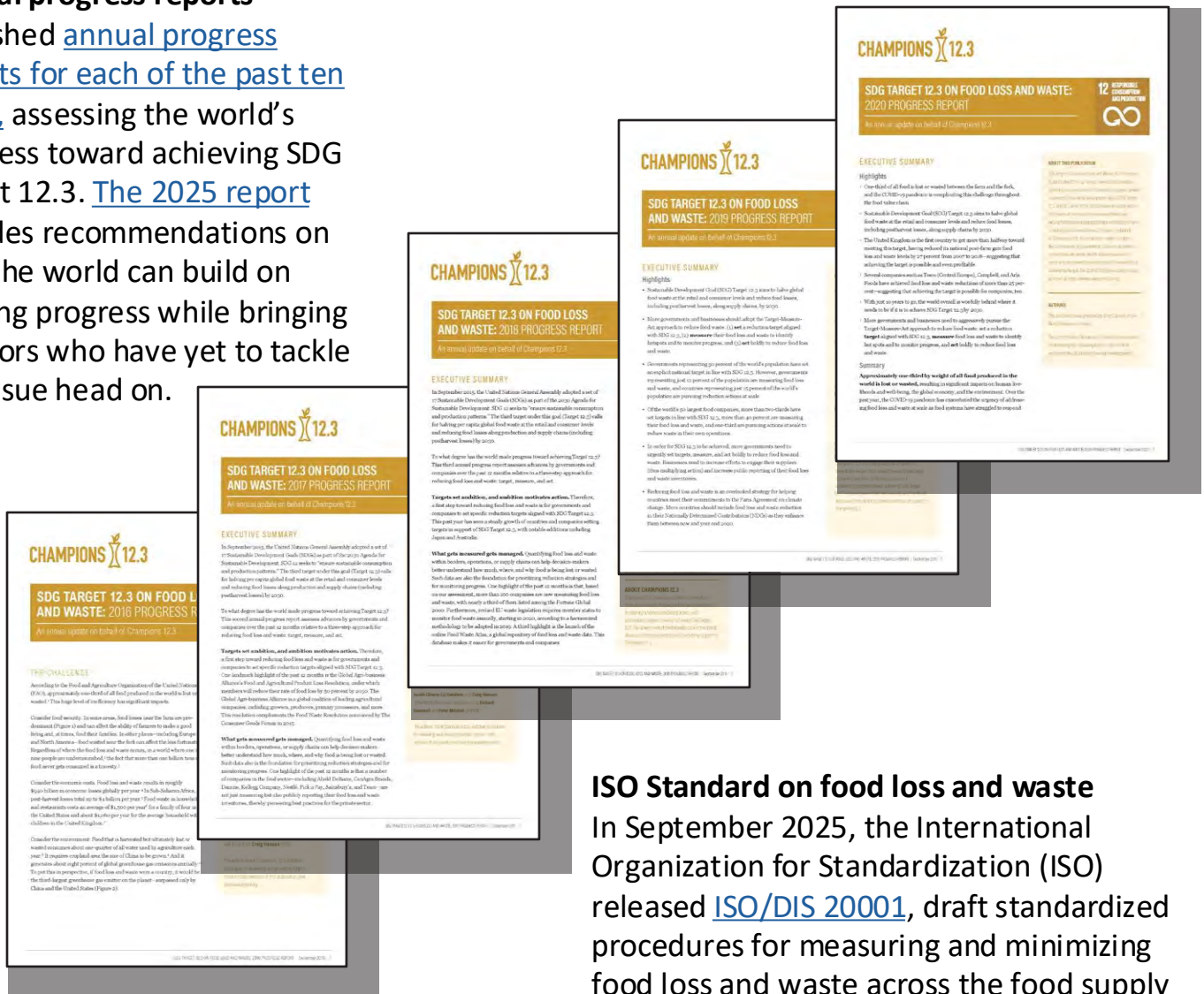
Rabo Food & Agriculture Innovation Fund:

- Invested \$3.5 million USD in Full Harvest, a US-based business-to-business marketplace for surplus and imperfect produce that is tackling waste by connecting farmers with commercial produce buyers through its online platform.
- Invested in Protix, the world leader in insect ingredients. Insects can turn low-grade food waste into valuable high-end proteins. Protix feeds their insects a unique mix of grain, fruit, and vegetable leftovers from local sources.

MONITORED PROGRESS

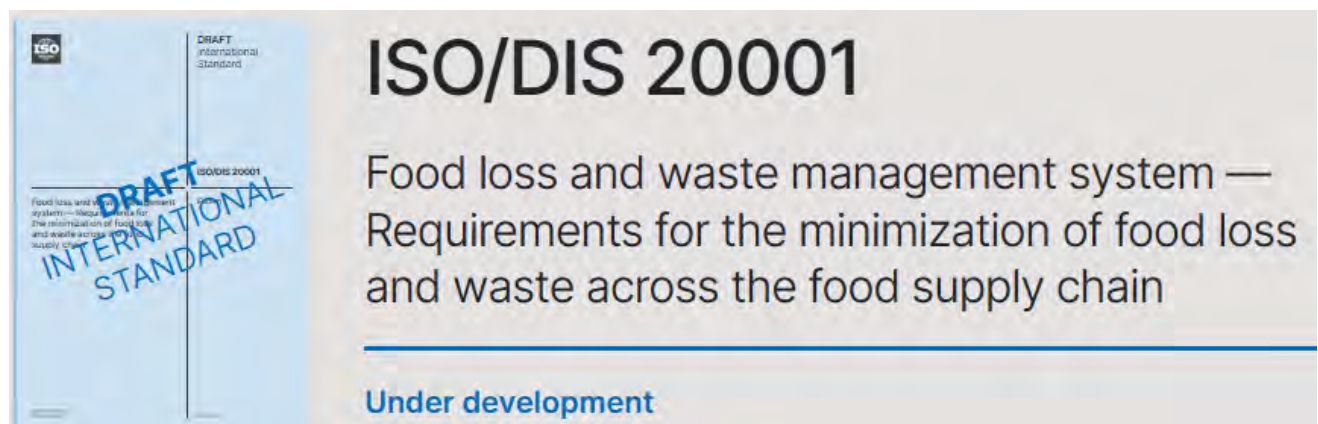
Annual progress reports

Published [annual progress reports](#) for each of the past ten years, assessing the world's progress toward achieving SDG Target 12.3. [The 2025 report](#) includes recommendations on how the world can build on existing progress while bringing in actors who have yet to tackle this issue head on.



ISO Standard on food loss and waste

In September 2025, the International Organization for Standardization (ISO) released [ISO/DIS 20001](#), draft standardized procedures for measuring and minimizing food loss and waste across the food supply chain. The *FLW Protocol* informed this standard, and a WRI Champion member chairs the ISO committee.



GENERATED NEW INSIGHTS TO INFORM ACTION

A number of research organizations, led by Champions, have advanced understanding, insights, and tools regarding food loss and waste reduction.



Research published in 2021 by Champions members WWF and Tesco uncovered the actual [scale of on-farm losses](#), leading to a revised estimate of 40%—or 2.5 billion tons—of all food produced going to waste.



UNEP's *Food Waste Index Report*, first published in 2021, tracks country-level progress toward achieving SDG 12.3. [The most recent report](#) includes more robust global and national data estimates, expands on the food waste measurement methodology introduced in the first report, and explores solutions for food loss and waste reduction.

WUR has [conducted extensive research on food loss and waste](#) and reduction solutions, including:

- The [Food Waste Monitor](#) project, which tracks the amount of food waste in Dutch markets.
- The [Food Loss Solutions website](#), which was informed by the “Target-Measure-Act” approach.
- Research on consumer behavior, such as the impact of providing [additional information on expiration dates](#).



China Agricultural University [published research](#) on the role of information and commitments in reducing food waste at Chinese university canteens. Further research on the innovative use of AI to reduce canteen food waste is forthcoming.



In 2025, FAO launched [Optiwave](#), a free tool to help organizations track, reduce, and prevent food waste. FAO's Optiwave is now joining efforts with the IKEA Food Waste Initiative. Optiwave will measure and identify hotspots for food waste, while IKEA tools will help determine solutions.

LOOKING FORWARD

Going forward, Champions will continue to advance progress on food loss and waste reduction through a wide range of efforts including (but not limited to):

- Refreshing and honing the food loss and waste reduction narrative, messaging, and memes in order to invigorate attention and action.
- Streamlining access to tools and data that companies and countries can use to tackle food loss and waste, leveraging the AI revolution.
- Accelerating investment and action on food loss reduction via the Country Food Loss Initiative.
- Supporting agriculture companies and organizations to reduce on-farm food losses of more than 200,000 farmers by 50% by 2030 through the 10x20x30 Initiative.
- Fulfilling company commitments to achieve 50% reduction in food loss and waste via the 10x20x30 Initiative.
- Catalyzing increases in the amount and types of financing for food loss and waste reduction.
- Showcasing success stories to raise awareness of innovations and best practices in the field.
- Working with countries to translate policy commitments into action through targeted engagement and technical support.
- Updating the business case for reducing food loss and waste.
- Continuing to assess global progress through the publication of annual reports on SDG 12.3.



ABOUT THIS PUBLICATION

This publication is a summary of example activities and results from Champions and its members and is not a comprehensive list. Please contact WRI to provide examples of work you would like to see included in future iterations.

Co-invented by the World Resources Institute and the government of The Netherlands, Champions 12.3 is a voluntary coalition dedicated to achieving SDG Target 12.3.