

Ensuring more food reaches the plate

Founded in Oslo in 2017, Plateful works to ensure that more of the food produced in the world today reaches people's plates. Enabling seamless cooperation between producers, wholesalers, and customers, Plateful helps make better use of food resources. Their online platform enables professional clients such as canteens and chefs to register and order from available food surplus products.

plateful.no

Net impact value creation in 2023 (USD)¹

\$ 1.29 M

Impact potential

5/5 – Impact-generating

The problem

30% of produced food is lost or wasted, accounting for 50% of total GHG emissions from food systems. This is an inefficient use of existing agricultural resources, and a missed opportunity to increase a country's food sovereignty and sustain its producers' livelihoods. Norway being a net food importer, the number of its smallholding farms has halved.

The change we need

To maximize the use of our natural resources, we need to ensure all food produced ends up on someone's plate. Connecting directly the demand and supply for quality produce can significantly reduce edible food waste. This enables suppliers to have an additional revenue stream, which can preserve livelihoods.



¹ Using data from the Upright Project and applying Norselab's custom value mapped to the SDGs. Read more about this metric on page 21. Norselab owns 22% of the company and has therefore contributed to 22% of this impact value creation.

Plateful's impact metrics

2,000 tons 1242 tons in 2022

2 000 tons of surplus food products saved through the Plateful platform, the equivalent of 3.7 million meals.

Plateful's impact contribution



Industry, innovation and infrastructure

Target 9.4

Plateful contributes to the sustainable retrofitting of the food industry by connecting demand and offer throughout the value chain and helping to redefine industry standards.



Responsible consumption and production

Target 12.3

Plateful ensures that more food that is produced ends up in our plates, thereby reducing food waste.