



ASIA AND THE PACIFIC FOOD SECURITY FORUM 2024

Investing for the Future of Climate-Food-Nature
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Green and Safe

Practices of Ele.me in Food Supply Chain Management

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Green Practices

Ele.me focuses on reducing food waste and protecting biodiversity.

Reduce Food Waste



Ugly Food



Biodiversity



Promotion

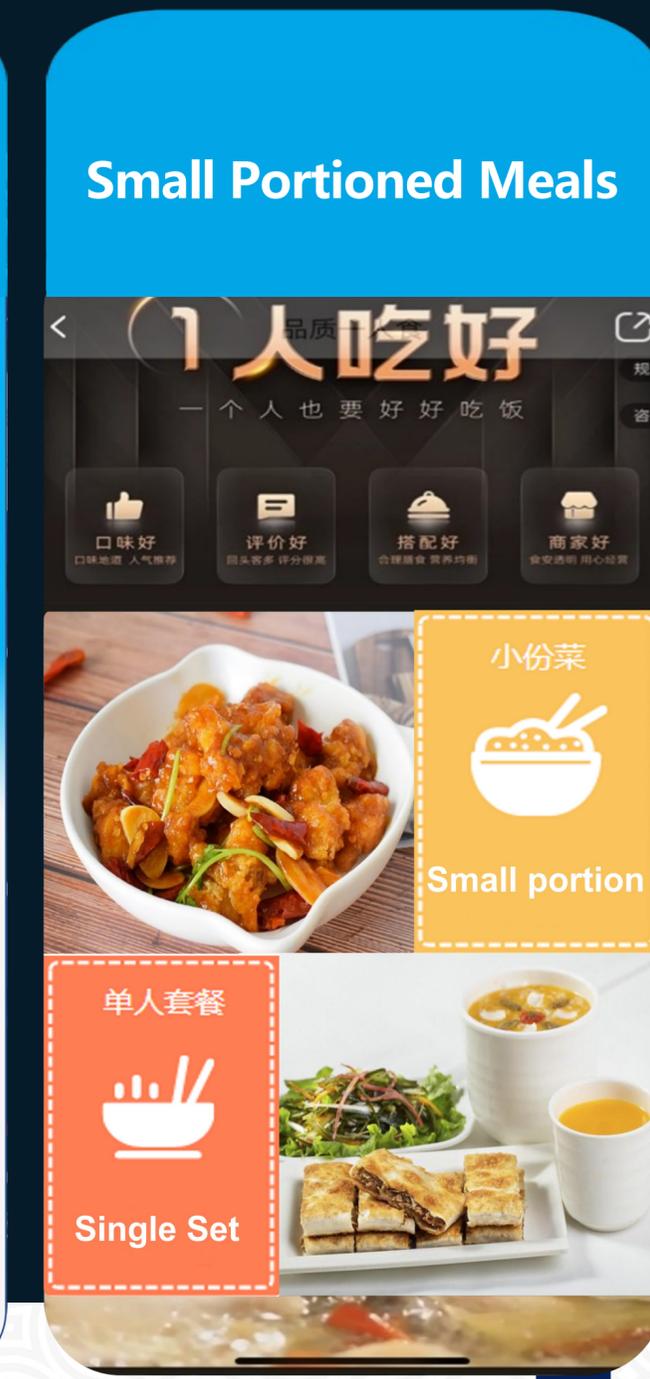
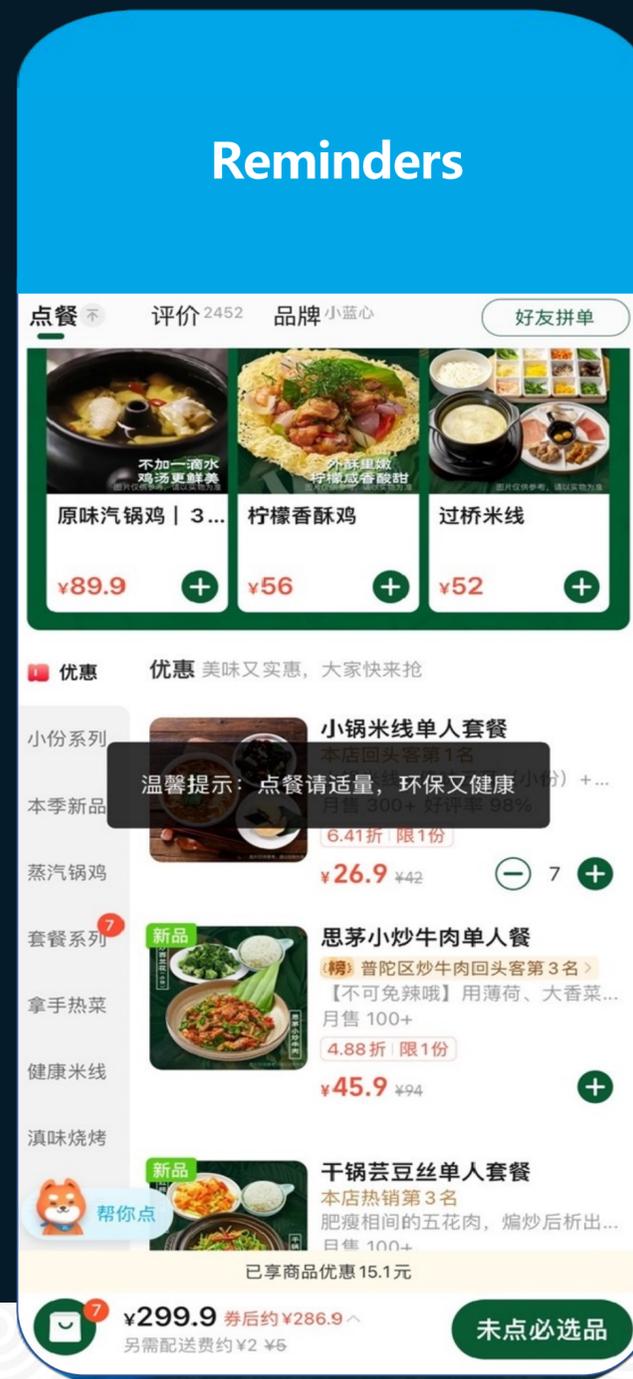


Research



Green Practices I: Ordering Tips and Small Portioned Meal

- Ordering tips and reminder are showed
- Millions restaurants joined small portioned meal program
- 15 million single sets sold in 2023



Green Practices II: Cut Fruits-Make Full Use of Ugly Food

- Supply chain innovation through industry alliance and standard setting
- Sales **doubled** year on year
- **More than 10 thousand** merchants joined



Green Practices III: Protecting Biodiversity

- Joined the fishing ban on Yangtze River, the ban on eating wild animals
- Actively participated in COP 15

No Wild Animals

拒绝食用野生动物
从我做起

我们承诺:
少一次猎食, 多一次相聚, 我们在行动!

口碑联合十三家商户共同倡议

Participated in COP15

保护生物多样性

我们是蓝色星球守护者
饿了么公益活动
生态文明: 共建地球生命共同体

指导单位: 生态环境部宣传教育司

Protection the Yangtze River

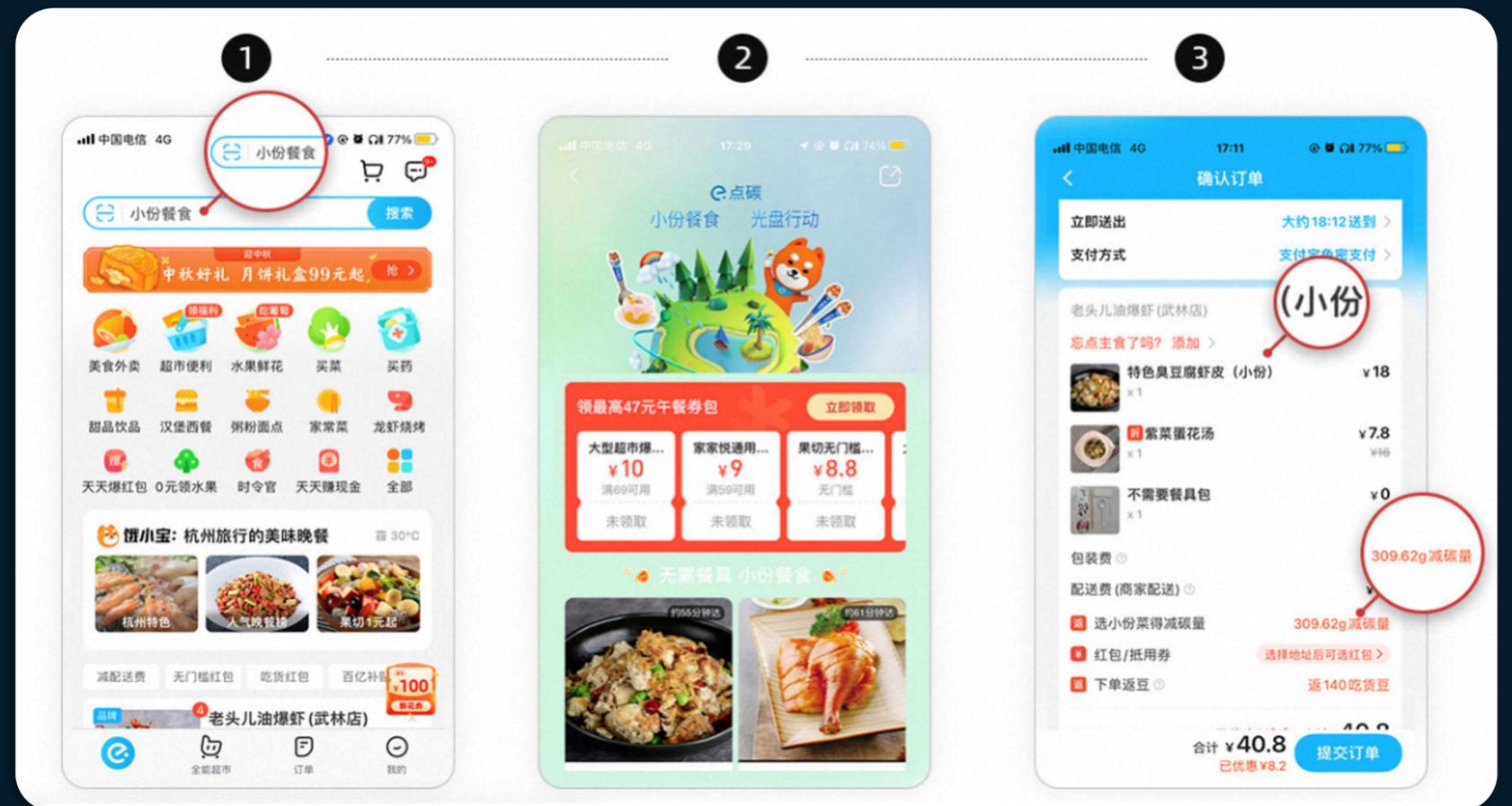
“致爱长江全民行”
长江水域生态保护项目
启动仪式
2021年5月·上海

“致爱长江”联合倡议 长江水域生态保护
合作签约

Green Practices IV: Promotion and Consumer Engagement

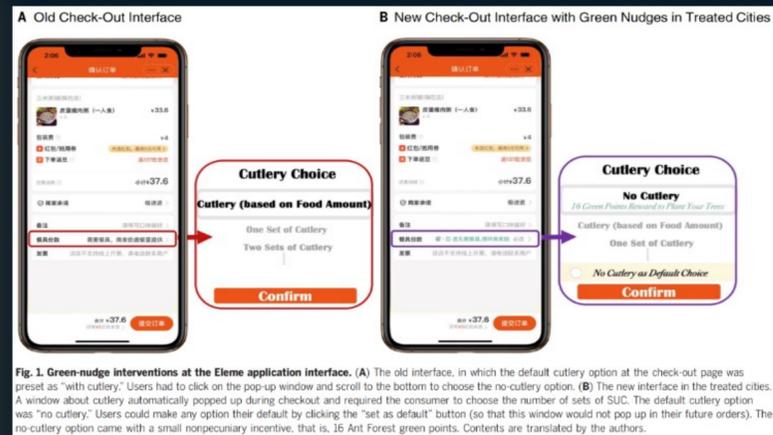


800 thousand merchants joined our philanthropic program to donate more than 20 thousand meals to children in need.



More than 70 million users have joined our low-carbon journey and more than 800 thousand merchants offering small-portioned meals.

Green Practices V: Collaboration on Research



International Research: collaboration with ADB on Science Paper

Domestic Research: collaboration with China Academy of Agricultural Sciences and industry associations on research report and standards

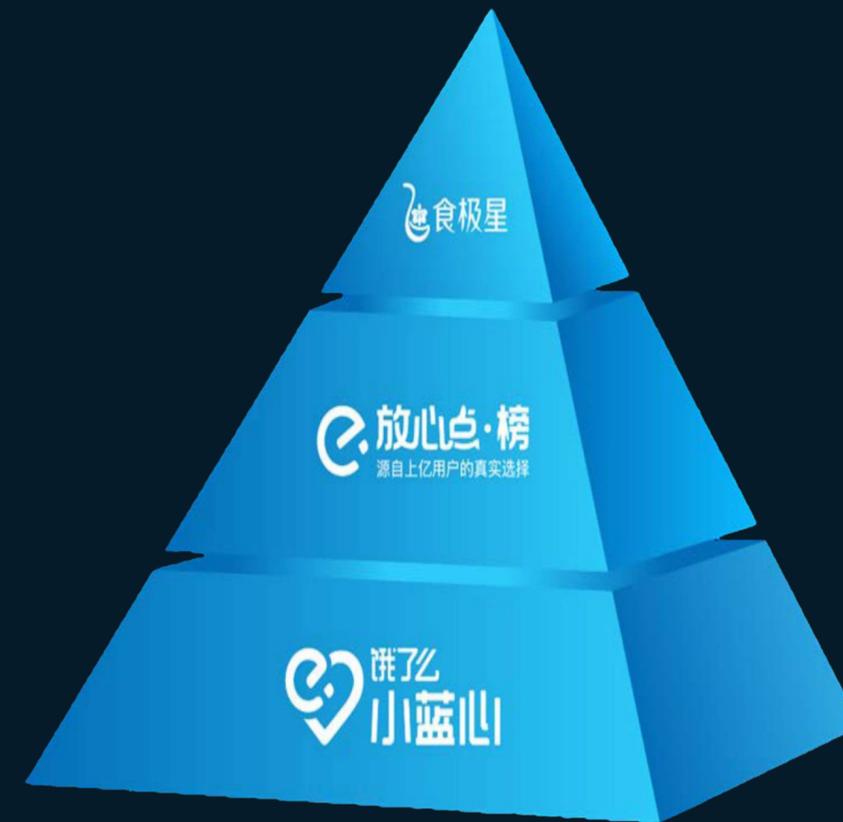
Food Safety Practices

Ele.me focuses on technological innovation, management mechanism and shared governance.

Technological Innovation



Management Mechanism



Shared Governance



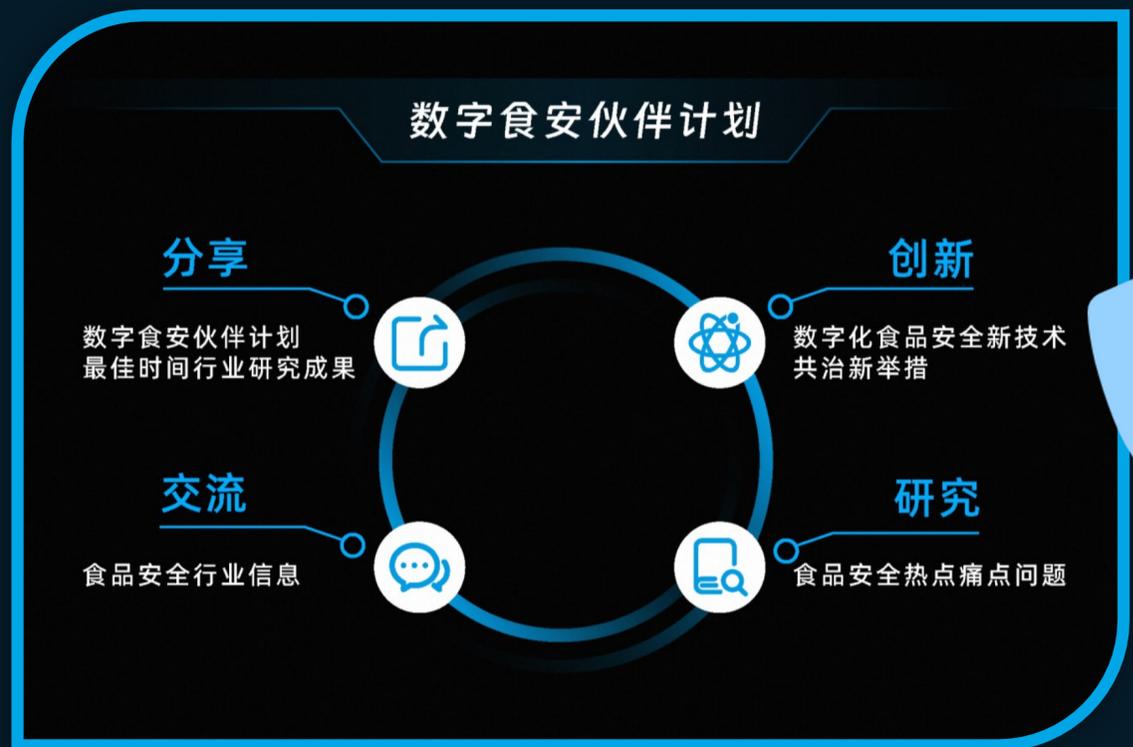
Food Safety Practices I: Digitalization Drives Innovation



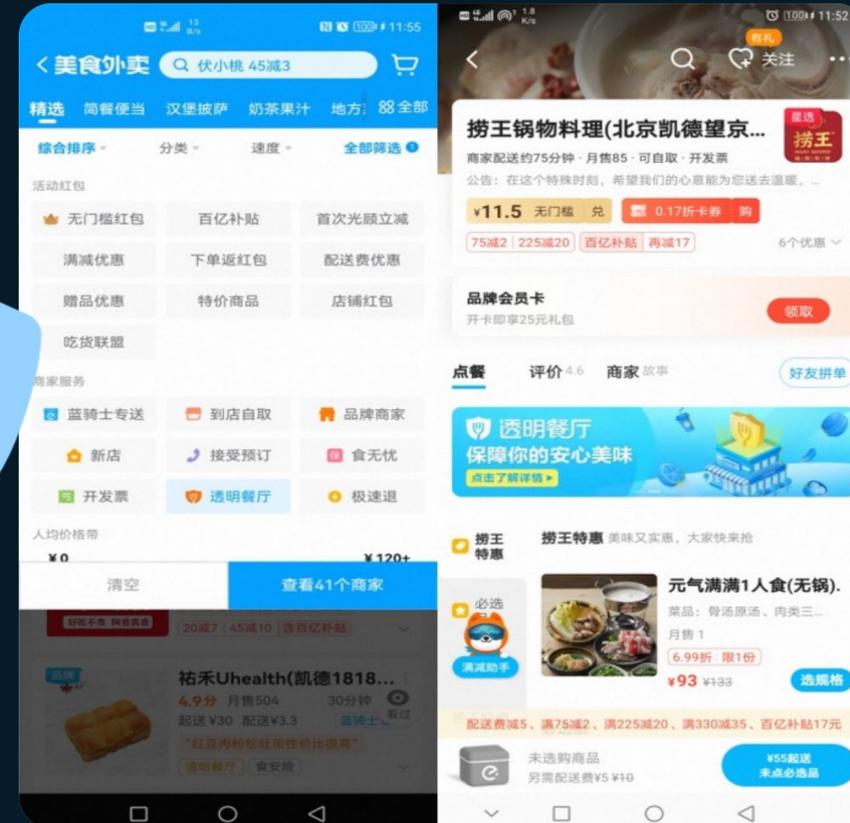
Trustworthy Ordering- Small Blue Heart
Using big data to set standards and multinational assessment indicators for top-notch stores, so customers can find them easily.

Trustworthy Ordering- Star Food Rating
Rating meals based on ingredients, nutrition value, taste experience, freshness and so on. These qualitative and quantitative assessment are helpful for the quality development of food supply chain.

Food Safety Practices II: Optimization of Management Mechanism

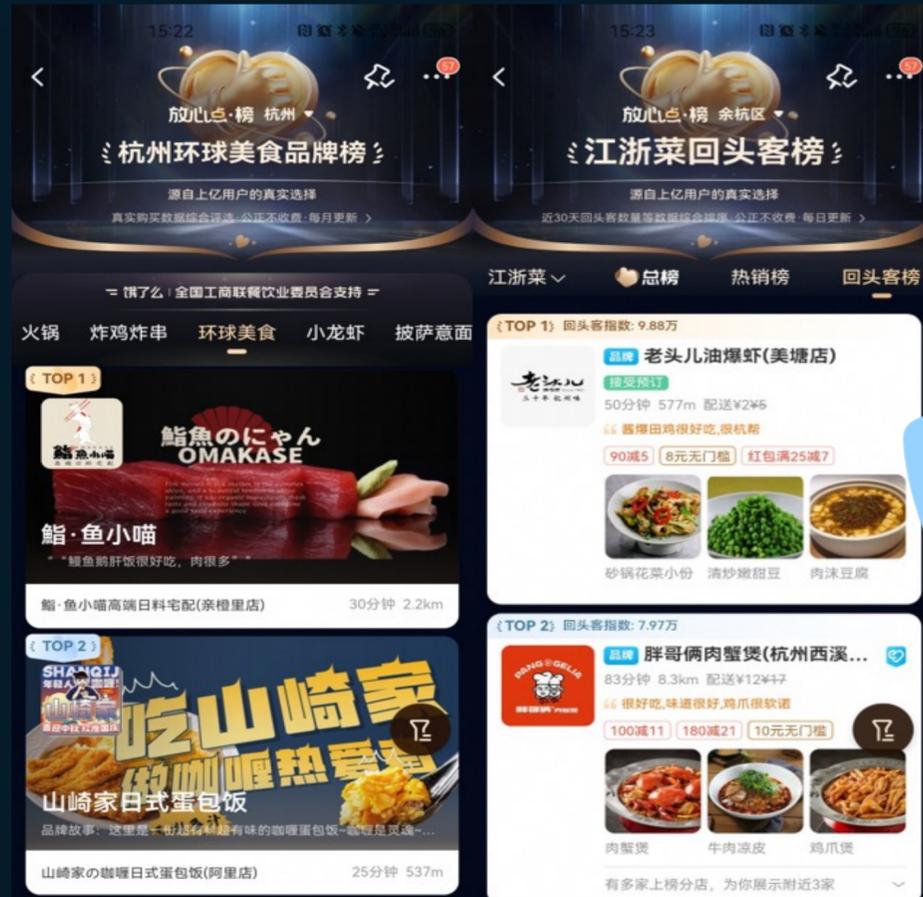


Trustworthy Digital Food Safety Partner Program
Helping merchants establish digital food safety monitoring and response capabilities, risk identification and assessment capability. The platform can provide risk interventions and targeted training to help merchants improve efficiency and reduce costs.



Ele.me incorporated food safety scores affecting search rating and other commercial opportunities, which can both **constrain and incentivize** merchants to improve service quality.

Food Safety Practices III: Promotion of Shared Governance



Trustworthy Ordering- Top List consolidating users' subjective feelings into objective food safety standards by incorporating extensive real feedback data from consumers. This approach also encourages healthy competition among merchants in terms of quality.

"E-Food Worry Free" and "Food Safety Data Sharing and Governance Platforms"

Assisting industry authorities in establishing a more efficient supervision and evaluation process, as well as a swift and agile law enforcement and rights protection system.

A woman wearing a purple hat is smiling and looking down at a large bundle of golden rice stalks. The background is a soft-focus green field.

Work Together to Ensure Food Security

Thank you!