



**THE UK
PLASTICS
PACT**



Mondelēz
International
SNACKING MADE RIGHT

Mondelēz International highlighted in UK Plastics pact report as company makes progress towards long term vision of zero net waste packaging

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- Company's sustainable packaging progress highlighted in [UK Plastics Pact Report](#)
- UK business continues to contribute to [Mondelēz International's global targets](#) of eliminating 65,000 tonnes of packaging,

ensuring clear labelling to help consumers recycle and achieving 100% recyclable packaging [~94% of all our packaging is recyclable].

London, – December 10th, 2020 – Mondelēz International, makers of the nation’s favourite treats including Cadbury Dairy Milk, BelVita, Maynard’s Bassetts and OREO is proud to be highlighted in the UK Plastics Pact report launched this week for its progress in packaging reduction, use of recycled material and its seasonal recycling labelling campaigns in partnership with OPRL. The company joined the UK Plastics Pact at the start of the year, in partnership with the entire value chain alongside business, retailers, recyclers and UK government to tackle the shared problem of plastic waste.

Mondelēz International’s sustainable packaging strategy in the UK – ‘Pack Light and Pack Right’ - is focused on reducing the amount of packaging it uses, minimising the use of non-recyclable plastics, finding more ways to help recycle what’s left and communicating clearly to make it as easy as possible for consumers to recycle.

Louise Stigant, UK Managing Director, Mondelez International, said: “We are proud to play our part as a member of the UK Plastics Pact, and are pleased with the positive progress we’re making, collectively reducing our plastic packaging by 40% and improving the recyclability of our products.

“However we know there still much more to be done and a top priority for us is tackling flexible film. These materials help keep food safe and decrease waste, but we need to significantly improve their recyclability rates.

“We’re working with the UK Plastics Pact, retailers and Government to help deliver recycling programmes and develop the required infrastructure so that these materials can not only be designed to be recycled but actually get recycled.”

Key activations in support of Plastic Pact targets

- In September, reduced the amount of packaging used in iconic Cadbury Dairy Milk large share bags by 15%, whilst maintaining

the same amount of treats inside. This move also meant fewer trucks needed to transport the same amount of product, resulting in a 14% reduction in transportation needed.

- Since 2019 have been using recycled material in Dairy Lea Lunchables which contain 75% recycled PET plastic. In February this year announced plans for Philadelphia to become the first major cream cheese brand to use recycled plastic in the UK and Europe from 2022.
- In Easter 2020 Cadbury launched its 'Be A Good Egg' recycling labelling campaign in partnership with OPRL, the UK's most recognised recycling label, across its entire Cadbury shell egg range. The brand then followed this up at Christmas by adding 'Unwrap A Good Habit' labelling to its seasonal products.

Mondelēz International has already eliminated over 64,000 tonnes of packaging globally since 2013, made 100% of its paper-based packaging sustainably sourced and is on track to reach its ambitious target to make all its packaging designed to be recyclable by 2025.

ENDS

Mondelēz International's UK 'Pack Light and Right' strategy:

Reduce and Remove:

- We have removed 64,850 metric tons of packaging since 2013
- Over the next two years we will remove over 22m pieces of plastic from the economy
- We're removing all plastic trays and secondary packaging (1.1m pieces) from our Christmas adult selection boxes in 2020
- We have reduced the Shelf Ready Packaging on our CDM 360g saving over 40 tonnes of cardboard on one product outer alone
- We have already removed almost all non-recyclable black plastic packaging with the rest to be removed by the end of 2021.
- Using 15% less packaging across our most iconic large sharing bags whilst keeping the same amount of treats inside – this optimised pack format will remove the equivalent of 20 football

- pitches worth of packaging
- 100% of our paper-based packaging is sustainably sourced.

Recycle:

- Today 94% of our total packaging globally (both plastic and non-plastic) is designed to be recyclable and we've committed to design 100% of our packaging to be fully recyclable by 2025.
- From 2022, Philadelphia cream cheese packaging sold across Europe is to be made with recycled plastic
- We are members of several leading initiatives that share a collective ambition to tackle plastic waste with a circular economy at heart - aiming to keep plastic within the economy and out of the environment:
 - oWe are a signatory of the Ellen MacArthur Foundation's New Plastics Economy Global Commitment. As part of the Commitment we will work towards the following:
 - §Take action to eliminate problematic or unnecessary plastic packaging by 2025
 - §100% of plastic packaging to be reusable or recyclable
 - §Use 5% recycled content (by weight) across all plastic packaging used
 - §Take action to move from single use towards reuse models where relevant
 - oWe are a participant in the New Plastics Economy Initiative
 - oWe're also trialing digital watermarks to enable better sorting and higher-quality recycling rates for packaging in the EU

Make it easier for consumers to recycle right:

- We're constantly driving innovation for solutions and want to reach a point where packaging is only used where necessary, and when it is, to make sure it is part of a circular economy.
- Our vision is to create a future where people and planet thrive
- We have committed globally to put clearer recycling information on pack by 2025, so that our consumers can dispose of our packaging responsibly and sustainably.
- We're asking consumers to recycle their Christmas selection boxes responsibly through our season specific recycling labelling campaign 'Unwrap A Good Habit', in partnership with OPRL – the

UK's most recognised recycling label.

The UK Plastics Pact

The UK Plastics Pact is the first such initiative in the world working to create a circular economy for plastics. It brings together businesses from across the entire plastics value chain with UK governments and NGOs to tackle plastic waste. The UK annual report can be found here:

<https://www.wrap.org.uk/resources/report/uk-plastics-pact-annual-report-2019-20>. Find out more about The UK Plastics Pact:

<http://www.wrap.org.uk/content/the-uk-plastics-pact>

- Target 1 - Eliminate problematic or unnecessary single-use plastic packaging through redesign, innovation or alternative (re-use) delivery models:
- Target 2 - 100% of plastic packaging to be reusable, recyclable or compostable:
- Target 3 - 70% of plastic packaging effectively recycled or composted:
- Target 4 - 30% average recycled content across all plastic packaging:

- *These numbers are based on members who reported in both 2018 and 2019 to give a meaningful data comparison. New members since the 2018 data submission are not included in this figure.
- ** 2018 baseline data has been recalculated due to the discovery of data quality issues from two members which they were unable to correct. Target 2 baseline has moved from 65% to 63%.
- *** Two historic 2018 data submissions were redacted on request from members who had discovered data quality issues they were unable to correct. This means that we have revised the baseline for Target 4 from 10% to 9%.
- WRAP is an environmental charity that works with governments, businesses and individuals to ensure that the world's natural resources are used sustainably. It's the charity leading The UK Plastics Pact, a world first initiative, as well as Love Food Hate Waste, the Courtauld Commitment, Sustainable Clothing Action Plan, Textiles 2030 and Recycle Now. WRAP works collaboratively and develops and delivers evidence-based,

impactful solutions to reduce the environmental cost of the food we eat, the clothes we wear and the plastic packaging we use. Founded in 2000 in the UK, WRAP now works throughout the world and is a Global Alliance Partner of The Royal Foundation's Earthshot Prize.

- For further information or to request an interview: Rachel Avery – rachel.avery@wrap.org.uk – 07951 346196 – www.wrap.org.uk – @WRAP_UK

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2019 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *belVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelez International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

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