

## Ambition 2025: Mondelez International

**Mondelez International is one of the world's largest snack companies – home to much loved brands such as Cadbury, Oreo, Trebor, BelVita, Philadelphia and Ritz. Sustainable snacking is a key focus of their 2025 ambitions, with the aim of creating a future where people and the planet thrive.**

As part of their ambition, Mondelez International are committed to reducing the environmental impact of their packaging by 2025, and are already taking positive actions to optimise and reduce their packaging where possible. To achieve this, Mondelez International have set the following targets:

- Eliminate 65,000 metric tons of packaging by 2020 (currently at 59,600t)

- Have 100% of fibre-based packaging contain recycled content or be certified deforestation free by 2020 (currently at ~80%)
- Have 100% packaging be recyclable by 2025 (currently at ~85%)
- Provide information to assist consumers with recycling by 2025

By continuously improving packaging design, they have already made substantial progress to minimise the environmental impact of their packaging.

So far, Mondelez International have eliminated 59,600 metric tonnes of packaging and are on target to meet their 2020 goal of 65,000 tonnes eliminated. They continue to simplify their material choices and use innovative

# Case Study

**fdf** food & drink  
federation  
passionate about food & drink

packaging materials that facilitate recycling in existing infrastructure.

Most packaging is already recycled, recyclable or recycle-ready. Around 75% of their packaging is comprised of glass, paper or metal and around 70% of paper-based packaging is from recycled sources.

Globally, they have hundreds of programmes that contribute to packaging optimisation and elimination. In the UK, Cadbury Roses and Heroes tubs were redesigned to use 17% less packaging resulting in 30% fewer trucks to transport them. In the US, they made their oreo cookies packaging 23% thinner, which reduced the need for nearly 1.5 million kg of cartons annually.

Mondelez International's 2025 strategy aims to deliver against their long-term vision for zero-net waste packaging by addressing two objectives: making it easier for consumers to recycle packaging and supporting industry coalitions and public-private partnerships to improve recycling rates.

*“Plastic waste is one of the most serious issues facing our planet. At Mondelez International we are committed to playing a leadership role in addressing the challenge of packaging waste and establishing a circular economy for packaging. Our new purpose as a company is to empower snack right. This is what our consumers want and what our planet needs.”*

**Dirk Van de Put**, CEO, Mondelez International  
[View Ambition 2025 Progress Report.](#)