

Mondelez WTR goes carbon neutral at Cannes



Mondelez WTR collaborated with tree planting charity One Tree Planted to offset the carbon footprint of its TFWA World Exhibition presence



Mondelez World Travel Retail (WTR) returned to the recent TFWA World Exhibition with a digitally focused carbon-neutral stand, in line with its commitment to sustainable practices and engaging experiences.

Collaborating with tree planting charity One Tree Planted to plant over 3,500 trees, the Mondelez WTR team offset the carbon footprint of its presence at Cannes.

The team's CO2 footprint was calculated by combining the production of the booth, staff travel, accommodation and delivery transportation. The team added a double-digit percentage on top of this sum to cover smaller miscellaneous activities, neutralizing Mondelez WTR's stand and contributing more towards climate neutrality.

Also, for each Toblerone 360 gram bar sleeve printed for visitors to the Mondelez WTR Experience Room, another tree will be planted.

The supplier's broader sustainability roadmap comprises commitments that include the development of more ethical promotions and in-store engagement; packaging innovation and recyclability; award-winning products with sustainably-sourced ingredients; and pioneering more sustainable design practices for travel retail.

The carbon-neutral stand follows Mondelēz International's first-ever zero-waste activation - a multi-brand Cocoa Life umbrella concept that debuted at Oslo Airport in August, bringing the company's sustainable cocoa sourcing program to life for travelers.

In addition, the company recently announced its commitment to a 2050 target of net zero greenhouse gas emissions across its full value chain.

Digital innovation

In line with its commitment to digital innovation, the TFWA World Exhibition stand also featured Mondelez WTR's award-winning immersive Digital Home, introduced at the Summit of the Americas - A Virtual Experience.

The 360-degree experience incorporated motion-sensing technology which allowed visitors to experience all the features of the digital home in a contactless way.

Jaya Singh, Managing Director at Mondelez WTR, said: "It was a true privilege to return to Cannes this year and reconnect as an industry, and I would like to sincerely thank TFWA for providing suppliers with a much-needed opportunity to meet face-to-face with partners as we progress our journey to emerge stronger together. The Mondelez WTR team were delighted to be back and to showcase our enduring dedication to innovation for the good of the wider industry. Our new stand really set the tone for an exciting year ahead, particularly in terms of our pioneering digital initiatives and our sustainability commitments.

"On the topic of sustainability, Mondelez WTR consistently strives to do better, and we hope to inspire others to do the same. It was a very proud moment for us to return to the industry's most important event this year with a carbon-neutral stand. We are committed to creating a better, more responsible and more sustainable future for the travel retail industry alongside our valued partners. We are committed to 'Travel Retail Made Right'."