



Mondelēz International Well-Being Goals

Transform and secure our agricultural supply

- All **cocoa** will ultimately be sustainably-sourced
- 70% of global **coffee** will be sustainably-sourced by 2015
- 75% of Western European biscuits volume made with **Harmony wheat** by 2015
- **Palm oil**: 100% [RSPO](#) by 2015

Drive resource efficiency and reduce our environmental footprint

(* measured against total production)

- Reduce **energy** in manufacturing 15% by 2015*
- Reduce **greenhouse gases** from manufacturing 15% by 2015*
- Reduce **water** in manufacturing 15% by 2015*
- Reduce **waste** in manufacturing 15% by 2015*
- 60% production from **Zero Waste to Landfill** sites by 2015*
- Eliminate 50 million pounds (22,500 metric tons) of **packaging** by 2015

Empower consumers to live well and snack mindfully

(goals based on 2012 baseline)

- Deliver 25% of revenue from **better choices** by 2020
- Increase individually-wrapped **portion control options** 25% by 2020
- Reduce **saturated fat** 10% by 2020
- Reduce **sodium** 10% by 2020
- Increase **whole grains** 25% by 2020
- Calorie **front-of-pack labelling** by the end of 2016 on relevant products globally
- Invest \$50 million USD into **healthy lifestyle community partnerships** by 2015

Safety of our people and products

- Achieve world-class safety performance
- Achieve third-party food safety certification against the [FSSC 22000 GFSI](#)-benchmarked scheme for all internal manufacturing facilities by 2015

