

**CHALLENGES AND OPPORTUNITIES  
OF A GLOBAL BRAND OWNER USING  
ISCC PLUS CERTIFIED MATERIAL**

**RICHARD AKKERMANS**

**EUROPEAN R&D PACKAGING  
SUSTAINABILITY MANAGER**

**FEB '24**



# MONDELÉZ IS A GLOBAL SNACKING LEADER!



## BISCUITS & BAKED SNACKS

2022 NET REVENUES:  
**\$15.6 BILLION**



**#1**

in Biscuits



**#3**

in Cakes & Pastries



**OREO**

**LU**  
Créateur de biscuits depuis 1946

**belVita**

**7 DAYS**

**TUC**



## CHOCOLATE

2022 NET REVENUES:  
**\$9.5 BILLION**



**#2**

in Chocolate



**Cadbury Dairy Milk**

**Milka**

**TOBLERONE**

**Marabou**

**CÔTE D'OR**  
— SINCE 1893 —

**Mondelēz**  
International  
SNACKING MADE RIGHT

# OUR AMBITION FOR PACKAGING SUSTAINABILITY FOR 2025 AND BEYOND



**2025**

- 100% PACKAGING DESIGNED TO BE RECYCLABLE**
- 25% REDUCTION IN RIGID VIRGIN PLASTIC**
- 5% REDUCTION IN VIRGIN PLASTIC**
- 5% RECYCLED PLASTIC CONTENT**

**2050**

**ACHIEVE NET ZERO PACK WASTE & ENABLE A CIRCULAR PACK ECONOMY**



# NON-MECHANICAL RECYCLED PLASTIC PACKAGING LAUNCHES TO SIGNAL DEMAND



## RECYCLED PLASTIC PACKAGING PIPELINE



Cadbury Dairy Milk – UK

30% Recycled Plastic in 110g tablet packaging

2022



Freia Kvikklunser – Norway

80% Recycled Plastic in multipack packaging

2023/4



Philadelphia – EU

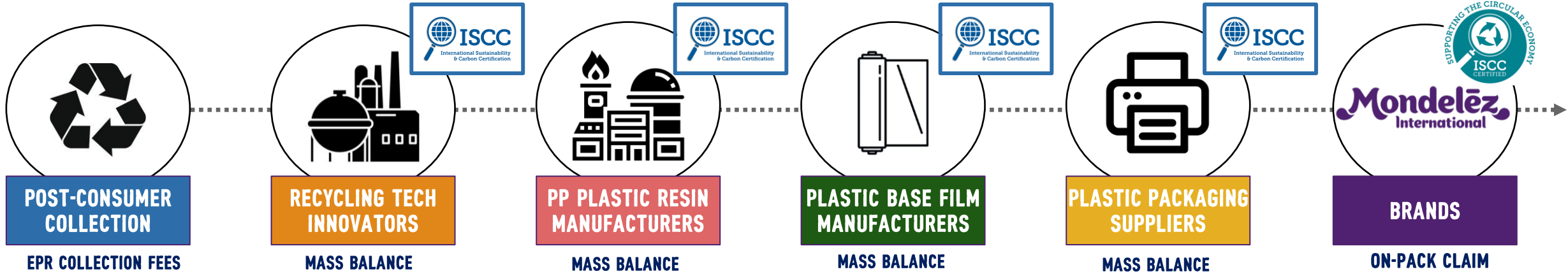
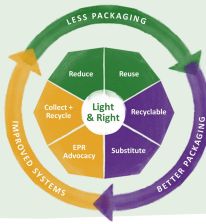
40% Recycled Plastic in tubs and lids

2024/5 TBC

In partnership with  **ISCC** International Sustainability & Carbon Certification  **amcor**  **Jindal** Films

WATCH THIS SPACE!

# COLLABORATING ACROSS THE VALUE CHAIN TO INCREASE CIRCULARITY



## SOME PRE-REQUISITES FOR SUCCESS:

- ✓ **ADVOCATE FOR WELL DESIGNED EPR SYSTEMS**
  - THEY NEED TO ADDRESS COLLECTION AND RECYCLING OF FLEXIBLE PLASTIC AT SCALE
- ✓ **PUSH FOR MASS BALANCE - FUEL EXEMPT APPROACH**
  - ONCE ACCEPTED IN REGULATION, INFRASTRUCTURE DEVELOPMENT CAN BE ACCELERATED, ESPECIALLY IF LINKED TO REGULATORY TARGETS
- ✓ **CERTIFICATION IS KEY**
  - ISCC PLUS BRINGS THIRD-PARTY ASSURANCE AND TRUST TO A TYPE OF RECYCLED PLASTIC THAT IS NOT YET WELL UNDERSTOOD
- ✓ **COLLABORATE WITH COURAGE**
  - WE WILL ONLY ACHIEVE A CIRCULAR ECONOMY FOR FOOD CONTACT FLEXIBLE PLASTIC IF WE ALL WORK TOGETHER!





**THANK YOU!**

**Mondelēz**  
International  
SNACKING MADE RIGHT