

Mars Wrigley ITR team takes part in learning and volunteering exercise



The Mars Wrigley International Travel Retail (ITR) team recently took to Noordwijk beach in the Netherlands, as part of the Mars Volunteering Programme (MVP), to organize a clean-up effort in order to help rid the coastline from the ever-growing scourge of unwanted and unpopular plastic waste.



The MVP team donned gloves and grabbed buckets and picking tools to spend two hours on the shoreline on a blustery Thursday morning, collecting and removing several buckets of plastic rubbish from the popular beach in the Netherlands, where the company recently held its semi-annual Global Associates Meeting. The activity was preceded by a learning workshop about the issues and dangers of plastic waste, delivered by a Mars Wrigley packaging innovation expert

Mars Wrigley, one of the biggest global companies to take a serious look into its approach to packaging and its effect on the environment, is currently working towards 100% recyclable packaging by 2025 and collaborating closely with NGOs, governments, campaign groups and the wider industry to promote litter education and changes in behavior.

Gary Clarke, General Manager of Mars Wrigley International Travel Retail, said of the exercise: “The Mars Volunteer Program encourages our people to dedicate some of their working time to help improve communities and, because packaging waste is a topic close to the hearts of our people, this year we chose to help clean a beach.

“At every opportunity businesses should be considering how they positively impact people, society and the planet. Every little action really does help and at Mars Wrigley we recognize that we have an opportunity - and responsibility - to act now.”

