

Mondelez sustainability activation stands out at Oslo



Mondelez World Travel Retail (WTR) has unveiled a multi-brand sustainability activation across the Arrivals, Departures East & Departures North halls at Oslo Airport.

Eye-catching displays of natural wood and greenery, featuring a zero-waste retail design as a global first for Mondelez WTR, put the company's sustainable cocoa program, Cocoa Life, in the spotlight. These displays were created entirely by using off-cuts of wood from other units. The brand headers are magnetic panels which can be replaced or removed for future repurposing. The fixtures have been designed to be easily broken down so that post-activation they could be rebuilt as, for example, outdoor vegetable planters for donation to schools or public community spaces.



Living plants have been woven into the fabric of the activation to further emphasize the sustainability story

This multi-brand activation, which launched in early August, focuses on chocolate brands strategic to the region. Topping the list is the channel's number one chocolate brand, Toblerone, and also local Nordic brand Freia and Swedish favorite, Daim.

Tackling the root causes

Mondelez International has created its Cocoa Life program to tackle the root causes of the complex challenges that cocoa farmers and their communities face. These include climate change, gender inequality, poverty and child labor.

The company works hand-in-hand with the men and women who make their living from cocoa to help turn cocoa into a business of choice, creating inclusive and empowered communities, and educating about forest conservation and restoration.



99% of Mondelez WTR's travel retail chocolate product portfolio currently uses cocoa that is sustainably sourced through their Cocoa Life programme, with the ambition of achieving 100% by 2025

Iris Litschauer, Senior Business Development Manager at Mondelez WTR, said: "From sourcing our ingredients to our activities in-store, embedding sustainable practices is a priority for Mondelez WTR. Through this pioneering zero-waste activation, we are sharing the Cocoa Life story with our consumers in an engaging way at the point-of-sale. Choosing a Cocoa Life brand is choosing a cocoa made right; one which uses sustainable solutions for cocoa production and benefits farming communities and the environment. We're proud to debut the concept with our responsible partners at Gebr Heinemann and Travel Retail Norway, who share our commitment to lowering our environmental impact and supporting travellers in making more sustainable choices."



Colorful graphic panels tell the Cocoa Life story across the fixtures, immersing traveling shoppers in the details through playful visuals of cocoa pods, plant life and people

Frank Hansen, Category Manager Travel Retail Norway, added: “Sustainability is an increasingly important corporate responsibility and a major topic in the Nordics. The travel retail industry has a duty to both our consumers and the planet to offer products with ingredients that are sustainably sourced as well as to reduce our environmental footprint wherever possible. Mondelez WTR’s Cocoa Life activation is not only educational, engaging and eye-catching, but sustainably designed, and Travel Retail Norway is excited to see our great partnership thrive and hopefully inspire more sustainable practices in the channel.”

Jens Peter Peuckert, Director Marketing at Gebr. Heinemann, said: “At Gebr. Heinemann, we believe that sustainable products and services will continue to be the drivers of economic growth in travel retail, and it is essential for us as an industry to proactively evolve our offering and create customer excitement. The Cocoa Life activation in Oslo engages travellers at the intersection between sustainable design and products with sustainably-sourced ingredients. It is a perfect example of how people, planet and profit go hand in hand. We are very proud to collaborate with our long-standing partners at Mondelez WTR on this kind of innovation and creativity for the greater good of the people and the planet.”

Subhead: Mondelez WTR sustainability scorecard

Mondelez WTR’s sustainable design scorecard was developed in partnership with CircleSquare and shared freely with the travel retail industry. The scorecard encourages the use of more authentic materials and considerate construction methods, along with manufacturing decisions that allow for in-store units to be more easily recycled at the end of life.

These activities form part of Mondelez’ broader sustainability roadmap comprising corporate-wide and

industry-specific commitments, including the development of more ethical promotional activities and in-store engagement, packaging innovation and recyclability.